

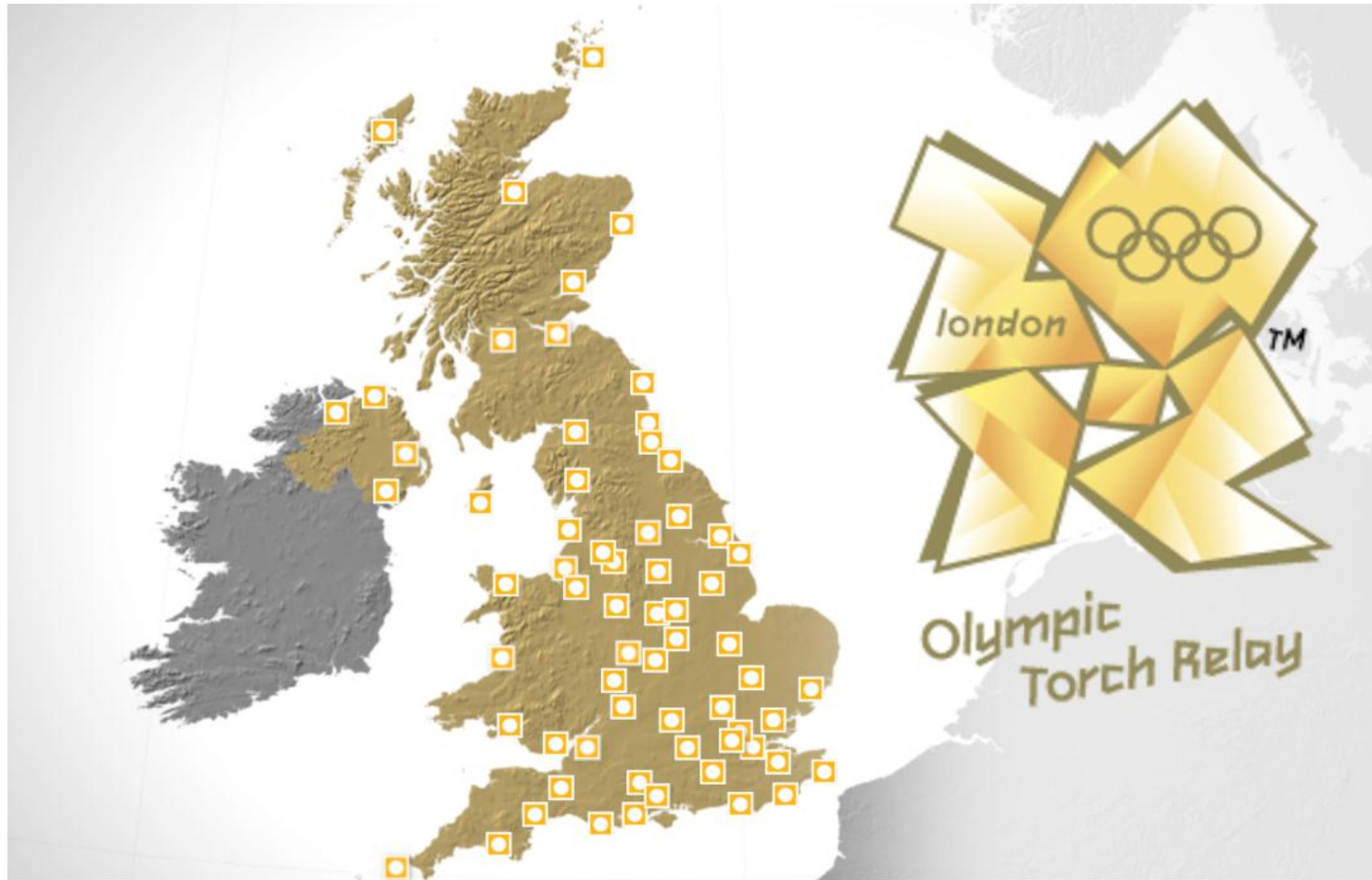
# The Olympic year on the BBC

Jane Weedon, Future Media, BBC

# 3 Big Days of Diamond Jubilee



# 70 days of Torch Relay

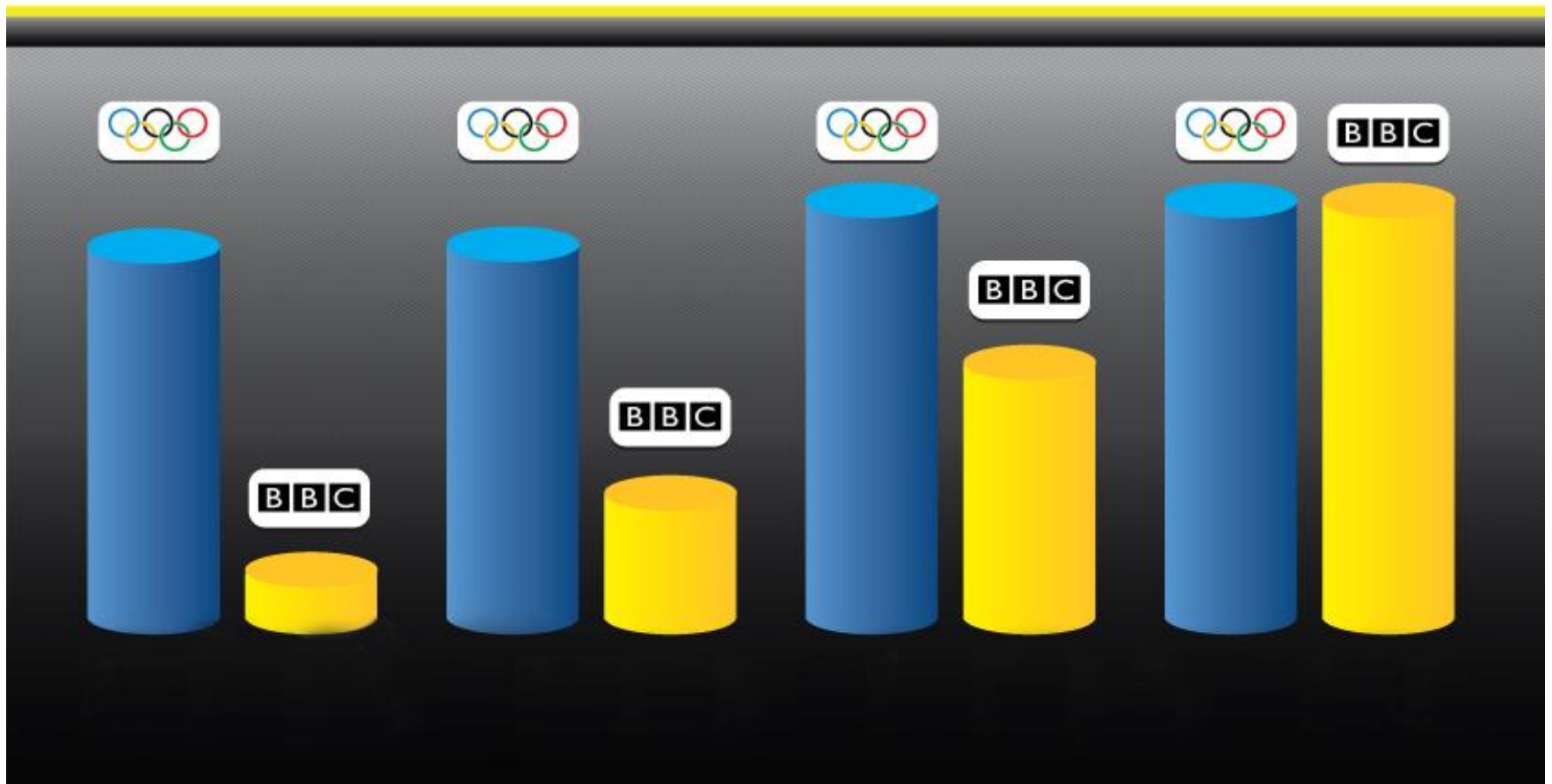


# 80 days of London 2012 Festival



# 17 days of Olympic Games





# The Proposition

# A world class digital proposition



2012



The Olympic Broadcaster

Days to go **12** Olympics Games 27th July



Guides



Firework spectacular opens festival



Pistorius inspires on road to Games



Torch relay Luton to Oxford day 52



The driver an



Olympics more than eight million Olympic venues

TWITTER

Treading Olympic Topics

#Olympics2012

#London2012

#Boltrecord

#BBCSport



Ohuruogu and Idowu fail to shine Britain's athletes suffered a reality check at the Aviva London Grand Prix



Stories of the World Part of the London Cultural Olympiad



Music Nation A weekend of live orchestral events part of the Cultural Olympiad



Being Jessica Ennis BBC joins the GB athletics star for a day's training

ould

Olympics" be like?

Olympic torch nomination for injured para Ben Parkinson

To Cr an

**Torch relay**

Today Cambridge

Tomorrow Luton

Wednesday Oxford

---

**Festival 2012**

July 9 Shakespeare Festival

July 10 Discovering Places

July 12 Sound Tube on Chesil Beach

---

**Watch/Listen**

Athletics Men's 100m

Athletics Men's 400m...

Athletics Men's 800m

Gymnastics Artistic Women's

Jumper's high hopes for 2012

Ennis put through her paces

Olympic Park

Travel News

No major problems

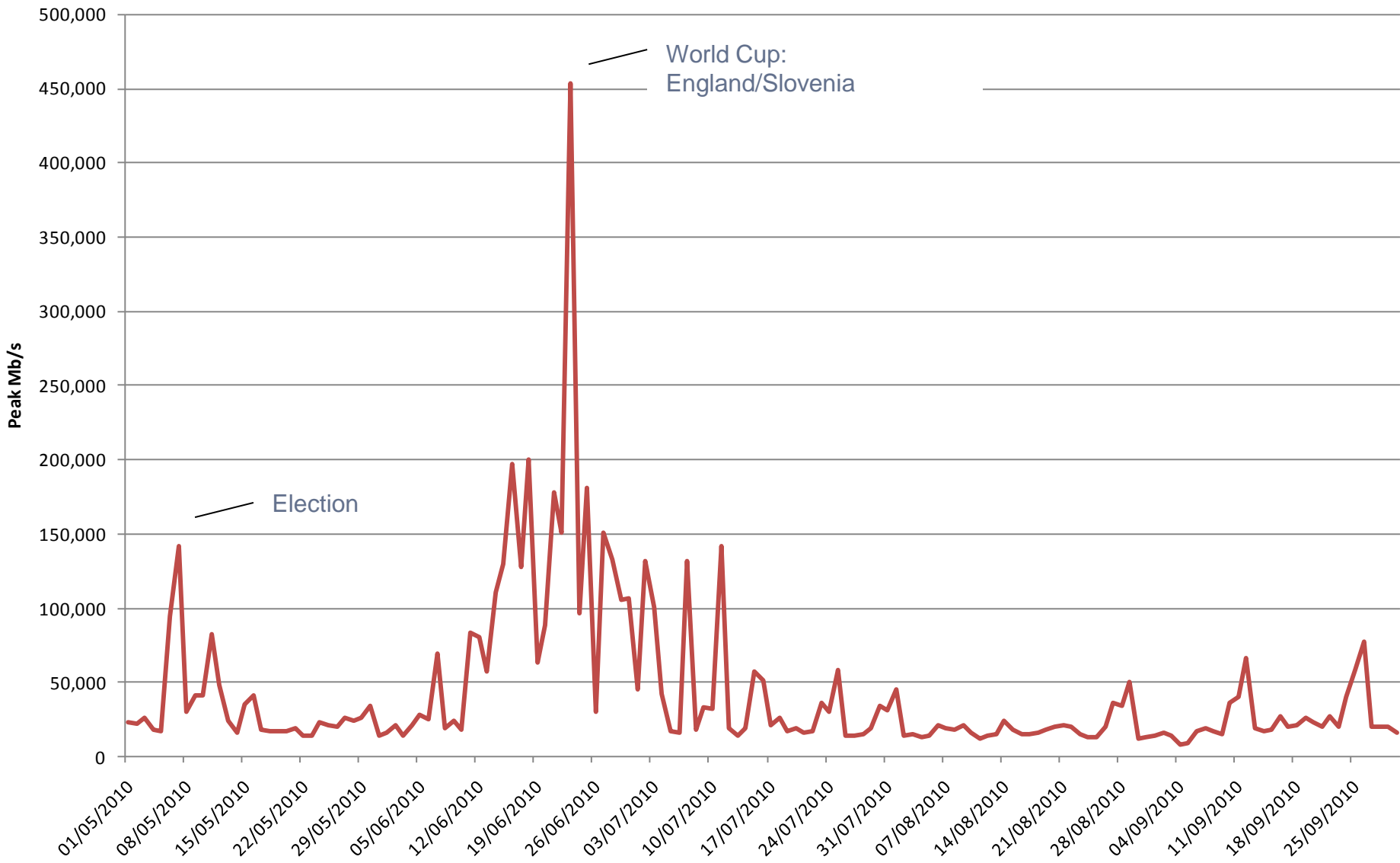
Around the BBC

Countdown continues as Olympics draw closer Dave Gordon - Sport Editors / 26 July 2011

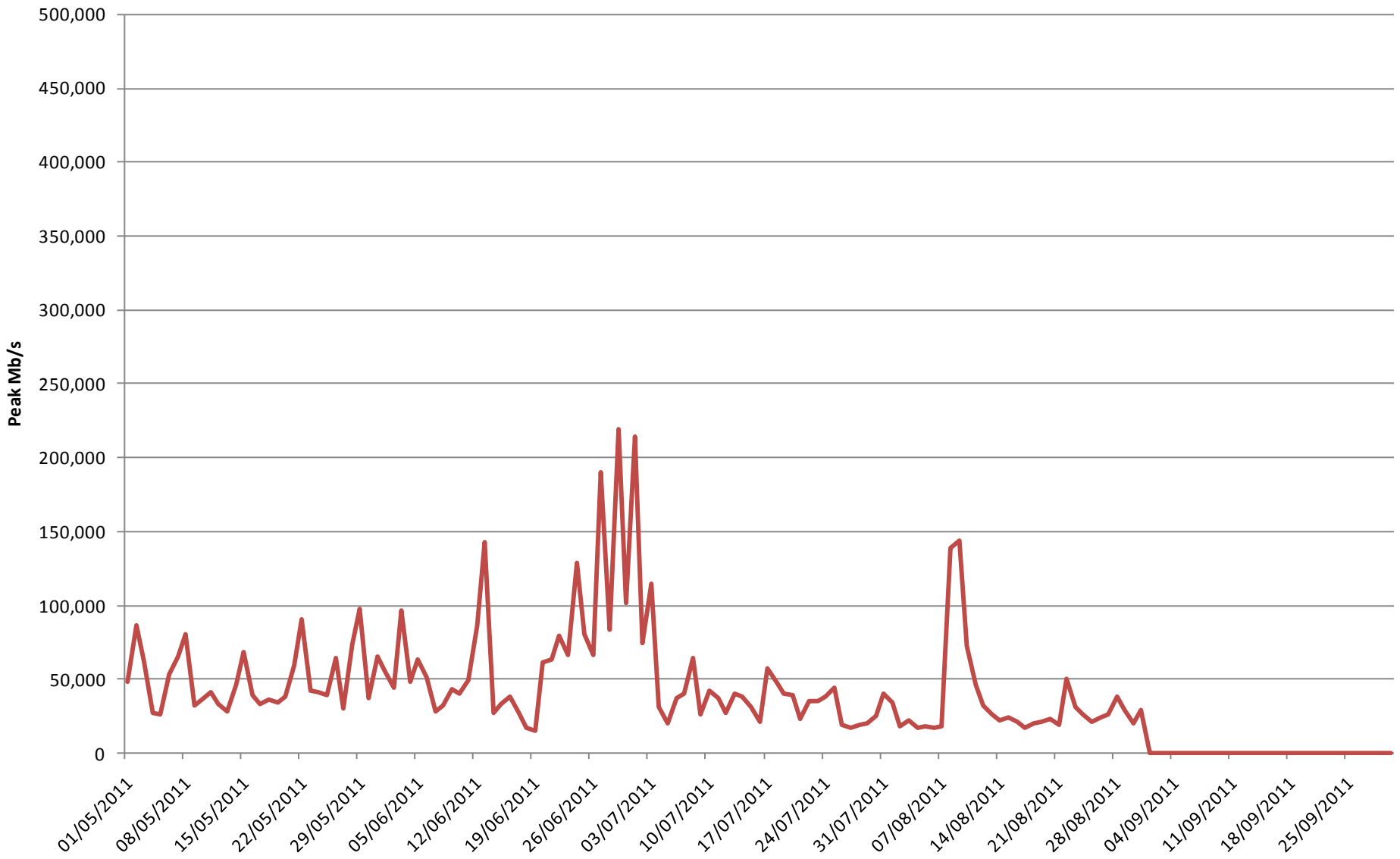
Around the web

Olympic velodrome leads race for gold medal in architecture

# Live Traffic: 2010 (Mb/s)



# Live Traffic: 2011 (Mb/s)



# London 2012 schedule...

morning

afternoon

evening

	morning	afternoon	evening
Wed 25 Jul 12	-	-	Football - W - GB playing
Thu 26 Jul 12	-	-	Football - M - GB playing
Fri 27 Jul 12	End of London 2012 Torch Path	End of London 2012 Torch Path	OPENING CEREMONY
Sat 28 Jul 12	Rowing, Swimming - M/W	Cycling - M - Mark Cavendish GB medal chance	Swimming, Tennis, Beach Volleyball - M/W
Sun 29 Jul 12	Swimming - W - Rebecca Adlington GB heats	Cycling - W - Nicole Cooke GB medal chance	Swimming - W - Rebecca Adlington GB medal chance
Mon 30 Jul 12	-	Swimming - M - Tom Daley GB medal chance; Rowing - M	Swimming - M/W
Tue 31 Jul 12	Equestrian - M/W - GB medal chance	Gymnastics; Rowing; Swimming - M/W	Football - W - GB QF playoff
Wed 01 Aug 12	Rowing - M/W - GB medal chance	Cycling; Gymnastics; Swimming - M/W	Football - M - GB QF playoff
Thu 02 Aug 12	Cycling - M/W - Velodrome GB medal chance	Cycling - M/W - Velodrome GB medal chance	Gymnastics; Swimming - M/W
Fri 03 Aug 12	Athletics - W - Jessica Ennis GB event	Badminton; Archery - M/W; Football - W	Athletics - W - Jessica Ennis event Swimming - W - Rebecca Adlington GB medal chance
Sat 04 Aug 12	Athletics - W - Jessica Ennis GB event Athletics - W - Triathlon	Athletics - M - Usain Bolt heats Tennis - W - Final Rowing - M - GB medal chance	Athletics - W - Jessica Ennis GB event Football - M - QF
Sun 05 Aug 12	Athletics - M/W - Marathon Paula Radcliffe GB begins	Athletics - M/W Marathon - Paula Radcliffe GB medal chance Tennis - M - Final Sailing - M - Ben Ainslie GB medal chance	Athletics - M - 100m Final Usain Bolt Athletics - W - 400m Christine Ohuruogu GB medal chance
Mon 06 Aug 12	Cycling - W	Cycling - M - Chris Hoy GB medal chance Equestrian - W - Beth Tweedle GB medal chance	Athletics - M - 400m Final Boxing - M - SF
Tue 07 Aug 12	Athletics - M - 200m Usain Bolt heats Athletics - M - Triathlon	Football - M - SF Cycling - M/W - Chris Hoy and Victoria Pendleton GB medal chance Sailing - M/W - GB medal chance	Football - M - SF Beach Volleyball - M/W - SF
Wed 08 Aug 12	Canoeing - M - Tim Brabants GB medal chance	Basketball - M - QF Equestrian; Boxing; Hockey - W	Beach Volleyball - M/W - F Boxing; Athletics; Table Tennis - M/W
Thu 09 Aug 12	Swimming; BMX; Hockey	Boxing; Football - W - Final	Athletics - M - 200m Final Usain Bolt Athletics - M - Phillips Idowu GB medal chance
Fri 10 Aug 12	-	Football - M - Bronze playoff Swimming; Hockey; Basketball	Swimming - M - Tom Daley prelims Athletics - M/W - Relay BMX - W - Shanaze Reade GB medal chance
Sat 11 Aug 12	Swimming - M - Tom Daley SF	Football - M - Final Hockey; Basketball - M/W - Final	Swimming - M - Tom Daley GB medal chance Athletics - M/W - Sprint Relay
Sun 12 Aug 12	Athletics - M - Marathon	Boxing; Basketball; Other - M/W - Final	CLOSING CEREMONY

weekend

Key:    Low to high BBC live AV demand

# The balance could tip either way

## Higher Demand

- London 2012 halo effect vs. Beijing Olympics
- London 2012 likely to appeal to wider demographic than Football World Cup
- Changes in schedule to peak traffic events



## Lower demand

- Device proliferation – audiences may stream on 3G mobile or tablet as secondary device
- Increase in cloud Wi-Fi public zones e.g. coffee shops, shopping centres
- Offices make provision for big sporting events e.g. big TV screens
- Dependency on GB medal success
- London 2012 in August – holidays!