



WINTER OLYMPICS

EDITORIAL & PHOTO COVERAGE

STATS will provide a complete editorial and photo offering for the 2010 Olympic Games from Vancouver. In addition to leveraging its on-site editorial staff, **STATS** will utilize its relationship with The Associated Press to produce more than 150 daily articles and 1,000 photos per day throughout the Olympics.

Editorial Coverage

Includes:

- ❑ Breaking News
- ❑ Daily Roundup
- ❑ Daily Major Top Piece
- ❑ Event Lookaheads
- ❑ Event Capsules
- ❑ Associated Press Notebooks
- ❑ Associated Press Notebooks
- ❑ Local Athlete Coverage
- ❑ Spanish Editorial

Athlete Biographies

STATS' editorial staff will be producing Olympic biographies for each U.S. athlete participating in the Olympics. STATS will also provide biographies for more than 200 International athletes. Biographies will include the following information:

- ❑ Date of Birth
- ❑ Hometown
- ❑ Height
- ❑ Weight
- ❑ College and Career Highlights

Local Athlete Coverage

The Associated Press will be providing localized coverage for the Olympics. Localized coverage will provide an in-depth look at the performance of U.S. Athletes throughout the competition. These articles will cater to the specific interests of hometown audiences and the athletes representing their region.

Daily Photo Coverage

The Associated Press provides robust photos for major events throughout the Olympics and include more than 1,000 photos per day. 500 of these photos will be relevant to an international based audience. Each competition is guaranteed to have at least one action photo in addition to one medal stand photo.

Historical Photo Coverage

Historical photo coverage includes major photos from past Olympics and include photos from:

- ❑ Opening ceremonies
- ❑ Closing ceremonies
- ❑ Medal ceremonies
- ❑ Major competitions
- ❑ Breaking news photos from prior Olympics

