

Prepared for: **100% Pure New Zealand
Winter Games 2011**

Prepared by: ALISON BOSWIJK

Date: November 2011

International Media Distribution

Introduction:

New Zealand News was commissioned by organizers of the 100% Pure New Zealand Winter Games to maximise the international television coverage of 100% Pure New Zealand Winter Games 2011. In addition to the media relations activity a post event b-roll package was produced on location in Queenstown.

Some general observations:

- The 100% Pure New Zealand Winter Games 2011 has, without doubt, a higher profile than 2009.
- Most interested broadcasters accessed the VNRs. This may have impacted on uptake of the b-roll as they already had content.
- National broadcasters are generally interested in coverage only if they have nationals participating and preferably featuring on the podium.
- Most common feedback from European broadcasters is that is felt 'odd' to have winter sports at this time – very focused on football and the World Athletics Championships taking place at the same time.
- The VNRs have been successful and would recommend they continue possibly with a more international focus for events that have a New Zealand winner. Press releases with story background could also be added to the FTP to provide all detail in one place. The FTP content has also been added to the library of a number of broadcasters.
- The production was very good and content visually appealing to broadcasters.

Approach:

Contact with broadcasters commenced at the end of 2010 in order to ensure understanding of the event and to increase it's profile among sports and sports news producers. Broadcasters in the following countries were contacted on a regular basis in the months preceding the event.

Australia	Latvia
Austria	Norway
Canada	Sweden
China	Switzerland
Finland	United Kingdom
France	USA
Germany	Pan European
Hungary	Pan Asia Pacific
Italy	

These countries and regions were selected for several reasons:

1. They represent regions of focus for New Zealand Inc.
2. They are countries that have an interest in winter sports
3. They have athletes that actively participate in the sports that feature in the Winter Games.
4. They have athletes representing their country at the Winter Games 2011.

1. FTP: Daily highlights (VNR)

Many of the broadcasters contacted in the final lead up to the games indicated an interest in accessing daily highlights. As a result, prior to the event and each day during the event, email notification detailing the content available on the FTP server, a reminder of how to access the content and any associated press release (See appendix 2 for example email) was sent to the broadcasters and agencies listed below. In some instances a number of producers / desks were targeted within each organisation to maximise the potential for use.

Country	Broadcaster	Desks
Europe	Eurosport	Sports news
Europe	Euronews	Sports desk
Agency	AFP Australia	Sport
Pan Asia	Asia Broadcasting union	Sports editor, sports news
Pan Asia	ESPN Star (Singapore)	Sports Centre Sports News
Global agency	SNTV (AP)	Sports editor, news forward planning
Pan Asian	Channel News Asia	Sports news
Agency	AP	Sports news
Agency	Reuters	Sports editor, forward planning
Global	Extreme sport	on-line
Australia	ABC	Sports producer. Sports news
Australia	Skynews	Sports producer, sports news
Australia	Foxel	Sports news
Australia	Channel 9	Wide World of Sport
Austria	ORF	Sports news
Canada	Setanta	Sports desk
Canada	Sportsnet	News
China	CCTV5	Sportscene producer sports news
China	CCTV9 (International)	Sports news
Finland	YLE	Sports producer
France	Canal Plus	Sports producer
France	France 2	Sports news
France	Direct8	Sports news
Germany	Deutsche Welle World	Sports news
Germany	ARD	Sports news
Germany	Vox	Sports desk
Switzerland	SF1	Sports news
UK	Sunset and Vine	Sports producer
UK	BSkyB	Sports news, news forward planning
UK	ITN	Sports news, forward planning
UK / Global	IMG	Sports producer
UK	BBC World	Sports news
UK	Setanta	Sports desk
UK Producer	TWI	Sports producer
USA	CNN	Sports producer, sports news
USA	ESPN	Sports news, assignment desk
USA	Fox news	Sports news

On-line distribution

In addition to providing the above broadcasters with daily VNR updates, a wider notification was also sent to the World Television on-line sports media database. This achieved some success as detailed below. During the course of monitoring the on-line results, a number of websites have been picked up that appear to feature the Winter Games as a result of other PR around the event. Rather than exclude these, they have been left in the reporting to ensure they are not missed.

Outlet	URL	UMV
ABC Action News	http://www.abcactionnews.com/gallery/news/news_photo_gallery/winter-games- nz1313955519512	241,146
ABC of Skiing	http://www.abc-of-skiing.com/news/201107/100-pure-new-zealand-winter- games.asp	8,866
ABC- of Snowboarding	http://www.abc-of-snowboarding.com/news/201108/winter-games-nz-plays-key- role-in-olympic-devt.asp	12,290
abc2news.com	http://allxtreme.ru/3/108-extreme-/624-new-zealand-winter-games.html	83,470
ausxc.com	http://ausxc.com/2011/08/13/nz-winter-games-race-day-1/	n/a
Bettor.com	http://blogs.bettor.com/Devin-Logan-emerges-triumphant-in-womens-ski-halfpipe- at-2011-New-Zealand-Winter-Games-a93148	n/a
bettygohard.ca	http://bettygohard.ca/component/content/article/52-news/117-worlds-best-close- 2011-winter-games-nz.html	45,256
boardtheworld.com	http://www.boardtheworld.com/Home/Magazine/Competition-News-RSS- Feed/Competition-News?&riID=3134	n/a
Brown Bear Ski	http://www.brownbearski.co.nz/100-pure-new-zealand-winter-games-2011/	n/a
Chelstondirect.com	http://www.chelstondirect.com/info-hub/new-zealand-winter-games-heating- up.html	n/a
CNN GO	http://www.cnn.go.com/seoul/play/photo-day-bon-ryul-ku-soars-new-zealand- winter-games-2011-659746	172,766
denverpost.com	http://photos.denverpost.com/mediacenter/2011/08/winter-games-nz	117,958
downdays.eu	http://www.downdays.eu/freeski/05/articles/pure-nz-winter-games-2011/	n/a
Empire	http://www.empireattire.com/blog/2011/08/24/empire-takes-over-nz-winter- games/	n/a
ESPN	http://espn.go.com/action/freeskiing/story/_/id/6870432/kenworthy-logan-win-nz- winter-games-superpipe-slopestyle	16,374,671
ESPN	http://espn.go.com/action/freeskiing/story/_/id/6874976/joss-christensen-devin- logan-win-nz-winter-games-big-air	As above
Euro-hockey.com	http://eurohockey.com/article/697-australia-wins-the-2011-new-zealand-winter- games.html	1,086
eventfinder.co.nz	http://www.eventfinder.co.nz/2011/aug/wanaka/100-pure-new-zealand-winter-games	6,255
Experience Queenstown	http://experiencequeenstown.com/winter-games-nz/	727
Extreme Sports TV	http://www.extremesport.tv/new-zealand-winter-games-2011/	n/a
First Tracks!! Online Ski Magazine!!	http://www.firsttracksonline.com/2011/08/17/americans-win-ski-halfpipe-at-new-zealand-winter-games/	5,757
fisalpine.com	http://www.fisalpine.com/news/zuzulova-takes-winter-games-ladies.1438.html and multiple other features	5,789

New Schoolers	http://www.newschoolers.com/ns/content/readnews/id/4064/	As above
New Schoolers	http://www.newschoolers.com/ns/content/readnews/id/4062/	As above
New Zealand Curling	http://www.curling.org.nz/index.php?option=com_content&task=blogcategory&id=mid=281 and multiple other features	n/a
New Zealand Tourism Guide	http://www.tourism.net.nz/featured-events/2011/new-zealand-winter-games.html	6,022
nordicnz.com	http://www.nordicnz.com/snowfarm/2011/08/16/day-three-and-four-of-the-100-	n/a
nordicnz.com	r-games-2011-at-the-snow-farm-a-non-event/ http://www.nordicnz.com/snowfarm/2011/08/13/absolutely-stunning-day-for-the-100-pure-new-zealand-winter-games-2011-beginnings-at-the-snow-farm/	n/a
novostinz.co.nz	http://events.nzherald.co.nz/2011/aug/wanaka/100-pure-new-zealand-winter- 215,151 games	n/a
Nzherald.co.nz	http://events.nzherald.co.nz/2011/aug/wanaka/100-pure-new-zealand-winter- 215,151 games	215,151
NZNewsUK	http://www.nznewsuk.co.uk/sport/?id=21882&story=Nail-biting-games-at-Winter- Games-curling-events	n/a
NZsnowboard.com	http://www.nzsnowboard.com/news/2433/lg_snowboard_fis_world_cup_draws_all_star_field	n/a
NZsnowboard.com	http://www.nzsnowboard.com/articles/1370/comp__multhaup-appleton_lockhart_and_gotlieb_all_on_big_air_podium_at_winter_game	n/a
Otago Daily Times	http://www.odt.co.nz/sport/skiing/174637/skiing-former-scarfie-wins-giant-slalom and multiple other features	22,679
Othersport.ru	http://othersport.ru/novosti/mirovye/amerikanskije-lyzhniki-prazdnuyut-pobedu-na- N/A zimnih-novozelandskih-igrach	n/a
PKOL.pl	http://www.pkol.pl/pl/pages/news/4738/0	n/a
PlanetSki	http://www.planetski.eu/news/3027	6,360
POP Magazine	http://www.popmag.com.au/snow/news/snowboard-slopestyle-results-from-the-	6,690
POP Magazine	http://www.popmag.com.au/snow/news/2011-winter-games-halfpipe-results.aspx	As above
Quantum Education	http://www.qegroup.co.nz/blog/1076/100-pure-new-zealand-winter-games/	n/a
Queenstown New Zealand	http://www.queenstownnz.co.nz/information/eventlist/index.cfm?fuseAction=detail&eventID=1310	n/a
Radio New Zealand	http://www.radionz.co.nz/news/national/82441/winter-games-begin-in-central- otago	9,595
rezeptsport.ru	http://www.rezeptsport.ru/news_2011/news.php?id=1933	n/a
Roninsnowboards.com	http://www.roninsnowboards.com/en/2011-new-zealand-winter-games-big-air/	n/a
SBCSkier.com	http://www.sbskier.com/headlines_article?news_id=1040	n/a
Scoop News	http://www.scoop.co.nz/stories/AK1108/S00550/100-pure-new-zealand-winter-games-18th-august-update.htm and multiple other features	39,164
Shou-biz.ru	http://shou-biz.ru/fotoreportazh-s-lyzhnogo-sprinterskogo-krossa-na-zimnix-igrach-v- novoj-zelandii	n/a
Ski Channel	http://www.theskichannel.com/news/skinews/20110817/Ice-Sports-Adding-Depth- and-Excitement-at-the-2011-Winter-Games-NZ-	11,573
Ski Paradise	http://nieveyalgomas.blogspot.com/2011/08/new-zealand-winter-games- N/A opens.html	n/a

Yahoo! NZ Sport	http://nz.sports.yahoo.com/news/article/-/10080292/allstar-field-dominates-winter-games-nz-snowboard-slopestyle/ and multiple other features	5,614
YoiPodo	http://yoipodo.blogspot.com/2011/08/winter-games-new-zealand.html	n/a
Zimbio.com	http://www.zimbio.com/pictures/P7fnt8b2-Uc/Winter+Games+NZ+Opening+Ceremony	6,613,733
Zürs am Almborg	http://de.zuers-am-arlberg.com/der-countdown-zu-den-grosten-winterspielen-in-neuseeland-hat-begonnen/new-zealand-winter-games-2011-sports-program/	n/z

Known Unique Monthly On-Line Viewers – 25,344,128

Satellite distribution

A 13-minute b-roll package was produced using highlights from the daily VNRs. This was distributed to television newsrooms via APTN's daily satellite service. The b-roll was distributed twice in order to ensure broadcast deadlines in different time zones could be met. (See Appendix 3)

The following broadcasters have used footage from the b-roll.

Region / Country	Broadcaster	Potential audience ²
Pan European	Eurosport 2	3,500,000
Pan Asia	Channel News Asia	Already accounted for with VNR
Pan Asia	ESPN Star	95,000,000
China	CCTV 5	Already accounted for in VNR
China	CCTV 9	80,000,000
Japan	NTV	1,200,000
Norway	TV2	110,000
Sweden	SVT Sport	180,000
Sweden	TV3 Sporten	200,000
Germany	N24	600,000
Germany	Deutsche Welle Sport	900,000
Austria	ATV	400,000
Switzerland	TSR1 News	510,000
UK/worldwide	BBC World	15,000,000
Eurovision -	Sports News	Not available
USA	WXIA NBC Affiliate Atlanta	27,000
USA	WPVI ABC Affiliate Philadelphia	45,000

Total potential audience: 197,872,000

Agency distribution

Pan European	EBU Eurovision 73 broadcasters potential audience	300,000,000
Pan Asia	ABU Asiavision 24 broadcasters potential audience	120,000,000

Total potential audience 420,000,000

² Potential audience figures are based on published average daily numbers for sports news programmes.

Value of media coverage

Comparing the value of media exposure in an editorial context with the cost of 'equivalent' advertising has long been acknowledged as a blunt metric in terms of evaluating return on investment. This coupled with the increasing fragmentation and multi-media nature of channels does not lend itself to a direct comparison.

However, in terms of establishing the value of media coverage there are some key questions that can be asked to establish whether or not the exercise has been worthwhile.

- Did it reach the target audience?
- What was the quality of the medium it appeared in?
- Did it deliver key messages?
- Was the coverage positive?

In terms of the 100% Pure New Zealand Winter Games it would be fair to say that given the media coverage, known to-date, it has been of value to the event.

1. Did it reach the target audience?

In terms of a target audience, a key objective of the international media relations campaign was to achieve coverage in key countries for the following reasons:

- They represent regions of focus for the New Zealand Government, a key investor in the event.
- They are countries that have an interest in winter sports and have athletes that actively participate in the sports that feature in the Winter Games.
- And most specifically have athletes representing their country at the Winter Games 2011.

With the exception of a couple, the countries identified as 'targets' all received some coverage of the Winter Games. Given that the majority of this coverage was in the form of a sports feature or sports news item, the audiences are, for the most part the general public with an interest in sport.

In addition to television coverage, known on-line content placement has been reasonably successful. Given the need for 'self-selection' to view the content and niche nature of many websites, the audience for some of these could be described as much more active.

In conclusion it is fair to say, that given the mix of media, the coverage achieved of the 100% Pure New Zealand Winter Games will assist in raising the profile of the event with both the general viewing public and potential competitors in the event.

2. Quality of medium?

As previously stated, coverage of the 100% Pure Winter Games was across a wide variety of media including a number of pan-regional and significant national broadcasters. In addition to this television coverage on-line content featured on a number of high profile sports and new related websites.

3. Delivery of key messages?

In terms of key messages for the event while none were identified to be integral to the content distributed, it is clear that the games are establishing themselves as a major international Winter Sports competition. With this in mind, the event delivered key messages on three levels:

Appendix 1. News of the Day 29th August

As is often the case a number of high interest sports and news stories competed for bulletin time on the day of the feed and a couple of days following. Highlights include:

- **World Athletics 2011: Bolt disqualified as Blake wins gold**

Jamaica's Usain Bolt was disqualified from the final of the men's 100m at the World Athletics Championships as countryman Yohan Blake took gold.

- **World Athletics 2011: Christine Ohuruogu disqualified from 400m heats.**

Christine Ohuruogu is out of the 400m at the World Athletics Championships after being disqualified in the heats.

- **Notting Hill Carnival: Joyful times after the riots**

In the aftermath of this summer's riots, the organisers of the Notting Hill Carnival said they wanted to put on an "uplifting" event for London.

- **Beyonce reveals pregnancy at MTV Music Video Awards**

Singer Beyonce Knowles has outlined a baby bump to photographers after months of speculation she might be pregnant.

- **Baghdad mosque attack: Suicide bomber kills at least 28**

A suicide bomber has killed at least 28 people and wounded at least 30 more after blowing himself up inside a Sunni mosque in the Iraqi capital Baghdad, local officials say.

- **London riots arrests reach 2,000**

Met Police says The Metropolitan Police said it has now arrested more than 2,000 people in connection with rioting and looting across London.

- **Libya crisis: Gaddafi 'in poor position to negotiate'**

Libyan leader Col Muammar Gaddafi is ready to begin talks to transfer power, a US media outlet has been told.

- **Hurricane Irene is a 'large and dangerous' storm**

Hurricane Irene remains a large and dangerous storm and should be taken seriously, US Homeland Security Secretary Janet Napolitano has said.

- **Pakistan ex-MP Waja Karim Dad dies in Karachi violence**

At least 13 people, including a former parliamentarian, have been killed in ongoing politically-motivated violence in Pakistan's southern port of Karachi.

- **Nigeria launches two satellites**

Nigeria has successfully launched two Earth observation satellites which could be used to monitor weather in a region seasonally ravaged by disasters.

- **Syria forces 'in new crackdown'**

At least seven people are killed as Syrian forces fire on anti-government protests on the day of Eid al-Fitr, at the end of the fasting month of Ramadan.



Appendix 3. Satellite distribution notification
B-ROLL PRE-NOTIFICATION
100% Pure New Zealand Winter Games 2011
AUGUST 13TH – 28TH 2011, QUEENSTOWN AND WANAKA,
NEW ZEALAND

Story Summary

A who's who of the world's top winter sports athletes were in Queenstown, Lake Wanaka, Naseby and Dunedin for the second 100% Pure New Zealand Winter Games.

The event featured some of the biggest names in winter sports and attracted over 1,000 athletes from 50 nations who participated in 38 events over 18 days.

Events included; Cross Country, Cross Country Sprint, Freeski Slopestyle, Snowboard Cross, FreeSki Big, Snowboard Slopestyle, Giant Slalom, Alpine Skiing Slalom, Men's Ski Cross, Snowboard Halfpipe World Cup, Curling, Figure Skating, Speed Skating, Ice hockey.

The Winter Games are the initiative of Sir Eion Edgar, former president of the New Zealand Olympic Committee and a key feature is that able-bodied athletes compete alongside 'adaptive' competitors in alpine and cross-country events.

The games have the support of the NZ Olympic Committee and the NZ Government and provide an excellent preparation event for athletes who are working towards competing in the Winter Olympics. The 2009 event provided the opportunity for some athletes to qualify for the 2010 Olympics and it is expected that the 2013 event will do the same for the 2014 Games in Sochi. Russia.

For full results and more information please go to:

www.wintergamesnz.com

FOR MORE EDITORIAL OR DELIVERY INFORMATION, PLEASE CONTACT THE FOLLOWING PEOPLE AT WORLD TELEVISION.

For World Television New Zealand

Ali Boswijk +64 (0) 27 482 1462
boswijk@xtra.co.nz

BT TOWER LOCAL ENDS TRANSMISSION (for broadcasters based in the UK only)

DATE: Monday 29th August 2011

TIME: 0500GMT

LOCAL ENDS: HD/PTC 5

If you experience any technical difficulties recording the feed please contact
APTN MCR on: +44 (0) 2074827676

Alpine Skiing Slalom 2nd Place Women Kristine Gjelsten Haugen (NOR)
Men's Ski Cross Final 1st Scott Kneller (Aus), 2nd Anton Grimus (Aus) 3rd Kevin Amacker (Sui) 4th Angus Rose (NZ)
Women's Ski Cross Final 1st Fanny Smith (SUI) 2nd Katya Crema (AUS) 3rd Michelle Greig (NZL) 4th Lilly Speiser (AUS)
Snowboard Halfpipe World Cup Finals. Men. Winner Janne Korpi (Finland)
Snowboard Halfpipe World Cup Finals Women. Winner Xuetong Cai (China)
IV Cross Country Winner (women) Justyna Cowlczyk (Poland)
IV Cross Country Winner (men) Kris Freeman (USA)
IV Cross Country Sprint winner (men) Andrew Newell (USA)
IV Freeski Slopestyle winner (men) Gus Kenworthy (USA)
IV Freeski Slopestyle winner (women) Devin Logan (USA)
IV Snowboard Cross winner (men). Alex Pullin (Aus)
IV Snowboard Cross winner (women). Belle Brockhoff (Aus)
IV Snowboard Slopestyle final (men) winner. Torgeir Bergan (Norway)
IV Women's Giant Slalom finals Winner Veronika Zuzlova (Slovakia)
IV Women's Ski Cross Final winner Fanny Smith (SUI).
IV World Cup snowboard half pipe Men Winner Janne Korpi (Finland)
IV World Cup snowboard half pipe women Winner Xuetong Cai (China)

ADDITIONAL HIGHLIGHTS MATERIAL AVAILABLE FROM FTP

File Information:

Event VNR duration is approx 7- 10mins daily. All VNRs will be held on server until after the end of the games.

The folders will be in date order. For example 06/08/
The filenames will be structured date---event---file. For example:
14-08-11_figureskatingVNR.mpeg

A time coded shot list will be placed alongside the VNR as a separate text file. eg.

14-08-11_figureskatingVNR.txt

The Event VNR will be MPEG2 .mov files 720x576 16:9

Accessing the daily VNR:

Server: <http://wintergamesnz.com/media/ftp/tv>

Username: tvmedia

Password: WinTer

Follow the instructions above to locate the correct event VNR

VNR Content:

Each event VNR consists of:

Establishers/scenics

Pre-race/event IV's

Multicamera edit of winning runs Men + Women

END OF ADVISORY