

7th ASIAN WINTER GAMES Rights Holders Newsletter



Astana - Almaty
7th ASIAN WINTER GAMES
2011

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WORLD BROADCASTER MEETING RECAP

The daily 7th Asian Winter Games World Broadcaster Meeting took place this afternoon in the Almaty IBC. The main points raised in the meeting follow:

- IGBS' host broadcast operations continue to go very well, with no major issues encountered over the first day-and-a-half of competition.
- Due to weather conditions, today's Men's and Women's Super G events had to be delayed. AWAGOC apologises to all Rights Holders for the inconvenience.

NO BRIEFING TOMORROW

Rights Holders are hereby advised that there will be no World Broadcaster Meeting tomorrow as most of the day's events will already have taken place. The next WBM is scheduled for 3 February at 14:00.

ALL IN THE FAMILY

Rights Holders are reminded that all competition results, records, schedules and participant information can be found on the GAMES FAMILY Information System (GFIS).

With content delivered by AWAGOC, the service can be reached from the following web URL — <http://info.astana-almaty2011.kz/en/Root.mvc> — or directly from the GFIS terminals installed in the main plaza of the IBC.



The GAMES FAMILY Information System contains all the results of the AWG

RIGHTS HOLDER PROFILE - CCTV

As the state broadcaster of the host nation of the previous Asian Winter Games (Changchun 2007) and also the previous major OCA event, last November's Asian Games in Guangzhou, CCTV have had plenty of recent experience broadcasting large events in Asia - and it is all coming in useful for their operation in Kazakhstan.

"Some Games, such as the Asian Games, are very large projects and our experience broadcasting at those events has helped us to be very efficient at this smaller event," explained Producer Dong Li. That is not to say that the 7th Asian Winter Games are not a major undertaking for CCTV. "We have 32 staff members in Kazakhstan, and back in Beijing there is a team of 300 working on this event," Li continued. "We will be airing 11 hours of live broadcasting every day as well as two hours of news and highlights. We also have six ENG crews split between Astana and Almaty reporting on the Games as well as daily life in Kazakhstan."



The CCTV team and Producer Dong Li (pictured top right)

— IGBS have provided a very professional operation."

Audience figures will naturally be high for such a prestigious event, but CCTV are expecting a special spike in their ratings due to the timing of the competition. "The Asian Winter Games occurs during a very important celebration for us, Chinese New Year on 3 February. As people will be with their families celebrating we can expect to see some especially good viewing figures."

As for the Almaty experience CCTV are enjoying their stay. "The volunteers have been very friendly and helpful, the facilities are very good at the IBC, the broadcast signal and coverage have been of a high standard — IGBS have provided a very professional operation."

IOC PRESIDENT PRAISES ASIAN WINTER GAMES



IOC President Jacques Rogge (second left in this picture) is currently in Kazakhstan surveying the 7th Asian Winter Games venues and competitions. He took the opportunity to hold a press conference at the International Ski Jumping Complex in Almaty today, during which he praised the organization, infrastructure and Opening Ceremony of the event and discussed the country's recently-announced bid for the 2022 Winter Olympic Games.

KNOW YOUR AWG SPORTS - BANDY



Perhaps easiest explained as a cross between football and ice hockey, bandy is making its debut appearance at the 2011 Asian Winter Games. Playing on a rink roughly the size of a football pitch, teams of 11 compete over two 45-minute halves to shoot a small ball into their opponents goal.

While many of the sport's rules are similar to those of football, including the offside law, there are also shared characteristics with the rules of ice hockey — such as the system which can be used to ban players from the field of play for a designated time period. The origins of the game can be traced back as far as the 1700s in Russia and recorded evidence of games in England date from the early 1800s. Kazakhstan finished 4th at the 2010 Bandy World Championship, the highest placing Asian nation at the event.



Bandy matches are being contested at the Medeu Alpine Ice Arena