

Olympic Results

See Highlights of Olympic Content and Coverage
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Visa
 VISA "Go World"
 Michael Phelps Ad
 CNN International



Omega
 Tyson Gay discusses Bolt's
 100m race final
 The Sun, UK

The 2008 Beijing Olympic Games attracted intense global media attention for various reasons. Many global brands - sponsors and non-sponsors alike - wanted to leverage this attention to increase their mindshare in China and globally. thenewsmarket.com provided a customized portal that enabled brands and organizations to reach the media, consumers and bloggers before, during and after the Olympics.

FAST FACTS

- As the largest aggregator of rights-free Olympics content, thenewsmarket.com saw significant media foot-traffic during the 2008 Games. In the space of **17** days, more than **5,200** clips were ordered by **975+** news organizations in **83** countries
- More than **400** bloggers embedded content from our Beijing 2008 Channel increasing the reach of our clients video manifold
- Chinese media interest in clients' content increased by **200%**
- The Beijing Channel generated **10+** hours of editorial coverage globally for our clients' content
- The average ROI for customers on the Beijing Channel was **40x**

Some of our Olympic Clients:



Key benefits for clients included:

- Getting content out of Beijing in real-time during the Olympics was a concern ahead of the Games. A significant effort by our team on the ground provided a turnkey solution and easy logistics for our clients and ensured that video was available to the global media as close to real-time as possible
- Our Chinese-language site dedicated to journalists in China improved accessibility and enabled our clients to establish relationships with news organizations that they had previously not been able to reach
- Non-sponsors including Ericsson, PUMA and UNICEF were able to piggy-back on media interest to get their Olympics-related stories and announcements covered
- The Beijing Channel was launched exactly four months before the Games started enabling our clients to benefit from the building Olympics buzz

POPULAR STORIES



Haier's 'Making the World a Home' Experience Center Opens in Beijing



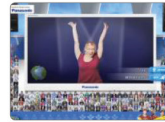
Dayron Robles Shares His Impressions After Winning 110m Hurdles Gold in Beijing (adidas)



Visa Celebrates Phelps' Olympic Record with New COmmercial



Olympic Timekeeping in Beijing - Behind the Scenes at the Bird's Nest and Water Cube (Omega)



Olympic Fans Join Panasonic's 'World Wide Wave'



UNICEF Goodwill Ambassador Jackie Chan Leads Gala for Chinese Children



From President Bush to Doping, Asia Society Discusses Beijing Olympics



Pepsi's Go China Campaign Gives the Thumbs Up to Host Country's Athletes at Summer Olympics

Sample ROI for an Olympics Client

Total Reach of Program: **161 million+** people

Total Advertising Equivalent: **\$4.3 million+**

ROI: at least **50x** investment

Media Airing



London Development Agency

London Gears Up For the 2012 Olympic Games at "Champions of Change" Event in Beijing

CCTV, China

Media Outlets Taking Olympics Content from thenewsmarket.com:

