



CBC & Radio-Canada

MEDIA SOLUTIONS

**MEDIA SOLUTIONS
RIO OLYMPICS POST-MORTEM**

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OLYMPICS REVENUE OVERVIEW

In Millions	SOCHI-2014			RIO-2016			Rio vs Sochi
	Target	Actual Total	Variance	Target	Actual Total	Variance	
Sponsor							
Participation							
Advertising Subtotal							
Distribution							
Total							

s.18(a)
s.18(b)
s.20(1)(b)
s.21(1)(b)
s.68.1

NAVIGATOR QUANTITATIVE STUDY

NAVIGATOR STUDY-

Source: Navigator Research September 2016

NAVIGATOR QUALITATIVE STUDY

Three Key Themes of Post Mortem

s.18(a)
s.18(b)
s.20(1)(b)
s.21(1)(b)
s.68.1

Breakdown

Root Causes	Action Plan

Root Causes	Action Plan
Navigator research shows [REDACTED]	

Root Causes	Action Plan
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s.18(a)
s.18(b)
s.21(1)(b)
s.68.1

TOP SUCCESSES OF RIO OLYMPICS

REVENUE REASSESSMENT-

In Millions	PC Original Plan	PC Revised Plan	Change
Revenue			
Rights			
Production			
Selling & Promotional			
Total Costs			
Gross Profit			
IOC Share			
Margin After IOC Share			

RIO OLYMPICS FINANCIALS

	Budget	Actual	variance budget vs. actual B/(W)	Drivers of Variance
REVENUE				
COSTS				
Rights				
Remote Production Costs				
Venue				
Set				
Technical				
Labour				
Travel				
Misc				
Subtotal				
Home Production Costs				
Labour				
Misc				
Travel				
Animation and Music				
Technical				
Subtotal				
Digital Costs				
Deltatre				
Content Team				
Bandwidth				
Subtotal				
Features				
Core Group & Content Prod'n				
Branded Content				
Other				
Total Production Costs				
Sales & Promotion				
Total Costs in fiscal year				
Net Margin in fiscal year				

s.18(b)
s.20(1)(b)
s.21(1)(b)
s.68.1

Executive Summary

APPENDIX A - RIO OLYMPICS REVENUE PERFORMANCE

**APPENDIX B - MEDIA SOLUTIONS
POST MORTEM STATUS**

Review Type	Planned Action	Status
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**APPENDIX B - MEDIA SOLUTIONS
POST MORTEM STATUS**

Review Type	Planned Action	Status
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