



SOCHI OLYMPIC UPDATE # 5

PERIODIC UPDATE ON THE SOCHI WINTER 2014 OLYMPIC GAMES

TO:	Board of Directors
MEETING:	November 22, 2013
FROM:	Neil McEaney, Interim Executive Vice President, English Services
PURPOSE:	Update #5 on the 2014 Sochi Winter Olympic Games provided to the Board
DATE:	November 22, 2013



EXECUTIVE SUMMARY: UPDATE # 5

s.18(b)

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s.68.1

Olympic Plan

Individual Areas

- **Sales:** confirmed
Participation Sales ramping up and revenue is pacing well.
- **Programming:** “100 Days Out” begun & continued general production execution
- **Communications:** Developing both employee and public campaigns
- **Business Plan:**



SALES

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

Completed

- Phase 1 & 2: Pitched Sponsorship proposals to IOC/COC & *non* IOC/COC clients

- Announcements of Ring Rights sponsors (the then-current list) made September 30
- Hosted Olympic Partner Summit – October 29 at the Toronto Broadcast Centre
- Phase 2: Concluded Sponsorship sales for *non* IOC/COC clients: February to October, 2013

Current



PROGRAMMING AND PRODUCTION

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Completed

- Completed Hockey Canada Athlete Summit – August 29
- “100 Days Out” event & announcements – October 30
 - Hosts announced and Sport Analyst teams
 - Launched Olympics Website with new look and announced part of “100 Days out”
- Selected CBC and Radio-Canada Crew for Sochi productions
- Tested and shipped all Sochi production equipment
- Completed Set Pre-build and shipped all structures to Sochi
- Completed content plan – “The Games” (programming during the Games)

Current



COMMUNICATIONS

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s.21(1)(b)
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Completed

- Communication event & announcements – October 30:
 - CBC: Nation-wide “100 Day Out” countdown to the Olympics event included broadcast team announcement, general broadcast plans and social media integration
 - Radio-Canada: Press conference announcing broadcast plans and talent
 - Launched main brand campaign
- Extended Athlete Portraits to Radio platforms and put into circulation
- Integrated Olympic Athletes into CBC programming / community event opportunities (Dara Howell with Battle of the Blades; Kaya Turski with George Stroumboulopoulos Tonight)
- Addition of Olympic “Burn” (icon) to network channels & updated on-air promotion elements to include social media and digital touch points

Current



BUSINESS PLAN

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s.68.1

Completed

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

Current



KEY DATES

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Date	Area	Description
December 2013 to January 2014	Sales	
	Programming	<ul style="list-style-type: none">• Final production preparations for Games time
	Communication	<ul style="list-style-type: none">• Continue promotion
	Business Plan	



APPENDIX 1: BUSINESS PLAN – FINANCIAL UPDATE (SOCHI)

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s.68.1

(UPDATED)

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



APPENDIX 1: BUSINESS PLAN – FINANCIAL UPDATE (RIO)

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

(No Change)

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			



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

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

In Can\$ Millions

<i>Consolidated 2014-16 Contracted Games</i>		
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			



APPENDIX 1: ACCOUNTING ASSUMPTIONS

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- Rights fee of _____ is allocated _____ to the Sochi Games and _____ to the Rio Games
- _____
- _____
- _____



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