



Seven creates digital television and multiple-platform coverage for the Olympic Games.

6 July, 2004 --- The Seven Network today announced plans for digital television coverage of the Games of the XXVIII Olympiad, with the production of a dedicated enhanced viewing channel.

Seven is planning to deploy its Olympic Games content and coverage across an array of platforms – each leveraging and complementing the network’s broadcast television coverage.

Seven’s free-to-view coverage of the Games represents the single largest technical and logistical undertaking by a television network since Seven’s coverage of the Olympic Games in Sydney four years ago.

Seven’s plans for an enhanced digital viewing channel for its coverage of the Olympic Games builds on the success of the network’s digital television coverage of the Rugby World Cup eight months ago. This coverage represented the first major steps in digital television sports production for Seven and the Australian television industry.

Commenting, Mr Shane Wood, the head of cross-platform development for Seven, said: “Seven continues to take the lead in the development of applications for digital television – building on our commitment to new broadcast technologies through the commissioning of our digital network broadcast centre in Melbourne and our forthcoming move to a new high definition studio and news centre in Sydney’s Martin Place.

“Our coverage of the biggest event on television in 2004 provides a genuine convergent media solution to our viewers and clients, showcasing new digital applications and building on the success of our multi-view model for the Rugby World Cup – a model which underpinned the extraordinary take-up of digital set-top-boxes for digital free-to-view television.”

Broadcast Television Coverage

The International Olympic Committee, the Athens Olympic Broadcasting Organisation (the host broadcaster) and major international networks are basing most coverage on the 4:3 format – with the exception of the Opening and Closing Ceremonies. As a result, the delivery format for the majority of Seven's 2004 Athens coverage is 4:3 analogue and 4:3 standard definition.



7

Standard Definition
In 4 x 3

DIGITAL

The Opening and Closing ceremonies will be broadcast in HD 16:9 format on our digital channel 70. This will be produced and delivered by a separate global high definition television production unit in Athens.



70

High Definition
Opening & Closing
Ceremony with
Alternate Commentary

DIGITAL

Enhanced broadcast digital television coverage

Building on the network's 4:3 standard definition coverage of the Olympic Games, Seven is creating an additional 16:9 digital channel on Channel 71.

This channel will integrate vision with enhanced data packages offering the latest Olympic news and results as they happen, an Olympic medal tally and fact file, and building on Seven's success with smstv on Sunrise, an opportunity for viewers to interact with the network's broadcast through SMS voting and a "soapbox ticker".

Seven Digital Channel 71



Building on convergence

Seven will expand its Austext teletext service – with the network providing real-time news and features – through the delivery of information on its analogue and digital television transmissions.



7

Austext with same data and Information as on enhanced digital channel

Online

Seven's Olympic online presence is built to provide a similar depth of service as the network's enhanced digital television channel but adds greater interactivity, as well as the ability to navigate deeper into Seven's promotional and content offering.

A register for SMS and email alerts will keep viewers and online participants in touch with events they will not want to miss and news on their favourite athletes.

The website will include the latest medal tally, Olympic results and news, SMS and online polling, as well as a real-time Olympic Program guide for Seven's coverage on www.sevensport.com.au

7 ATHENS 2004

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MEDAL TALLY ATHENS 09:58 PERTH 14:58 SYDNEY 17:58 **OLYMPIC TV GUIDE**

DAY 10

1. Zimbabwe	14	12	18
2. Germany	13	15	14
3. Switzerland	8	7	12
7. Australia	3	6	4

[Full medal tally »](#)

RESULTS HIGHLIGHT

Men's SINGLE SCULLS

1. ROMANIA 6:53:27
2. GERMANY 6:54:97
3. ENGLAND 6:55:46
7. AUSTRALIA 6:59:48

[Full results »](#)

Women's SINGLE SCULLS

1. ROMANIA 6:53:27
2. GERMANY 6:54:97
3. ENGLAND 6:55:46
7. AUSTRALIA 6:59:48

[Full results »](#)

Cathy Freeman is Australia's best ever

SWIMMING | JAVELIN | HAMMER TIME | POLO
GYMNASTICS | EQUESTRIAN | DECATHLON

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WED 19.30 - Athletics
Men's 400m Heat 2

WED 20.30PM - Rowing
Womens 3000m Single Scull

WED 21.30PM - Rowing
Womens 3000m Single Scull

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