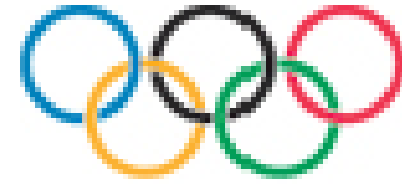


# SAMPLE TREND ANALYSIS REPORT FOR THE INTERNATIONAL OLYMPIC COMMITTEE

## JANUARY 16-31, 2007



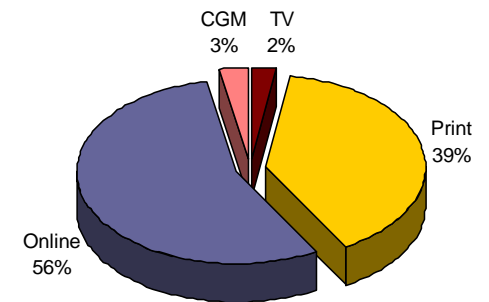
This report analyzes broadcast, print, online and consumer generated media mentioning the International Olympic Committee and the Olympic Games during the period of January 16-31, 2007. This report is a sample of what an actual media report would look like. It contains fictional data and is not intended to represent an accurate analysis. Coverage was gathered from Critical Mention, Factiva, Google News and Nielsen BuzzMetrics.

### Summary of IOC News

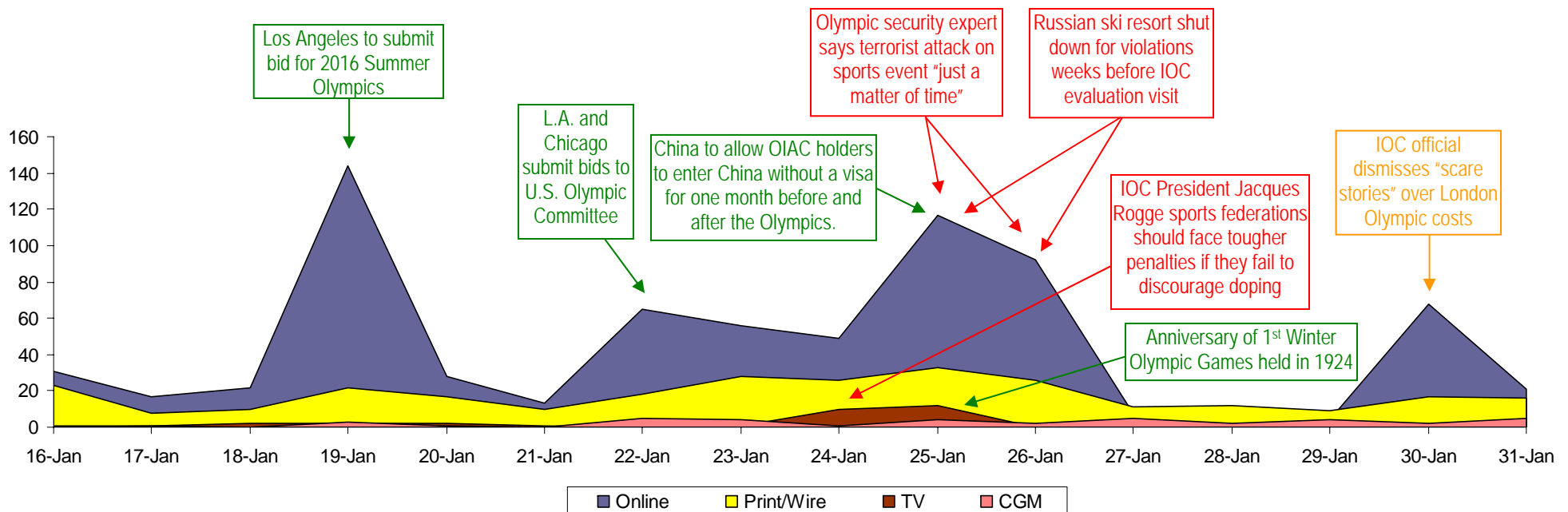
The total number of items about the International Olympic Committee (IOC) in mainstream and consumer generated media (CGM) was 1,098 for the period of Jan. 16-31, 2007. This volume was up 12 percent over the previous two-week period. The volume of online and print media tended to rise and fall in alignment. Broadcast and CGM coverage was too low for trend analysis, however they did not generally follow the same topics as print and online media. Unique topics of note are shown in the diagram below.

The main theme in coverage dealt with actions by cities vying for selection as the location of future Olympic Games. The main cities mentioned (in descending order of frequency) were Los Angeles, Chicago, Sochi, Salzburg and Pyeongchang. Preparations by China for the 2008 Summer Olympics were a secondary source of stories that mentioned the IOC.

### IOC Coverage by Media Type



### International Olympic Committee Coverage



## Summary of Olympic Games News

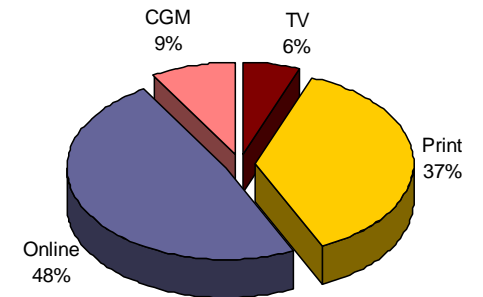
The total number of items in mainstream and consumer generated media (CGM) that mentioned the Olympic Games was 4,735 for the period of Jan. 16-31, 2007. This volume was up 17 percent over the previous two-week period. Topics included those discussed in the IOC coverage analysis above, as well as a wide variety of sports, political and general news topics.

China issued frequent announcements throughout the analysis period in relation to 2008 preparations. Los Angeles's bid for the 2016 Summer Olympics made a splash by using the celebrity power of Gov. Arnold Schwarzenegger, while Chicago's bid garnered notable TV coverage by unveiling an architectural rendering of its proposed Olympic Stadium. London affirmed its vow to host the most environmentally friendly games in 2012, while addressing concerns about escalating costs.

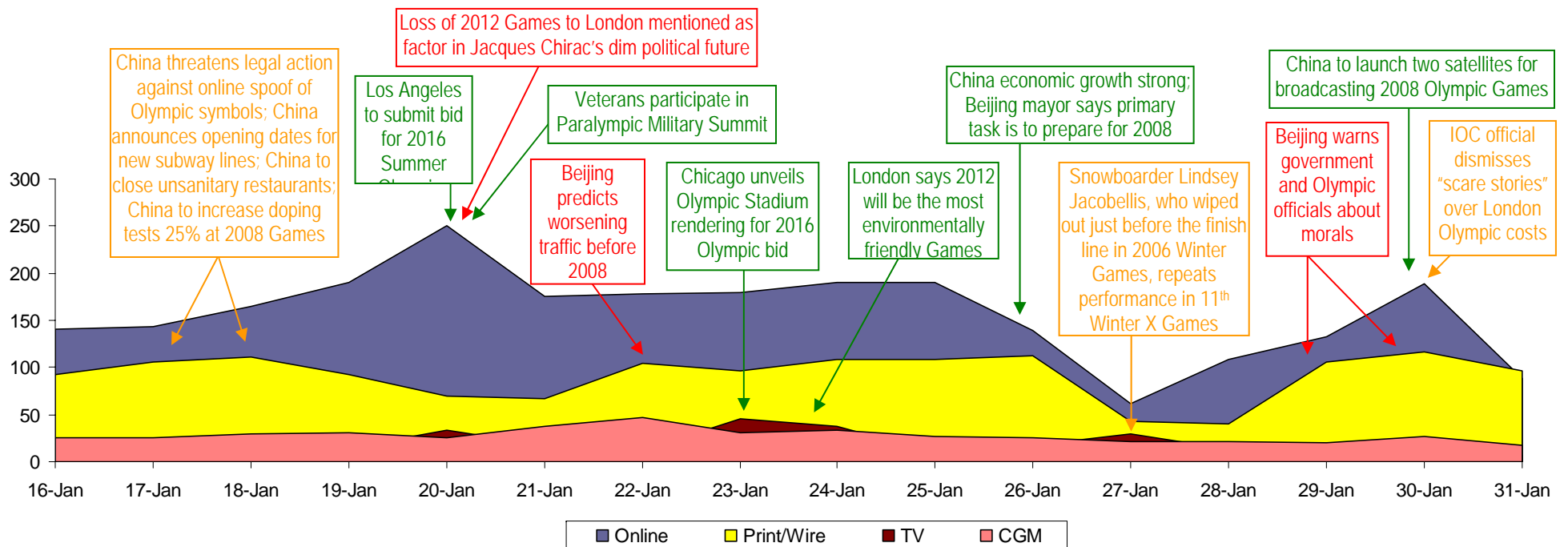
A large number of stories were local features about individual athletes with Olympic aspirations or stories about past Olympiads. For example, when snowboarder Lindsey Jacobellis wiped out just short of the finish line in the 11<sup>th</sup> Winter X Games, many TV news broadcasts aired similar video of her second place finish in Turin.

Sporting events that were qualifiers for the Olympic Games or described colloquially as analogous to the Olympics accounted for some of the media coverage during the analysis period. Some coverage also mentioned sports that are seeking to become Olympic events, or sports such as baseball that had been Olympic events in the past but were dropped from the program.

## Olympic Games Coverage by Media Type



## Olympic Games Coverage



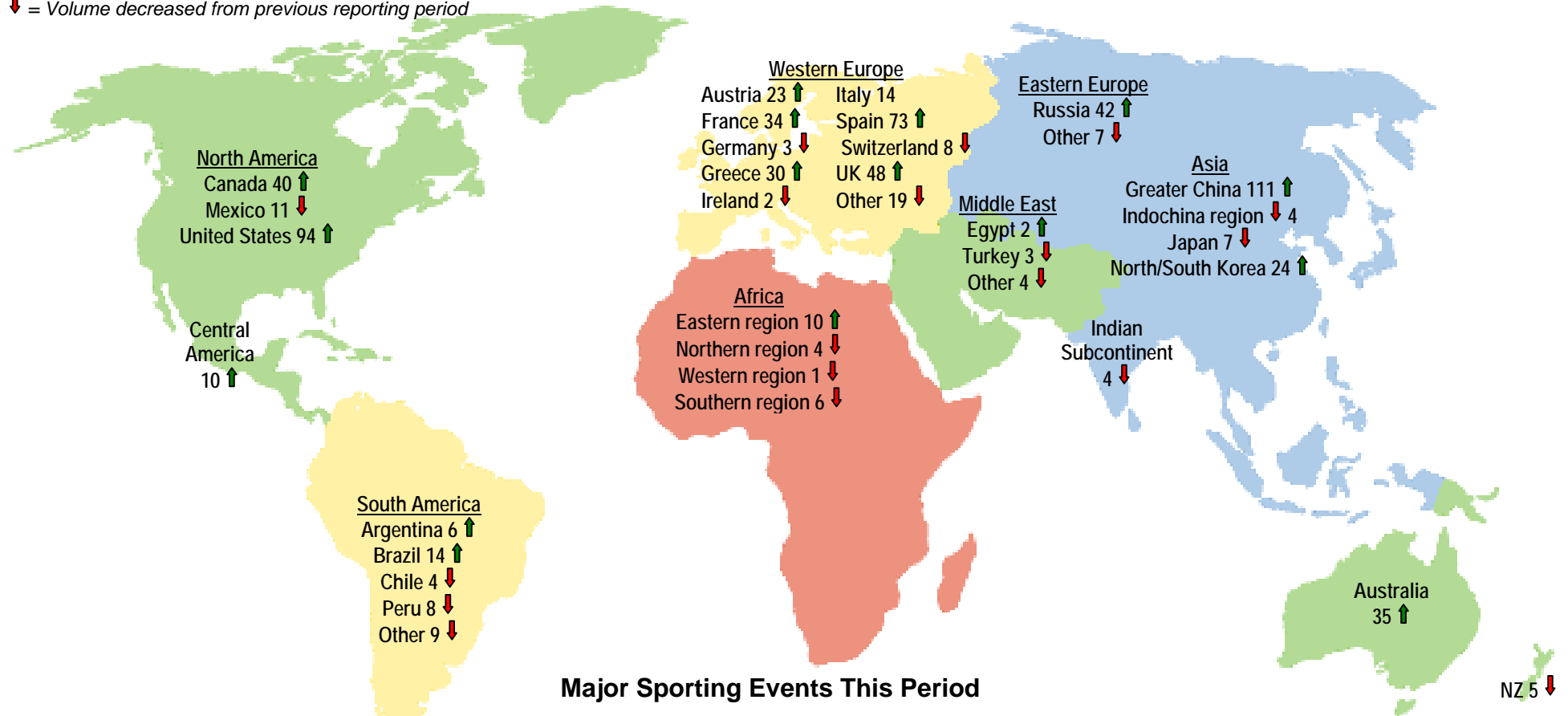
## Geographic Distribution of IOC/Olympic Committee Coverage

Source: Factiva

Languages: English, French, German, Portuguese, Russian, Spanish

↑ = Volume increased from previous reporting period

↓ = Volume decreased from previous reporting period




### Major Sporting Events This Period


- **North America** – Lorem ipsum dolor sit amet, adipiscing elit. Donec sagittis sagittis nec lacus tortor.
- **Central America** – Suspendisse tincidunt mi a nih. Maecenas nec lacus eu nunc pretium.
- **South America** – Pellentesque habitant morbi tristique senectus et netus et malesuada fames.
- **Western Europe** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sagittis sagittis tortor.
- **Africa** – Habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.
- **Middle East** – Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- **Eastern Europe** – Cras egestas pede vel eros. Vivamus consequat nisi.
- **Asia** – Suspendisse tincidunt mi a nibh. Maecenas nec lacus eu nunc pretium.
- **Oceania** – Pellentesque habitant morbi tristique senectus et netus et malesuada.

## Leading Issues by Region

Region	Issue	Sensitivity	Sample Headlines of Significant Articles
China	Diplomacy	High	"Favorable Visa Rules On Tap For Olympics" ( <i>China Daily</i> , 26 Jan.)
	Sponsorship	Medium	"Beijing Olympic organizers vow to punish online spoof of Olympic symbols" (Xinhua News Agency, 17 Jan.)
	Doping	Medium	"China's anti-doping show hits the road ahead of Olympics" (Agence France Presse, 22 Jan.)
	Public Health	Medium	"Beijing checks hotels, restaurants for food safety" (Industry Updates, 19 Jan.)
	Sport	Low	"Skater Girls Rev Up To Outsprint South Korean Rivals" ( <i>China Daily</i> , 25 Jan.) "China off to hot start on ice at Winter Games" (Agence France Presse, 29 Jan.)
France	Politics	Medium	"Chirac's political future in doubt" (Agence France Presse, 18 Jan.)
Germany	2016 Bid	Medium	"Olympics: Klammer to spearhead Salzburg bid" (Reuters, 22 Jan.)
Russia	Public Health	High	"Russian ski resort at center of Olympic bid briefly shut down ahead of IOC visit" (Associated Press, 25 Jan.)
	2014 Bid	Low	"Sochi looking for their Olympic Golden Fleece" (Agence France Presse, 16 Jan.)
United Kingdom	Cost	High	"Its 2,012 days until 2012 - here are 20 reasons to be cheerful and 12 reasons to worry about the Olympics" ( <i>The Guardian</i> , 23 Jan.) "London 2012 is a grand project not a black hole, says IOC chief" ( <i>The Guardian</i> , 31 Jan.)
	Environment	Medium	"The greenest games ever: The enduring success of the Olympics will be measured in the legacy it creates for the future" ( <i>The Guardian</i> , 23 Jan.)
United States	Security	High	"Olympic security expert: Terrorist attack on sports event 'just a matter of time'" (Associated Press, 25 Jan.)
	2016 Bid	Medium	"Schwarzenegger throws weight behind LA Olympic bid" (Reuters, 20 Jan.) "Los Angeles, Chicago submit detailed Olympic bids to USOC" (Associated Press, 23 Jan.)
	Sport	Medium	"Softball launches bid to return to 2016 Games" (Reuters, 25 Jan.)

## Momentum of IOC/Olympics Topics

Topics Gaining Momentum 	Commentary
London 2012 building costs	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Doping	Phasellus id pede. Donec semper. Nunc et pede. Cras massa enim fringilla sed, velit.
Beijing 2008 preparedness	Donec id ipsum. Phasellus a odio. Nunc posuere.
Security	Pede in rutrum venenatis, quis enim. Etiam eget metus ut tortor facilisis iaculis. Morbi et enim dui ligula lectus, mollis.
2014 bids	Etiam eget metus ut tortor facilisis iaculis.

Topics Losing Momentum 	Commentary
Sochi/IOC inspection	Cras massa enim, dignissim vehicula, ullamcorper sit amet.
Softball lobbying for Olympics	Donec semper nunc et pede. Cras massa enim, dignissim vehicular.
Sponsorship/Logo use	Suspendisse tincidunt mi a nih. Maecenas nec lacus eu nunc pretium.
China visa rules	Habitant morbi tristique senectus et netus et malesuada.

## Key Findings

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus id pede. Donec semper nunc et pede. Cras massa enim, dignissim vehicula, ullamcorper sit amet, fringilla sed, velit.
- Donec sollicitudin mi quis ligula. Maecenas mattis velit. Aenean in felis quis lorem sollicitu din sodales. Donec id ipsum suspendisse tincidunt mi a nibh.
- Pede in rutrum venenatis, quis enim. Etiam eget metus ut tortor facilisis iaculis. Morbi et enim dui ligula lectus, mollis et, malesuada id, malesuada a felis. Vestibulum pretium porta sapien.