

HD

COUNTDOWN TO LONDON



LONDON
2012
CANDIDATE CITY





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Countdown To London is the definitive show leading up to the 2012 London Olympic Games. We capture the excitement of an Olympic city, the dreams of Olympic aspirants and the passion and inspiration inside the Olympic family.

The buildup to the Games means covering the blood, sweat and tears that go into the making of an Olympic athlete. We travel to all corners of the globe interviewing competitors from all 26 sports as they prepare for 2012.

We look at the movers and shakers, rule changes and announcements. Whether it is news or entertainment, Countdown To London will keep you up to date with the latest Olympic developments. All the excitement, anticipation and exhilaration of the world's greatest sporting festival is brought together right here in one thrilling series.

DETAILS – WEEKLY MAGAZINE

Programme: 44 x 26 minutes
Schedule: Weekly until July 2012
Delivery: HDD, Sportsbrand FTP
Time: HDD available every Monday
 FTP available every Friday 05:00 GMT
Rights: All Media
Territories: Worldwide

DETAILS – WEEKLY VIGNETTES

Programme: 4 x 1 minute per week (42 weeks)
Schedule: Weekly until July 2012
Delivery: Sportsbrand FTP
Time: Available every Friday 05:00 GMT on FTP
Rights: All Media
Territories: Worldwide

TECHNICAL SPECIFICATIONS

Visual: Ratio: 16:9 in High Definition
FTP Files Available: H.264
Audio: Stereo



For more information contact Sportsbrand Media Group at www.sportsbrand.tv or Sales@sportsbrand.tv
www.sportsbrand.tv

