

Torino Winter Olympics Begin Today

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Will NBC and international television executives be happy with their Winter Olympic investment? Yes. NBC's \$613 million rights fee deal for the Torino Olympics stands in stark contrast to the \$50,000 that CBS paid to telecast the Winter Games in Squaw Valley, California 46 years ago. NBC bid \$2.3 billion for the three Olympic package that included Torino and \$894 million for the 2008 Summer Games in Beijing. NBC made over \$50 million in Sydney in 2000, and up to \$75 million each for Salt Lake 2002 and Athens 2004. The network believes in the Games as their "premium brand," extending its rights deal for 2010 in Vancouver and 2012 in London.

Over 2.1 billion watched "some or all" of the Salt Lake Games, and over four billion viewed the Summer Olympics two years ago in Athens. NBC plans a record 416 hours of coverage – including the most high definition coverage in Olympic history (surpassing the 375.5 hours of record coverage in Salt Lake). Despite the six-hour time difference between the East Coast and Italy, much coverage will be shown live in the East, and all 54 men's and women's hockey games will be televised live (*emphasizing* the "premium event" nature of the Games). Ratings are always uncertain, but past trends tell us that ratings for these Games probably won't match the 19.2 average for the Salt Lake Games, but are likely to top the 16.3 that CBS earned in Nagano. ESPN got into the act through a deal to show video on its website – though on a tape-delayed basis – to the over 15 million monthly users of their service.

Domestic viewership will depend on how our athletes will perform – especially the hockey team and figure skaters late in the second week. Notably, however, the Games will be televised in more than 200 countries, including Laos and some Pacific islands for the first time. Stay tuned.

1. How much more will NBC invest in 2006 compared with the CBS purchase 46 years prior?
2. NBC made the largest profit in which of the three Olympic games in their package purchase?
3. What is the mean, median, mode, and if applicable, outlier (Measures of Central Tendency) of the financial figures in question two?
4. As of Friday, February 10, 2006 at 6:25 a.m. there are about 6,496,831,894 in the world. Express the number of people who watched "some or all" of the Salt Lake Games as a fraction, percent, and decimal.
5. What is the percent of change in hours of coverage NBC has planned for Torino?
6. About how much time will you spend viewing the Olympics? Explain.
7. In the passage above, in paragraph form, explain at least seven ways using the "**Reading Across The Curriculum**" poster simplifies understanding of the material. Be specific.
8. In paragraph form, list at least five ways using guidelines from the **Writing Guidelines** will make you a stronger and more convincing writer; specifically, on The Daughtry Times.
9. Using contextual clues **ONLY**, explain the meaning of the italicized word *emphasizing* above.
10. In paragraph form, explain five legitimate and educational purposes behind The Daughtry Times.