

# Olympics London 2012

## **SNTV Road to London Package: July 27th 2011 - 1st July 2012**

SNTV's Road to London 2012 package will start with the celebrations surrounding a year to go on July 27th 2011. Over the following eleven months SNTV will produce a steady stream of news items around the Games as London continues to prepare. We will also get reaction from athletes and officials at the series of test events being held at the Olympic venues. During this period many of the main Olympic trials will be taking place, such as the US Track and Field Olympic trials on January 14th. SNTV will be on hand at the best of these events to bring reaction from those who make it and those who don't.

In the early months we will provide one to two stories per week, increasing to four stories per week as the torch relay approaches.

May 18th 2012 sees the Olympic torch relay begin its 70 day journey across the UK. It is also from this point that we will be increasing our coverage. We will have highlights from the best of the Olympic torch relay stages plus coverage of any breaking news and developments around the Games.

From this time we will be producing 8-10 stories per week.

**This package is available to all platforms**

**Delivered by FTP or satellite**

**Stories will be loosely edited with English or Arabic script**



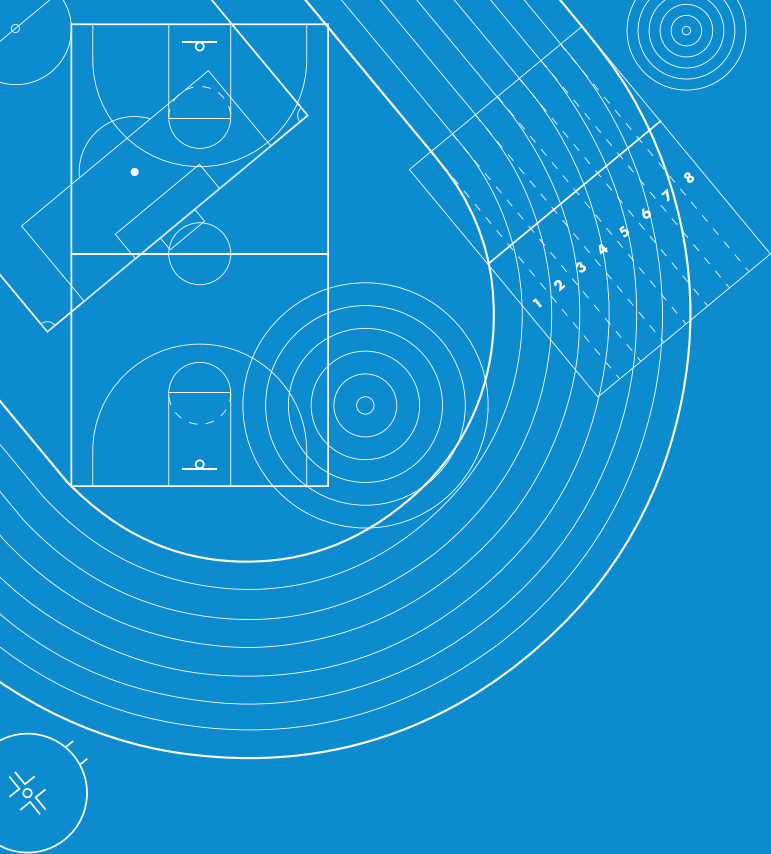
## **SNTV Olympic Package: 2nd July - August 12th 2012**

From the 2nd of July 2012 we will produce a series of venue profiles looking at the Olympic Park and the iconic London venues such as Wimbledon and Lord's Cricket Ground. We will also look at the likely gold medallists, and produce profiles of the leading athletes. From the 2nd of July to 22nd July 2012 we will produce two stories per day including the profiles as well as our continued Olympic news updates.

Our London Olympic coverage will officially start on Monday 23rd July. Initially our eight accredited crews will bring you team arrivals, coverage of IOC sessions, breaking news and features on London's final preparations. The Games themselves get underway with the opening ceremony on July 27th.

During the Games we will bring reaction from the winners and losers plus any breaking news stories as well as looking at some of the quirkier stories around the Games. We will also get reaction from around the world as fans watch their athletes compete.

From July 23rd to the closing ceremony on August 12th SNTV will provide 8-10 stories per day.



## Olympic Package

### For broadcasters:

**Content:** 10 stories per day for the duration of the event including daily highlights

**Format:** Loose edits

**Delivery:** Delivery via satellite or by FTP

**Language:** All stories are 'natural sound' accompanied by an English or Arabic script, sound bites in native tongue, translated into English.

### For digital clients:

**Content:** 8-10 clips per day  
Note highlights are not currently available for mobile or websites

**Format:** Fully produced 60 to 90 second clips  
Content will be specifically tailored to suit online and mobile platforms

**Delivery:** By FTP

**Language:** All clips are available localized into multiple-languages upon request, or with natural sound with accompanying script in English.

SNTV will bring the best of Olympic news and action to multiplatform users. Making use of our regional bureau in Beijing, Singapore, New York, London including our dedicated Middle East desk we will be able to provide the best of regional athletes and Olympic flavour in the build up to and during the event.

For further information  
please contact SNTV on:



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