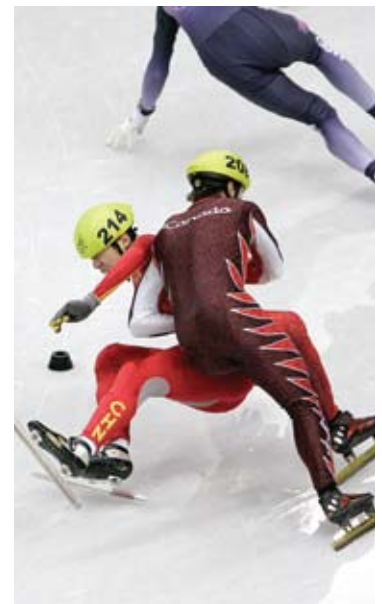




Winter Games Plus

2010 Vancouver Olympics multimedia coverage
direct from your essential global news partner



What is Winter Games Plus?

AP Winter Games Plus gives you premium multimedia coverage of the 2010 Vancouver Olympics for your newsroom, website or mobile application. Our team of more than 140 award winning journalists and support teams will deliver the fastest and fullest coverage you've come to expect from the AP. With our partner, Stats LLC., a leading provider of sports statistical analysis, we will be providing the highest standard of journalism, real-time data feeds, medal tables, as well as world-class video, photos and graphics.

With 15,000 media outlets around the world as customers, our mission is to cover all events, in all delivery formats. In Beijing we delivered our most global coverage yet and Vancouver will be no exception. The AP broke the biggest stories of the Beijing Games and had photographs on more front pages worldwide than any other agency. We also delivered non-rights holder Olympic video into Europe, the Middle East, Latin America, Asia-Pacific and Africa.

The Associated Press has been eyewitness to every Olympics – Summer and Winter – since the Games were revived from their ancient roots in 1896. As the Games have increased in scope, competitiveness and attendance, so have AP's coverage and staffing.

No one invests more resources in covering the Olympic Games than AP, so you get Olympic coverage from the most authoritative source.

How is AP Covering Vancouver in 2010?

- With non-stop news, photos, video from over 140 journalists – so you won't miss any of the historic moments playing out, or the stories and drama that lead up to the Games
- AP coverage in multiple content types comes linked in AP Exchange - offering the most workflow-efficient way to integrate our coverage into your product
- Multimedia widgets and customisable online products so you can capitalise on the value of Olympic interest without deploying your in-house resources
- Real time results, times, schedules and medal counts

Public interest in the Olympics has never been higher – with the 2008 Beijing Games being the most watched global event ever – an audience of approximately 4.7 billion viewers. With Winter Games Plus, you can get a head start and establish your site/outlet as a leading destination for Olympics content.

The event is only half the story.

AP's coverage will go well beyond the fields of play.



What Do I Get?

During the Games:

- Approximately 150 stories per day; including breaking news, previews and recaps of events, human interest stories, interviews with newsmakers, analysis of key details impacting top stories
- Access to over 1000 photos per day; every sport, every heat
- Video graphics – Over 10 Sport explainers, profiles on Vancouver itself, Entertainment, Technology and Fashion features
- Approximately 100 videos including an Olympic minute, interviews with athletes prior to and after competing, celebrity athlete expert commentary, sites and sounds around the venues, Olympic village and Vancouver city.

Leading up to the Games:

- Several stories a week from now until late 2009 building up to several dozen stories per week. Including; trials, profiles from global athletes with great stories or great prospects in Vancouver, feature stories covering lifestyles, venues, surroundings and more
- Photos to accompany the above. Dozens per day in the weeks leading up to the games
- Video graphics- available well before the games
- Approximately 50 videos profiling athletes preparing for their Olympic quest, lighter moments and views behind the scenes as Canada readies itself to host its second Winter Games. Also, qualifying events, training facilities and the torch relay.

The sooner you start receiving AP content the sooner your site will become the de facto destination for users and viewers hungry for Olympic news.

Fast, accurate and objective, AP is your essential global news partner.

AP newsgathering spans the globe with 243 bureaux in 97 countries. Our text services produce over twenty million words a day, supplying the world's media with award-winning news content that often marks the first draft of history. Over half of the world's population watch, read or hear AP news content on any given day.

What are My Options?

Talk to your local AP sales representative to discuss the licensing options. In the first instance you should sign up for a FREE trial of AP's comprehensive international sports service, "Global Sports Report," where you can elect to receive Winter Games Plus content alongside the most global and complete sports report.

You also have the option of taking Winter Games Plus on its own. Talk to your AP sales representative or email globalsportsreport@ap.org to discuss customising the service around specific content or packaging to meet your needs.

How is it Delivered?

Winter Games Plus text, photo and video is delivered via AP's web-based platform – AP Exchange (www.apexchange.com)

***AP Exchange** allows you to search for and download the sports stories and photos you are entitled to use. Related text, photos and video are linked for production and editing efficiency. Content appears on AP Exchange as soon as it is filed.

***AP Webfeeds** is the mechanism that 'pulls' stories and photo content onto your newsroom server via the Internet. Once you have selected your content in AP Exchange, AP WebFeeds

supplies the actual text and photos, along with metadata describing that content.

Statistical data is provided via XML feed or as a hosted solution from our partner Stats LLC.

Talk to Us

If you already subscribe to AP content, please contact your local AP sales representative to arrange a free trial, and discuss the subscription options that best suit your needs.

If you don't currently subscribe to AP content, please visit www.apglobalsportsreport.com/talktous to locate your local AP sales representative.

Business and editorial contacts are also available online.

If you have yet to discover the benefits of subscribing to AP content, we look forward to talking to you.

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