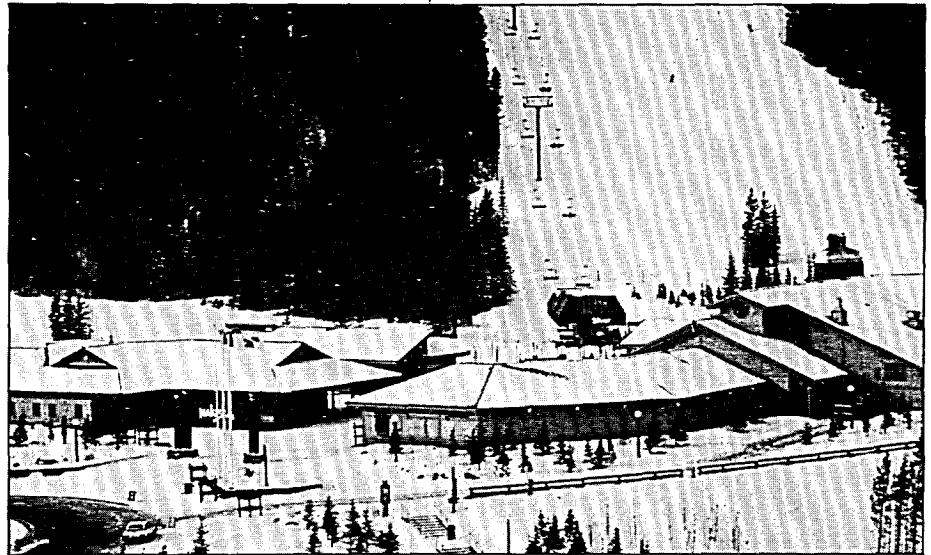


THE XV WINTER OLYMPIC GAMES (continued)

Written "guide" scripts gave broadcasters the information needed to make local translations in exchange for the free material. We told posts where the videos had been sent and suggested to them and the stations that posts might be able to help with translations or with extra background information.

Distribution was another concern. We wanted worldwide audiences at minimal cost. After all, the entire Olympics promotion came out of our regular, modest operating funds. Here CTV Host Broadcaster (CTV-HB) came to our aide. Prior to the competitions, Olympic broadcasters want to tell their audiences something about the Games and about the country where they'll be held. CTV-HB has an obligation to provide such general information. We therefore arranged with CTV-HB that we would produce such material in exchange for free distribution to their international network. In the last two or three months, we have learned that this material was well received.

Despite its huge broadcast network, CTV-HB does not reach all stations worldwide. So we solicited the help of posts abroad to reach further afield. With their assistance, we identified over 50 key "Olympic" posts and to each we sent a communications strategy, a distribution plan and a letter suggesting ways we could work together to promote the Games. For every package distributed via CTV-HB, an identical package went to these posts. We told posts there was no exclusivity; they were free to interest other stations in broadcasting our material. Official Olympic broadcasters have exclusive rights only to broadcasting the competitions; other stations are at liberty to address peripheral topics if they wish.



We also sent posts as much printed material as we could obtain from OCO, the Olympic organizing committee in Calgary. In addition, posts got videos that were not cleared for broadcast — like a short film on the Olympic Arts Festival — which they could use for background or closed-circuit showings. They also received black and white photos and a specially-produced slide show and talking points.

We discovered early on that posts had no limits to their initiative and creativity in promoting the Games abroad — no limits other than financial, that is! Some posts interested local broadcasters to the point that they requested from CTV-HB formal broadcast rights. In the Netherlands, they organized a unique national breakfast show on the Olympics on television, using the locally engaged PAO, a program host. Atlanta approached CNN, the U.S. Cable News Network, who have since used our products in their regular Olympic programming. In Athens, the embassy offered broadcasters a video on Canadian preparations and the facilities. The station aired the material,

inserting their own Greek voice-over. Other examples abound.

We assisted Mayor Klein of Calgary on his Tokyo and European tour mustering support for the Games, and we ensured photos and film materials were at posts in time. We made foreign-language versions of Calgary's major promotional film in German, Japanese and, later, Korean. As a result, millions of viewers in several countries have seen and heard our messages.

We also explored the inflight programming market. Video packages have now gone out to more than a dozen major airlines, who in turn often own cable networks or closed-circuit television systems in hotels, airports or cruise ships. We offered this material free of charge and allowed programmers to attach any footage they had on their own national athletes. For this reason, we paid no commercial fees. The U.S. airline, TWA, for example, has now confirmed use of a three-minute package on 21 flights between the U.S. and other countries. Normally, the cost per minute on each of these flights runs close to \$15 000.