



2010-11 FIS CROSS COUNTRY WORLD CUP

TV AUDIENCE REPORT

TV BROADCASTERS

The following list presents the broadcasters which covered the 2010/2011 FIS Nordic Ski World Cup with either live, delayed, highlights or news transmissions.

When available, the broadcasters total potential reach in their specific territory has been indicated here below, both in terms of households and viewers. The figures in bold are the ones the broadcasters have updated us this year with, whilst the others are up do last year's data.

BROADCASTER	TERRITORY	TOTAL NUMBER OF	
		HOUSEHOLDS	POTENTIAL VIEWERS
ARD	Germany	39.500.000	79.200.000
BBC	United Kingdom	26.000.000	57.000.000 (4+ years old)
BHRT	Bosnia Herzegovina	1.300.000	3.956.000
CESKA TELEWISE	Czech Republic	3.966.300	9.870.000
DEUTSCHE WELLE	Worldwide	210.000.000	-
DR SPORTE	Denmark		5.340.000
ERR TELEVISION	Estonia	574.000	1.282.000
ESPN	South America	12.000.000	
	Latin America		
EURONEWS	Worldwide	199.000.000	
EUROSPORT	Pan-Europe	120.000.000	240.000.000
EUROSPORT 2	Pan-Europe	43.500.000	-
EUROSPORT ASIA PACIFIC	Asia	4.000.000	-
EUROSPORT FRANCE	France	7.100.000	-
EUROSPORT NEWS	Worldwide	5.100.000	-
HRT TV	Croatia	1.440.445	4.161.532
J SPORTS	Japan	7.974.000	-
L'EQUIPE 24/24	France	-	5.000.000
MTV3	Finland	MTV3	2.300.000
		MTV3 MAX	500.000
NHK	Japan	36.620.000	91.180.000

2010/11 FIS Nordic Ski World Cup TV Broadcasters

BROADCASTER	TERRITORY	TOTAL NUMBER OF		
		HOUSEHOLDS	POTENTIAL VIEWERS	
NNN	Japan	STV	2.332.273	5.514.875
		NTV	17.000.000	40.000.000
		YTV	8.498.082	21.723.820
		CTV	4.487.365	12.630.488
NOS	The Netherlands	6.665.000	15.288.000	
NRK	Norway	NRK 1		4.543.000 (2+ years old)
		NRK 2		4.538.000 (2+ years old)
NTV PLUS	Russia and CIS countries	600.000	1.600.000	
ORF	Austria	3.495.000	8.199.000	
POP TV	Slovenia	700.000	1.856.938 (10+ years old)	
RAI	Italy	RAI 2 / RAI 3	-	57.372.000
		RAI SPORT 1 RAI SPORT 2	15.666.736	39.291.273
RTS	Serbia		7.048.000	
RTV SLOVENIJA	Slovenia	678.295	1.934.310	
SBS	Korea	16.700.000	47.000.000	
SKY	Italy	4.487.689	12.596.392	
SNTV	Worldwide News Agency	1.044.382.190	-	
SPORTITALIA	Italy	15.666.736	39.291.273	
SRG SSR	Switzerland	SF	2.058.000	5.033.126
		TSR	700.100	1.633.800
		RSI (ex TSI)	135.500	308.000
SVT	Sweden	SVT 1/SVT 2/SVT 24	4.591.000	8.929.000
TVE	Spain		44.002.000 (4+ year old)	
TV 2	Norway	2.130.000	4.389.000 (2+ year old)	
TV 4	Sweden	4.670.000	9.007.000	
TELEWIZJA POLSKA	Poland	TVP 1	-	35.600.000 (4+ years old)
		TVP 2	-	34.700.000 (4+ years old)
UNIVERSAL SPORTS (ex WCSN)	United States	63.000.000	-	
YLE	Finland	2.500.000	5 085 071 (4+ years old)	
ZDF	Germany	39.500.000	79.200.000	

2010/11 FIS Nordic Ski World Cup RACES - Cross Country, Ski Jumping, Nordic Combined

The database reports on the television transmissions made by the TV broadcasters that have acquired the rights to the 2010/11 FIS Nordic (Cross Country, Ski Jumping/Ski Flying, Nordic Combined) Ski World Cup season from Infront. Therefore, for each race it contains a review of the TV coverage granted in the specified territories.

EVENT	COUNTRY	TRANSMISSION TERRITORY
<ul style="list-style-type: none"> • Cross Country: Düsseldorf, Oberhof, Oberstdorf • Ski Jumping: Oberstdorf, Garmisch-Partenkirchen, Willingen, Klingenthal • Nordic Combined: Schonach 	Germany	Worldwide excluding Germany
Cross Country: Gällivare, Stockholm, Falun	Sweden	Worldwide
<ul style="list-style-type: none"> • Cross Country: La Clusaz • Nordic Combined: Chaux-Neuve 	France	Worldwide
<ul style="list-style-type: none"> • Cross Country: Drammen • Ski Jumping: Lillehammer, Vikersund • Nordic Combined: Lillehammer 	Norway	Worldwide excluding Norway
Cross Country: Toblach, Cortina-Toblach, Val di Fiemme	Italy	Worldwide
<ul style="list-style-type: none"> • Cross Country: Davos • Ski Jumping: Engelberg 	Switzerland	Worldwide excluding Switzerland and Austria
Cross Country: Rybinsk	Russia	Worldwide excluding Russia
Ski Jumping: Zakopane	Poland	Worldwide excluding Poland
Cross Country: Otepää	Estonia	Worldwide excluding Estonia
<ul style="list-style-type: none"> • Cross Country: Liberec • Ski Jumping: Harrachov 	Czech Republic	Worldwide excluding Czech Republic
Ski Jumping: Planica	Slovenia	Worldwide
Ski Jumping: Sapporo	Japan	Worldwide excluding Japan

2010/11 FIS Nordic Ski World Cup RACES - Cross Country, Ski Jumping, Nordic Combined

For the sake of clearness, when available, also the information about the Host Broadcasters - in the venues where Infront does not hold the domestic rights - was included. This is the case of:

- ARD/ZDF for the races in Germany
- CT for the races in Czech Republic
- ERR for the races in Estonia
- NHK & NNN for the races in Japan
- NRK for the races in Norway
- SRG-SSR for the races in Switzerland
- TVP for the races in Poland

The figures in the database: explanations

The TV stations themselves communicated broadcast schedules and audience figures, when available.

The only exception is represented by Italian RAI's terrestrial channels, whose schedule and ratings were taken from Auditel, the official TV audience surveyor in Italy.

Different countries seldom have the same kind of audience survey, that is why the information the broadcasters supplied is sometimes not homogeneous. In any case, completeness was privileged and all the available data were included in the chart, even though some of them are only referred to a few TV networks.

Whenever possible, the following information was specified in addition to the broadcast schedule:

Audience Share

Percentage of the viewing audience watching one particular channel over a given period of time. This implies a comparison between the average number of viewers of the different channels covering the same territory, the total (100%) being represented by the people watching television over the selected period of time.

Number of Viewers

Average number of people watching one particular channel over a given period of time.

Kind of Broadcast

L	=	live
D	=	delayed
R	=	repeat
S	=	summary
HL	=	highlights
N.A.	=	news access

When a transmission consists of short highlights or news access, the indicated starting time and, when available, the related audience figures are referred to the whole program the footage was inserted in and not only to the excerpt dedicated to Nordic Ski races; the duration of broadcast, on the contrary, indicates the ski segment. This applies especially to ARD - along with its regional channel MDR - and ZDF, often including highlights from the races in their sports and news programs together with other events.

Most of the major broadcasters, like ORF, NRK, MTV3, SVT, RAI, Eurosport and the three Swiss channels SF, TSR and RSI (formerly TSI), only supplied broadcast and audience information about their live and delayed coverage of Nordic Ski World Cup races. They were not able to report on news and highlights transmissions, which, however, significantly contribute to enlarge ski exposure, because they show the events to the wide public and not only to ski fans.

The figures in the database: explanations

Reach: Number of different people watching one particular channel for at least one minute over a given period of time.

It has been calculated by multiplying the number of viewers by different ratios supplied by an Italian monitoring company, Immagine & Sport, according to the kind of broadcast (live, delayed, replay, highlights, news) and the broadcast time slots.

Ratios used for the reach calculations:

<i>Live/delayed/Replay</i>	<i>02.00 - 08.00</i>	<i>6.86</i>
<i>Live/delayed/Replay</i>	<i>08.00 - 12.00</i>	<i>2.67</i>
<i>Live/delayed/Replay</i>	<i>12.00 - 15.00</i>	<i>2.59</i>
<i>Live/delayed/Replay</i>	<i>15.00 - 17.00</i>	<i>2.36</i>
<i>Live/delayed/Replay</i>	<i>17.00 - 20.00</i>	<i>1.59</i>
<i>Live/delayed/Replay</i>	<i>20.00 - 22.00</i>	<i>2.89</i>
<i>Live/delayed/Replay</i>	<i>22.00 - 24.00</i>	<i>2.29</i>
<i>Live/delayed/Replay</i>	<i>24.00 - 02.00</i>	<i>2.29</i>
<i>News Access</i>	<i>00.00 - 02.00</i>	<i>2.41</i>
<i>News Access</i>	<i>02.00 - 08.00</i>	<i>2.19</i>
<i>News Access</i>	<i>08.00 - 12.00</i>	<i>1.99</i>
<i>News Access</i>	<i>12.00 - 14.00</i>	<i>1.88</i>
<i>News Access</i>	<i>14.00 - 17.00</i>	<i>1.99</i>
<i>News Access</i>	<i>17.00 - 20.00</i>	<i>2.05</i>
<i>News Access</i>	<i>20.00 - 21.00</i>	<i>1.63</i>
<i>News Access</i>	<i>21.00 - 24.00</i>	<i>1.99</i>
<i>Highlights</i>	<i>01.00 - 11.00</i>	<i>2.70</i>
<i>Highlights</i>	<i>11.00 - 14.00</i>	<i>2.53</i>
<i>Highlights</i>	<i>14.00 - 16.00</i>	<i>3.00</i>
<i>Highlights</i>	<i>16.00 - 20.00</i>	<i>3.30</i>
<i>Highlights</i>	<i>20.00 - 22.00</i>	<i>3.70</i>
<i>Highlights</i>	<i>22.00 - 01.00</i>	<i>4.17</i>

Whenever the event has been broadcasted in between two different broadcast time slots, the reach has been calculated by applying the average ratio of these two time slots.

The TV Broadcasters in details



Austria

ORF is the Austrian national public service broadcaster which covered the whole Ski Jumping and Nordic Combined World Cup seasons on its first channel ORF1. The transmissions were often personalised with interviews and studio integrations, thanks to ORF's frequent event attendance on site. The broadcast duration and the related audience figures - which are referred to people aged 12 and more - ORF communicated, however, do not include any pre-race and post-race integration and interviews: they only take into consideration the net transmission of the race.

SJ: 9 on-site race integrations | 4 presences in the mixed zone | 22 on-site commentaries
NC: 2 on-site commentaries

Servus TV is a generalist free to air analogue and digital channel, also covering the territories of Germany and Switzerland. The TV station covered some Ski Jumping races through highlights clips transmissions often integrated by interviews.

SJ: 5 presences in the mixed zone



Estonia

ERR is a free to air generalist public television channel transmitting in Estonian and Russian languages and it covered good part of the Cross Country World Cup.

CC: 4 HB race productions | 4 presences in the mixed zone | 4 on-site commentaries



Czech Republic

Czech TV aired on its public national channel CT4 the two CC men final races of the Tour de Ski in Val di Fiemme and the 15km men Final WC Event of in Falun, on top of the CC Liberec and SJ Harrachov events where they took part as Host Broadcaster.

CC: 4 HB race productions | 4 presences in the mixed zone | 4 on-site commentaries

SJ: 2 HB race productions | 2 presences in the mixed zone | 2 on-site commentaries

The TV Broadcasters in details



Eurosport Europe & Arabia

Eurosport can reach 59 countries all over Europe and North Africa and is available in 20 languages, meaning that it is the leading sports multimedia platform in Europe and other countries. The number of viewers and the audience share Eurosport provided are referred to its total Pan-European network and to viewers aged 6 and more.

Eurosport 2, on the other hand, is not subject to any audience survey, but it provided full broadcast schedule of all its ski transmissions. Eurosport 2 is available in 46 European countries in 14 languages.

Eurosport News is Eurosport's 24/7 multimedia sports information channel, distributed in 20 countries in Europe, Asia and Australia and available in 4 language versions (English, Italian, Spanish and Russian). The channel is also available online and via mobile devices. Ski reports constituted a relevant part of Eurosport News winter programming.

CC: 26 on-site commentaries
SJ: 2 presences in the mixed zone | 22 on-site commentaries
NC: 2 presences in the mixed zone | 4 on-site commentaries



Eurosport Asia Pacific

It's rapidly expanding in the Asian continent. Nowadays it is available in the following 16 countries: Australia, New Zealand, China, Hong Kong, Singapore, Malaysia, Vietnam, Brunei, India, Indonesia, Myanmar, Philippines, Thailand, Fiji, Sri Lanka, Maldives. Its programming schedule closely follows that of Eurosport's European channels.

In addition to the TV transmissions, Eurosport offered widespread skiing broadcasts through the so-called "new media".

With up to 9.9 million unique visitors per month, Eurosport is Europe's number one online sports destination, with its network of **10 websites** in 9 languages, including 5 co-branded sites with Yahoo! - in the UK (2 different sites), Germany, Spain and Italy, as well as dedicated sites in France, Russia, Sweden, Poland and UAE. Every month Eurosport's internet platform has an average of 200 million hits, with 10 million unique users in Europe and 15 million world wide. Eurosport's websites offer both the simulcast of TV transmissions and customized clips meant specifically for Internet. The so-called "Eurosport Player", a specific section of Eurosport's website where all the video material is gathered in a well-organized gallery, is available in 15 markets. The multisided experience offered to ski fans makes the Eurosport sites the nr. 1 web destination for European skiing enthusiasts.

Eurosport Mobile offers the sports news and live results provided by Eurosport's websites. Moreover, it carries live streaming of the Eurosport and Eurosport 2 channels through agreements with international and local mobile operators. The WAP and i-Mode services are available in 9 countries and in 8 languages. The live streaming is distributed in 15 countries and 13 languages. Eurosport has developed a specific application for i-phones, which, until the beginning of February 2010, had been downloaded more than 1.7 million times. In mid February, moreover, Eurosport launched the Eurosport Player on i-phones, starting from the United Kingdom.

The TV Broadcasters in details



Finland

The national commercial broadcaster **MTV3**, the primary rightsholder in Finland, covered the whole Ski Jumping World Cup either on terrestrial free-to-air channel MTV3 or on its digital pay-tv channel MTV3 MAX, with live and delayed transmissions as well as several edited highlights and news programs. MTV3 could provide full audience figures, all referred to viewers aged 10 and more.

SJ: 21 presences in the mixed zone | 2 on-site commentaries

The public national broadcaster **YLE** covered the whole Cross Country World Cup and Nordic Combined World Cup, in both Finnish and Swedish language, with live and delayed transmissions, several edited highlights and news programs, as well as news access or highlights of the world cup events on YLE TV2 which is the channel dedicated to sports and entertainment. Moreover, YLE covered the two ski jumping races of the 4 Hills Tournament with news highlights.

CC: 28 presences in the mixed zone | 44 (+12 in Swedish) on-site commentaries

NC: 2 on-site commentaries



France

Apart from Eurosport France's live coverage of the whole season (see above under "Eurosport"), the exposure that the Nordic Ski World Cup season received in France was made as in the past seasons of news highlights by **L'Equipe 24/24**. The TV station covered races of all three disciplines, though precise audience data has not made available.



Germany

Also this season an extensive TV coverage of the Nordic Ski World Cup season was assured in Germany by **ARD** - both on its main channel Das Erste (ARD 1) and on its regional channels

CC: 4 HB production & 20 on-site race integrations | 28 presences in the mixed zone | 24 on-site commentaries

SJ: 1 HB production & 11 on-site race integrations | 12 presences in the mixed zone | 12 on-site commentaries

NC: 2 presences in the mixed zone | 2 on-site commentaries

ZDF too covered many Ski Jumping and Cross Country races with live, delayed and highlights transmissions, very often enriched with live national personalisation of the international signal made by the broadcasters. Besides, highlights of the Nordic Combined race of Shonach were shown.

CC: 16 on-site race integrations | 24 presences in the mixed zone | 24 on-site commentaries

SJ: 2 HB productions & 8 on-site race integrations | 10 presences in the mixed zone | 10 on-site commentaries

NC: 2 HB race productions | 4 presences in the mixed zone | 2 on-site commentaries

The TV Broadcasters in details



Italy

The national public broadcaster **RAI** pointed all Sports events, therefore Nordic Skiing races as well, to its new sports channels Rai Sport 1 and Rai Sport 2. Due to issues of awareness and customization of viewers toward such channels, RAI could not always achieve high audience results, which improvement though represents a goal for next years.

CC: 24 on-site commentaries

The digital satellite TV channel **SportItalia** made extensive news access coverage of Cross Country World Cup races. No audience data have been provided.

Whereas the satellite channel **SKY Italia** focused on the Cross Country World Cup events only and made news report of some selected races, among which the Italian stages of the *Tour de Ski*. No audience data have been provided.

CC: 4 presences in the mixed zone

The Italian national commercial television company **RTI** showed highlights of the Cross Country World Cup mainly in their news programmes and especially in connection with the Italian stages of the *Tour de Ski*. No audience data have been provided.



Japan

J Sports, satellite and cable broadcaster, aired most of the Ski Jumping World Cup events on either live or delayed basis, with several repeats as well. J Sports is a subscription channel, not subject to any audience monitoring, therefore it was only able to provide a detailed broadcast schedule but no TV ratings.

NHK, the public national broadcasting organization, showed the first Ski Jumping Race of Sapporo with delayed and repeat transmissions.

Same did **Nippon News Network** (NNN) on the second day of the Sapporo Event, through its regional broadcasters STV (which took the role of Host Broadcaster), NTV, YTV, CTV.

NHK+STV: SJ: 2 HB production | 2 presences in the mixed zone | 2 on-site commentaries

Finally, a season's agreement was in place with the **Japan News Pool**, an association of the following Japanese broadcasters: NTV, NHK, TBS, Fuji TV, TV Asahi and TV Tokyo. They wanted to follow the entire World Cup closely, ready to report on good Japanese performances.

The TV Broadcasters in details



Latin and South America

ESPN has not aired anything yet but actually plans to select some Nordic Events to show during Summer time between June and August.



Norway

NRK is the primary Nordic Ski rights-holder in Norway. It broadcast the whole Nordic Ski World Cup season, mainly on a live basis on either NRK1, its first channel covering the whole Norwegian territory, or on NRK2, with a slightly lower penetration and a younger target than NRK1.

CC: 4 HB race productions | 28 presences in the mixed zone | 24 on-site commentaries

SJ: 4 HB productions | 15 presences in the mixed zone | 11 on-site commentaries

NC: 2 HB race productions | 2 presences in the mixed zone | 2 on-site commentaries

The coverage in Norway was complemented by **TV 2**, which regularly made 30 sec. highlight reports within its daily Sports News on air at 09.25 p.m., thus reaching a vast audience and not only the ski fans. No TV data have been provided.

CC: 40 presences in the mixed zone

SJ: 8 presences in the mixed zone



Poland

TVP is a free to air terrestrial television channel, transmitting in Polish language only, that confirmed its great participation in the whole Ski Jumping and Ladies' Cross Country World Cups, and men's Sprint competitions, with live transmissions, live interviews and a few integrations as well.

CC: 24 presences in the mixed zone | 12 on-site commentaries

SJ: 3 HB productions & 2 on-site integrations | 7 presences in the mixed zone | 7 on-site commentaries



Russia

NTV Plus, terrestrial, cable and satellite television, broadcast the whole Nordic Ski World Cup season, mainly on a live basis with several transmissions for each event on **NTV Sports Channel, NTV On Line Channel, NTV Sport Plus and NTV Sport Souz**.

NTV Plus covers not only Russia but also such CIS countries as Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan. It is an unrated network.

CC: 16 on-site commentaries

The TV Broadcasters in details



Slovenia

The public free-to-air channel **RTV Slovenija** covered the whole Ski Jumping and most of the Cross Country World Cups, mainly on a live basis.

CC: 24 presences in the mixed zone | 32 on-site commentaries
SJ: 3 HB productions | 3 presences in the mixed zone | 12 on-site commentaries

The commercial private digital terrestrial **POP TV** also highly affected the coverage within the country with news reports from 23 Nordic events among the Cross Country and Ski Jumping. Such news reports, along with highlights of the same races, were also shown on the group's web site.

CC: 4 presences in the mixed zone
SJ: 3 presences in the mixed zone



South Korea

SBS, terrestrial, cable and satellite broadcaster, transmitted on a delayed basis a selection of Ski Jumping events.



Sweden

SVT made an extensive live TV coverage of the Cross Country World Cup both on its terrestrial channels SVT 1 and SVT 2.

This season again, all the ski race transmission blocks were efficiently coordinated by a dedicated studio in Stockholm. Besides keeping an eye on the several disciplines held at the same time in different venues, so as not to miss any crucial moment, the studio also offered significant opportunities to comment on and deeply analyse the racers' performances.

Most SVT1 and SVT2's ski transmissions were simulcast by SVT World (the former SVT Europa, now renamed, due to its increased distribution), an encrypted satellite channel meant for Swedish people living or travelling abroad. It can be received in Europe, Africa, the Middle East, Asia and Australia, but it is also available as a digital pay-TV channel in Finland.

CC: 10 HB production & 12 on-site race integrations | 30 presences in the mixed zone | 42 on-site commentaries

A regular news coverage for the Cross Country World Cup was also assured by the secondary rights-holder **TV 4** during the news shows on its free terrestrial channel. The audience data presented correspond to an average of the audience results achieved by the news programs.

CC: 16 presences in the mixed zone

The TV Broadcasters in details



Switzerland

Three channels are part of the public network SRG: **SF**, the most widespread channel, transmitting in the German language, **TSR**, transmitting in the French language and **RSI**, transmitting in the Italian language. The three channels covered live several Ski Jumping races and re-confirmed the interest in the Cross Country. Moreover, all three channels covered the Cross Country and Ski Jumping World Cup, with news transmissions.

CC: 4 HB production & 4 on-site race integrations | 12 presences in the mixed zone | 30 on-site commentaries
SJ: 3 HB productions & 1 on-site integration | 4 presences in the mixed zone | 14 on-site commentaries



United States

UNIVERSAL SPORTS (former WCSN) covered specific events such the German stages of the 4Hills Tournament and the Cross Country races held in Val di Fiemme, transmissions that were mostly made on a same-day delayed basis, followed by several repeats, in order to make the European events available to U.S. viewers at a convenient time.



Worldwide

SNTV (Sports News Television) is a leading agency, which constitutes an important source of sports news material for broadcasters in 160 countries in the 5 continents. SNTV transmits seven bulletins a day, organised to meet broadcasters' crucial production deadlines. FIS Ski Jumping Ski World Cup highlights were regularly included in these bulletins throughout the 2010/11 season. In many cases, the same race was featured in more than one bulletin.

Deutsche Welle, Germany's international broadcasting service, distributed news highlights of a number of races world-wide in the English, German, Spanish and Arabic languages. However, no TV data have been provided.

CC: 4 presences in the mixed zone

Other Broadcasters

German 4-Hills Tournament

The following TV networks acquired from Infront's Nordic Skiing properties the German stages of the 2010-2011 *4-Hills Tournament* only.

AUSTRIA: ATV: available on free-to-air on digital, terrestrial and cable, it showed short highlights of both German events, on top of the Nordic Combined event of Shonach, during its news programs

BOSNIA-HERZEGOVINA: BHRT broadcast live the Garmisch-Partenkirchen event in Bosnian language on BHT1, free-to-air terrestrial television, and simulcasts of the event were authorized also via satellite and cable transmission.

CROATIA: HRT a free-to-air digital terrestrial television, transmitted live both events on HTV2.

DENMARK: DR SPORTEN in addition to the highlights transmission of the Oberstdorf stage, it broadcast on a live basis the Garmisch-Partenkirchen stage on its free-to-air channel named DR1.

WORLDWIDE: EURONEWS a multilingual news channel, can reach more than 150 countries world-wide and is currently broadcast in 9 languages: English, French, German, Italian, Portuguese, Russian, Spanish, Arabic and Turkish. In addition to cable and satellite distribution, it is also broadcast via exclusive terrestrial windows in 21 countries. 34 national broadcasters take EuroNews' signal and broadcast it live on their national terrestrial networks. Every 30 minutes, EuroNews provides updated bulletins containing in-depth coverage of the day's top news. They acquired the rights for both German stages of the *4-Hill Tournament*.

NETHERLANDS: NOS in addition to the news access transmission of the Oberstdorf stage, it broadcast live in the Dutch language the Garmisch-Partenkirchen stage on its free-to-air terrestrial TV channel Nederlands 1.

SERBIA: RTS the public broadcaster RTS broadcast both German stages of the *4-Hill Tournament*.

SPAIN: TVE a free national television transmitting in Spanish language only that aired the Garmisch *4-Hill Tournament* on its public digital terrestrial HD channel TVE HD. As the channel is still through a testing process, audience data have not been measured and provided.

CROSS COUNTRY TV Audience data

DAVOS (SUI) - 11/12/10
Ladies 10 km C - Men 15 km C
Host Broadcaster: SRG

COUNTRY	BROADCASTER	TV CHANNEL	RACE	BROADCAST DATE	BROADCAST TIME (local)	DURATION (h.mm.ss)	L/D/R/H/N.A.	AUDIENCE SHARE %	NUMBER OF VIEWERS	REACH	
ASIA/PACIFIC	EUROSPORT ASIA/PAC	ASIA/PAC	Ladies 10 km C	11/12/2010	12.45.00-13.30.00	0.45.00	L				
			Men 15 km C	11/12/2010	18.15.00-18.45.00	0.30.00	D				
total / average						1.15.00					
ESTONIA	ERR	ETV	Men 15 km C	11/12/2010	15.20.00-17.02.20	1.42.20	L	6,30	81.000	190.350	
total / average						1.42.20	6,30	81.000	190.350		
EUROPE	EUROSPORT	EUROSPORT	Ladies 10 km C	11/12/2010	12.16.30-13.07.04	0.50.34	L	1,80	1.129.000	2.924.110	
			Men 15 km C	11/12/2010	15.36.20-15.54.02	0.17.42	L	1,10	1.030.000	2.430.800	
		EUROSPORT 2	Men 15 km C	11/12/2010	14.29.59-15.32.18	1.02.19	L				
			Ladies 10 km C	11/12/2010	19.34.58-20.05.49	0.33.51	R				
			Men 15 km C	12/12/2010	18.45.00-19.34.56	0.49.56	R				
total / average						3.34.22	1,45	1.079.500	5.354.910		
FINLAND	YLE	TV 2 YLE FST5	Ladies 10 km C	11/12/2010	13.13.00-14.38.00	1.25.00	L	48,60	334.000	865.060	
			Men 15 km C	11/12/2010	15.25.00-16.56.00	1.31.00	L	24,80	227.000	535.720	
total / average						2.56.00	36,70	280.500	1.400.780		
GERMANY	ZDF	ZDF	Ladies 10 km C	11/12/2010	13.00.40-13.11.07	0.10.27	L	16,20	1.790.000	4.636.100	
			Men 15 km C	11/12/2010	16.22.35-16.36.47	0.14.12	H	12,10	1.890.000	6.237.000	
total / average						0.24.39	14,15	1.840.000	10.873.100		
ITALY	RAI	RAI SPORT 1	Ladies 10 km C	13/12/2010	9.19.04-10.08.29	0.49.26	R	0,10	6.353	16.963	
			Ladies 10 km C	13/12/2010	10.09.15-10.33.13	0.23.59	R	0,30	12.704	33.920	
			Ladies 10 km C	14/12/2010	13.29.22-13.52.57	0.23.35	R	0,10	2.040	10.200	
		RAI SPORT 2	Ladies 10 km C	11/12/2010	12.22.15-13.11.45	0.49.30	L	0,40	55.293	143.209	
			Men 15 km C	11/12/2010	14.26.23-15.46.51	1.20.28	L	0,50	66.871	166.509	
			Ladies 10 km C	13/12/2010	10.19.04-11.08.30	0.49.26	R	0,10	4.000	10.680	
total / average						5.02.15	0,25	24.544	381.481		
NORWAY	NRK	NRK 1	Ladies 10 km C	11/12/2010	12.11.20-13.08.26	0.57.06	L	64,70	429.000	1.111.110	
			Men 15 km C	11/12/2010	14.28.28-15.49.30	1.21.02	L	53,20	444.000	1.078.920	
	TV2	TV2 NYHETSKANALEN	Ladies 10 km C / Men 15 km C	11/12/2010	21.25.00-21.25.30	0.00.30	N.A.	23,30	420.000	835.800	
			Ladies 10 km C / Men 15 km C	11/12/2010	21.25.00-21.25.30	0.00.30	N.A.	1,80	24.000	47.760	
total / average						0.01.00	12,55	222.000	883.560		
total / average						2.19.08	35,75	329.250	3.073.590		
POLAND	TVP	TVP 2	Ladies 10 km C	11/12/2010	12.16.00-13.34.00	1.18.00	L	22,60	1.415.000	3.664.850	
total / average						1.18.00	22,60	1.415.000	3.664.850		
RUSSIA	NTV PLUS	SPORT	Men 15 km C	11/12/2010	16.15.00-18.15.00	2.00.00	L				
			Ladies 10 km C	11/12/2010	14.10.00-15.40.00	1.30.00	L				
			Men 15 km C	11/12/2010	16.25.00-18.05.00	1.40.00	L				
		SPORT PLUS	Ladies 10 km C	12/12/2010	3.05.00-4.35.00	1.30.00	R				
			Men 15 km C	12/12/2010	4.35.00-6.15.00	1.40.00	R				
			Ladies 10 km C	13/12/2010	13.00.00-14.25.00	1.25.00	R				
		SPORT SOUZ	Men 15 km C	13/12/2010	14.25.00-16.00.00	1.35.00	R				
			Ladies 10 km C	11/12/2010	14.10.00-15.40.00	1.30.00	L				
			Men 15 km C	11/12/2010	16.25.00-18.15.00	1.50.00	L				
		HD	Ladies 10 km C	11/12/2010	14.10.00-15.40.00	1.30.00	L				
			Men 15 km C	11/12/2010	16.25.00-18.05.00	1.40.00	L				
			Men 15 km C	12/12/2010	6.50.00-7.25.00	0.35.00	R				
			Ladies 10 km C	11/12/2010	11.50.00-2.45.00	1.30.00	R				
			Ladies 10 km C	14/12/2010	15.30.00-17.00.00	1.30.00	R				
			Men 15 km C	15/12/2010	0.50.00-2.30.00	1.40.00	R				
total / average						24.45.00					
total / average						1.00.00	28,00	88.978	230.453		
SLOVENIA	RTV SLO	TV SLO 2	Ladies 10 km C	11/12/2010	12.12.00-13.12.00	1.00.00	L	28,00	88.978	230.453	
total / average						1.00.00	28,00	88.978	230.453		

(continued on the next page)

(continued from the previous page)

DAVOS (SUI) - 11/12/10

Ladies 10 km C - Men 15 km C

Host Broadcaster: SRG

COUNTRY	BROADCASTER	TV CHANNEL	RACE	BROADCAST DATE	BROADCAST TIME (local)	DURATION (h.mm.ss)	L/D/R/H/N.A.	AUDIENCE SHARE %	NUMBER OF VIEWERS	REACH		
SWEDEN	SVT	SVT 1	Ladies 10 km C	11/12/2010	12.30.00-13.00.00	0.30.00	L	56,30	655.000	1.696.450		
		SVT 2	Men 15 km C	12/12/2010	15.35.00-16.05.00	0.30.00	L	41,00	655.000	1.545.800		
			Men 15 km C	12/12/2010	14.20.00-15.35.00	1.15.00	L	8,70	125.000	310.000		
total / average						2.15.00		35,33	478.333	3.552.250		
SWITZERLAND	SRG	SF ZWEI	Ladies 10 km C	11/12/2010	14.12.00-14.44.00	0.31.00	D	28,80	144.500	374.255		
			Men 15 km C	11/12/2010	14.49.00-15.40.00	0.51.00	L	19,20	90.200	214.676		
			Studio	11/12/2010	15.40.00-16.07.00	0.27.00	L	17,80	93.100	219.716		
		TSR 2	Studio	11/12/2010	14.24.00-14.30.00	0.06.00	L	12,80	22.500	58.275		
			Men 15 km C	11/12/2010	14.30.00-15.40.00	1.10.00	L	13,30	23.100	56.595		
			Studio	11/12/2010	15.40.00-15.46.00	0.06.00	L	14,80	29.100	68.676		
			Studio	11/12/2010	18.38.00-18.41.00	0.03.00	L	4,90	13.900	22.101		
			Ladies 10 km C	11/12/2010	18.41.00-19.21.00	0.40.00	D	4,00	14.200	22.578		
			Studio	11/12/2010	12.08.00-12.20.00	0.12.00	L	7,60	2.500	6.475		
		RSI LA 2	Ladies 10 km C	11/12/2010	12.20.00-13.06.00	0.16.00	L	12,00	5.100	13.209		
			Studio	11/12/2010	14.25.00-14.30.00	0.05.00	L	1,80	700	1.813		
			Men 15 km C	11/12/2010	14.30.00-15.42.00	1.12.00	L	6,40	2.600	6.370		
		total / average						5.39.00		11,95	36.792	1.064.739
		TOTAL / AVERAGE		ALL TV NETWORKS				52.10.44		19,25	565.390	29.786.503
								TOTAL		AVERAGE	AVERAGE	TOTAL
MAX SHARE %	64,70 NRK											
MAX NR. VIEWERS	1.890.000 ZDF											

DAVOS (SUI) - 12/12/10
Ladies & Men Sprint F
Host Broadcaster: SRG

COUNTRY	BROADCASTER	TV CHANNEL	RACE	BROADCAST DATE	BROADCAST TIME (local)	DURATION (h.mm.ss)	L/D/R/H/N.A.	AUDIENCE SHARE %	NUMBER OF VIEWERS	REACH	
ASIA/PACIFIC	EUROSPORT ASIA/PAC	ASIA/PAC	Ladies & Men Sprint F	12/12/2010	20.00.00-20.25.00	0.25.00	D				
total / average						0.25.00					
EUROPE	EUROSPORT	EUROSPORT	Ladies & Men Sprint F	12/12/2010	14.59.37-16.33.11	1.33.34	L	1,30	1.476.000	3.483.360	
			Ladies & Men Sprint F	12/12/2010	19.21.33-20.03.58	0.42.25	R	0,20	318.000	734.580	
		EUROSPORT 2	Ladies & Men Sprint F	12/12/2010	19.44.25-20.26.40	0.42.15	R				
			Ladies & Men Sprint F	13/12/2010	16.00.40-16.42.55	0.42.15	R				
total / average						3.40.29		0,75	897.000	4.217.940	
FINLAND	YLE	TV 2	Ladies & Men Sprint F	12/12/2010	15.54.00-17.42.00	1.48.00	L	38,30	432.000	911.520	
total / average						1.48.00		38,30	432.000	911.520	
GERMANY	ZDF	ZDF	Ladies Sprint F	12/12/2010	16.41.34-16.56.56	0.15.22	H	10,00	1.990.000	6.567.000	
			Men Sprint F	12/12/2010	16.56.56-16.58.55	0.01.59	H	10,40	2.100.000	6.930.000	
total / average						0.17.21		10,20	2.045.000	13.497.000	
ITALY	RAI	RAI SPORT 2	Ladies & Men Sprint F	12/12/2010	14.50.28-16.40.51	1.50.23	L	0,40	65.270	155.343	
			Ladies & Men Sprint F	13/12/2010	11.34.45-13.24.07	1.49.22	R	0,10	7.600	19.980	
			Ladies & Men Sprint F	14/12/2010	2.47.33-4.34.58	1.47.25	R	0,10	609	4.178	
total / average						5.27.10		0,20	24.493	179.501	
NORWAY	NRK	NRK 1	Ladies & Men Sprint F	12/12/2010	14.57.43-16.40.04	1.42.21	L	59,90	605.000	1.433.850	
			total / average						1.42.21		59,90
	TV2	TV2	Ladies & Men Sprint F	12/12/2010	21.25.00-21.25.30	0.00.30	N.A.	23,30	420.000	835.800	
		TV2 NYHETSKANALEN	Ladies & Men Sprint F	12/12/2010	21.25.00-21.25.30	0.00.30	N.A.	1,80	24.000	47.760	
total / average						0.01.00		36,23	413.500	883.560	
total / average						1.43.21		48,06	509.250	2.317.410	
POLAND	TVP	TVP 2	Ladies & Men Sprint F	12/12/2010	14.59.00-16.00.00	1.01.00	L	22,40	2.720.000	6.419.200	
total / average						1.01.00		22,40	2.720.000	6.419.200	
RUSSIA	NTV PLUS	SPORT	Ladies & Men Sprint F	12/12/2010	19.25.00-21.15.00	1.50.00	R				
		SPORT PLUS	Ladies & Men Sprint F	12/12/2010	16.55.00-18.50.00	1.55.00	L				
			Ladies & Men Sprint F	13/12/2010	2.45.00-4.35.00	1.50.00	R				
		SPORT SOUZ	Ladies & Men Sprint F	14/12/2010	1.50.00-3.50.00	2.00.00	R				
			Ladies & Men Sprint F	12/12/2010	16.55.00-18.50.00	1.55.00	L				
		HD	Ladies & Men Sprint F	12/12/2010	16.55.00-18.50.00	1.55.00	L				
			Ladies & Men Sprint F	13/12/2010	4.30.00-6.20.00	1.50.00	R				
			Ladies & Men Sprint F	16/12/2010	2.55.00-4.45.00	1.50.00	R				
		ONLINE	Ladies & Men Sprint F	16/12/2010	15.25.00-17.15.00	1.50.00	R				
Ladies & Men Sprint F	13/12/2010	15.30.00-17.25.00	1.55.00	R							
total / average						18.50.00					
SLOVENIA	RTV SLO	TV SLO 2	Ladies & Men Sprint F	12/12/2010	14.56.00-16.38.00	1.42.00	L	21,00	102.518	242.968	
			total / average						1.42.00		21,00
	POP TV	POP TV	Ladies & Men Sprint F	12/12/2010	19.55.16-19.56.52	0.01.36	N.A.	45,00	155.331	318.429	
total / average						0.01.36		45,00	155.331	318.429	
total / average						1.43.36		33,00	128.925	561.397	

(continued on the next page)

(continued from the previous page)

DAVOS (SUI) - 12/12/10

Ladies & Men Sprint F

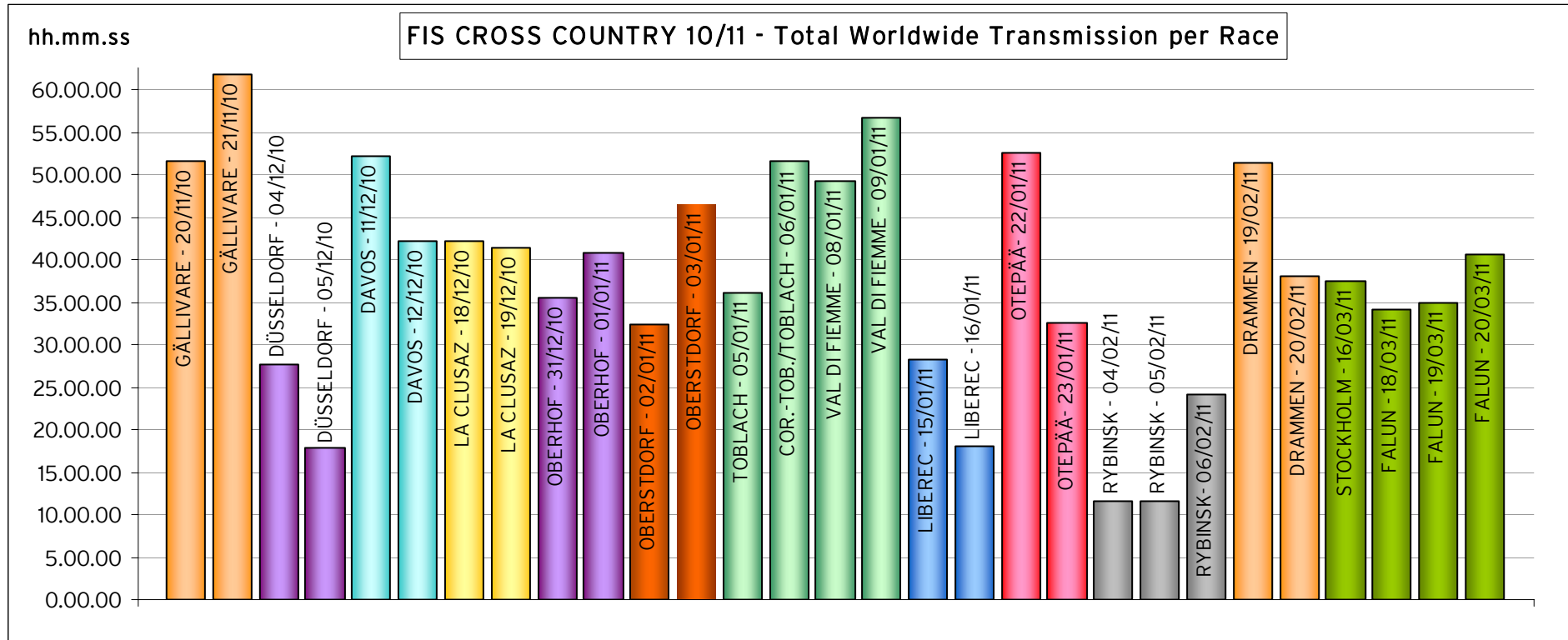
Host Broadcaster: SRG

COUNTRY	BROADCASTER	TV CHANNEL	RACE	BROADCAST DATE	BROADCAST TIME (local)	DURATION (h.mm.ss)	L/D/R/H/N.A.	AUDIENCE SHARE %	NUMBER OF VIEWERS	REACH		
SWEDEN	SVT	SVT 1	Ladies & Men Sprint F	12/12/2010	15.00.00-16.37.00	1.37.00	L	52,70	920.000	2.171.200		
						1.37.00		52,70	920.000	2.171.200		
	TV 4	TV 4	Ladies & Men Sprint F	12/12/2010	22.00.00-22.01.20	0.01.20	N.A.	25,00	786.000	1.564.140		
						0.01.20		25,00	786.000	1.564.140		
total / average						1.38.20		38,85	853.000	3.735.340		
SWITZERLAND	SRG	SF ZWEI	Studio	12/12/2010	14.56.00-15.00.00	0.04.00	L	20,50	130.700	338.513		
			Ladies & Men Sprint F	12/12/2010	15.00.00-16.35.00	1.35.00	L	18,90	133.200	314.352		
		TSR 2	Studio	12/12/2010	16.35.00-16.48.00	0.13.00	L	16,70	131.100	309.396		
			Ladies & Men Sprint F	12/12/2010	16.45.00-16.47.00	0.02.00	L	14,20	42.900	101.244		
		RSI LA 2	Ladies & Men Sprint F	12/12/2010	16.47.00-17.54.00	1.07.00	D	14,50	48.100	91.390		
			Ladies & Men Sprint F	12/12/2010	15.05.00-16.36.00	1.31.00	L	6,60	4.000	9.440		
			Studio	12/12/2010	16.36.00-16.38.00	0.02.00	L	8,20	5.100	12.036		
			Ladies & Men Sprint F	13/12/2010	0.45.00-1.44.00	0.59.00	R	4,70	600	1.374		
		total / average						5.33.00		13,04	61.963	1.177.745
		TOTAL / AVERAGE		ALL TV NETWORKS				42.07.17		22,76	852.403	33.017.053
						TOTAL		AVERAGE	AVERAGE	TOTAL		
MAX SHARE %		59,90 NRK										
MAX NR. VIEWERS		2.720.000 TVP										

CROSS COUNTRY Database Analysis with Graphics

Cross Country Database Analysis

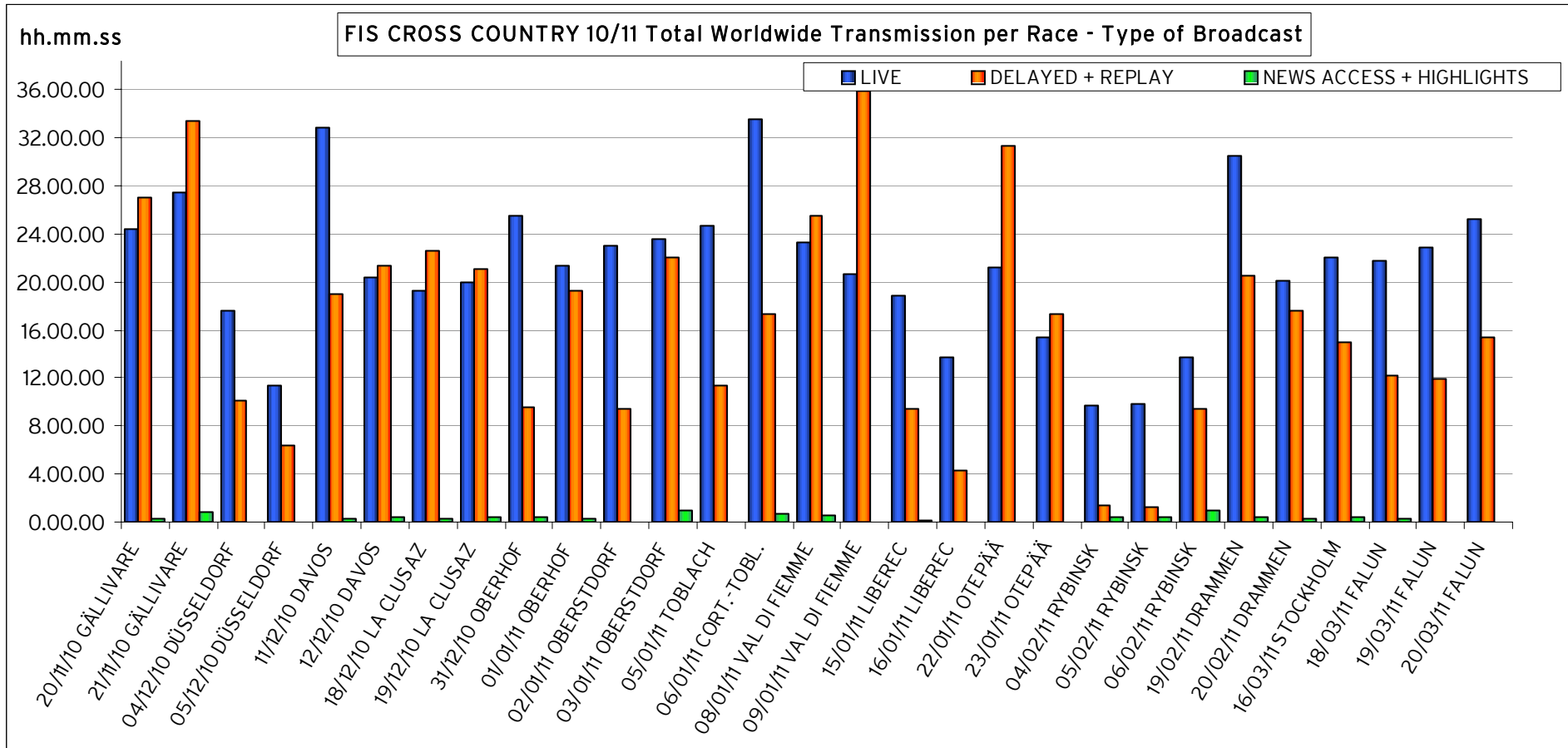
> focus on the transmission trend



Trend of the total worldwide transmission race by race

Cross Country Database Analysis

> focus on the transmission trend

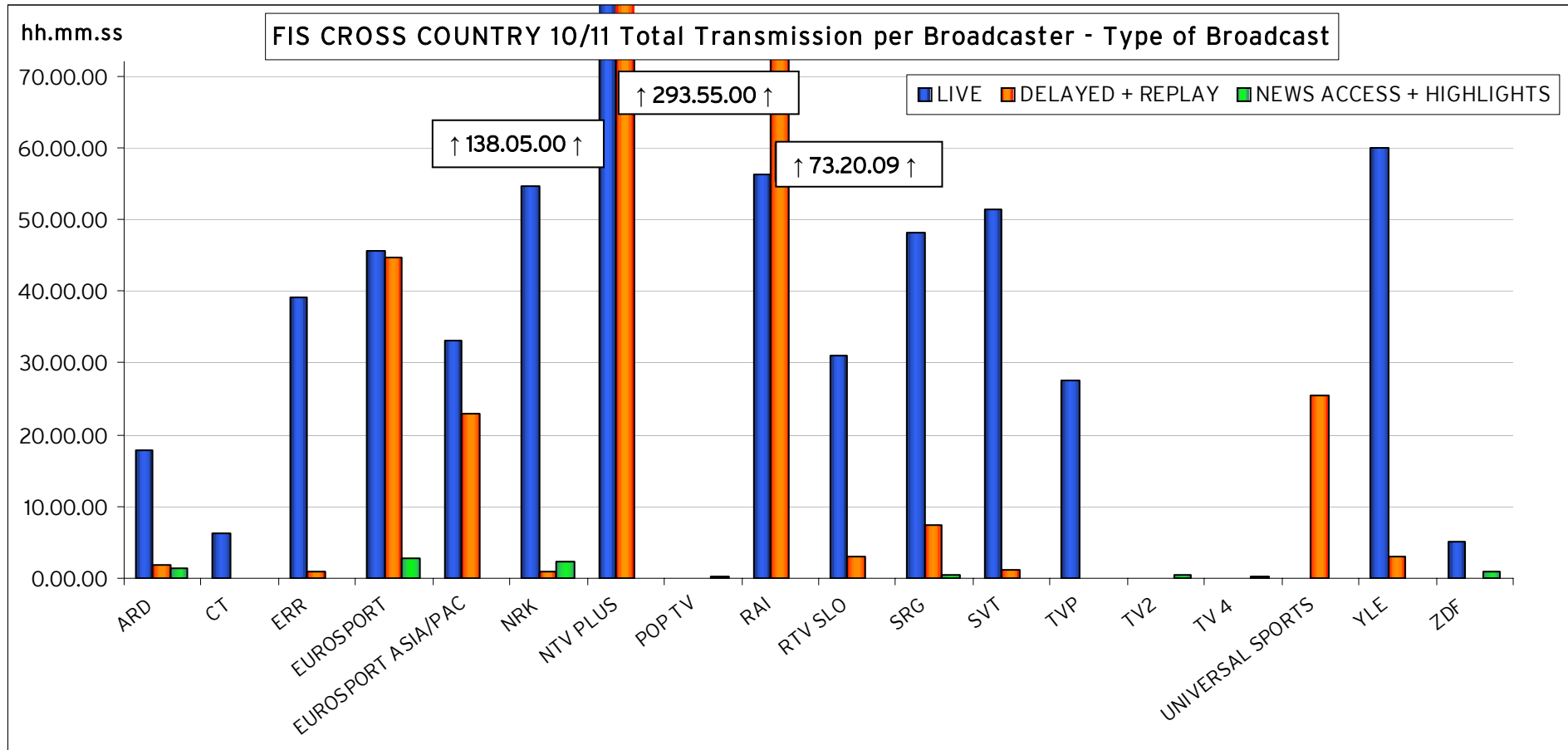


Trend of the total worldwide transmission race by race, splitted by the different kind of broadcast:

- Live
- Delayed + Replay
- News Access + Highlights

Cross Country Database Analysis

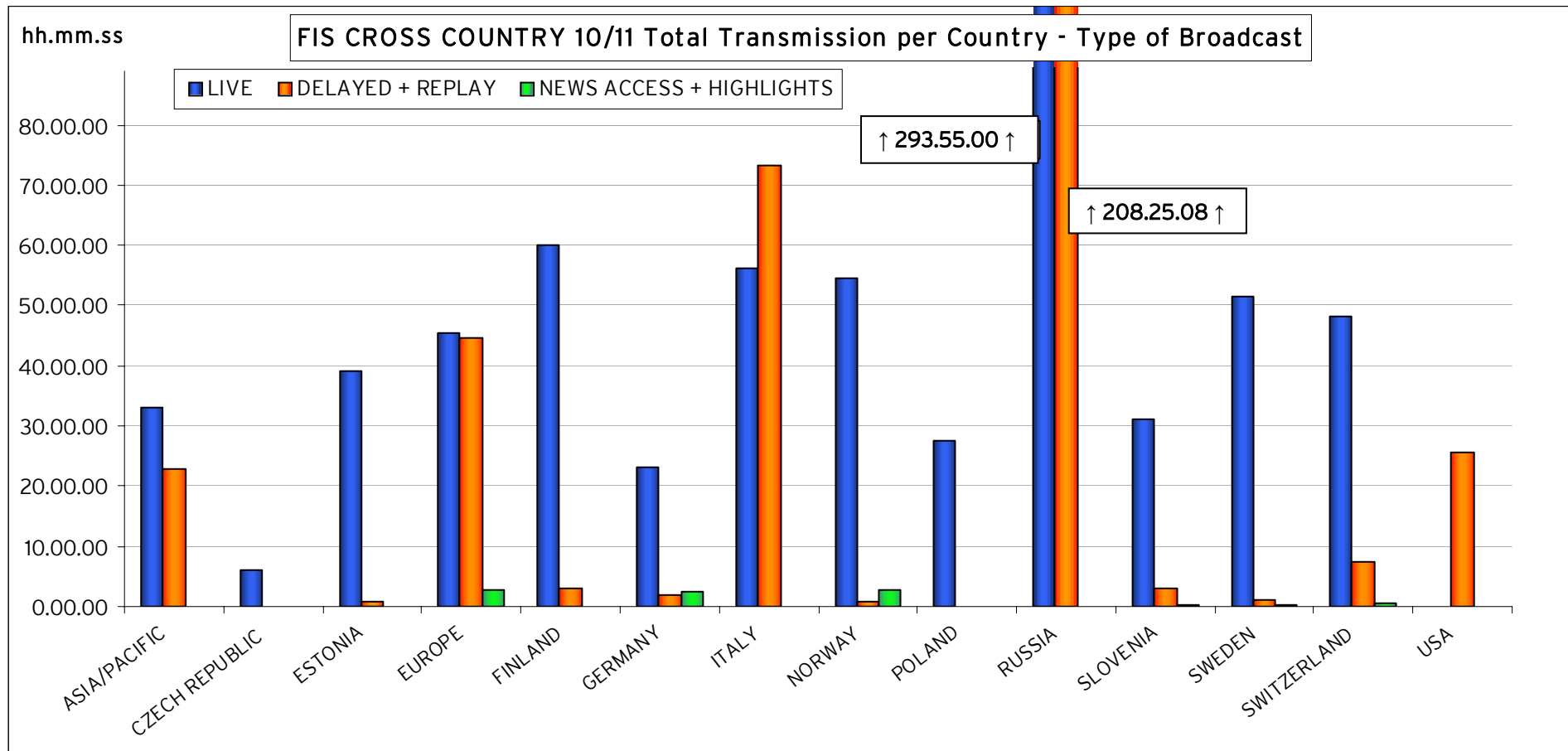
> focus on the transmission trend



Trend of the total worldwide transmission broadcaster by broadcaster, splitted by the different kind of broadcast

Cross Country Database Analysis

> focus on the transmission trend

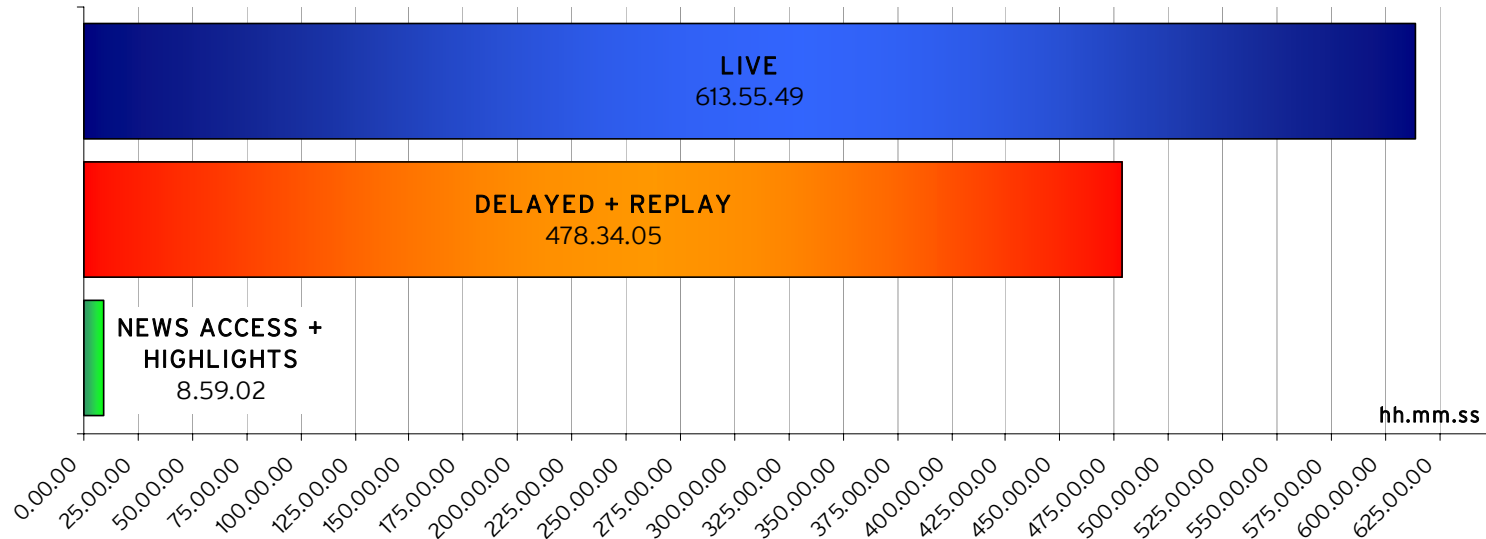


Trend of the total worldwide transmission country by country, splitted by the different kind of transmission

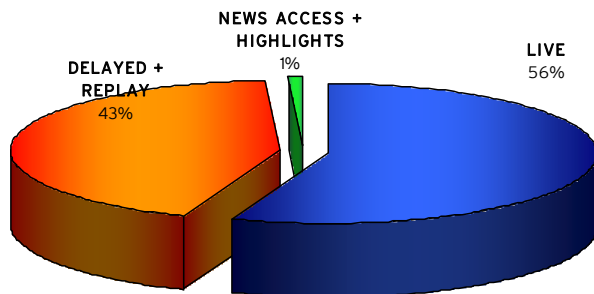
Cross Country Database Analysis

> focus on the transmission trend

FIS CROSS COUNTRY 10/11 - Total Worldwide Transmission - Type of Broadcast



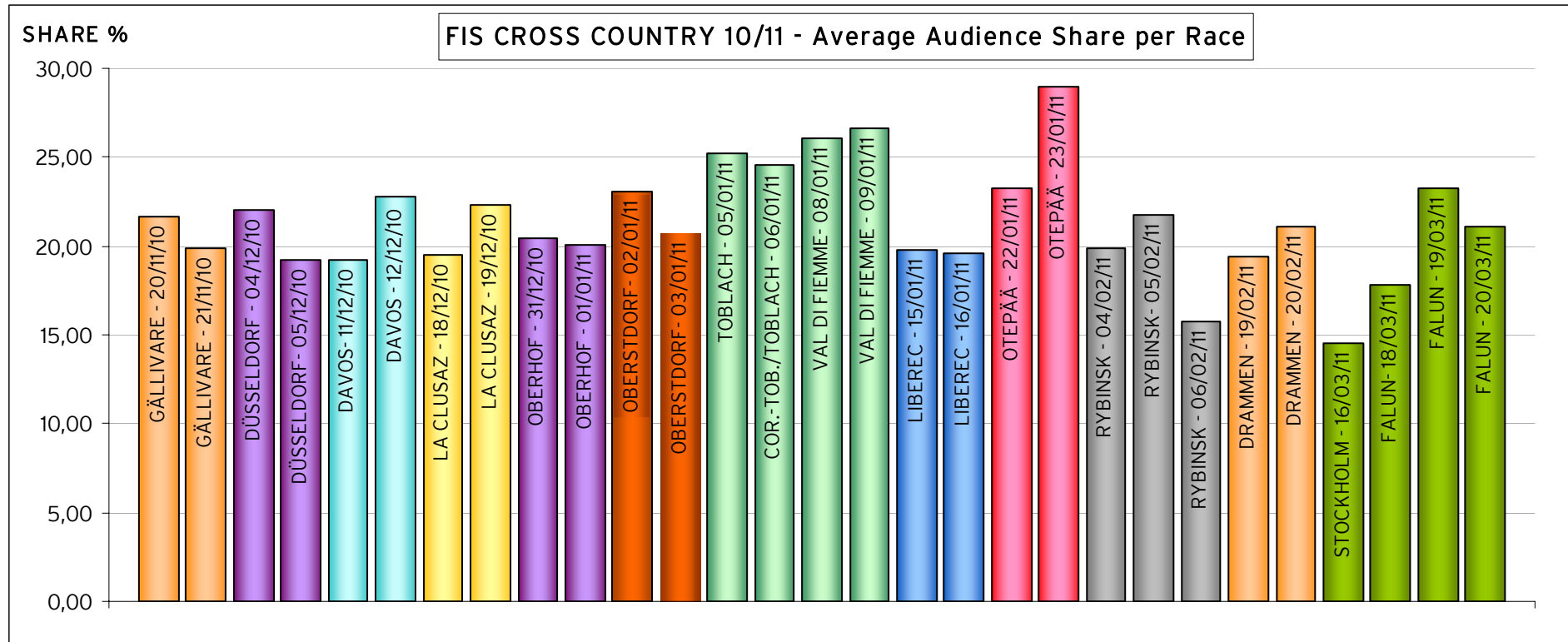
FIS CROSS COUNTRY 10/11 - Total Worldwide Transmission



Summary of the total worldwide transmission per type of broadcast

Cross Country Database Analysis

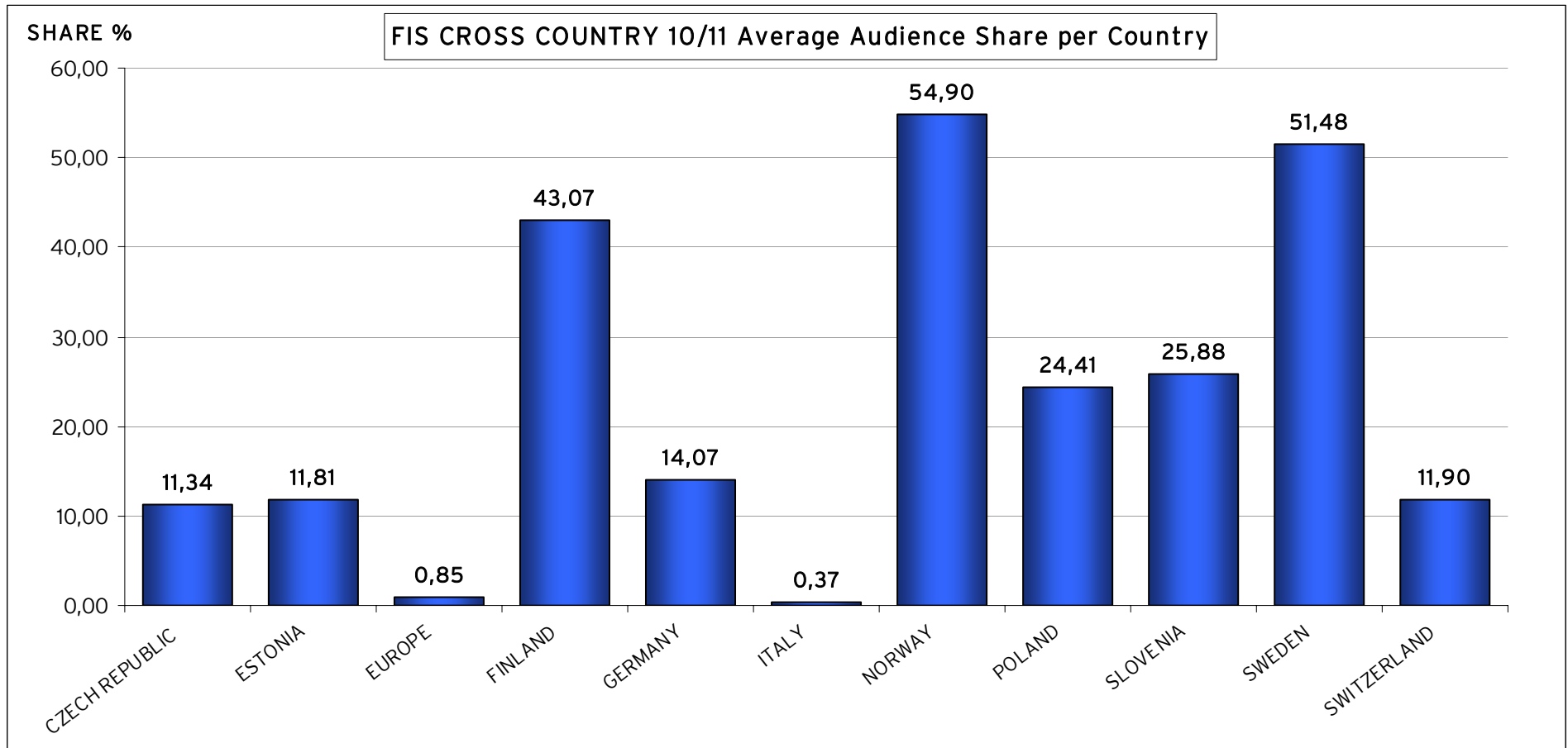
> focus on Audience Share



Trend of the average Audience Share race by race

Cross Country Database Analysis

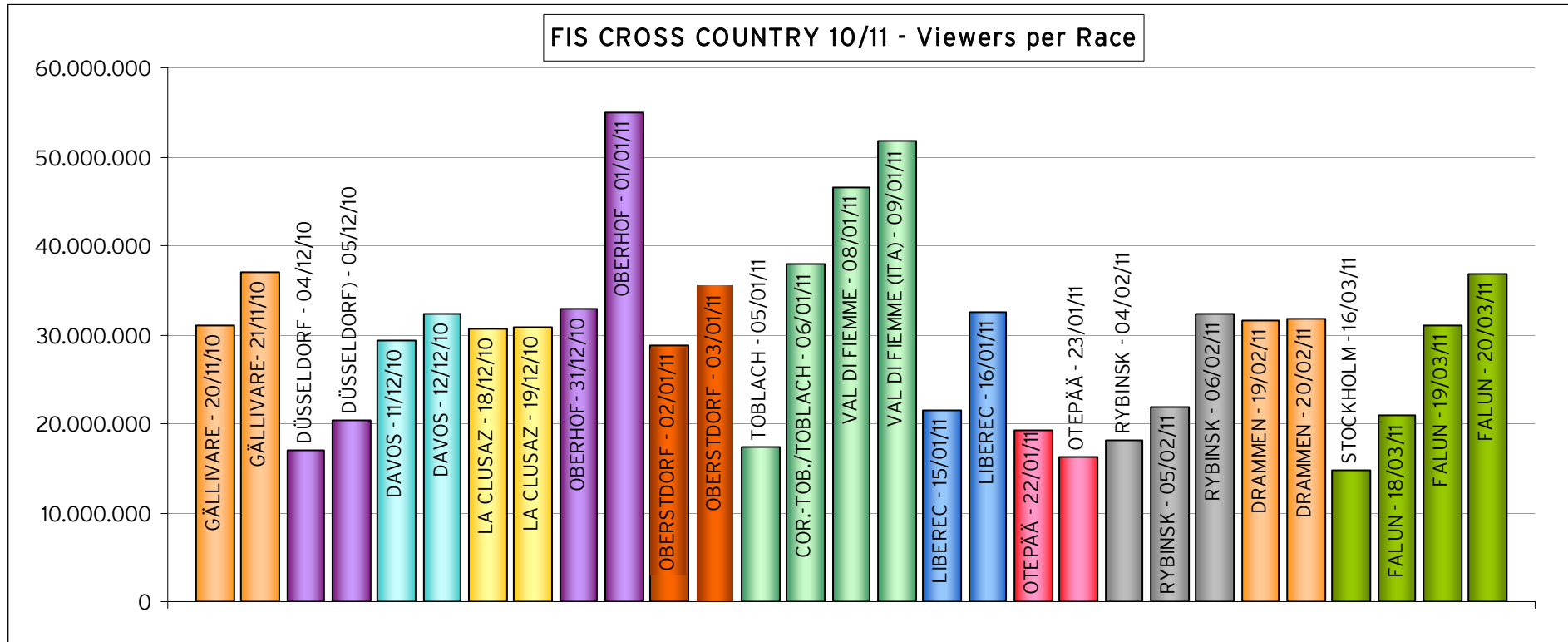
> focus on Audience Share



Trend of the average Audience Share country by country

Cross Country Database Analysis

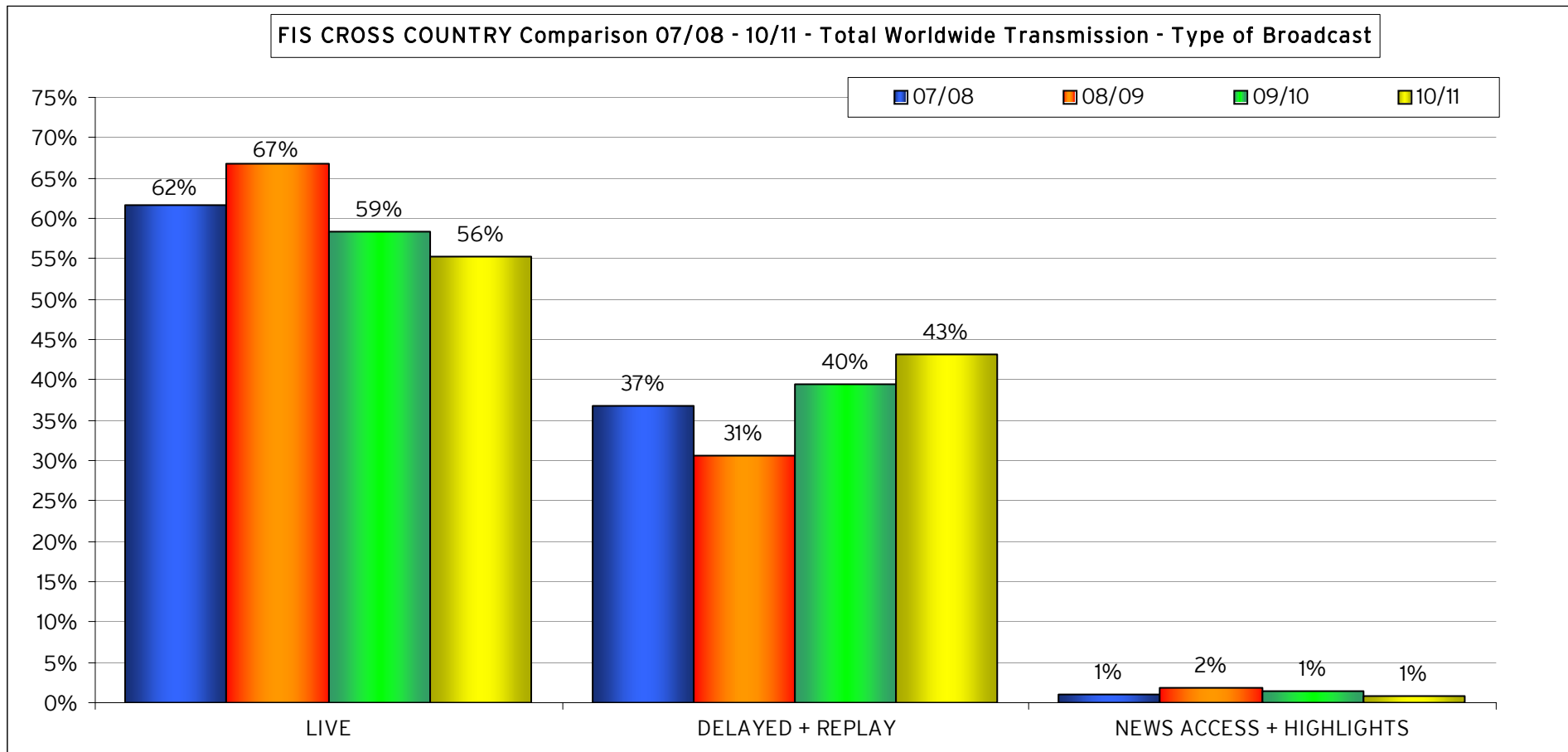
> focus on the Viewers



Trend of the total Viewers race by race (estimation)

Cross Country Database Analysis: comparison 07/08 - 10/11

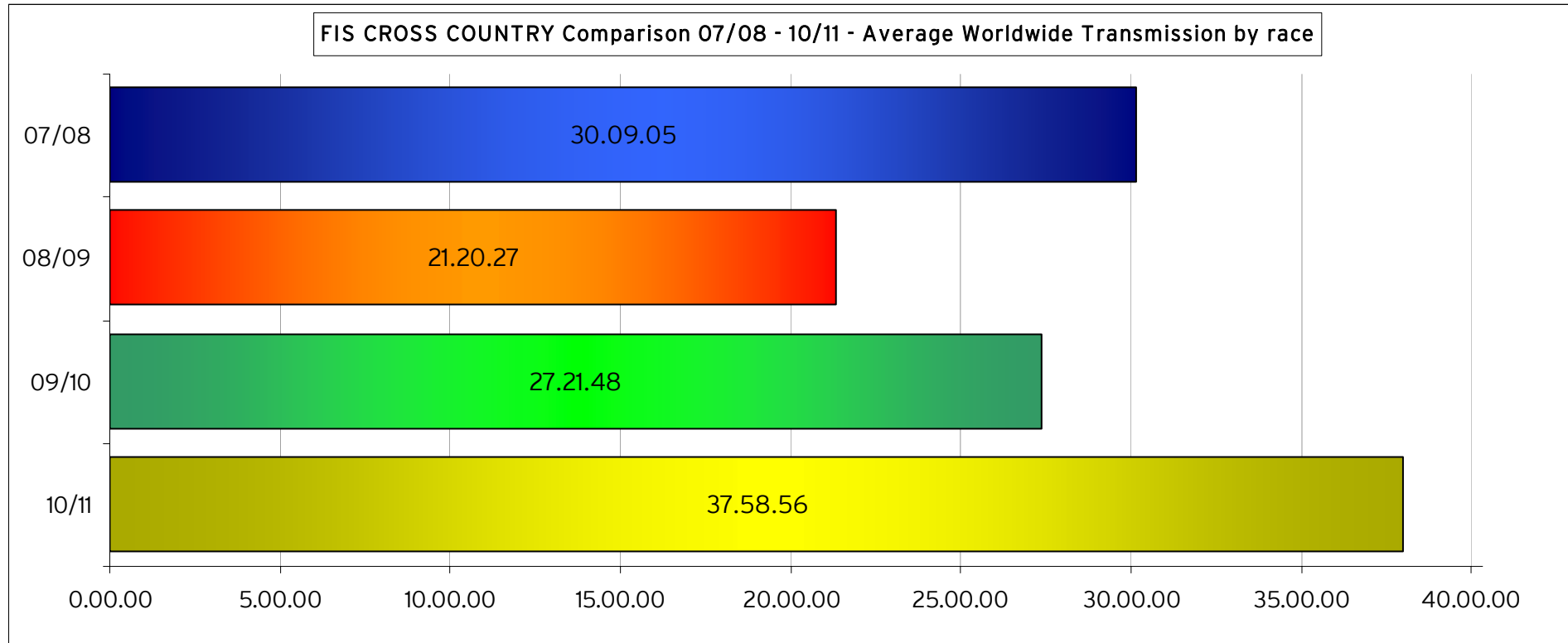
> focus on the transmission trend



Comparison 07/08 - 10/11 of the total worldwide transmission per type of broadcast

Cross Country Database Analysis: comparison 07/08 - 10/11

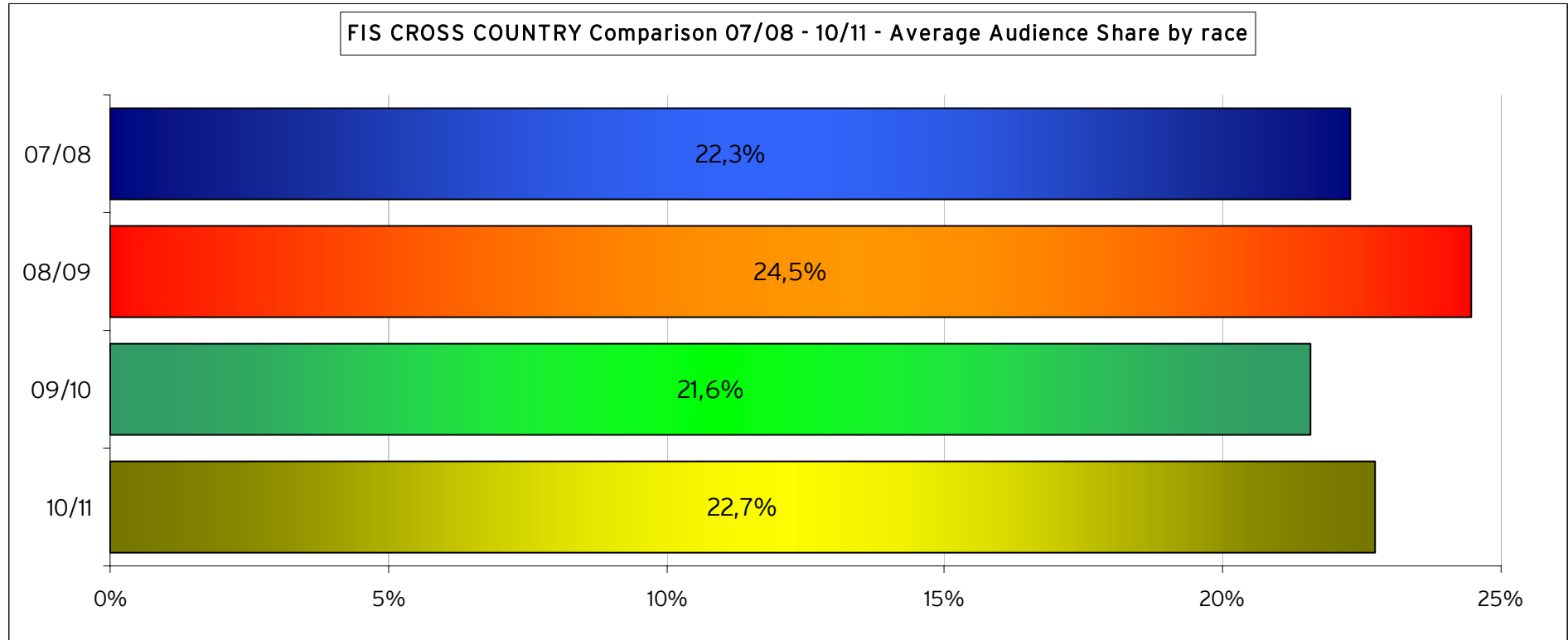
> focus on the transmission trend



Comparison 07/08 - 10/11 of the average transmission by race

Cross Country Database Analysis: comparison 07/08 - 10/11

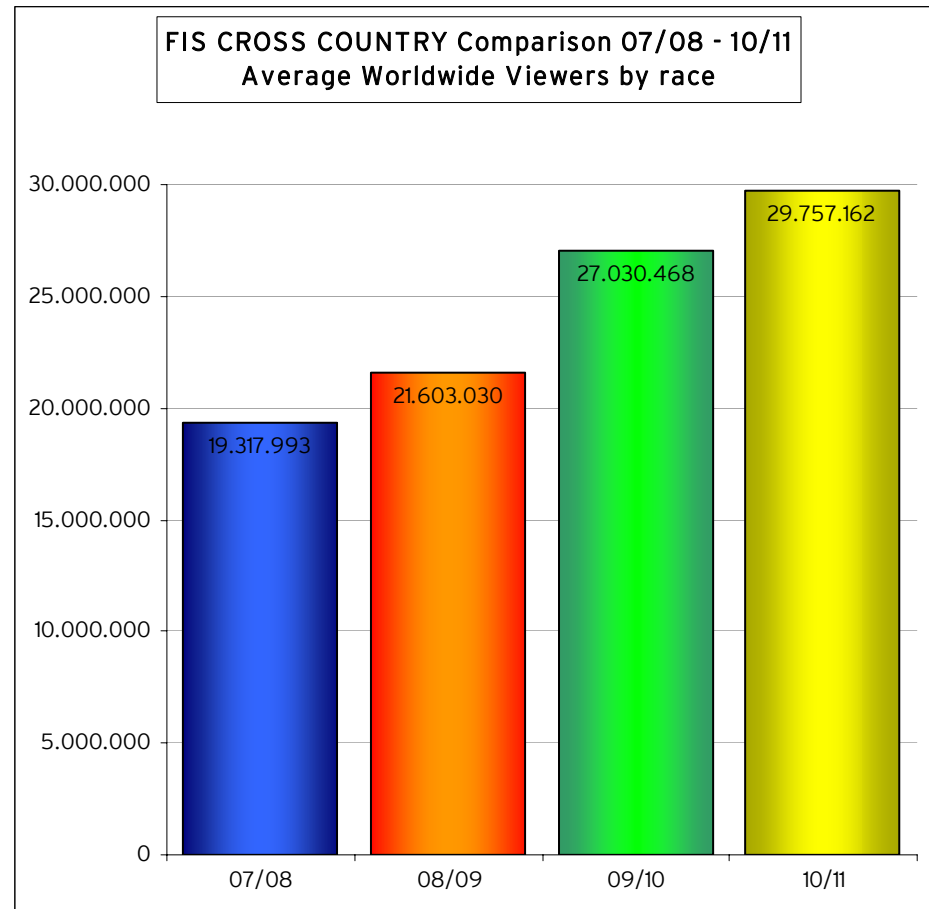
> focus on Audience Share



Comparison 07/08 - 10/11 of the Average Audience Share race by race

Cross Country Database Analysis: comparison 07/08 - 10/11

> focus on the Viewers



Comparison 07/08 - 10/11 of the Average Worldwide Viewers by race