Olympic Broadcasting Through The Years (2008 - 1924)

Beijing 2008
The Beijing Games is the first OBS operation, as an agreement is signed between OBS and the Organising Committee to establish Beijing Olympic Broadcasting Co. Ltd (BOB) as the Host Broadcaster. For the first time, all multilateral live coverage is in HDTV with 5.1 surround sound and OBS provides a record 5,000 hours of live HD content.

Turin 2006
Broadcasters maximise opportunities in new media technology, providing viewers with more access through the Internet, mobile phones and multiple television channels. For the first time in history, viewers in sub-Saharan Africa are able to experience the Olympic Winter Games.

Athens 2004
For the first time, broadcasters in certain countries offer live action and highlight videos streamed to mobile phone handsets using 3G-technology and live video streams via the Internet through dedicated web sites. More than 300 television channels provide a total of 35,000 hours of dedicated coverage, and 3.9 billion viewers in 220 countries and territories, each watches an average of more than 12 hours of coverage.

Salt Lake 2002
The IOC launches an international tender process resulting in International Sports Broadcasting (ISB), a small private organisation, serving as the 2002 Host Broadcaster. For the first time, the host broadcaster covers all Winter events live, and reach 2.1 billion viewers in 160 countries. 100 million viewers in India receive free-to-air coverage for the first time.

2001
The International Olympic Committee (IOC) announces the establishment of a permanent Host Broadcaster for the Olympic Games. The Host Broadcaster operations would be performed by a private company funded by and under the direct supervision of the IOC: Olympic Broadcasting Services (OBS) is officially established in May 2001 with the mission to develop a more consistent, organised approach to the Host Broadcast operation.

Sydney 2000
Olympic broadcast reaches 3.7 billion viewers in 220 countries.

Nagano 1998
Television coverage of the Games is provided to 180 countries and territories. The Olympic Winter Games are broadcast live in Australia for the first time.

Atlanta 1996
The broadcast reaches a record 214 countries.

Lillehammer 1994
More than 120 countries and territories view television coverage of the Games, and, for the first time, the Winter Games are broadcast on the African continent.

Barcelona 1992
Launch of a central broadcasting service, independent from any domestic broadcaster, providing the international signal for all events to the International Broadcast Centre (IBC). Coverage of additional events is sublicensed to other cable and satellite broadcasters, expanding the total sports coverage. Further HDTV testing takes place, with more than 40 HDTV cameras and their support systems deployed, providing 225 hours of Olympic programming.

Albertville 1988
The first major sports event in Europe to be produced and transmitted in analogue HDTV – in parallel to the standard coverage in PAL and NTSC. Reception is provided at about 150 special viewing sites throughout Europe.

Los Angeles 1984
The Host Broadcast operation as it is recognised today is introduced. ABC, the U.S. domestic rights holder, serves as the host broadcaster and provides the international signal which can be supplemented by broadcasters independently produced unilateral signals for the first time. Television and radio rights are acquired by 156 countries. More than 2.5 billion people watch the Olympic Games.

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Olympic Broadcasting Through The Years (2008 - 1924)

**Munich 1972**
For the first time, the international signal is created for global distribution and is separate and clearly distinct from the domestic broadcast.

**Sapporo 1972**
Japanese network NHK provides the television feed for broadcasters to choose the coverage they want – serving as an initial model for today’s host broadcast organisation.

**Mexico City 1968**
The Olympic Games are broadcast live fully in colour for the first time to the world. First use of hand-held colour cameras bring new intimacy to coverage.

**Tokyo 1964**
Satellite broadcast coverage is used to relay images overseas and the Games reach a worldwide audience for the first time. The first Olympics to be aired in colour (limited to a few select events and broadcast only in Japan).

**Rome 1960**
The first Olympic Games to receive significant TV coverage across Europe, with a total of 18 countries broadcasting the Games. Furthermore, for the first time, viewers in the United States, Canada and Japan are able to see the Olympics on television, through a combination of taped and live events. Broadcast rights are introduced for the first time.

**Melbourne 1956**
The Organising Committee asked the international broadcast community to pay rights fee for access to the television feed. EBU (Europe) and all three North America broadcasters (NBC, ABC, CBS) refused to pay and, as a result, international television coverage of the Games was limited, and only Australians were able to enjoy live broadcast.

**Cortina 1956**
The first ever Olympic Winter Games to be broadcast live and outside the host country, with the Italian public broadcaster distributing the signal for free to 61 broadcast organisations around the world.

**London 1948**
For the first time, select events are covered by multiple cameras (3-4). More than 500,000 viewers, most residing within a 50-mile radius of London, watch the 64 hours of Olympic programming.

**Berlin 1936**
The first Olympic Games to transmit live radio broadcasts of Olympic events, although the lack of an international broadcasting standard meant the audience was limited mainly to the home nation.

**Paris 1924**
For the first time, the international signal is created for global distribution and is separate and clearly distinct from the domestic broadcast.