



LIVE FROM THE 2020 TOKYO OLYMPICS

GRADES 4-6



BILLIONS OF FANS AROUND THE WORLD WILL WATCH THE TOKYO OLYMPIC GAMES ON TV. GREAT COVERAGE LETS VIEWERS FOLLOW THE ACTION AND CHEER ON THEIR HEROES. WHAT IF YOU WERE PART OF THE BROADCAST TEAM? WOULD YOU BE UP TO THE TASK?



*Denny Morrison and Gilmore Junio,
Long Track Speed Skaters*



*Chloé Dufour-Lapointe,
Freestyle Skier*

BROADCASTING THE GAMES

When you watch the 2020 Tokyo Olympic Games, you won't be alone. There will be over 3.6 billion viewers in over 200 countries watching the Games with you. It will be the world's most watched sporting event. It's also the most complex to broadcast. There are 33 sports and over 60 broadcasters.

Olympic broadcasting is big business. TV networks pay a lot of money for the rights to cover the Games. Because millions of fans watch the coverage, networks can sell ads during the broadcasts. NBC paid \$7.65 billion for the US rights. Some of this money goes to support each of the Olympic sports.

The host country used to take care of the broadcasting. But then the number of broadcasters and hours of coverage grew...and grew.

This made it too hard for the host country. They had to focus on putting on the Games. Something had to change.

The Olympic Broadcasting Services was formed. They video the sports and their content is used by the networks. The networks edit the content to show athletes from their country.

Fans can now watch the Olympics on the Internet. They get as much of their favorite sport as they want. Digital coverage gives viewers many more hours of Olympic action.



SCHOOL PROGRAM

COVERING OUR TEAM

Canadians have been watching the Olympics on TV since 1956. Usually, CBC has been our broadcaster. They will broadcast the Games from Tokyo.

It's a team effort! Lots of people help create the coverage. TV host Scott Russell is one of the top faces of the Games for many Canadians. Tokyo will be his 15th Games.

"My job is to bring the Olympics back home to Canada," says Scott. "The key to being a good host is to get the viewers to the sport and then get out of the way."

Sports announcers are often former athletes and coaches. They know a lot about the sport and can explain it to the viewers. They announce the sports at the venues. Scott interviews the Canadian athletes that do well at their events.

"I speak with the athletes that win a medal. I try to give them a chance to tell their story to fans back home."

Preparing to broadcast the Games is hard work. The TV team arrives in Tokyo three to four months ahead. They build the set at the International Broadcast Centre.

Scott will tour the city three months before the Games. He checks out the sport sites. Sometimes they video special features. He wants to get a feel for the city. He then returns to Tokyo two weeks before the Opening Ceremonies.

"I spend time getting used to the local time zone. I also rehearse on the set," says Russell. "It's important to get comfortable. When the Games start, we're on the air 21 hours a day. I'm personally on the air seven hours straight."

Scott will get up at 3:30 in the morning. He has an early morning call with the CBC team in Toronto. They plan the day ahead. Sometimes events happen at the same time. They must decide which sports they'll cover live.

They show the sports where a Canadian could win a medal. If a Canadian team is playing, they want to show that live. Popular sports like swimming, cycling and track and field also get shown.



Courtesy of CBC

*Scott Russell - Covered over 14 Olympic Games
- Host of Road to the Olympic Games and
Olympic Game Primetime*



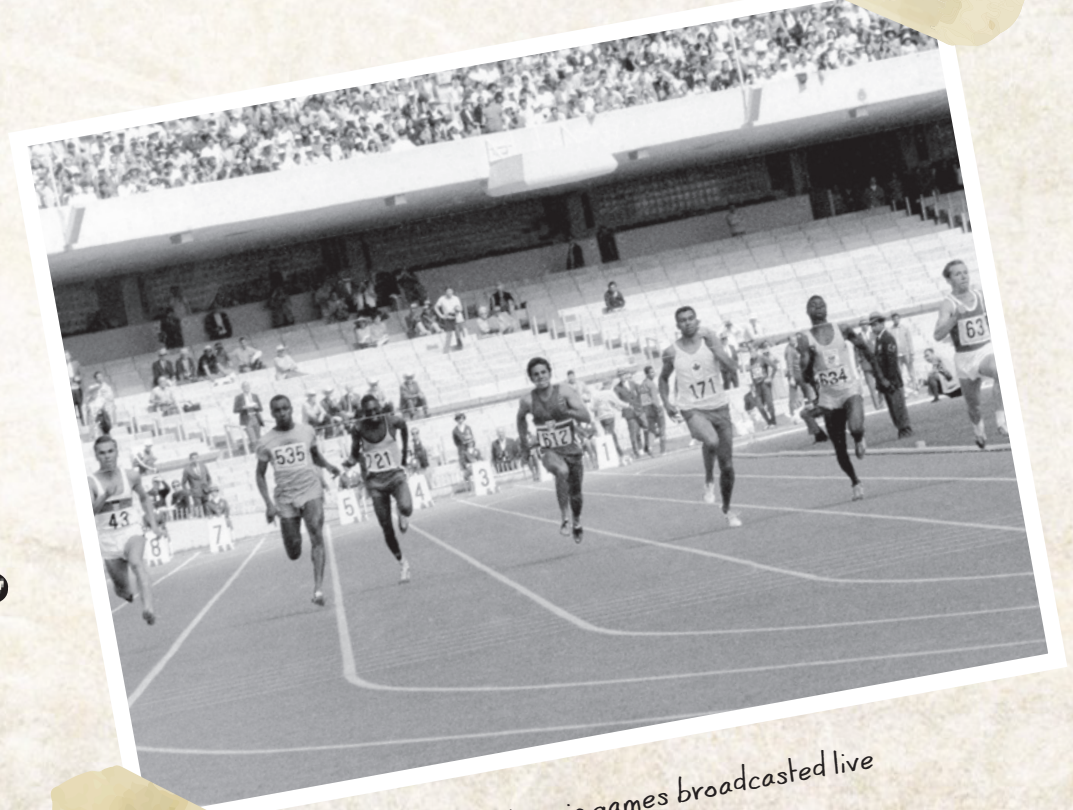
UNITING THE WORLD

For two weeks, the Olympics Games unite the world. Kids see their heroes in action. People learn about the values of excellence, friendship and respect. But all of this depends on broadcasting. It brings the Games to the world.



OLYMPIC BROADCASTING HISTORY

The Olympics weren't always on TV. The first Games to be shown on TV was the 1939 Berlin Olympics. But it wasn't TV like we have. The sports were shown in viewing halls using closed circuit TV. The next Olympics in London showed the games on TV, but only in the city and few people had televisions. It wasn't until 1952 that fans could see the Games in other countries. The coverage wasn't live. Films were flown to the viewing country for broadcast. The 1964 Tokyo Olympics were the first Games to use satellites to let the world see the Games live.



First Olympic games broadcasted live

INSIDE THE INTERNATIONAL BROADCAST CENTRE

All the networks stay at the International Broadcast Centre. Some are big like NBC. Some broadcast to vast regions like Latin America. Some are from tiny countries like Montenegro. They each have their own set to make their own look and feel for the Olympic coverage.

It's like a small United Nations. There's announcers and hosts dressed in their national outfits. People are speaking many languages. The Olympic Broadcasting Services give the networks the content. They edit it to show the sports and athletes that their viewers want to see.



Talk About It!

Why is Olympic broadcasting so important?

How does digital coverage help Olympic fans?

What makes good Olympic coverage?



1. THE BIG INTERVIEW

Imagine that you are a youth reporter for CBC Sports. **Your job is to interview Canadian Olympic athletes.**

Use the Internet to learn about a Canadian Olympic hopeful. Check out the athlete bios at <https://olympic.ca/athletes/>. Learn about their sport, and life. Write a bio about them and ten questions that you will ask them.

ACTIVITY EXTENSION

Share the bio of your Olympic hopeful with a classmate. Have them pretend to be that athlete as you interview them. Take turns interviewing and being interviewed. **For extra fun, dress up like the athlete and perform the interview for the rest of the class.**

2. LIVE FROM TOKYO

The men's 100m final is one of the highlights of the Olympic Games. There are two Canadian sprinters who could medal in Tokyo: Andre De Grasse and Aaron Brown.

Imagine that you are a youth reporter for CBC Sports. You have the role of covering the 100m final. Working in teams, prepare a short interview of Andre and Aaron. Plan how the Olympic host will introduce the event. Plan how the track-side announcers will introduce the event and call the action.

As a team, video your coverage of the event or perform it live in your classroom. Take the audience from the host to the track for all the action.

ACTIVITY EXTENSION

Choose another event where Canadians might medal. **Video or perform the coverage of this event.**



SCHOOL PROGRAM