

INTERNATIONAL
OLYMPIC
COMMITTEE

Story script and Shot log

The International Olympic Committee (IOC) OFFERS THE FOLLOWING VIDEO NEWS RELEASE TO ALL NEWS AGENCIES, BROADCASTERS AND ALL ONLINE PLATFORMS FREE OF CHARGE

STORY HEADLINE: International Olympic Committee (IOC) reveals winners of prestigious Olympic Golden Rings broadcasting awards in front of 1,000 guests at ceremony in Lausanne

DATE: 22 June 2019

LOCATION: IOC Headquarters, Lausanne, Switzerland.

LANGUAGE: English

Broadcast quality footage available at the IOC Newsroom: <http://iocnewsroom.com>

STORY SCRIPT:

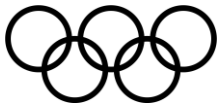
NBC Sports Group and Discovery/Eurosport were the big winners at the glittering ceremony for the Olympic Golden Rings awards for the best broadcast coverage of Olympic Winter Games Pyeongchang 2018 and Youth Olympic Games Buenos Aires 2018.

A total of nine rights-holding broadcasters were awarded gold, silver or bronze trophies following a vote by an international jury headed by IOC Member Anant Singh, a leading professional in the film and media industries and Chair of the IOC's Communication Commission.

NBC won gold in four categories, namely the Best Olympic Feature, Best Olympic Digital Service, Best Olympic Programme and Best Documentary Film, while Discovery/Eurosport also received a quartet of gold trophies (for Best On-Air Promotion, Best Production Design, Best Innovation and Best Social Media Content/Production).

BBC Sport took home the Most Sustainable Operation and Best Feature at the Youth Olympic Games Buenos Aires 2018 awards; and NHK won the Best Athlete Profile category. There was a very strong contribution from rights-holding broadcasters, with over 75 pieces of content submitted across the 11 categories.

IOC President Thomas Bach, who presented the awards for Best Olympic Programme and Best Innovation, said: "Broadcasters of the Olympic Games continue to produce innovative and compelling coverage that allows the athletes' achievements to live on forever. As we gather in Lausanne this week to celebrate the inauguration of Olympic House, the 125th anniversary of the IOC and the 134th IOC Session, it is fitting that we honour the broadcasters' valued contribution in front of the biggest-ever Golden Rings Awards audience."



Lausanne's Salle Métropole played host to a ceremony on the eve of the 125th anniversary of the IOC and the inauguration of its new Olympic House. The ceremony attracted close to 1,000 guests to the red carpet, including IOC Members, members of the Council of the Association of National Olympic Committees (ANOC), International Sports Federations and representatives from the rights-holding broadcasters.

More than 70 Olympic champions and medallists who, all together, have won more than 125 medals at the Olympic Games, were amongst them.

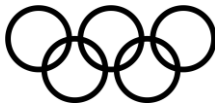
Figure skater and Olympic champion Yuna Kim, who presented the Best Olympic Programme award to NBC Sports Group, said: "I'm personally thrilled to see so many athletes here tonight to relive the magic of their achievements at PyeongChang and Buenos Aires, and commend the excellence in broadcasting of the Olympic Games and Youth Olympic Games."

Created in 1976, the Olympic Golden Rings is a prestigious international contest through which the IOC seeks to promote and recognise excellence in television broadcasting of the Olympic Games.

The contest is organised every two years on the occasion of the Olympic Games and the Olympic Winter Games. This was the first time coverage of the Youth Olympic Games was recognised in the Olympic Golden Rings.

THE FULL LIST OF OLYMPIC GOLDEN RINGS WINNERS

Youth Olympic Games Buenos Aires	BBC Sport – Youth Olympic Games – The New Sports
Best On-Air Promotion	Discovery / Eurosport – Eurosport PyeongChang Promotion Campaign
Best Olympic Digital Service	NBC Sports Group – The XXIII Olympic Winter Games on NBC
Best Social Media Content/ Production	Discovery / Eurosport – Eurosport PyeongChang Digital and Social Media Production
Best Innovation	Discovery / Eurosport – The Eurosport Cube
Most Sustainable Operation	BBC Sport – BBC Sport at PyeongChang 2018
Best Production Design	Discovery / Eurosport – Eurosport PyeongChang 2018 Look and Feel
Best Documentary Film	NBC Sports Group – 1968
Best Athlete Profile	NHK – "Road for Gold" Challenge with absolute unity – Women's Team Pursuit
Best Olympic Feature	NBC Sports Group – "Always Start with the Dreams"
Best Olympic Programme	NBC Sports Group – The XXIII Olympic Winter Games on NBC



SHOTLIST:

00:03 Detail shot of the Olympic Golden Rings Awards banner at Lausanne's Salle Métropole
00:09 The guests arrive to the red carpet
00:13 Various shots of the guests upon their arrival at the Salle Métropole
00:28 The band "Wintershome" performing during the Olympic Golden Rings Awards gala
00:41 IOC President Thomas Bach enters the stage

00:45 SOUNDBITE: Thomas Bach, IOC President (English language)

"These broadcasters are doing a fantastic job to promote the Olympic Games, to promote the Olympic athletes and to promote Olympic values - and this is why we want to say 'Thank You'."

00:59 Audience applauding as one of the awards is announced
01:13 Various shots of the award winners coming onto the stage to receive their awards
01:35 Golden Rings Awards cutaway and introduction of award hosts
01:48 Audience clapping before the presentation of the award

01:54 SOUNDBITE: Anant Singh, IOC member, IOC Communication Commission Chair and President of the Golden Rings Jury (English language)

"What was great is that I had a great panel of fellow jurors and they all worked very diligently in getting to make choices."

02:05 Audience applauding
02:07 Nine-times Olympic Medallist Nadia Comaneci is introduced to present an award
02:17 Various shots of the audience during the Olympic Golden Rings Awards gala
02:25 Shots of all award winners on the stage as the band "Wintershome" plays in the back

Olympic Golden Rings Winners

02:44 Golden Ring Winners Youth Olympic Games Buenos Aires: BBC Sport – Youth Olympic Games – The New Sports, **Presented by Kristina Vogel and Sarah Walker**

02:59 Golden Ring Winners Best On-Air Promotion: Discovery / Eurosport – Eurosport PyeongChang Promotion Campaign, **Presented by Darya Domracheva and Hong Zhang**

03:12 Golden Ring Winners Best Olympic Digital Service: NBC Sports Group – The XXIII Olympic Winter Games on NBC, **Presented by Abhinav Bindra and Gianni Merlo**

03:26 Golden Ring Winners Best Social Media Content/Production: Discovery/ Eurosport – Eurosport PyeongChang Digital and Social Media Production, **Presented by Fernando González and Kate Caithness**

03:39 Golden Ring Winners Best Innovation: Discovery / Eurosport – The Eurosport Cube, **Presented by Katarina Witt and Thomas Bach**



03:49 Golden Ring Winners Most Sustainable Operation: BBC Sport – BBC Sport at PyeongChang 2018, **Presented by James Tomkins and Marisol Casado**

04:02 Golden Ring Winners Best Production Design: Discovery / Eurosport – Eurosport PyeongChang 2018 Look and Feel, **Presented by Felix Gottwald and Mikaela Cojuangco Jaworski**

04:19 Golden Ring Winners Best Documentary Film: NBC Sports Group – 1968, **Presented by Shelley Rudman and Anant Singh**

04:32 Golden Ring Winners Best Athlete Profile: NHK – “Road for Gold” Challenge with absolute unity – Women’s Team Pursuit, **Presented by Ole Einar Björndalen and Kirsty Coventry**

04:49 Golden Ring Winners Best Olympic Feature: NBC Sports Group – “Always Start with the Dreams”, **Presented by Nadia Comaneci and Gerardo Werthein**

05:13 Golden Ring Winners Best Olympic Programme: NBC Sports Group – The XXIII Olympic Winter Games on NBC, **Presented by Yuna Kim and Thomas Bach**

-- ENDS --

© Copyright International Olympic Committee 2019. This content is the exclusive property of the International Olympic Committee (IOC). It is made available to you for bona fide media reporting purposes on the basis of the Creative Commons / Attribution-NonCommercial-NoDerivs 3.0 IGO license terms. All rights reserved.

For more information, please contact the IOC Media Relations Team: Tel: +41 21 621 6000, email: pressoffice@olympic.org, or visit our web site at www.olympic.org.