



# WINTER OLYMPICS MULTIMEDIA

**STATS** will deliver a complete multimedia package for the 2010 Olympics from Vancouver. Leveraging **STATS** relationship with The Associated Press, **STATS** will provide audio reports, podcasts, videos and Flash Interactives.



## Audio Reports & Podcasts

The Associated Press will have dedicated staff providing audio reports for both outdoor and indoor venues. In addition to essential athlete sound bites after each event, AP reporters will capture 'the flavor' of the Olympics -- covering the Olympic Village, Vancouver, and anything else pertaining to the atmosphere of the event. AP will also produce a daily podcast including a recap of the day's events. Podcasts will include commentary and athlete quotes.

## Flash Interactives

AP Flash Interactives will include a combination of audio, graphics and text. Individual sports are explained at depth along with additional special interest Interactives, including image slideshows. The following Flash Interactives are planned:

- ▣ Torch Route, Explainer & History
- ▣ Image Slideshow
- ▣ Venues
- ▣ Alpine Skiing
- ▣ Biathlon
- ▣ Bobsled
- ▣ Cross-Country Skiing
- ▣ Curling
- ▣ Figure Skating
- ▣ Freestyle Skiing
- ▣ Ice Hockey
- ▣ Luge
- ▣ Nordic Combined
- ▣ Short-Track Speed Skating
- ▣ Skeleton
- ▣ Ski Jumping
- ▣ Snowboarding
- ▣ Speed Skating



## Video Reports

The Associated Press video network produces daily videos covering a variety of topics:

- ▣ Athlete interviews (pre and post event)
- ▣ Team and individual athlete arrivals
- ▣ Preparations and profiles of Olympic venues
- ▣ Media appearances away from Olympic venues
- ▣ The Daily International Olympic Committee news conference
- ▣ Doping allegations
- ▣ Safety, terror threats, fan activity & ticket distribution

