

All-HD Broadcast Center a First

Nearly halfway through the Beijing Olympics, TV broadcasters at the massive International Broadcast Centre (IBC) say this electronic crossroads for the Games is working well.

But Manolo Romero, the CEO of Beijing Olympic Broadcasting (BOB), wouldn't mind seeing blue skies over Beijing one of these days. Weather has been a concern for Romero, beyond the usual desire for postcard-perfect beauty shots.

Romero said temperatures inside the National Stadium during last week's opening ceremony hit 50 degrees Celsius -- 20 degrees higher than outside.

"That bowl is like a cooking vacuum," Romero said. "We had some issues with some equipment, but it didn't affect in a significant way the broadcast."

During Sunday night's thunderstorm, lightning destroyed cameras at the Shunyi rowing venue, forcing deployment of a mobile replacement unit.

"Thank God it didn't happen during the event,"

PHOTO OF THE DAY



© Getty Images

Romero said. BOB, a joint venture between Olympic Broadcasting Services (OBS) and BOCOG, provides images and sound to the 85 rights holders who have studios inside the 55,000 square meter, seven-floor building on the Olympic Green. It is connected to the fencing hall and is the neighbor of the Main Press Centre, location for written press.

The biggest tenant is NBC, which occupies half of the studio space on the first level.

There are 12,000 accredited international broadcasters working on either side of the camera, involved in a record 5,000 hours of Games coverage that is produced and distributed via the IBC.

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Rio Takes Turn Presenting 2016 Bid Message

Rio de Janeiro hosted a briefing Thursday for a small group of journalists at Casa de Brasil, the hospitality center for the Brazilian Olympic Committee at a Beijing hotel.

Committee and bid president Carlos Nuzman led off the hour-long presentation saying that the Olympic Games in Rio de Janeiro would "give a chance, new opportunities" to the youth of the city.

BIDDING IN BEIJING

"[The Games] will help this country," he said.

Bid secretary general Carlos Robert Osorio delivered details of the bid and addressed the security issue that remains one of the image issues the bid must confront with the IOC. Osorio told reporters the experience of the

2007 Pan American Games show that Rio de Janeiro can host major sports events without incidents of crime against visitors.

Nuzman stressed the importance of the 2014 FIFA World Cup to the Olympic bid, calling the coming of the World Cup "the basis of the success of the bid." He said the World Cup will act as a proving ground for the Olympics, allowing any deficiencies revealed in the

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The Rio 2016 Bid Committee and the Brazilian Olympic Committee would like to congratulate the Chinese people and the Beijing Organizing Committee for the excellent preparation of the Beijing 2008 Olympic Games, which will make the dreams of over 10,000 athletes from 205 National Olympic Committees come true.



NBC Unveils Olympic Fever Gauge

As U.S. audiences continue to clamor for Beijing Olympic Games images, NBC Universal is finding a way to measure Olympic viewers across multiple platforms with a research tool called "TAMi."

The acronym represents the network's Total Audience Measurement index, which debuted in the early morning hours Thursday in Beijing. The index helps NBC quantify the reach of its blanket Games coverage by measuring U.S. consumers using television, the Internet, mobile devices or TV video on demand.

The initial numbers released by NBC -- for the Games' first four days -- show that Olympics-inspired traffic across the online, mobile and on-demand universes remains miniscule compared to television viewership. But NBC executives see encouraging trends. Americans are tuning in aggressively to traditional prime-time telecasts in part, they contend, because busy people can keep the Olympics on their personal radars during the day using other platforms.

"Our expectations were proven to be true beyond our wildest dreams," said Alan Wurtzel, NBC Universal's president of research, in a conference call with reporters.

TAMi is an "apples and oranges" set of measurements, still in its infancy, Wurtzel acknowledged. But it is a window on the habits of media consumers.

Data from the first and fourth days of the Games by Nielsen Media Research tells NBC Universal that it attracted 70.1 million viewers to Opening Ceremony coverage on Aug. 8.

By Day 4, Aug. 11, Nielsen data indicates a television audience of 94.8 million viewers. These numbers are blowing away viewer stats logged during previous telecasts of non-U.S. hosted Olympics on NBC.

The corresponding trend lines that have Wurtzel and NBC Olympics president Gary Zenkel feeling giddy reflect Internet and mobile users.



NBC's Aug. 11 primetime coverage included men's team artistic gymnastics -- where the U.S. took bronze. (Getty Images)

On Day 1, NBC drew 4.2 million unique online visitors. On Day 4, the online measurement of unique visitors was 7.8 million.

Among mobile users, NBC's digital traffic grew from 210,000 on Day 1 to 476,000 on Day 4.

"Candidly, we are stunned at the adoption of mobile over the past couple of days," Wurtzel confided.

"To some extent, these Olympics are beginning to influence how people use new technology."

Cumulatively, NBC's Day 4 produced a TAMi audience of 103,048,165.

"There is always an appetite out there to consume the Olympics," Zenkel stated. "What these numbers (Internet and mobile) are confirming is essentially the strength of network television. The network primetime numbers are fairly astounding.

"Everything has changed but really nothing has changed," Zenkel said.

- Steve Woodward

SPORT EVENT DENMARK

Hosting Winners

SOME EXAMPLES OF MAJOR SPORTS EVENTS HOSTED IN DENMARK:

World Artistic Gymnastics Championship 2006 (FIG)
World Orienteering Championship 2006 (IOF)
World Match Racing Championship for women 2006 (ISAF)
World Standard Championship 2006 (IDSF)
World Floorball Championship for women 2007 (IFF)
World Sailing Farr 40 Championship 2007 (ISAF)

SOME EXAMPLES OF UPCOMING MAJOR EVENTS TO BE HOSTED IN DENMARK:

World Taekwondo Championships 2009 (WTF)
UEFA Congress 2009 (UEFA)
World Wrestling Championship 2009 (FILA)
121st Session & XIII Olympic Congress 2009 (IOC)
World Track Cycling Championship 2010 (UCI)
World Road Cycling Championship 2011 (UCI)



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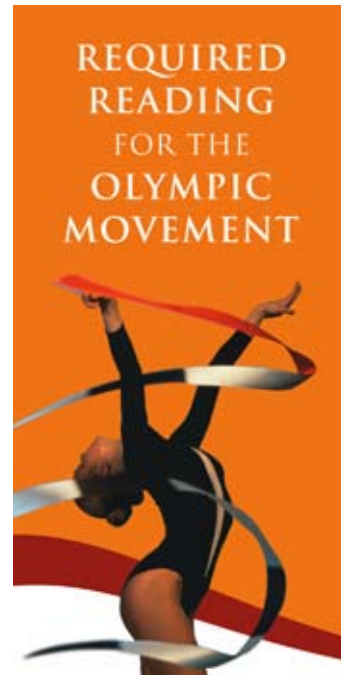
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Today's Highlights

- **8 a.m.** – ATR Newsmaker breakfast. IOC members H.S.H. Prince Albert II of Monaco, Richard Pound, Kai Holm and Nicole Hovertsz will discuss the future of the IOC.

Venue: McDonald's, Olympic Green, north end.

Coming Up!

- **Aug 17, 8 a.m.** – ATR Newsmaker breakfast. Sponsor Roundtable - GE, Panasonic, Samsung and McDonald's representatives talk about the benefits of Games sponsorship, marketing and presence in China.

Venue: McDonald's restaurant, Olympic Green, north end.

Quote of the Day

*"We tried to fight,
but we lost as usual."*

- Egypt men's volleyball coach **Ahmed Zakaria** after Germany beat Egypt.

Main Press Centre














- **11 a.m.** – Joint IOC/BOCOG Daily Press Briefing
- **3:15 p.m.** – International Softball Federation press conference. Second floor, room 5.

Beijing International Media Center

www.2008bimc.cn

- **10 a.m.** – Executives from three Chinese companies hold a press conference on Chinese light industry enterprises for the Olympic Games. Hall 2.
- **10 a.m.** – Party Officials from Hunan hold a press conference about mass media in the central China province. Hall 1.
- **2 p.m.** – Table tennis champion and deputy director of the Olympic Village, Deng Yaping, takes questions about the Village. Hall 1.
- **4 p.m.** – Lenovo executives answer questions about designing the Olympic torch; members of China's canoe and kayak slalom will also be on hand to talk about their Games experiences. Hall 2.
- **4 p.m.** – Top personnel from the Ministry of Education conduct a press conference on the opening up of education in China. Hall 1.

2008 Medal Projections

		Gold	Silver	Bronze	Total			Gold	Silver	Bronze	Total
U.S.		48	23	33	104	Spain		7	5	9	21
China		41	22	27	90	Belarus		7	2	6	15
Russia		28	33	25	86	Poland		5	4	6	15
Great Britain		19	10	20	49	Kenya		5	3	5	13
Germany		18	12	21	51	Netherlands		5	6	12	23
Australia		14	8	13	35	Cuba		4	8	6	18
France		10	18	12	40	Hungary		4	6	8	18
Italy		10	14	14	38	New Zealand		4	6	1	11
Korea		10	11	7	28	Canada		3	5	2	10
Japan		8	8	18	34	Brazil		3	3	8	14

Based on results in recent World Championships. Projections are by Luciano Barra, former director of sport for the Italian Olympic Committee (CONI), and deputy CEO of TOROC 2006. Barra has been projecting medal counts for 10 years by analyzing past performances.



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IAAF Nixes Relay Record, Moves toward WADA Code

At its meeting in Beijing, the IAAF cancelled the world record for the men's 4 x 400-meter relay, set by a U.S. team that included confessed drug cheat Antonio Pettigrew.

The former record of 2 minutes, 54.20 seconds was set in 1998 by Jerome Young, Pettigrew, Tyree Washington and Michael Johnson in Uniondale, N.Y. The new record is 2:54.29 set by a U.S. team that included Andrew Valmon, Quincy Watts, Harry "Butch" Reynolds and Johnson at the 1993 World Championships in Stuttgart.

"The IAAF will continue to fight doping with total determination," IAAF President Lamire Diack said. "Whether it is by educational measures, improved testing methods, or tougher rules and sanctions, the IAAF is sending a clear message that we will not tolerate doping in athletics."

A final decision about erasing Pettigrew's other results, dating back to Jan. 1, 1997, comes at a future IAAF Council meeting. Pettigrew today is an assistant track coach at the University of North Carolina.

Russian anti-doping case

In the wake of the provisional suspension of seven Russian female athletes, the president of the All Russian Athletics federation, Valentin Balakhnichev, said that the Russian authorities are considering introducing new criminal laws related to doping. He also hoped the independent Russian anti-doping agency, which began in the spring of 2008, will make a big impact.

The Council approved amendments to the Procedural Guidelines for Doping Control relating to therapeutic use exemptions and athlete whereabouts for out of competition testing so as to bring the IAAF in conformity with the new WADA code.

Future IAAF World Athletics Tour

The IAAF Council approved in principle a proposal for a new IAAF World Athletics Tour after 2009, which will try to build the global potential of athletics. The concept will allow the IAAF to take greater control of the sport by contracting top athletes to



Athletics begin on Friday. (Getty Images)

ensure more regular competition between them and will create a centralized marketing program. The next step is seeking major external investors.

- ATR Staff

Beijing 2008 First Full Hi-Def Games

(continued from cover)

That's the equivalent of 208 full days of viewing.

The IBC contains 807,650 meters of broadcast cable, 38,000 meters of power cable and a 32-plasma screen video monitor wall capable of displaying 584 feeds.

A short walk south of the IBC is the landmark Linglong Pagoda, which towers above the Olympic Green and provides studio space to rightsholders CCTV, BBC, FT2/3, CBC, Televisa and Azteca. Linglong Pagoda offers panoramic backdrops of the Olympic Green's iconic structures.

OBS was created in 2001 by the IOC and established four years later in Madrid as the host broadcasting company for the 2008 to 2012 Games. Romero is the managing director for OBS.

BOB took occupancy of the IBC in March. After the Games, it will become the National Convention Centre.

At the heart of the building sits BOB Tech, the master control room for the contribution, distribution and transmission of Games high definition video and Dolby Surround Sound audio. There is also a commentary switching center, production quality control and archives.

During the Games, the IBC is the largest temporary broadcasting facility on the planet.

Beijing 2008 is the first full high definition from-the-source Games. China didn't have the infrastructure, so 70 mobile HD units were shipped from Europe.

HD isn't the only focus of the IBC. Romero said facilities were created to cater to rights holders for the delivery of content via the Internet and mobile phones.

Other firsts include aerial footage shot from helicopters over Beijing to get day and night venue and landmark shots. The government



The International Broadcast Centre for Beijing. (ATR)

has temporarily loosened media regulations, allowing broadcasters to deploy satellite news gathering trucks with limited restrictions.

"Bottom line, there is no difference from an operational point of view with what we are doing here and what broadcasters were doing with previous Olympics," Romero said.

"We can say for the first time the transport and accommodation has been flawless; they have worked very, very well."

- Bob Mackin

EYES ON THE FUTURE



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On the Scene in Beijing: IOC Rejects Criticism

The IOC defends China's hosting of the Olympics following fresh criticism of the country's alleged human rights abuses and the clampdown on protests in Beijing during Games-time.



BOCOG EVP Wang Wei. (ATR)

Asked by a reporter if the IOC is embarrassed about China's "manifest failure" to meet pledges over human rights issues and media freedoms, IOC spokeswoman Giselle Davies says the country has taken "enormous steps forward" since Beijing was awarded the Games in 2001.

"We are very proud of the fact that these Games are progressing with spectacular sport and spectacular sports venues," she told reporters.

"Operationally, they are running very smoothly.

"The IOC's remit is to bring sport and the Olympic values to this country. That's what is happening. This is an event first and foremost for the athletes and the athletes are giving us extremely positive feedback about having these Games here."



Middle East Olympic brethren: Ahmed Al Kowda of Palestine Olympic Committee, IOC member Toni Khoury of Lebanon and Tiras Odisho, Iraq chef de mission. (ATR)

BOCOG's Executive Vice President, Wang Wei, said he faced many questions about reform within China during Beijing's bid.

"China is developing quickly. People enjoy more freedom and people's welfare has improved a lot. Everybody can see that," he said.

But Wang later came under fire for failing to deliver information he has promised on the number of permits approved and rejected by individuals wishing to stage protests during the Games.

On Wednesday, BOCOG's security director, Liu Shaowu, said he would provide details about the applications in three specially designated protest parks in Beijing. However, he did not appear before media Thursday.

So far, it appears nobody has been approved to demonstrate in protest zones, which are located far away from Olympic venues.

Croatians Rowers in Bus Smash

Two Chinese citizens died and a Croatian rowing coach was injured in a crash between a van and bus near the Beijing Olympic rowing venue Wednesday.



Barbados NOC leaders at Beijing Hotel: Steve Stout (left), president and BOCOG attache for Barbados, and secretary general Erskine Simmons (right). (ATR)

The Croatian Olympic Committee said the coach, Dragutin Milinkovic, was treated for cuts and bruises at a Beijing hospital. A Canadian anti-doping official also injured in the crash was treated and released.

Australian rowing team doctor Greg Lovell was slightly injured in the accident, which happened about 1km from the Shunyi rowing and canoe facility Wednesday.



Reuters sports editor Paul Radford and IOC Press Commission chair Kevan Gosper help toast Steve Parry, the ex-Reuters editor who died last week. (ATR)

Last Olympics for Baseball?

It was "play ball" at Wukesong Baseball Field Wednesday for the last Olympic baseball tournament -- unless the IOC votes to reinstate the sport for the 2016 Olympics or beyond.

The temporary complex in west Beijing has seen improvements since it was tested in March when the Los Angeles Dodgers and San Diego Padres played exhibition games.

Canadian third baseman Matt Rogelstad said the field is now in good shape. "It is a quick field, short grass, hard infield," Rogelstad said.

Most Chinese fans at the game performed the familiar "jiao you" (come on) chant and government-choreographed cheering method, but remained in their seats while foreigners sang "Take Me Out to the Ball Game".

Baseball was dropped from the program for London 2012.

Green Award for Olympic Village

The U.S. gives an award to Beijing's Olympic Village for its environmentally friendly design and efficient energy use.

U.S. Treasury Secretary Henry Paulson presented the Leadership in Energy and Environmental Design (LEED) Gold Award to Chen Zhili, mayor of the Olympic Village.

- ATR Staff

Event of the Day: *The Great Wall as Venue*

An Olympic event had never gone to one of the wonders of the world. That changed when cyclists made three treks up the steep inclines of the Great Wall of China.

The Great Wall, meandering 4,000 miles, originally designed to keep Mongolians out of China, served as the venue for cycling time trials, and the finish line in the men's and women's road race.

A temporary venue was erected at the Juyongguan Pass section of the wall where mists shrouded the course Wednesday, obstructing the scenic backdrop of the Great Wall and surrounding mountain sides.

Riders realized the uniqueness of the course and lamented the unfortunate lack of a view.

"It's certainly a special course," U.S. men's rider Levi Leipheimer said before the race earlier in the week. "Wish we could see more of it." Leipheimer had little to complain about at the end of the day however. He won a bronze medal in the time trial, behind Gustav Larsson of Sweden and gold medalist Fabian Cancellara of Switzerland.

Forty men from 27 countries and 25 women from 24 countries raced in the individual time trial race, taking the same 24km looping course. The men made two laps of the course that started and finished at the Juyongguan Pass and wound its way up to Badaling, while the women made only one lap.

Despite pre-Olympic concerns that the air pollution in Beijing and surrounding areas would adversely impact endurance athletes—specifically cyclists—there were no reports of illnesses or withdrawals due to bad air.

BOCOG did not allow spectators to line the streets for the road race—a security measure organizers said—but on Wednesday, fans happily stood next to the time trial course.

The time trial was the last road cycling event of the Beijing Olympics.



Fans flocked to the Great Wall to watch time trial cycling. (ATR)



Part of the 24km course. (ATR)

However, it is not the final cycling event of the Games. Track cycling at the Laoshan Velodrome begins on Friday. The velodrome, in Beijing's Shijingshan District, is a three-story building with a seating capacity of 6,000.

- Ed Hula III



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Rio Presents 2016 Campaign Next Week

(continued from cover)

football tournament to be resolved in the two years to the Games.

Beyond this small group briefing, Rio de Janeiro organizers plan an Aug. 21 news conference to unveil the international campaign for the Games.

Madrid Responds to Racist Gesture

Madrid 2016 CEO Mercedes Coghén tells Around the Rings the slit-eyed gestures made by Spanish basketball players for an advert were a “misunderstanding” and she does not believe it will impact the city’s Olympic bid.

Photos of the Spanish team standing on a basketball court marked with a Chinese dragon show the players pulling slit-eyed faces; the gesture is considered offensive by the Chinese. They were used in an advertisement for sponsors Seur, a Spanish courier company.

“It was not a good idea. They thought it was a friendly gesture. I think there was a misunderstanding,” Coghén said.

Describing it as an isolated incident, she said: “I don’t think it’s going to be important for us.

“Our countries have been friends for years and years. We talk about inclusiveness in our bid. It’s the Games of the people and we are trying to promote Olympic values.”

Coghén spoke to Around the Rings on a visit to ATR’s office in the MPC Thursday.

On Wednesday, Spanish player Pau Gasol apologized on behalf of his team after criticism of the team’s pose for the advert. He said the sponsor had insisted on players making the gesture and they had regretted doing it.

“It was never intended to be offensive or racist against anybody,” he was quoted by the New York Times.

The IOC’s Director of Communications Giselle Davies said the basketball players’ gesture was “clearly inappropriate” but the team had not meant any offense. She declared the matter closed.

Chicago Hosts

The Chicago 2016 leadership hosted about 20 IOC members and as many representatives from NOCs at a reception Aug. 13 at USA House.



BOC and Rio bid president Carlos Nuzman and bid secretary general Carlos Roberto. (ATR)

Among the guests were IOC Vice President Gunilla Lindberg of Sweden, Prince Albert of Monaco and Italy’s Mario Pescante.

Bid spokesman Patrick Sandusky says that “in the interest of fair play and goodwill,” representatives of the other 2016 bid cities were invited, with Madrid’s Mercedes Coghén and Tokyo’s Ichiro Kono attending.

- Ed Hula

Britain Be a part of it



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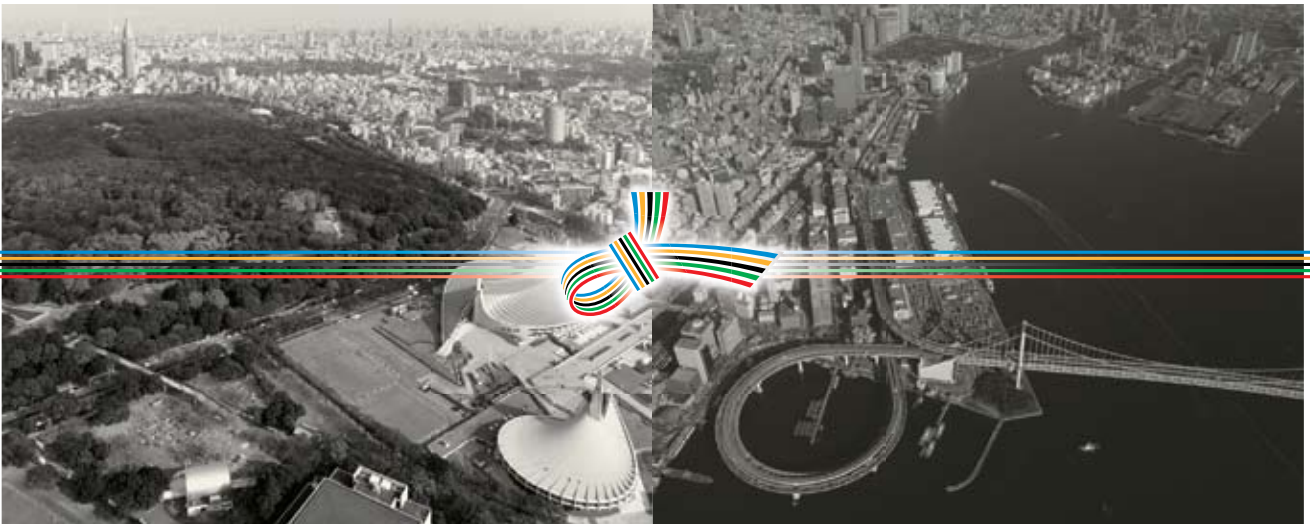
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