



SOCHI OLYMPIC UPDATE # 4

PERIODIC UPDATE ON THE SOCHI WINTER 2014 OLYMPIC GAMES

TO:	Board of Directors
MEETING:	August 22, 2013
FROM:	Neil McEneaney, Interim Executive Vice President, English Services
PURPOSE:	Update #4 on the 2014 Sochi Winter Olympic Games provided to the Board
DATE:	July 31, 2013



EXECUTIVE SUMMARY: UPDATE # 4

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

Olympic Plan

Individual Areas

- **Sales:** Sales partnerships: Partners confirmed (and). Revenue pacing on plan
- **Programming:** Auditions/casting announcements imminent
Continued general preparations
NHL has confirmed its players will participate in the Sochi Olympic Games
- **Communications:** Developing main brand campaign
- **Business Plan:**



SALES

Completed

- Phase 1: Pitched Sales proposals for IOC/COC Partners

- Finalized revenue plans: forecast by category
- Staged an Olympic sales conference and university event: Jan. 28-30
- Hosted Olympic Sales launch event with support from Communications: April 4
- Phase 1: Finalized discussions/agreements with IOC/COC Partners
- Created Olympic Marketing Services Plan

Current

- Phase 2: “Go to Market” on sales for *non* IOC/COC Ring Rights Sponsor Partners: Feb. – Sept 30



PROGRAMMING AND PRODUCTION

Completed

- Attended world broadcaster summit in Sochi with all media rights holders (February 2013)
- Completed First phase of Sochi content: Road to the Olympics series on Sochi and Olympic venue, distributed on all platforms English/French
- Olympic Athlete Summit (Vancouver May 10-14): CBC-RC/COC co-production
- Finalized set designs and clothing designs
- Orders placed for telecommunications between Russia to Canada
- Finalized Edit Suite plans for Toronto and Montreal
- Completed content plan –“The Stories” programming leading to the Games

Current



COMMUNICATIONS

s.18(b)
s.20(1)(b)
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Completed

- Successfully produced Fall Launch events in May across Canada (TOR, MTL, VCR, CAL) with Canadian athletes and Olympic talent
- Launched athlete promo portraits on July 1 (On-air & Digital) with Radio-Canada to commence in October
- IOC approval received on IOC/COC sponsor promotional tags, crew clothing & key giveaway items
- Overall animation (ie. the 'look and feel') has been approved by the IOC

Current



BUSINESS PLAN

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

Completed

- Long form rights agreement with the International Olympic Committee (IOC) has been finalized
- Finalized budgets (see financial update in the appendices)
- Finalized deal memo's for English/French sub-license agreements with Bell, Rogers and TVA Sports

- Rolled out detailed business plans

Current



KEY DATES

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

Date	Area	Description
September 2013	Sales	<ul style="list-style-type: none">• Complete Phase 2: “Go to Market” for non IOC /COC Sponsor packages• Begin Participation Sales
	Programming	<ul style="list-style-type: none">• Host/Talent Announcement• Ship production equipment to Russia
	Communication	
	Business Plan	



APPENDIX 1: BUSINESS PLAN – FINANCIAL UPDATE (SOCHI)

(NO CHANGE)

In Can\$ Millions

2014 Sochi Winter Games Only

Update

Original Plan

Changes

Revenues

CBC Advertising / Syndication & Sub-licensing

Radio-Canada Advertising / Syndication

Total Revenues

Operating Costs

Production costs (including contingency)

Sales & Promotion

Rights fee

Net profits



APPENDIX 1: BUSINESS PLAN – FINANCIAL UPDATE (RIO)

(UPDATED)

In Can\$ Millions

2016 Rio Summer Games Only

Update

Original Plan

Changes

Revenues

CBC Advertising / Syndication & Sub-licensing

Radio-Canada Advertising / Syndication

Total Revenues

Operating Costs

Production costs (including contingency)

Sales & Promotion

Rights fee

Net profits



APPENDIX 1: BUSINESS PLAN – FINANCIAL UPDATE (CONSOL.) (UPDATED)

In Can\$ Millions

Consolidated 2014-16 Contracted Games

Update

Original Plan

Changes

Revenues

CBC Advertising / Syndication & Sub-licensing

Radio-Canada Advertising / Syndication

Total Revenues

Operating Costs

Production costs (including contingency)

Sales & Promotion

Rights fee

Net profits



APPENDIX 1: ACCOUNTING ASSUMPTIONS

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- Rights fee of [redacted] is allocated [redacted] to the Sochi Games and [redacted] to the RIO Games
- [redacted]
- [redacted]
- [redacted]



APPENDIX 2: PROGRAMMING PHILOSOPHY FOR OLYMPIC COVERAGE

Building upon the principles of Strategy 2015, the Sochi Olympics will

Provide Canadian Content that reflects and draws the regions together

- Build Stars of our Canadian athletes
- Create defining moments in Canadian and World sports
- Be an entertaining experience for Canadians

Actively engage audiences

- Offer Intuitive and simple navigation
- Programmed for 'all screens'
- Involve unprecedented participation by the audience

Reflect a cost-efficient and responsible Business Plan

- Follow the 'One Company, One Budget' approach to resources & planning
- Adhere to a Break-even (or better) financial plan