



LIVE FROM THE 2020 TOKYO OLYMPICS

GRADES 7-8



TV BROADCASTERS PLAY A CRITICAL ROLE IN BRINGING THE GAMES TO THE BILLIONS OF TOKYO OLYMPIC FANS. 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*

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 networks broadcasting.

With that many people tuning in, Olympic broadcasting is big business. Major television networks pay huge sums of money for the rights to cover the Games. The networks see the Olympics as a chance to sell prime time ads to big companies. For example, NBC paid \$7.65 billion for the US broadcasting rights. The money earned through the sale of these rights supports the Olympic sports.



*Chloé Dufour-Lapointe,
Freestyle Skier*



Broadcasting the Olympic Flame



SCHOOL PROGRAM

OLYMPIC BROADCASTING IN THE 21ST CENTURY

Olympic broadcasting has come a long way since its early days. As the number of broadcasters and coverage hours grew, things got more complicated. It became too much for the host country who was focused on organizing the Games. The International Olympic Committee realized that they needed to give the hosts some help.

The Olympic Broadcasting Services (OBS) was formed. OBS provides the cameras and experts to shoot the content for over 350,000 hours of Olympic coverage. The content is edited by each of the networks to show their country's athletes.

Olympic fans can now watch the Games on the Internet. The 2016 Rio Olympics had over 200,000 hours of digital coverage. The viewers can customize what they see and watch as much of their favorite Olympic sports as they want. You can listen with or without a commentator.

COVERING OUR TEAM

Canadians have been watching the Games on TV since 1956. Most often, CBC has been our national broadcaster, and they will cover the Games in Tokyo. It's a team effort, but one of the more familiar faces of the Games for many Canadians is host Scott Russell. Tokyo will be the 15th time he has covered the Games. There's no better person to explain what happens behind the scenes.

"My job is to bring the Olympics back home to Canada," Russell explains. "I am the traffic cop and scene setter for television. As host the biggest thing for me is to get people to the sport and then get out of the way."

Commentators do the play-by-play at sports events. They are often successful former athletes or coaches.

"Once the athletes win a medal, I interview the athletes. This gives them a chance to tell their story to Canadians back home."

Preparing to broadcast the Games is hard work. The technical team arrives in Tokyo three to four months ahead. They build their set at the International Broadcast Centre. Russell will tour the city 100 days in advance. He checks out the sport sites, films special features and gets a feel for the city. He then returns to Tokyo two weeks prior to 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."

His day will start at 3:30 in the morning. He has an early morning call with the CBC team in Toronto. Together, they lay out the day ahead. With many Canadian athletes competing, they must decide the sports they'll cover live. Priorities must be set. Sports with Canadian medal hopefuls and team sports usually get live coverage. Popular sports like swimming, gymnastics, cycling and athletics 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

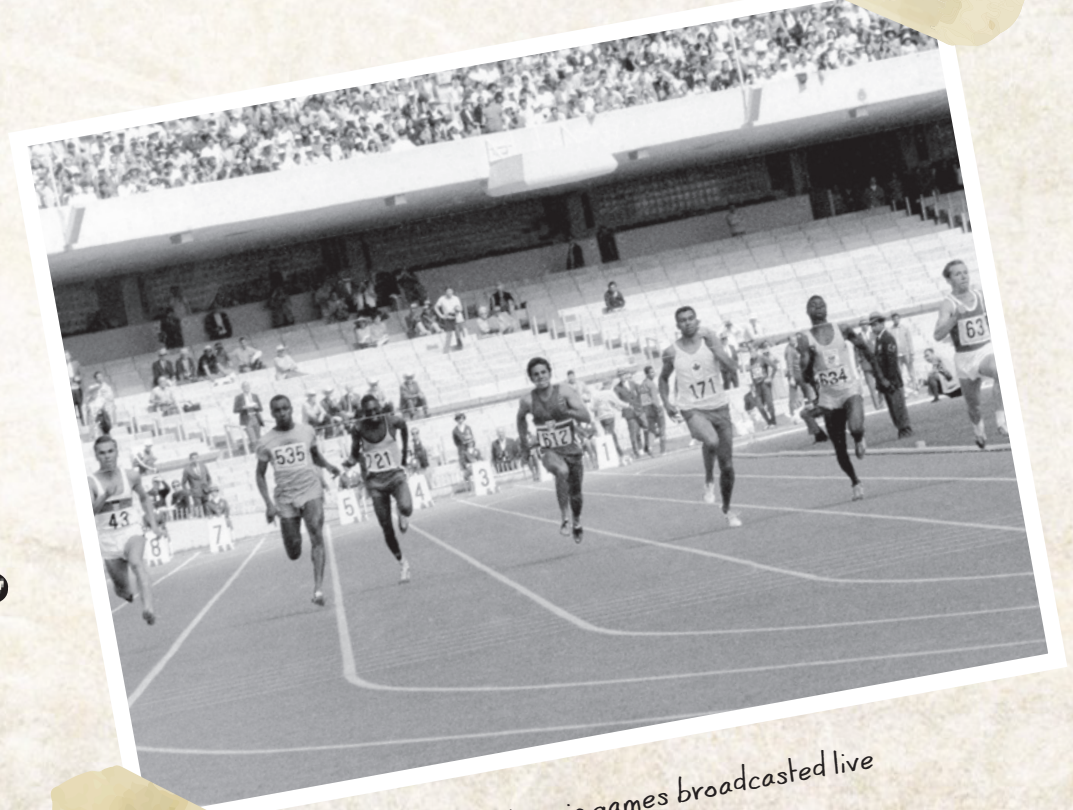
The Olympic Games has the potential to unite the world, inspire youth and model values like friendship and respect. But these benefits depend on broadcasting. The coverage of the Olympics lets people follow the action and hear the stories of the athletes. It brings the Games to the world.



SCHOOL PROGRAM

OLYMPIC BROADCASTING HISTORY

The first Olympics to be televised were the 1939 Berlin Games. The events were shown in some viewing halls through closed circuit TV. The 1948 London Olympics had TV coverage, but only within the city of London. It took until 1952 before fans could see the Games in other countries. The 1956 Melbourne Games were the first to sell broadcasting rights. The coverage wasn't live. Films were packaged up and flown to the viewing country for broadcast. It wasn't until the 1964 Tokyo Olympics that satellites enabled live coverage across the world.



First Olympic games broadcasted live

INSIDE THE INTERNATIONAL BROADCAST CENTRE

The International Broadcast Centre (IBC) houses broadcasters from around the world. Some are big like NBC. Some broadcast to a whole region like Latin America. Some are from tiny countries like Montenegro. They each have their own set that reflects the look and feel of their nation or region's Olympic coverage. It's like a small United Nations. There's announcers and hosts dressed in their national clothing and people speaking their native language. The broadcasters edit the feed provided by the Olympic Broadcasting Services. They profile the sports and athletes that their viewers want to see.



SCHOOL PROGRAM

Talk About It!

Why is Olympic broadcasting big business?

What are the pros and cons of the growth of digital coverage of the Olympic Games?

In your opinion, what makes good Olympic coverage?



1. THE OLYMPIC PROFILE

Athlete profiles are a highlight for many Olympic viewers. They want to get to know the athletes that they are about to cheer on Team Canada. You and your team have been hired by CBC to produce an Olympian profile for the Canadian Olympic athlete of your choice.

Do your research! The audience will want to know more than just their sport performances. They will want to learn about their lives and motivations. They will want to get a taste for how hard they train, and understand what a day in their lives is like. Viewers want to hear the athlete speak about their values and how these have been formed by injuries and setbacks. **Write a short text for a profile of an Olympian.**

ACTIVITY EXTENSION

As a team, make a video or presentation of your Olympic profile. Designate the characters in the script to people on your team. Use props, sets and costumes to bring your video to life.

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.

As a team of youth reporters working for CBC Sports, you have been assigned the role of covering the 100m final. Using the Internet, review the coverage of past 100m finals, especially the coverage of the 1996 Olympic 100m where Canadian Donovan Bailey won in a world record time. As a team, prepare a short interview of Andre and Aaron. Write the script of 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 or present it live to your classmates.

ACTIVITY EXTENSION

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



SCHOOL PROGRAM