

FREESTYLE FIS WORLD CUP 2008/2009



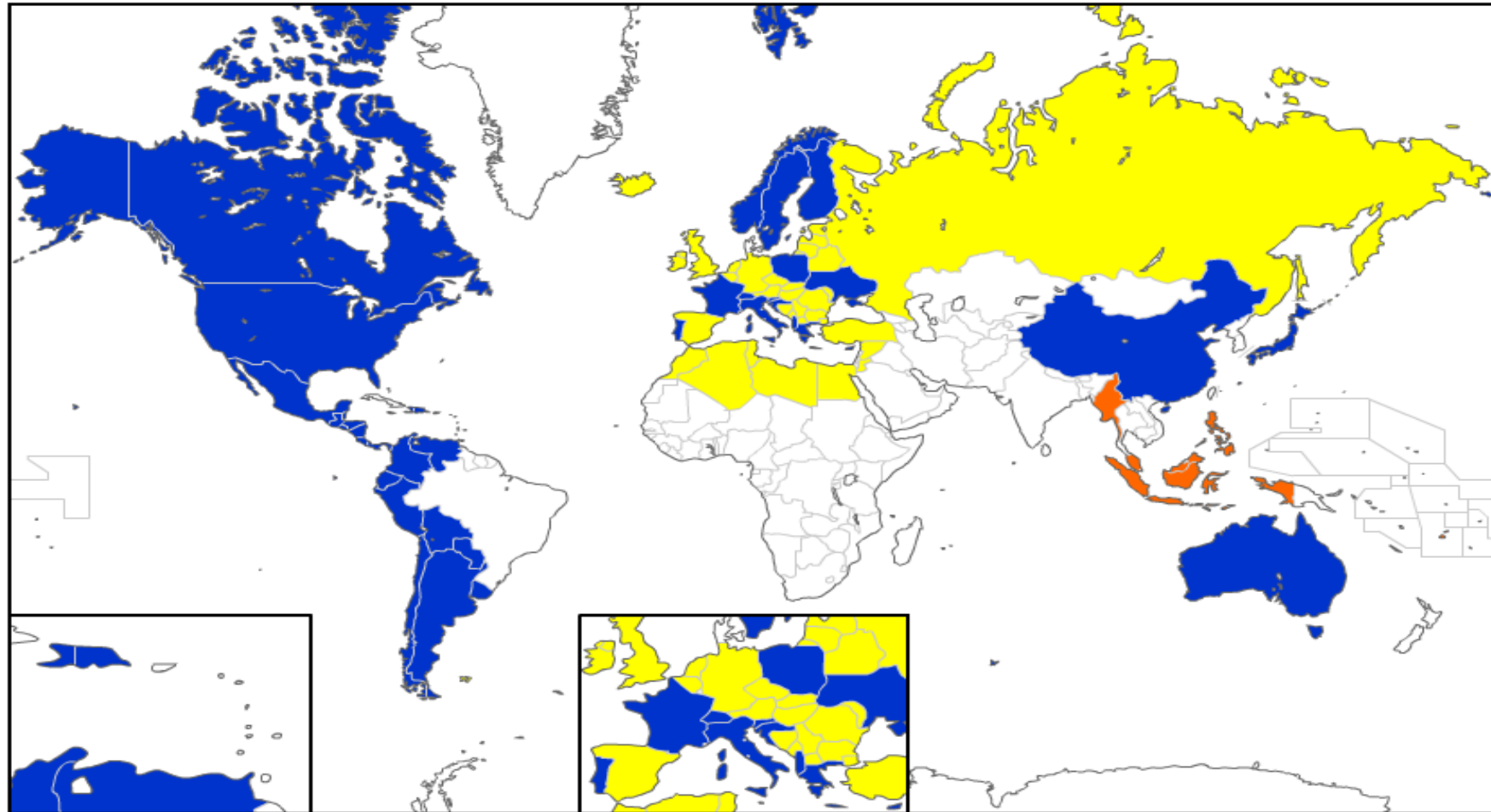
TV EXPOSURE REPORT

**OC SEMINAR
DUBROVNIK (CRO) May 24th 2009**

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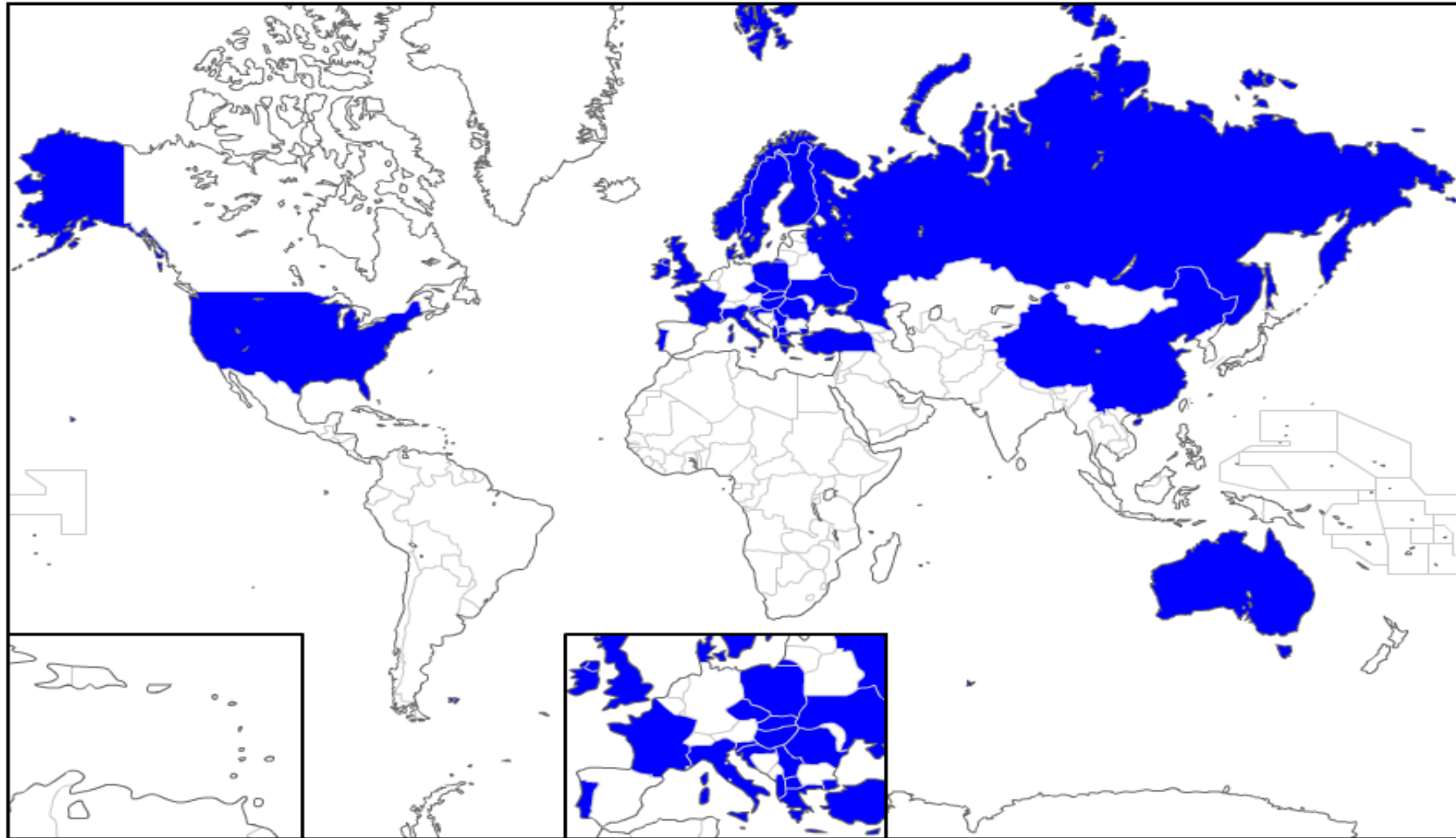
- Rights holders map - Races
- Rights holders map - Magazine
- TV Exposure Report:
 - ✓ total exposure (as of 11.05.2009)
 - ✓ notes - explanations
 - ✓ venue by venue report
- 2008/2009 Freestyle FIS World Cup - Overview

2008-2009 rights holders list - RACES



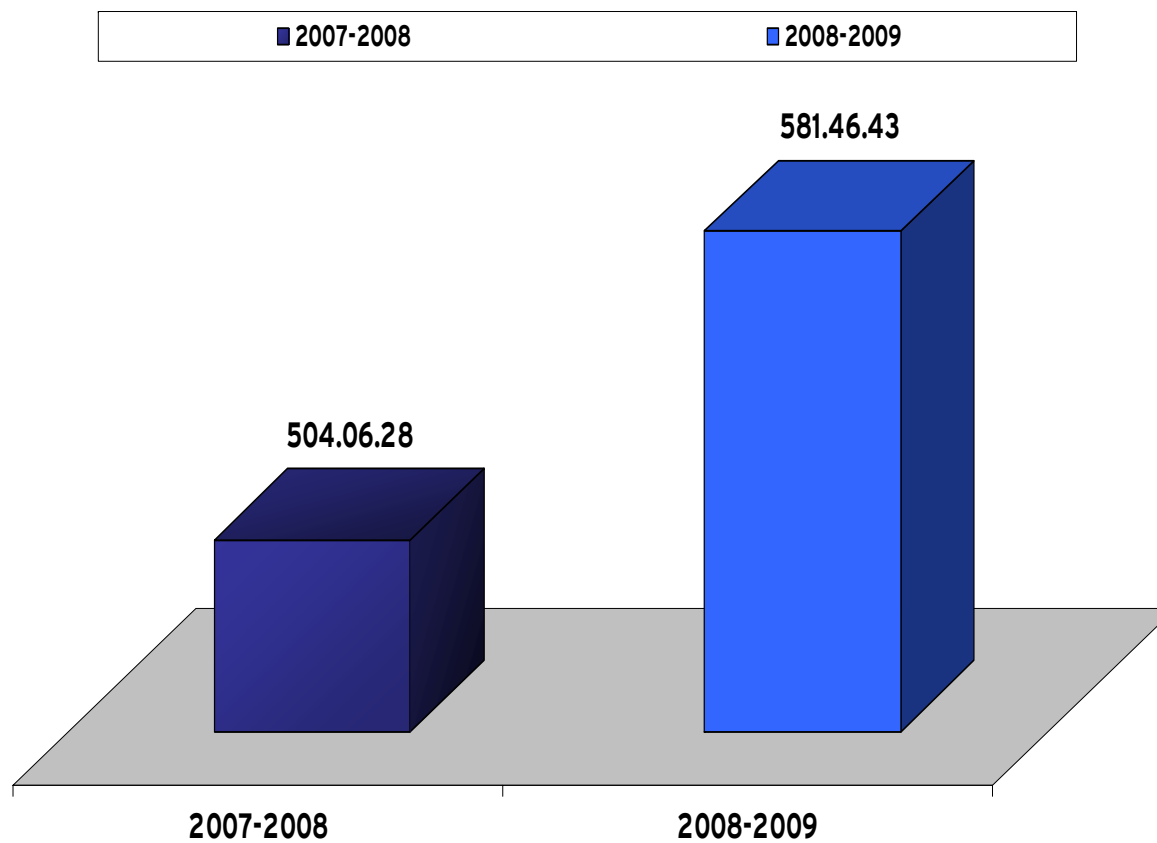
- NATIONAL BROADCASTERS
- EUROSPORT 2 COUNTRIES
- EUROSPORT ASIA COUNTRIES

2008-2009 rights holders list - MAGAZINE



2008 - 2009 TV Exposure

SEASON	TOTAL BROADCAST (h.mm.ss)
2007-2008	504.06.28
2008-2009	581.46.43*



* data as of May 11th 2009 - not all the broadcasters have delivered the 2008-2009 broadcast reports yet

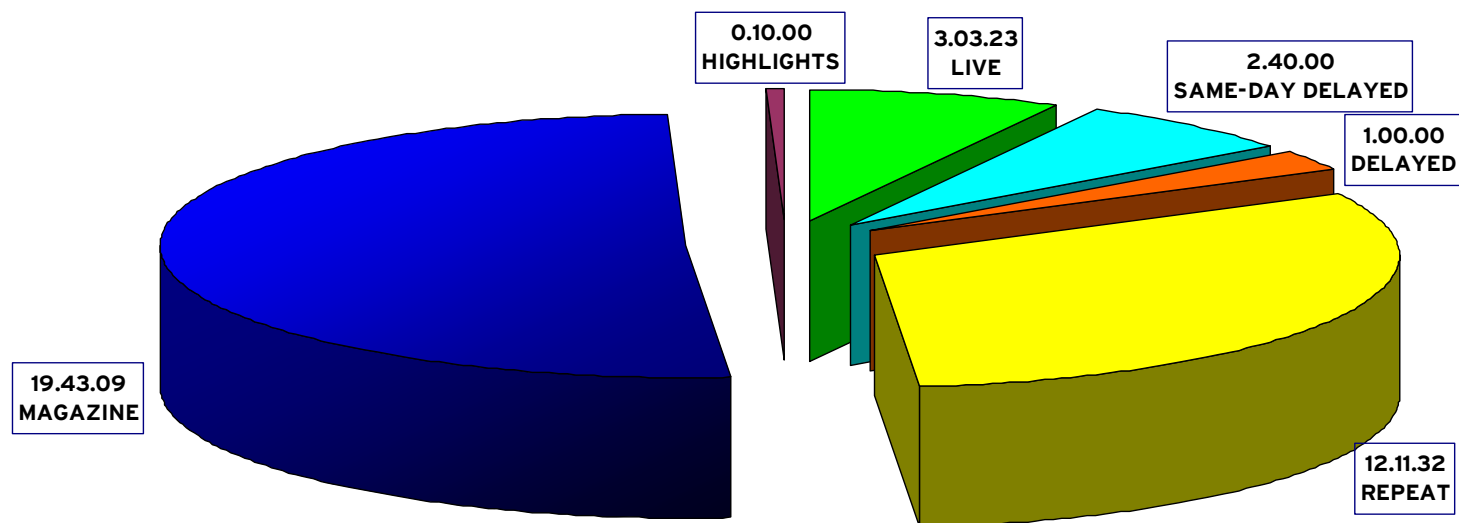
TV Exposure Report

The TV Exposure Report is exclusively based on the information received from the broadcasters.

Referring to the kind of broadcast, the following information has been specified:

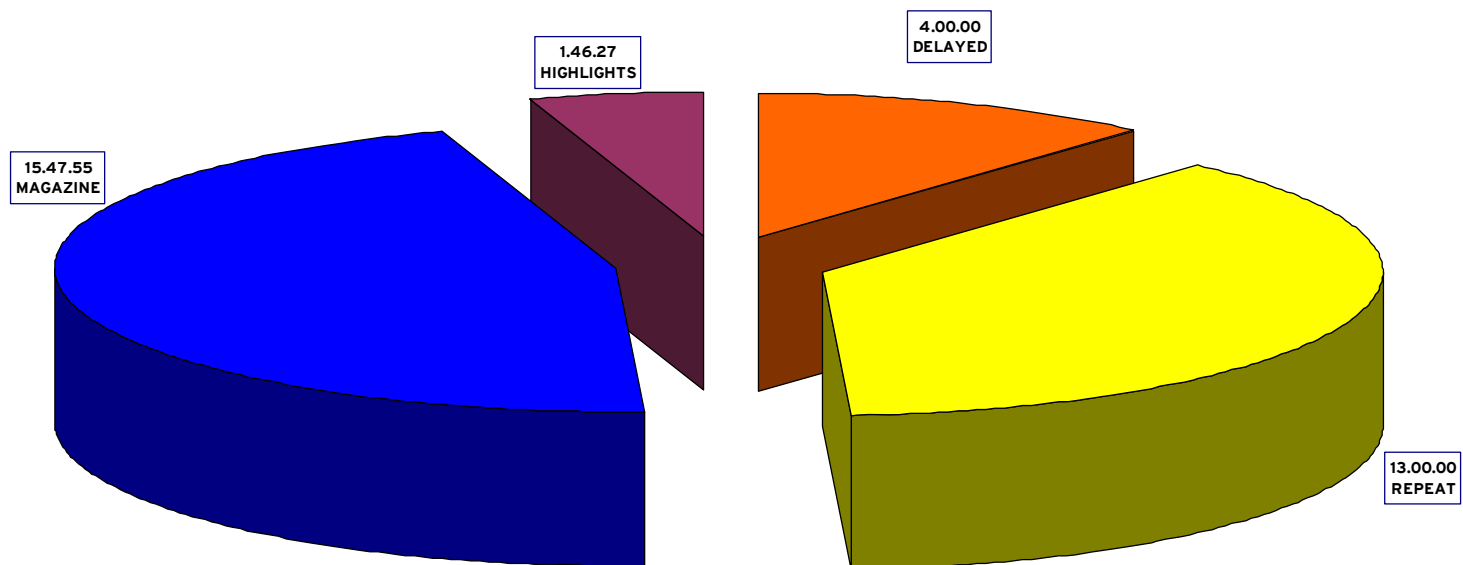
- ❖ **LIVE** transmission of the entire competition on a live basis
- ❖ **SAME-DAY DELAYED** transmission of the entire competition on the same competition day but after the competition's end
- ❖ **DELAYED** transmission of the entire competition on a delayed basis (starting from the day after the competition)
- ❖ **REPEAT** re-run of the live and/or delayed transmission
- ❖ **HIGHLIGHTS** transmission of the top runs from each competition possibly with the interviews and podium shots (transmission covers the most important aspects of the competitions in less than 20 minutes)
- ❖ **MAGAZINE** weekly official Freestyle FIS World Cup TV program that covers all the World Cup competitions. During the 2008-2009 there were 13 episodes of 25 minutes each. All the episodes have the following elements: race/competition report, focus on athletes/characters as well as on particularly interesting aspects of the World Cup
- ❖ **NEWS** short (3 minutes) competition recap featuring final, winners and podium

MERIBEL (FRA) - DM



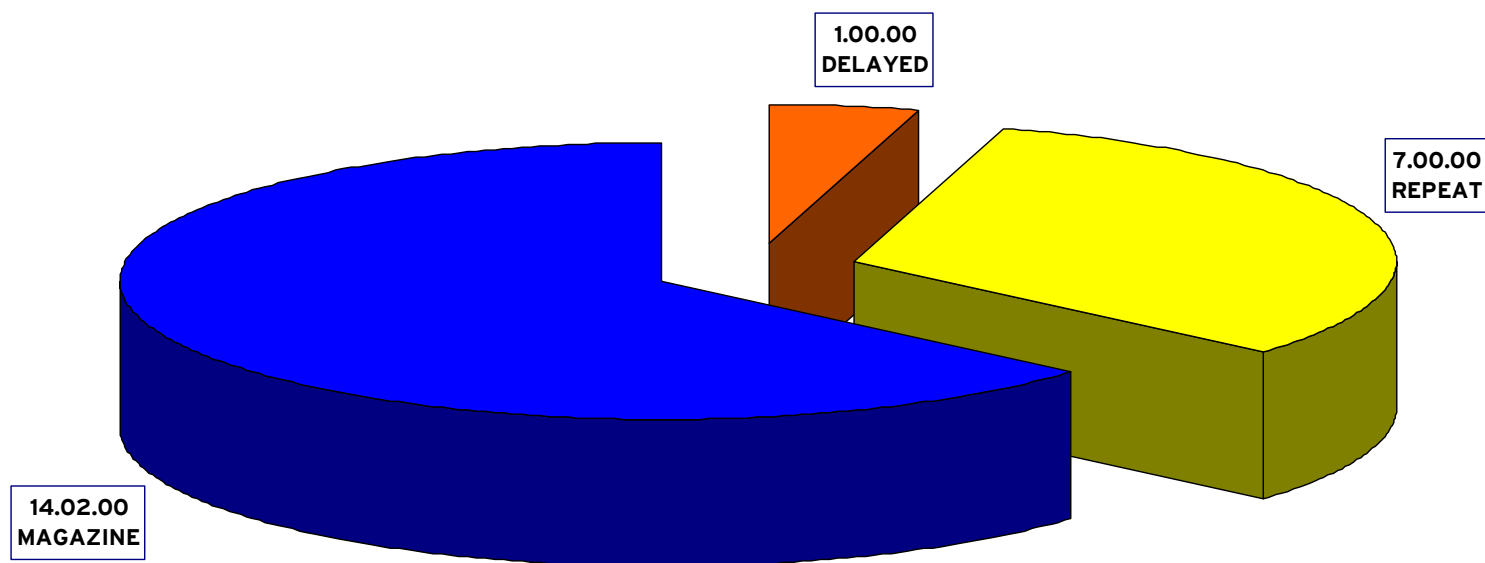
	DURATION	PERCENTAGE
LIVE	3.03.23	8%
SAME-DAY DELAYED	2.40.00	7%
DELAYED	1.00.00	3%
REPEAT	12.11.32	31%
MAGAZINE	19.43.09	51%
HIGHLIGHTS	0.10.00	0%
TOTAL	38.48.04	

ADVENTURE MOUNTAIN (CHN) - AE



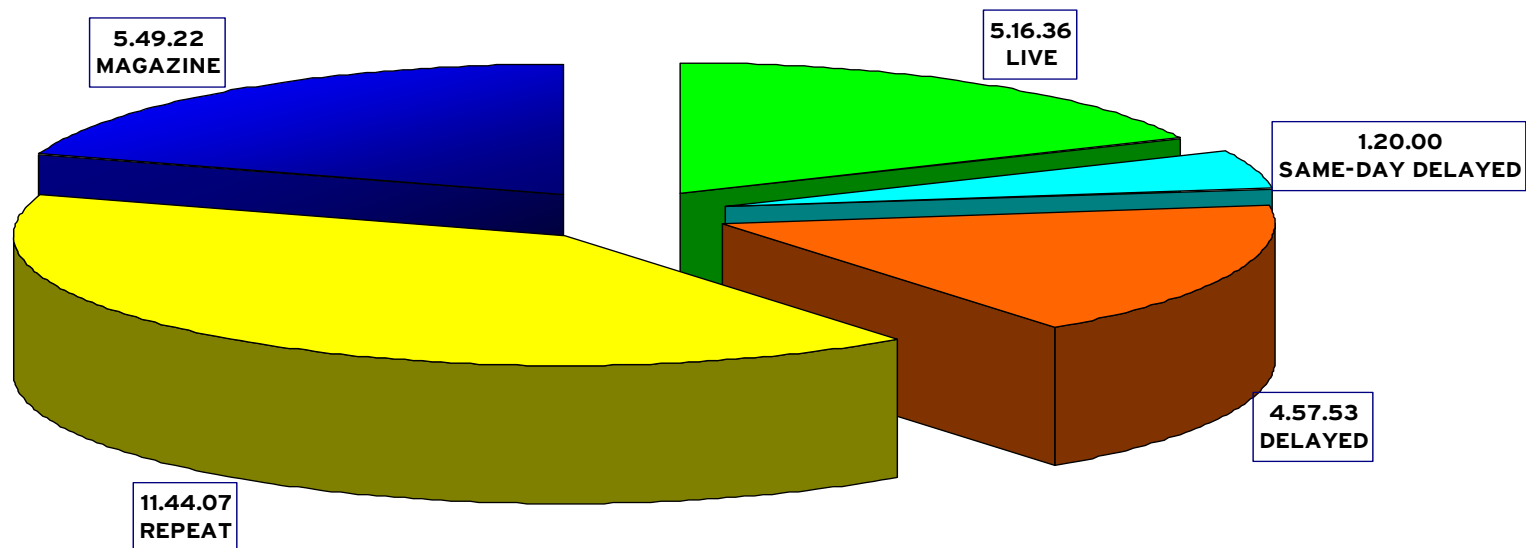
	DURATION	PERCENTAGE
DELAYED	4.00.00	12%
REPEAT	13.00.00	38%
MAGAZINE	15.47.55	46%
HIGHLIGHTS	1.46.27	5%
TOTAL	34.34.22	

ST. JOHANN (AUT) - SX



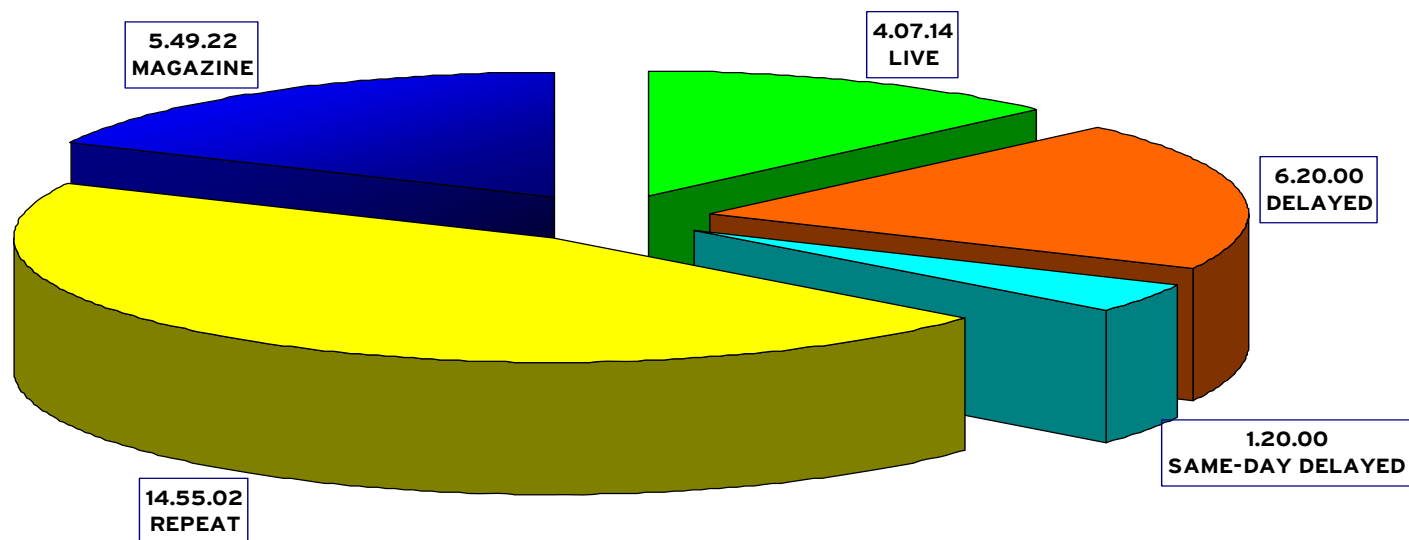
	DURATION	PERCENTAGE
DELAYED	1.00.00	5%
REPEAT	7.00.00	32%
MAGAZINE	14.02.00	64%
TOTAL	22.02.00	

LES CONTAMINES (FRA) - SX + HP



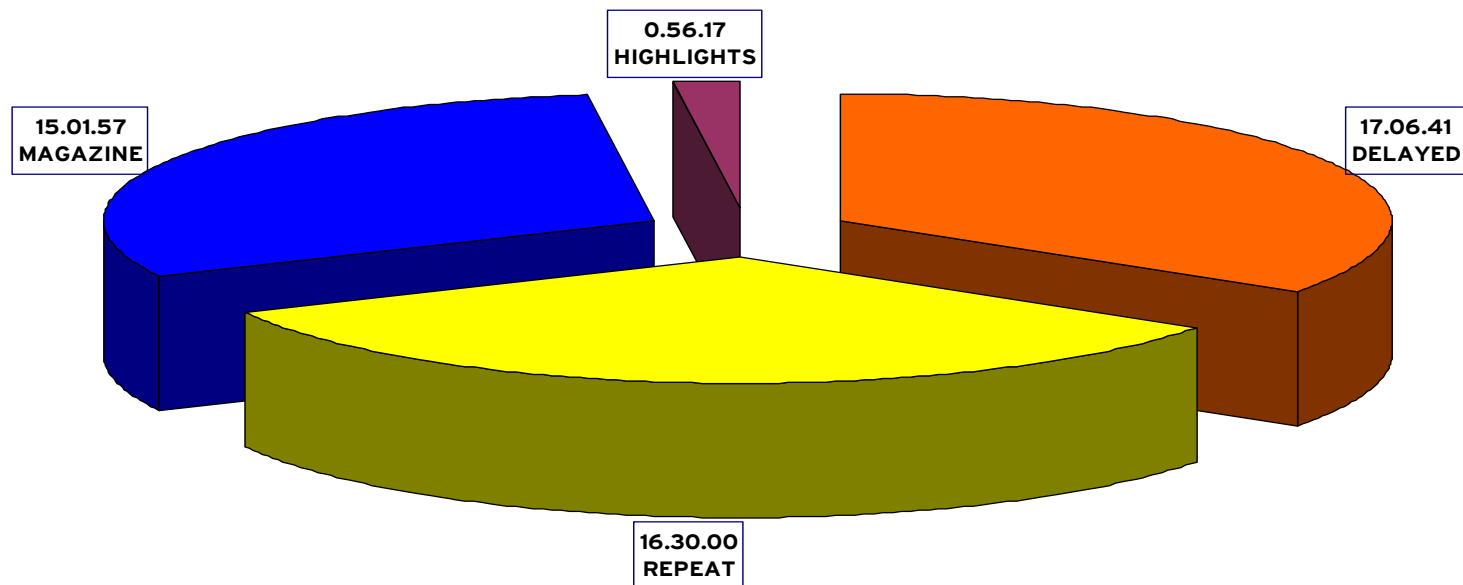
	DURATION	PERCENTAGE
LIVE	5.16.36	18%
SAME-DAY DELAYED	1.20.00	5%
DELAYED	4.57.53	17%
REPEAT	11.44.07	40%
MAGAZINE	5.49.22	20%
TOTAL	29.07.58	

FLAINE (FRA) - SX



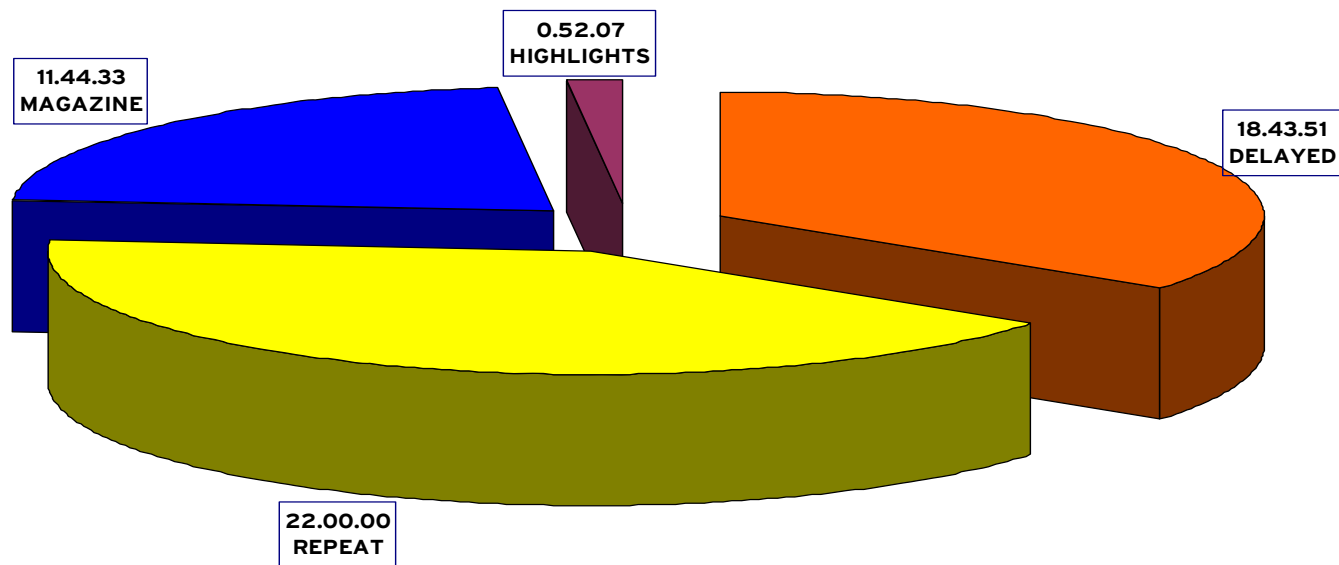
	DURATION	PERCENTAGE
LIVE	4.07.14	13%
DELAYED	6.20.00	19%
SAME-DAY DELAYED	1.20.00	4%
REPEAT	14.55.02	46%
MAGAZINE	5.49.22	18%
TOTAL	32.31.38	

LAKE PLACID (USA) - AE Night + SX



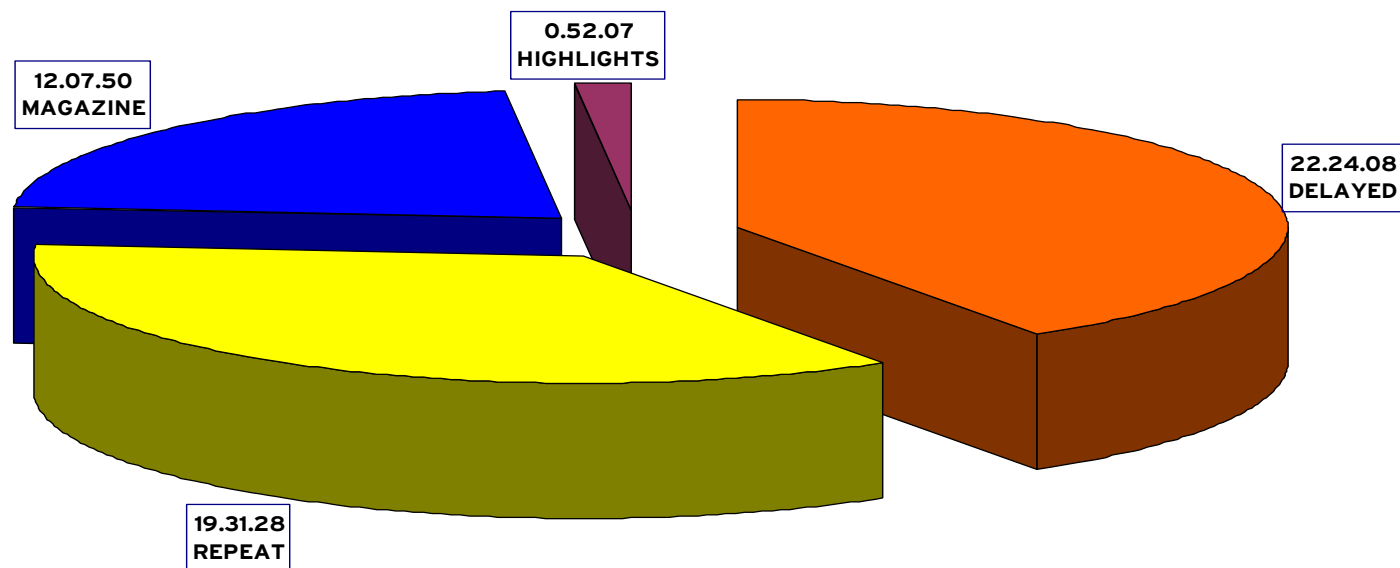
	DURATION	PERCENTAGE
DELAYED	17.06.41	35%
REPEAT	16.30.00	33%
MAGAZINE	15.01.57	30%
HIGHLIGHTS	0.56.17	2%
TOTAL	49.34.55	

MONT GABRIEL (CAN) - MO + AE



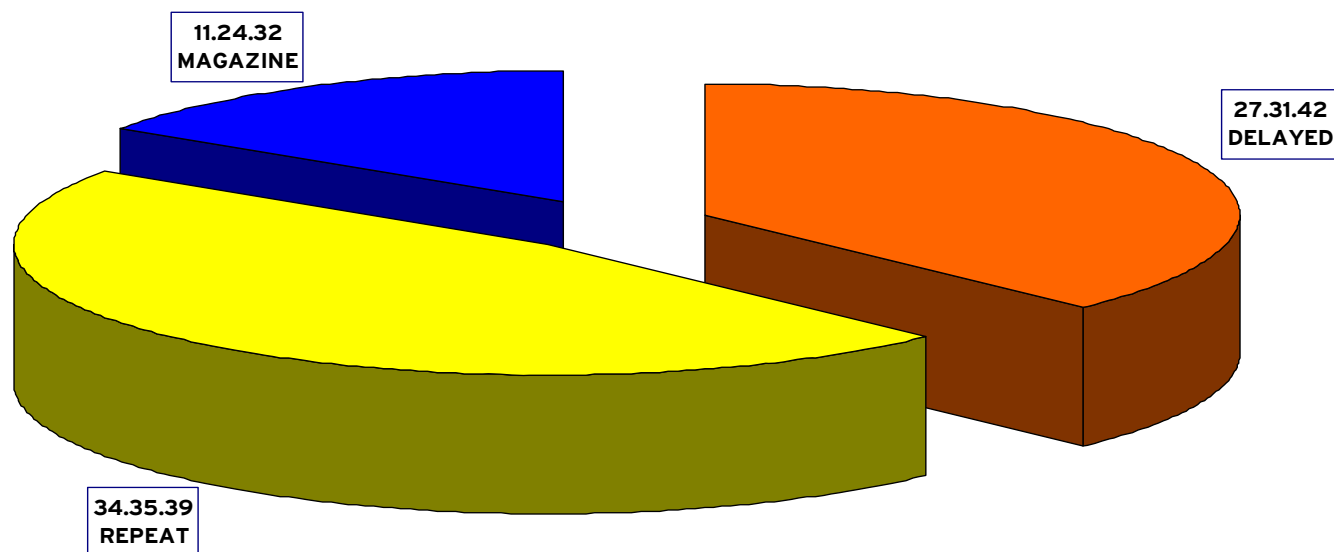
	DURATION	PERCENTAGE
DELAYED	18.43.51	35%
REPEAT	22.00.00	41%
MAGAZINE	11.44.33	22%
HIGHLIGHTS	0.52.07	2%
TOTAL	53.20.31	

DEER VALLEY (USA) - MO + AE Night + HP + DM Night



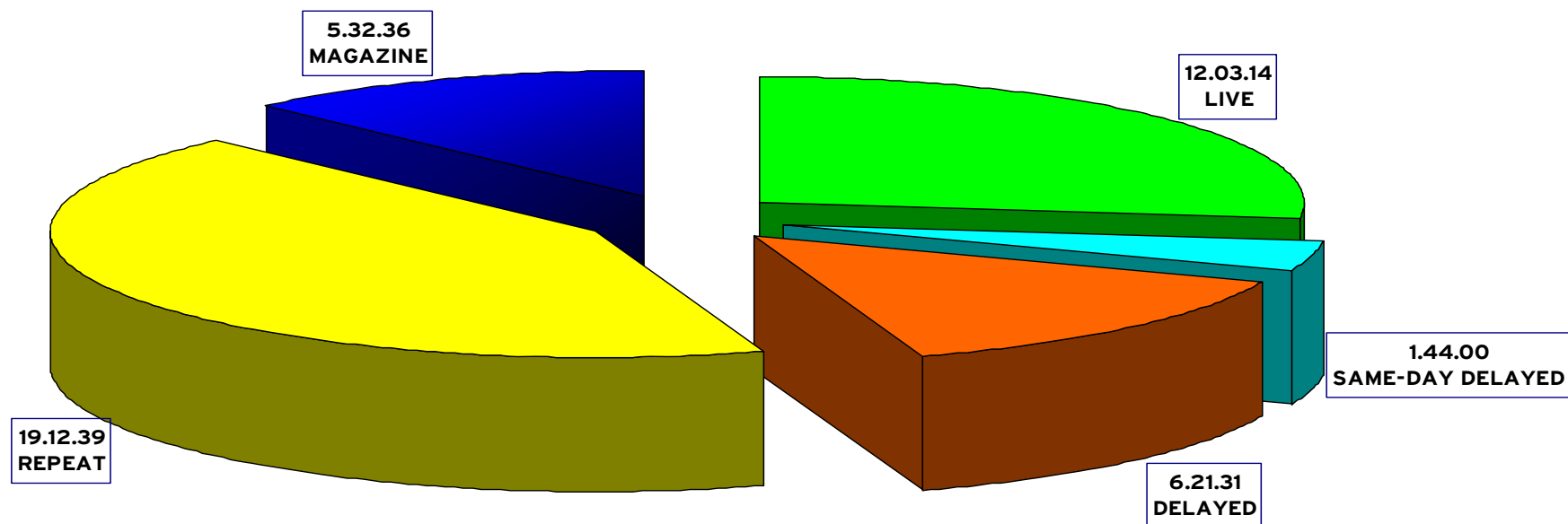
	DURATION	PERCENTAGE
DELAYED	22.24.08	41%
REPEAT	19.31.28	36%
MAGAZINE	12.07.50	22%
HIGHLIGHTS	0.52.07	2%
TOTAL	54.55.33	

CYPRESS MOUNTAIN (CAN) - SX + AE Night + MO Night



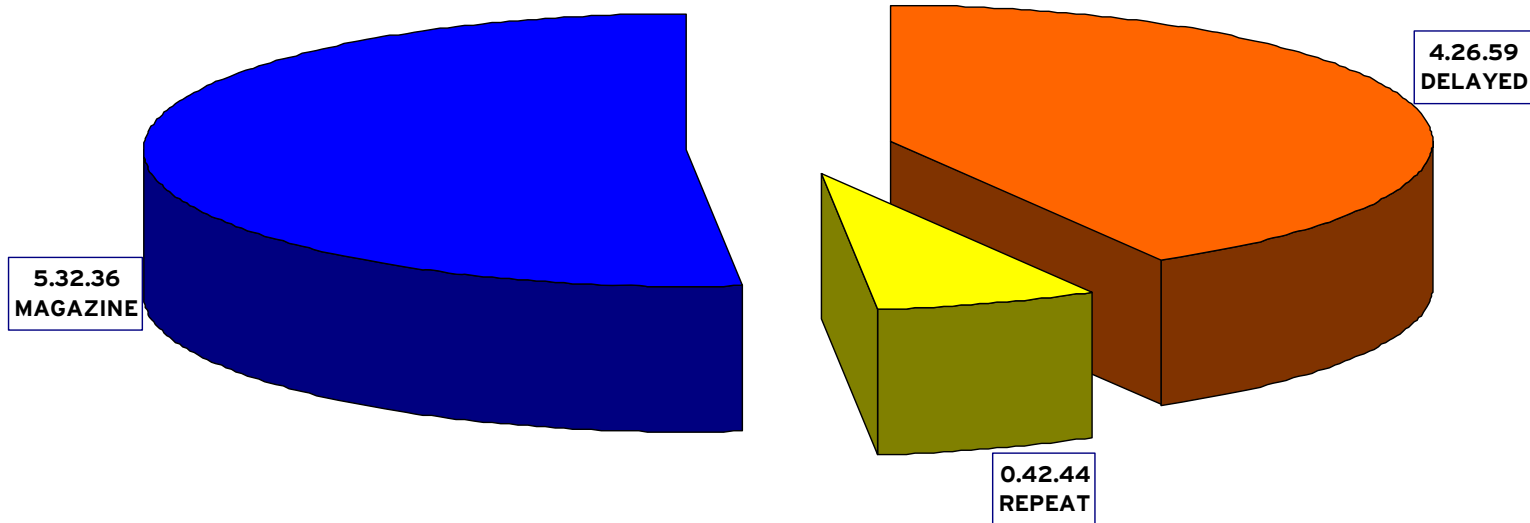
	DURATION	PERCENTAGE
DELAYED	27.31.42	37%
REPEAT	34.35.39	47%
MAGAZINE	11.24.32	16%
TOTAL	73.31.53	

ÅRE (SWE) - MO + DM



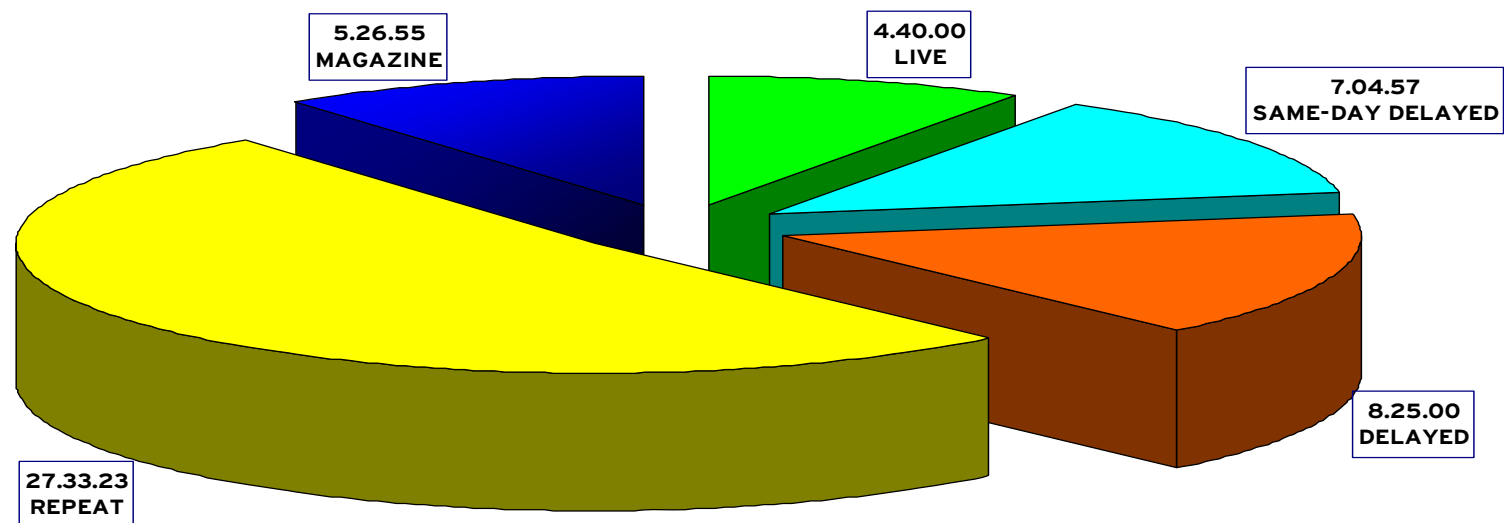
	DURATION	PERCENTAGE
LIVE	12.03.14	27%
SAME-DAY DELAYED	1.44.00	4%
DELAYED	6.21.31	14%
REPEAT	19.12.39	43%
MAGAZINE	5.32.36	12%
TOTAL	44.54.00	

MOSCOW (RUS) - AE



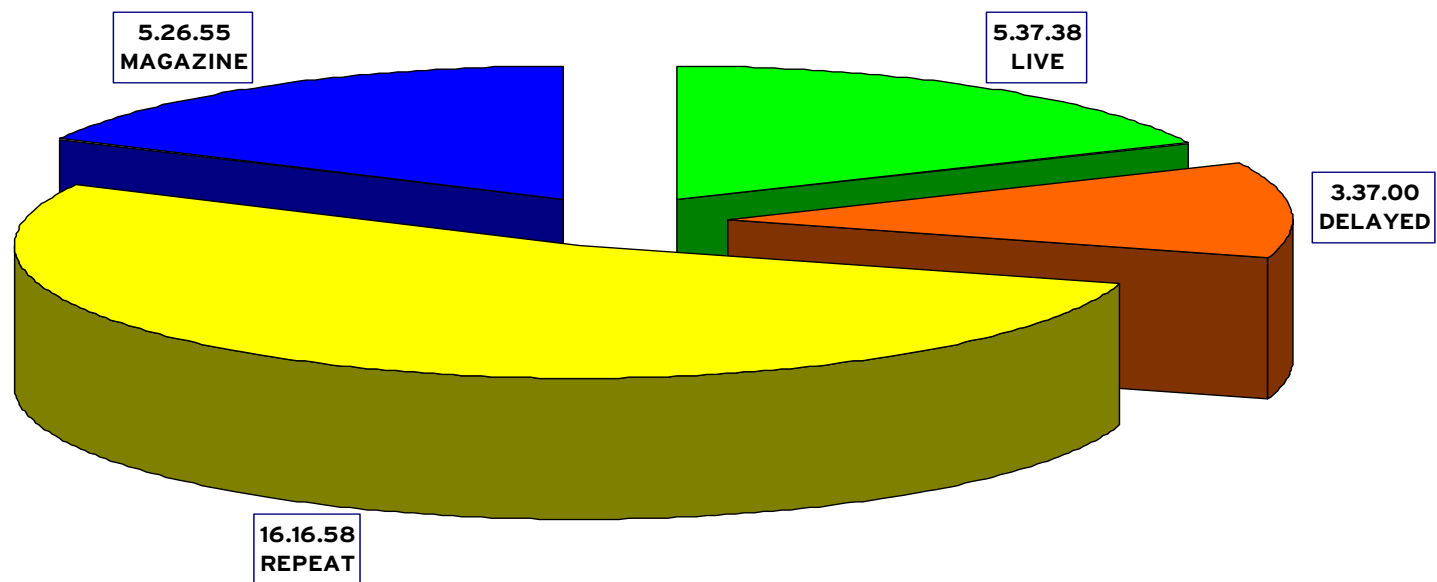
	DURATION	PERCENTAGE
DELAYED	4.26.59	42%
REPEAT	0.42.44	7%
MAGAZINE	5.32.36	52%
TOTAL	10.42.19	

MYRKDALEN - VOSS (NOR) - SX + MO



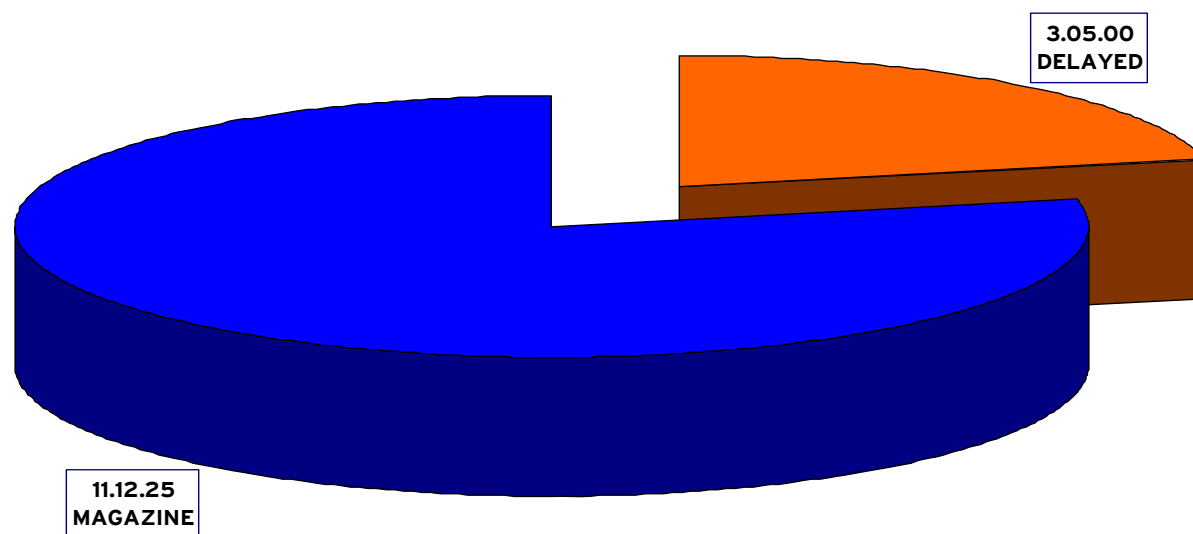
	DURATION	PERCENTAGE
LIVE	4.40.00	9%
SAME-DAY DELAYED	7.04.57	13%
DELAYED	8.25.00	16%
REPEAT	27.33.23	52%
MAGAZINE	5.26.55	10%
TOTAL	53.10.15	

BRANÄS (SWE) - SX



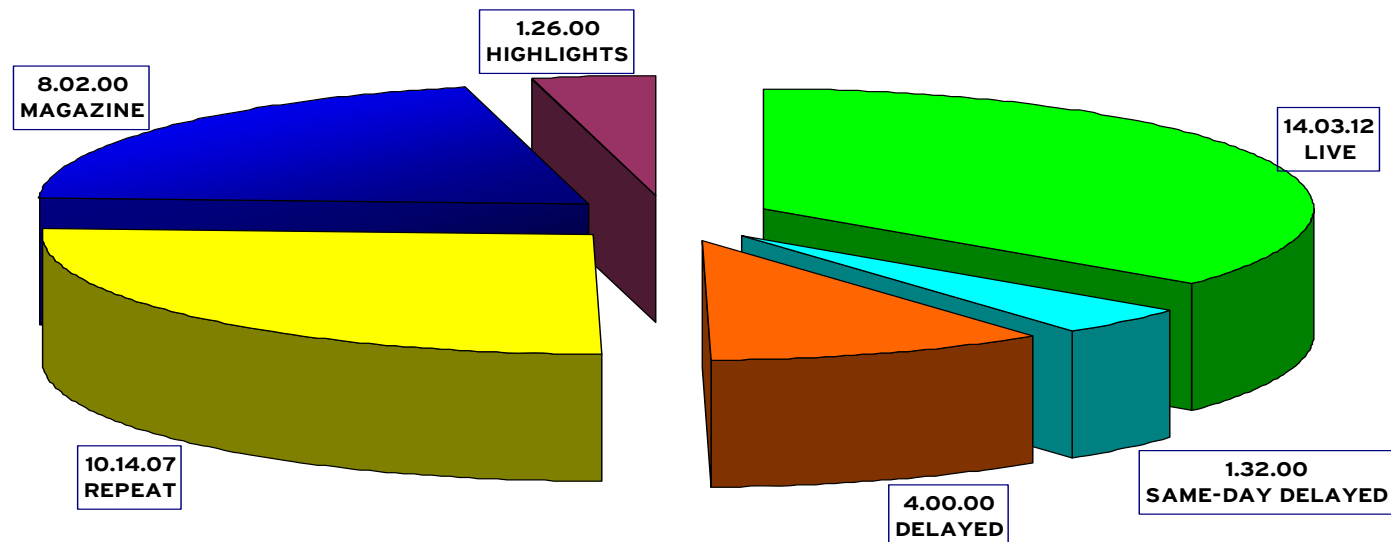
	DURATION	PERCENTAGE
LIVE	5.37.38	18%
DELAYED	3.37.00	12%
REPEAT	16.16.58	53%
MAGAZINE	5.26.55	18%
TOTAL	30.58.31	

MEIRINGEN - HASLIBERG (SUI) - SX



	DURATION	PERCENTAGE
DELAYED	3.05.00	22%
MAGAZINE	11.12.25	78%
TOTAL	14.17.25	

LA PLAGNE (FRA) - DM Night + HP + SX

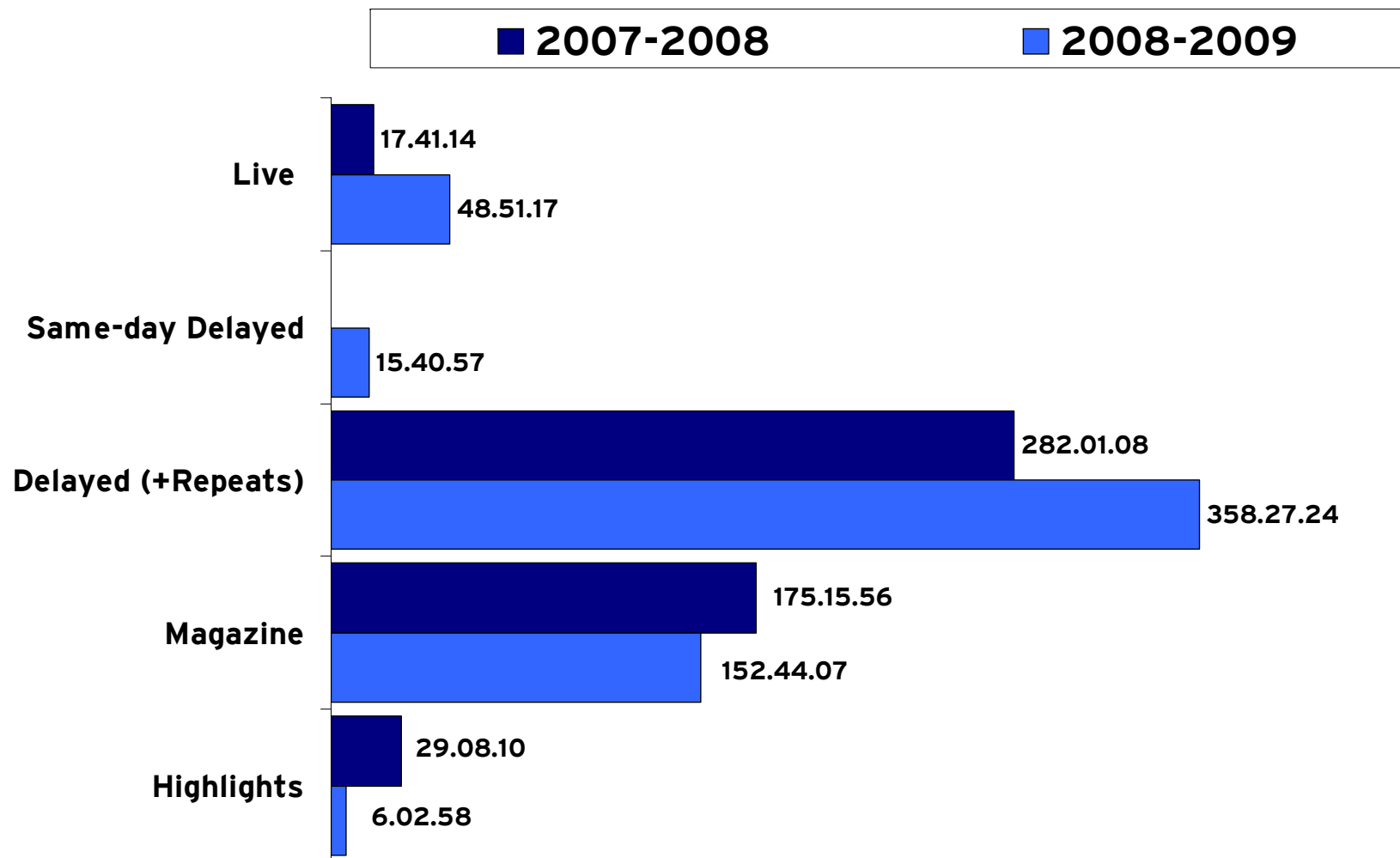


	DURATION	PERCENTAGE
LIVE	14.03.12	36%
SAME-DAY DELAYED	1.32.00	4%
DELAYED	4.00.00	10%
REPEAT	10.14.07	26%
MAGAZINE	8.02.00	20%
HIGHLIGHTS	1.26.00	4%
TOTAL	39.17.19	

2008-2009 FREESTYLE FIS WORLD CUP

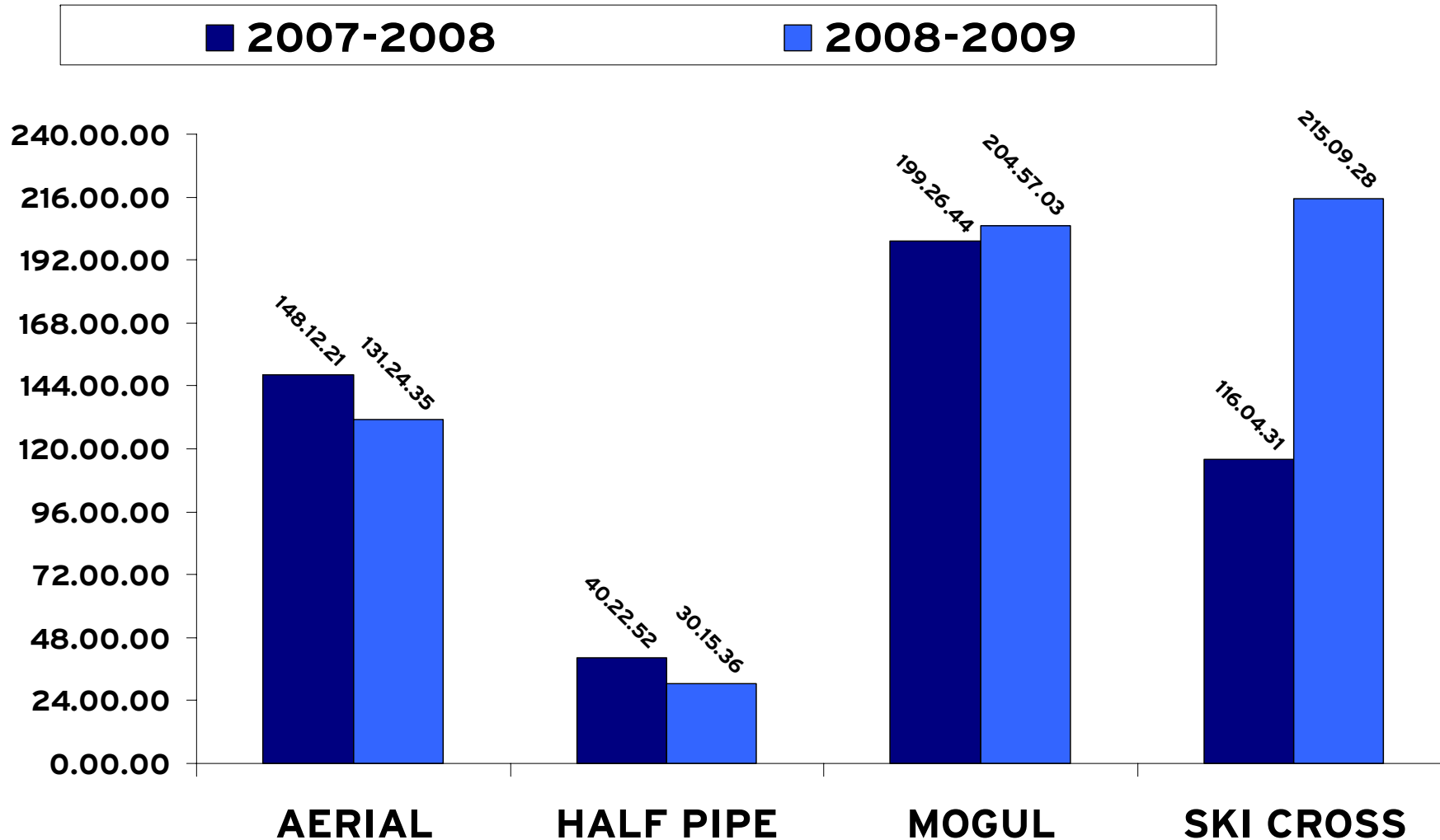
DATABASE OVERVIEW

TV Exposure Report - focus on the kind of broadcast



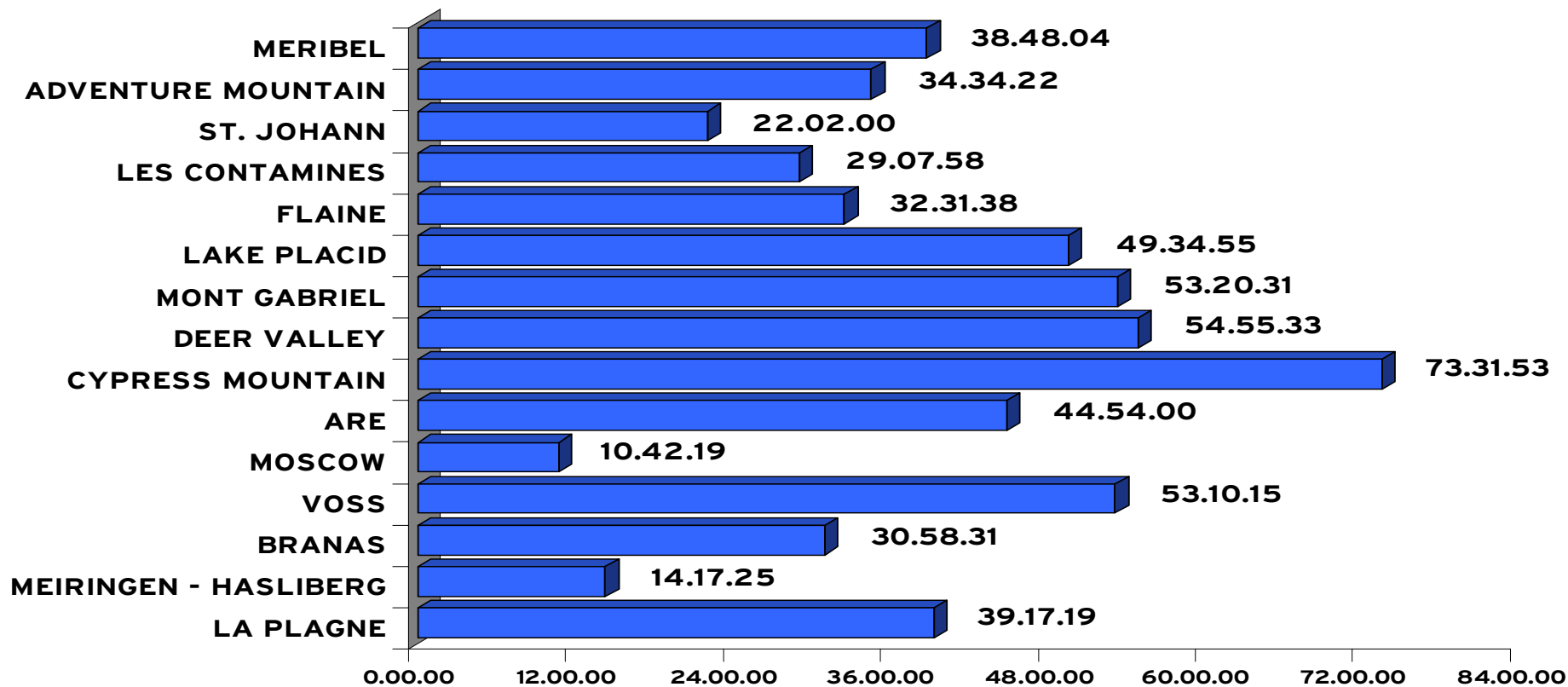
* data as of May 11th 2009 - not all the broadcasters have delivered the 2008-2009 broadcast reports yet

TV Exposure Report - focus on the event



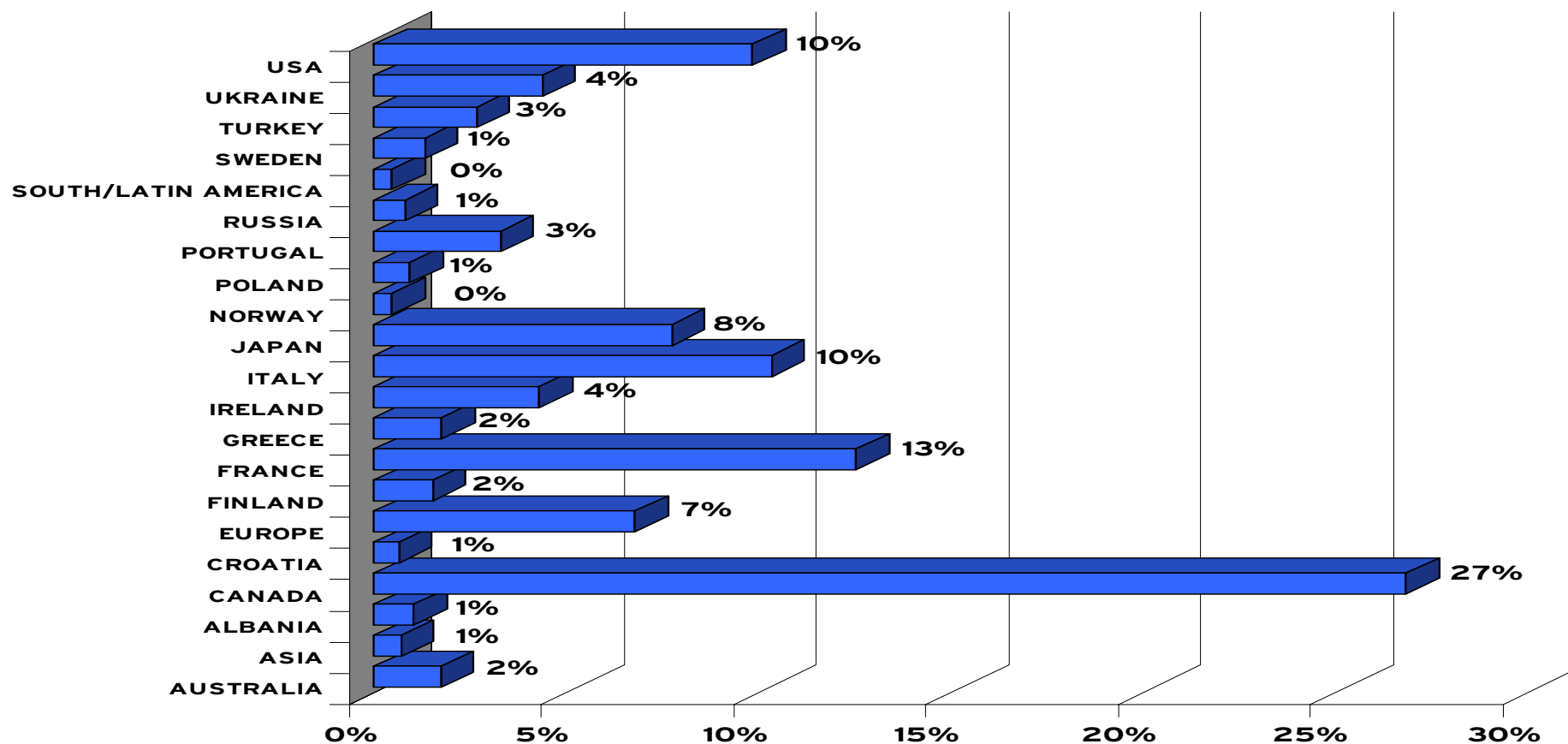
* data as of May 11th 2009 - not all the broadcasters have delivered the 2008-2009 broadcast reports yet

TV Exposure Report - focus on the transmission per venue



* data as of May 11th 2009 - not all the broadcasters have delivered the 2008-2009 broadcast reports yet

TV Exposure Report - focus on the transmission per country



* data as of May 11th 2009 - not all the broadcasters have delivered the 2008-2009 broadcast reports yet

Thank you for your kind attention

For any additional information please contact:

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