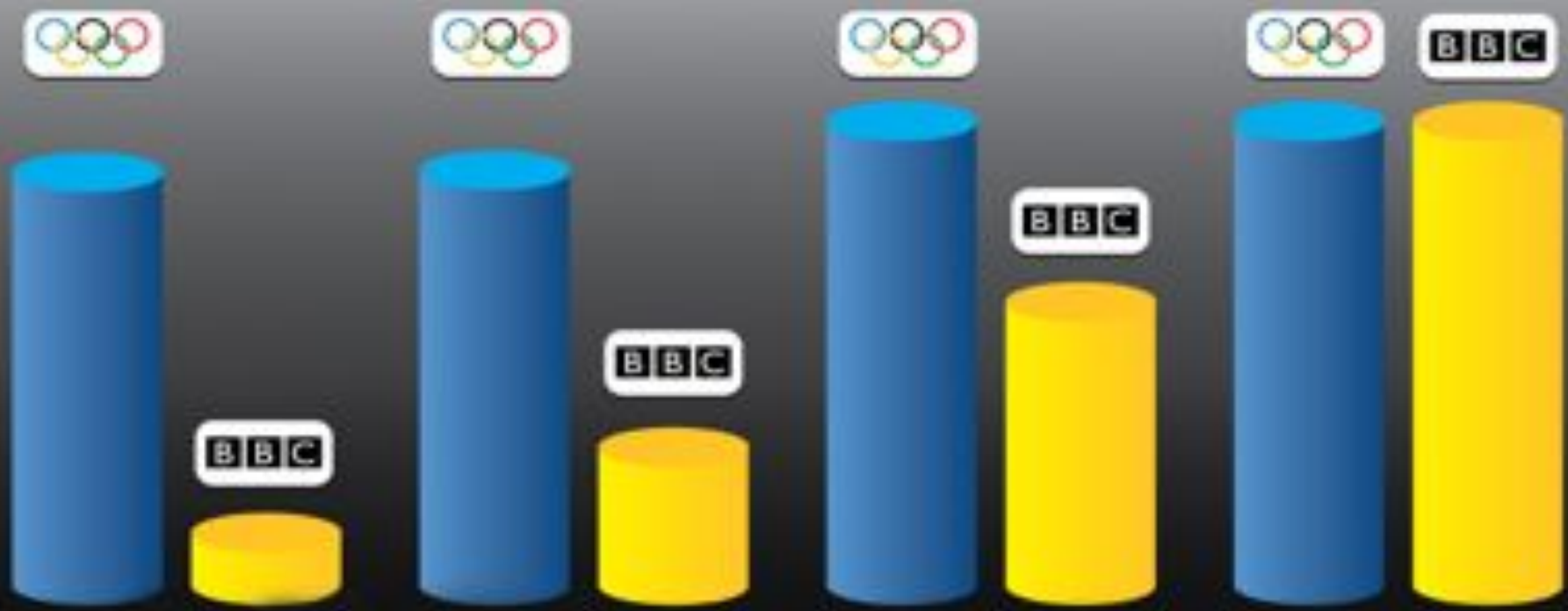




THE OLYMPIC
BROADCASTER

Super Hi-Vision

Arts and Humanities Streaming Workshop
September 2012



The UK's TV audience for the Olympic opening ceremony peaked at 26.9m

51.9m (90% of the UK population) watching at least 15 minutes of coverage



24.2m (42% of the UK population) watched at least 15 minutes of coverage on the BBC Red Button



The First Digital Olympic Games

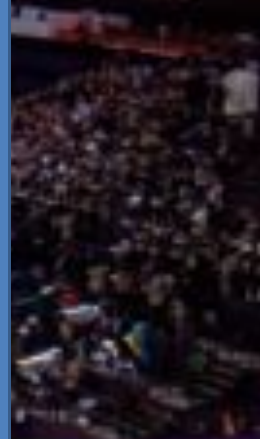


8m unique users of BBC Sport website (10m worldwide)

40% traffic from mobile devices

BBC Sport broke into the top five most visited websites in the UK for the first time behind only Google, Facebook, YouTube and eBay.

In all BBC Sport commanded 1.5% of all UK internet visits.



Rowing: Adlington



Rowing

Rowing
Katherine Adlington, 28, is a former world champion and Olympic gold medalist. She is currently a member of the British Rowing team and is competing in the women's single scull event at the London 2012 Olympics.



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Rowing: Katherine Adlington
Katherine Adlington celebrating with the British flag after winning a gold medal.

Adlington is a former world champion and Olympic gold medalist. She is currently a member of the British Rowing team and is competing in the women's single scull event at the London 2012 Olympics.



Rowing: Katherine Adlington
Katherine Adlington competing in the women's single scull event at the London 2012 Olympics.



Rowing: Katherine Adlington
Katherine Adlington competing in the women's single scull event at the London 2012 Olympics.



Rowing: Adlington's Olympic Journey

Adlington's Olympic journey began at the 2004 Athens Olympics where she won a gold medal in the women's single scull event. She then won a silver medal at the 2008 Beijing Olympics in the same event.



Rowing: Adlington's Olympic Journey
Katherine Adlington competing in the women's single scull event at the London 2012 Olympics.

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LONDON 2012 FESTIVAL |

THE OFFICIAL
BROADCASTER

Castaways attend BBC Discs Prom



Balloons illuminate Hadrian's Wall



Shakespeare inspires forest drama



Mile of clothes lines coastal path



Sculptures dominate London



Music and voices for Minotaur



Robot puppetry makes 'Shrek 2'

Picture Galleries



Find out about events in your area

See the full schedule and book tickets

OFFICIAL LONDON 2012 FESTIVAL SITE



Shakespeare Unlocked

SEE MORE



Proms 2012

SEE MORE

The Space -
Globe to Globe:
MacbethAnd this was
the thing for
me: the spirit of
the Games

Things To Do

SEE BY THE BBC AND PARTNER



SEE IT NOW

Trail: Adventures in Vauxhall Gardens
The Foundling Museum

SEE IT NOW

Game on the Lawn
Hatchlands Park (National Trust)

SEE IT NOW

Fruits of Autumn
Woodstock House and Garden

- HOME
- DANCE
- FILM
- LITERATURE & SPOKEN WORD
- MUSIC
- PERFORMANCE & FESTIVAL
- THEATRE
- VISUAL & MEDIA ARTS



U IS FOR THE UKRAINIANS
JOHN PEEL'S RECORD COLLECTION



EDWARD BURRA



INANIMATE ALICE



WHAT'S ON THE SPACE?





 **SUPER
Hi-VISION**









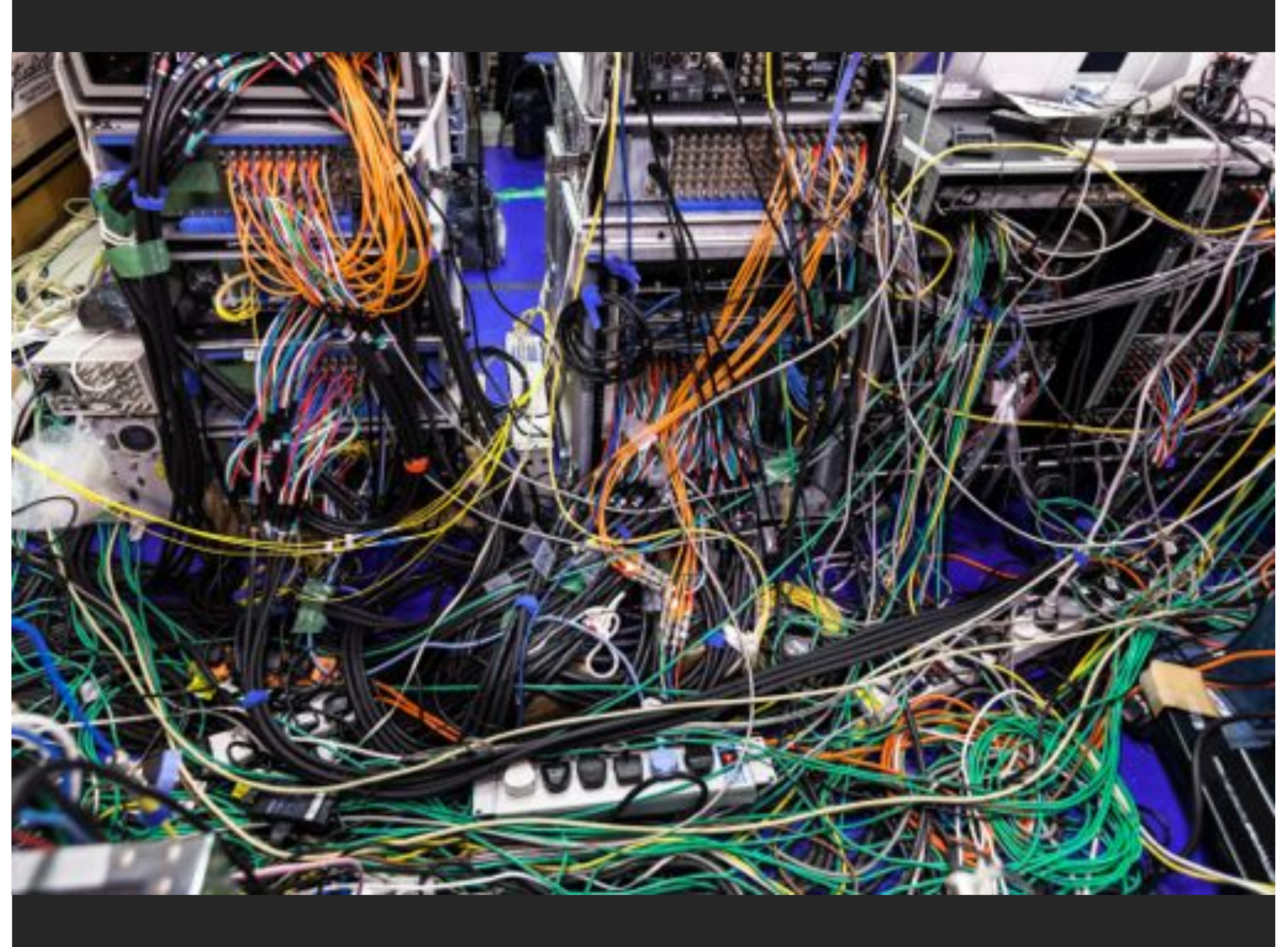












SUPER Hi-VISION



UK

- London
- Glasgow
- Bradford
- IBC

Japan

- Tokyo
- Osaka

USA

- Washington DC



























 **SUPER
Hi-VISION**



THE OLYMPIC
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BRITISH
MUSEUM





THE OLYMPIC
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Close

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September 2012