



WINTER OLYMPICS vancouver 2010



STATS and The Associated Press will be presenting premium coverage of the 2010 Olympic Games from Vancouver. From curling to skeleton, we're offering non-stop content, including data feeds, editorial previews, athlete biographies, interactive Flash applications, along with award-winning AP photos and audio reports, as well as STATS Hosted Solution. STATS provides a significant content differentiator for clients looking to separate themselves from the pack.

Editorial and Photo

- ❑ Leveraging its relationship with The Associated Press, STATS will deliver more than 150 daily articles throughout the Olympics.
- ❑ Extensive editorial coverage includes breaking news, daily roundups, event lookaheads, event capsules, notebooks and local athlete coverage.
- ❑ STATS' editorial team will produce more than 500 athlete biographies for both U.S. and International athletes.
- ❑ With more than 1,000 images per day, STATS has unparalleled action photos from each event and medal stand photos.

Multimedia

- ❑ A rich video solution from The Associated Press will include more than 100 videos throughout the Olympics highlighting athlete interviews, media appearances and profiles of Olympic venues.
- ❑ The Associated Press will have a dedicated staff providing audio reports for both indoor and outdoor events, including daily podcasts.
- ❑ Flash Interactives combine breaking news, photos, graphics and audio that enable your audience to gain insight on a wide range of topics in an attractive and engaging format.

Hosted Solution

- ❑ Turn-key Olympic Games Solution delivering robust content. Customized to your site.
- ❑ Integrates STATS comprehensive suite of AP editorial and photos, multimedia and data coverage.
- ❑ Flexible widgets provide customized integration with client specific content.
- ❑ Creates new online space for targeted ads and highly desirable sponsorships.

Data

- ❑ Comprehensive event schedules will be available prior to the start of the Olympics, including participants, venue and event information.
- ❑ Complete medal counts are provided at the close of each event, broken down by event, country and athlete.
- ❑ In-progress results after the conclusion of each heat and throughout the course of team-based events such as curling and ice hockey.
- ❑ Official results for each sport includes place (including non-medal winners), time for timed events, score for judged events and scoring information for team events.

