

MEDIA

BASOC is working with a number of highly experienced reporters, producers, editors, photographers and Olympic press officials to create a media plan for 2012.

Their professional insights and advice have served as a great educational tool, as they assisted in the design and functions of the media centers. Calling upon past Olympic experience, they shared key concerns – such as more desk space and interview access – as well as minor requests – such as longer operational hours in the subcenters.

From these discussions and planning, the following are the highlights of the media plan:

- An international broadcast center (IBC) that covers more than 600,000 square feet
- A main press center (MPC) that covers more than 300,000 square feet
- A prime location for both the IBC and MPC, along the main arterial highways of the San Francisco Bay Area
- Ample time for planning, as the IBC's facility will be available for access upon awarding of the Olympic Games
- A working environment at both centers that is at once professional, productive and pleasant, creating a truly "Californian experience" for the media
- Media subcenters at every venue that range from 3,000 to 8,000 square feet to meet or exceed the requirements set forth for each sport
- Media accommodations that total more than 16,000 rooms
- The development of a personal communication device (PCD), a wireless, handheld computer that will deliver the nearly limitless supply of information
- Media credentials that double as scannable "smart cards," which will provide everything from venue access to the purchase of goods and services
- An integrated technology network, called *My Olympic Games*, that will integrate information services with the PCD and smart cards

As time progresses and technology changes, BASOC will build upon this plan so that arrangements stay ahead of the media's needs.

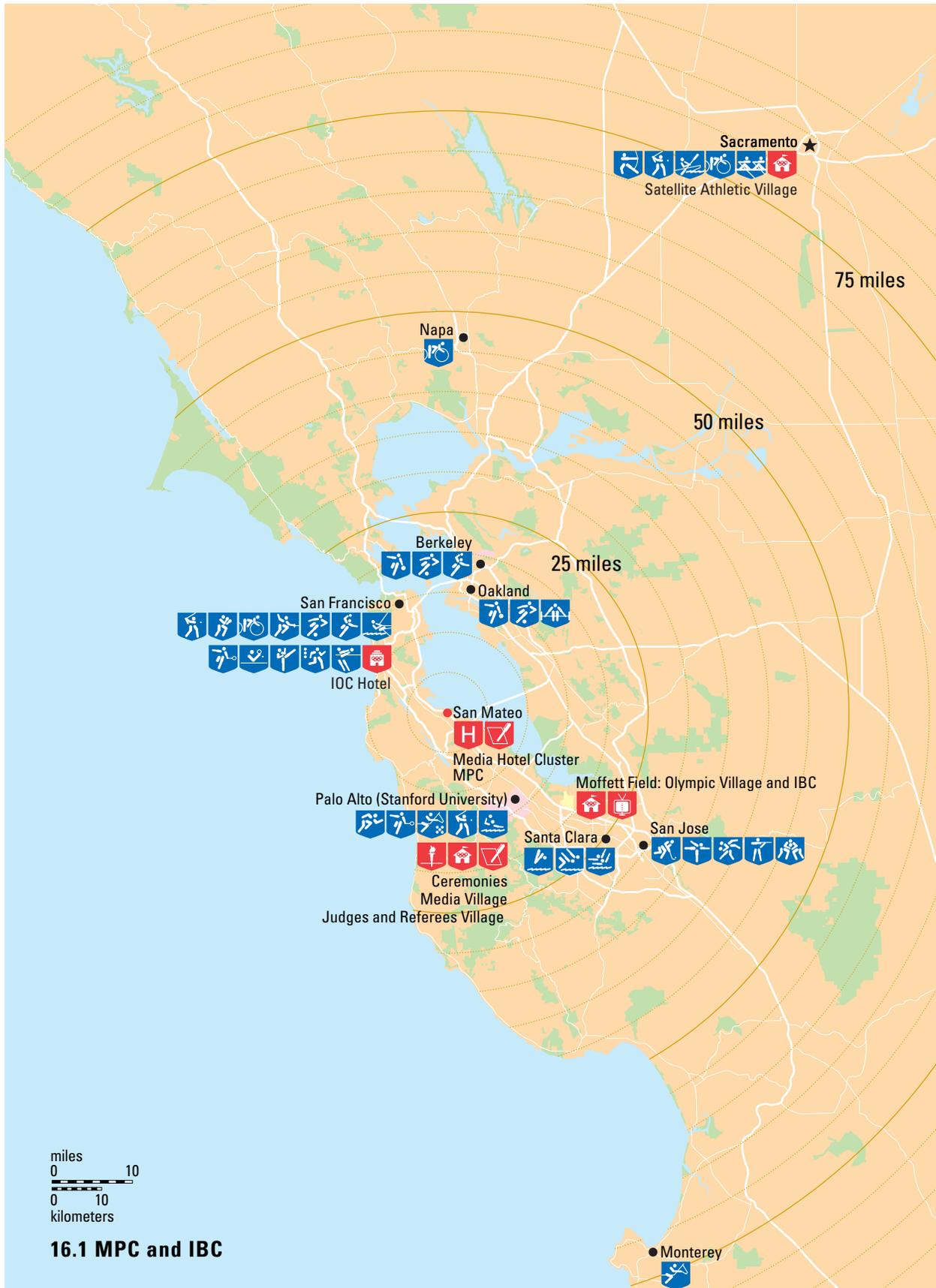
16.1 *Show a map, giving the scale used, the location of the IBC, the MPC and the press subcenters in relation to the Olympic Village and hotels and the Olympic sites. Specify the distances (in kilometers, miles and minutes by car) from the IBC and the MPC to the Olympic Village, the Media Village and the Olympic Stadium.*

Map 16.1 and Table 16.1 indicate the locations and distances between the IBC, MPC, Olympic Village, venues and hotels. Brief descriptions follow.

International Broadcast Center

The IBC will be housed in twin hangars at Moffett Field, a property of the National Aeronautics and Space Administration (NASA).

The hangars are within walking distance of the Olympic Village. The IBC will be set up on a single, ground-floor level to facilitate mobility of people and equipment.



Moffett Field is located in the middle of the San Francisco Peninsula on U.S. 101, the primary freeway between San Francisco and San Jose. The hangars are a ten- to 15-minute drive to the Olympic Stadium and the Media Village in neighboring Palo Alto. The hangars are also a 20-minute drive to the MPC and the Media Hotel Cluster in San Mateo.

Moffett Field also has a full-service airstrip that may be used for the delivery of equipment and landing of team and private planes. In addition to planned shuttle service, the IBC will be served by a light-rail train that connects it with downtown San Jose.

Main Press Center

The MPC will be located in the San Mateo County Expo Center, in the middle of the San Francisco Peninsula.

The Expo Center is located within one minute of two major transportation arteries: U.S. 101, the primary north-south freeway between San Francisco and San Jose; and SR 92, which runs east-west, connecting the San Francisco Peninsula to the East Bay via the San Mateo Bridge. I-280 is the other major freeway connecting San Francisco and San Jose, and I-880 connects to the venues in Oakland and Berkeley.

The Expo Center neighbors San Francisco International Airport and the Media Hotel Cluster. The Expo Center is also a short distance – and equidistant – from the IBC, Olympic Stadium and Media Village.

The MPC will serve as a hub for media shuttles. It is also immediately adjacent to a Caltrain stop. Caltrain runs from San Jose to San Francisco, with numerous stops in between.

Media Subcenters

A media subcenter will be located at every Olympic venue. These subcenters will operate in conjunction with the MPC and IBC, but will also operate independently. Reporters will be able to file stories directly from the subcenters and will not have to return to the media centers, as the subcenters will maintain extended hours to suit all needs of the attending media.

Each media subcenter will be tailored to the individual sport it serves.

Media Accommodations

Media accommodations will be offered in both San Mateo and Palo Alto and will be convenient to both the MPC and IBC.

In San Mateo, site of the MPC, there will be a designated Media Hotel Cluster, just south of San Francisco International Airport and north of the IBC/Olympic Village. The Media Hotel Cluster will offer more than 12,000 rooms at a range of hotels, including five-star and economy-rate properties. Transportation will be convenient, as the Media Hotel Cluster will be served by a continuous shuttle loop.

In Palo Alto, there will be a designated Media Village, on the campus of Stanford University, within walking distance of Olympic Stadium. The Media Village will offer up to 4,000 rooms in apartment-like units. In general, each two-bedroom/one-bath unit

will be assigned to no more than two people. The Media Village will also be served by a continuous shuttle loop.

Table 16.1 Distance Table (in kilometers/miles/minutes)

	IBC	MPC	OLYMPIC VILLAGE	MEDIA VILLAGE	MEDIA HOTEL CLUSTER	OLYMPIC STADIUM
IBC	–	30/19/25	– ¹	11/7/15	32/20/25	11/7/15
MPC	30/19/25	–	30/19/25	22/14/21	5/3/4	22/14/21
OLYMPIC VILLAGE	– ¹	30/19/25	–	11/7/15	32/20/25	11/7/15
MEDIA VILLAGE	11/7/15	22/14/21	11/7/15	–	26/16/21	– ¹
MEDIA HOTEL CLUSTER	32/20/25	5/3/4	32/20/25	26/16/21	–	26/16/21
OLYMPIC STADIUM	11/7/15	22/14/21	11/7/15	– ¹	26/16/21	–

¹Negligible distance

16.2 *State whether the IBC and MPC already exist or whether they will be built, and in both cases, describe the reasons for your choice. Have you obtained the agreement of the owners concerned to install these centers?*

International Broadcast Center

The IBC will be housed in twin hangars that already exist at Moffett Field. The hangars have been selected as the site of the IBC because of their central location, massive size and long-term availability. Moffett Field enjoys a prime location along the San Francisco Peninsula, making it an ideal spot for the IBC.

Formerly a military base, and now the property of NASA, the Moffett Field hangars were once used to house airships and airplanes. The hangars’ massive size allows for great flexibility in designing and planning the layout of the IBC. Also, the surrounding surface area around the hangars can be used to increase the IBC square footage if needed, and for parking and a transportation mall.

Once the Olympic Games are awarded to the San Francisco Bay Area, the Organizing Committee for the Olympic Games (OCOG) will have access to the hangars so that IBC-specific remodeling can take place over an extended period of time without interruption.

With Moffett Field being a NASA property, the hangars will be secured and protected 24 hours a day both prior to and during the Olympic Games.

Main Press Center

The MPC will be in the San Mateo Expo Center, centrally located on the San Francisco Peninsula.

Like Moffett Field, the Expo Center has been selected as the site of the MPC because of its central location, massive size and availability.

The Expo Center has several existing buildings that can accommodate the working press. Two temporary and hard-walled structures will be built to create additional space. The buildings are within a few feet of each other, so that the media can easily walk from the work center to the food courts, business center, travel agency, etc.

The Expo Center is widely recognized as an outstanding location for conferences and conventions, as it is centrally located in the San Francisco Bay Area along major freeway

arteries and the Caltrain line. The Expo Center is also immediately adjacent to the Media Hotel Cluster, with over 12,000 rooms less than a ten-minute drive from the center. Further, the Expo Center offers large spaces for work with extensive space to expand. It has frequently hosted conventions requiring more than 500,000 square feet.

Letters of agreement from both Moffett Field and the San Mateo Expo Center are provided in **Theme 19 – Guarantees**.

16.3 *Describe the IBC, the MPC and the press subcenters (total surface area, communal working area and area per office in square feet and meters, details of rental costs per square feet and meters today and, if applicable, those planned for the Olympic Games). Rates to be expressed in U.S. dollars. Provide floor plans of these two centers.*

The layouts of the IBC, MPC and subcenters have been designed with convenience, productivity and logic in mind. During the Olympic Games, not only will members of the media be able to focus on their jobs, but they will also enjoy their working environments.

Plans for the MPC and IBC are shown in 16.3a, 16.3b and 16.3c.

International Broadcast Center

Housed in striking, 200-foot-tall parabolic hangars at NASA's Moffett Field, the IBC will make a lasting impression on the media. The hangars command a sense of import not only from their size and scale, but also because of their great historical significance, which dates back to their construction during World War II. Located along the shore of the San Francisco Peninsula wetlands, the hangars also enjoy a unique natural setting that includes peaceful marshes, bay waters and plenty of sunshine.

The IBC will feature all of the customary services necessary for broadcasters to perform their functions, with at least two dining areas for more than 300 people operating 24 hours per day and several smaller café-style areas serving beverages and snacks. Other services will include a store, a newsstand, a general bank and a business bank for the IBC, a postal and express package service, travel center, accreditation center, booking office and information centers.

BASOC understands that, ultimately, the host broadcaster will work with national and private broadcasters to design the most functional workspace for each entity using the IBC. We offer a conceptual design, knowing that the key elements that will make the IBC successful will be in place:

- Early access and complete control of the space for fit-out
- Easy access by roadway and by air
- More than adequate space with ample room for expansion to meet any needs that may arise, while still providing excellent conditions for transport systems and parking
- Power and other infrastructure deriving from the most technologically advanced region and systems in the world
- High-level existing security that will be enhanced and modified as the Olympic Games approach

Main Press Center

The MPC is planned to be highly functional while at the same time giving members of the media a taste of California ambience. While located in the “heart” of the technological world, ensuring the most up-to-date tools, the MPC is also surrounded by grassy courtyards with mature trees. We envision media members working not only in an office setting but, if they prefer, under the cool shade of a California oak.

Among the functional highlights of the MPC:

- With more than 330,000 square feet of space, the MPC will have ample room to house all the technology and amenities to serve the needs of journalists from around the world. The MPC will be serviced by a 200,000-square-foot transportation mall and a parking lot with more than 650 spaces.
- A 3,800-square-foot Accreditation Area – complete with workspace, offices and food court – will be located next to the transportation mall.
- The Welcome Area will cover 5,000 square feet with lobby, host stand and multiple information centers.
- Directly behind the Welcome Area is the General Working Room, with 800 workstations, 400 video monitors, 700 lockers and 25,000 square feet of administration and staff offices.
- 18,000 square feet of conference/interview rooms will be near the Welcome and Accreditation areas. The Main Press Conference room has seating for 800, a podium area and photographer stands. An outdoor courtyard will separate the Main Conference room from four 50-seat conference rooms.
- 18,000 square feet has been reserved for MPC administration, the IOC Office of Public Information and the IOC Press Secretariat. This space will also include an MPC/IOC conference room, a staff lounge and contingency space. When not working, members of the press will be able to enjoy food ranging from self-service to elegant dining in our world-famous restaurants.

In short, the MPC will be its own city from which a journalist will never have to leave to completely cover the Olympic Games.

Subcenters

Each Olympic competition venue will have a press subcenter that will include the following:

- Workspace sized to venue requirements
- Conference rooms
- Photo and video transmission facilities
- Offices for IOC, International Federation and OCOG press officers
- Communications and Information Center
- Press conference facilities
- Press lounge

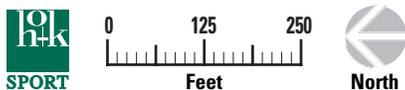
The subcenters will be equipped to the latest technological standards and placed in prime locations at each Olympic venue. The subcenters will total more than 145,000 square feet, with a range of 3,000 to 8,000 square feet depending on the venue.

BASOC has established the policy that rate-card rentals will be a cost-neutral process: we will seek to recover only the actual operational and administrative funds needed to provide the services and facilities required.

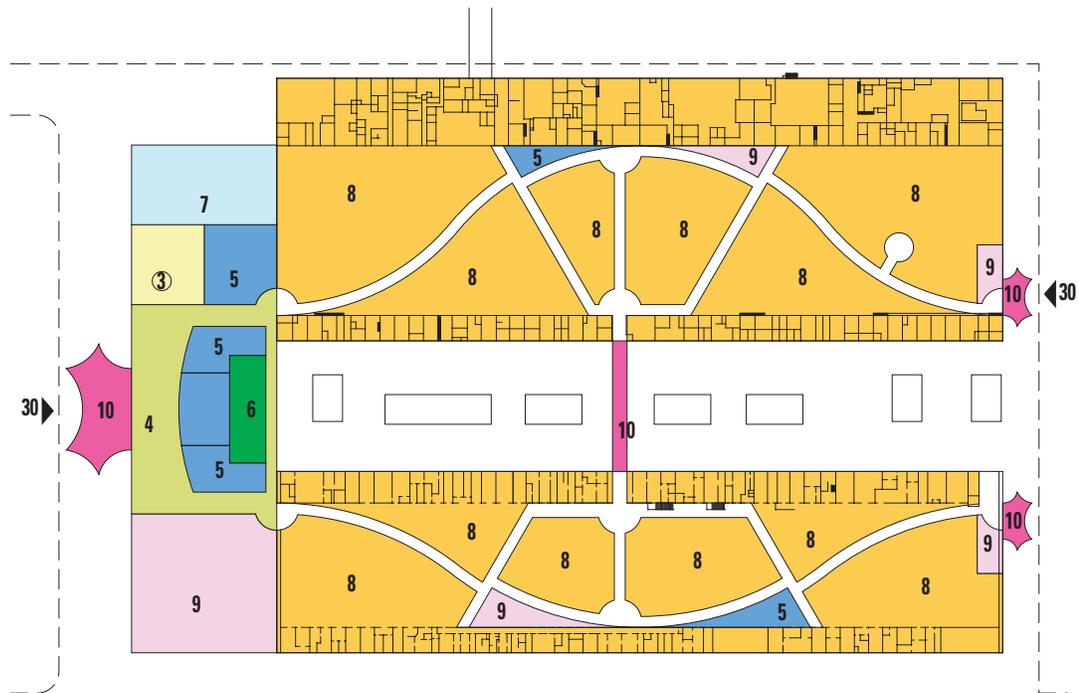
16.3A Main Press Center – San Mateo County Expo Center



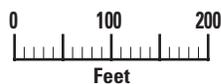
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|----------------------------|-------------------------------|-----------------------|
| Media | | |
| 1 Transport Mall | 7 Administration | 13 Telecommunications |
| 2 Parking Lot (650 spaces) | 8 Press Conference Rooms | 14 Main Photo Lab |
| 3 Courtyard | 9 Outdoor Press Gathering | 15 Restaurant |
| 4 Accreditation | 10 Private Rental Agencies | 16 Fine Dining |
| 5 Welcome Area | 11 General Workroom | 17 Logistics |
| 6 Services | 12 Information Mgmt. Workroom | |



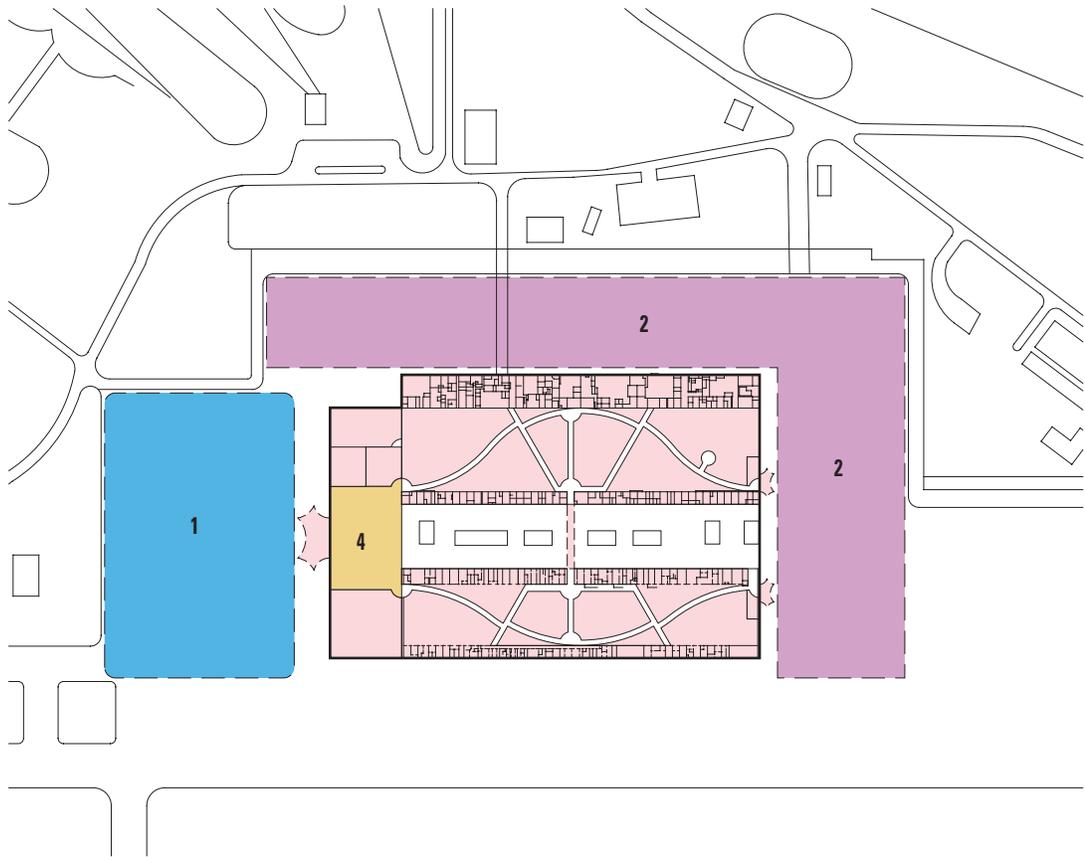
16.3C International Broadcast Center Enlarged Plan - Moffett Field



- Broadcast**
- 1 Transportation Mall
 - 2 Parking Lot (1700 Spaces)
 - 3 Accreditation
 - 4 Welcome Area
 - 5 Services
 - 6 Administration
 - 7 Meeting Rooms
 - 8 Pool Rights Holder
 - 9 Restaurant/Cafe
 - 10 Covered Area



16.3B International Broadcast Center Site Plan—Moffett Field



- Broadcast**
- 1 Transportation Mall
 - 2 Parking Lot (1700 Spaces)
 - 3 Accreditation
 - 4 Welcome Area
 - 5 Services
 - 6 Administration
 - 7 Meeting Rooms
 - 8 Pool Rights Holder
 - 9 Restaurant/Cafe
 - 10 Covered Area



16.4 *If they have yet to be built, specify the intended post-Olympic use of the MPC and IBC (this will determine the type of structures to be created, i.e., a temporary or permanent construction).*

The IBC and MPC are facilities that currently exist. Structure refurbishing and modifications will be made specific to the needs of the Olympic Games; some will be permanent, others temporary.

Upon completion of the IBC and MPC facilities, the legacy of the Olympic Games will be to return the facilities in a vastly improved condition. In particular, the Moffett Field hangars will be markedly improved. The hangars are of international historical significance, but NASA has not been able to use them in recent years because they do not meet current fire suppression guidelines. In exchange for putting in a fire-prevention system, NASA will provide the hangars for use in the 2012 Olympic Games. Upon conclusion of the Olympic Games, NASA will be able to once again use these valuable structures.

16.5 *Describe the technical services to be provided in the centers (for the Olympic Games), plus their rates in U.S. dollars.*

The IBC, MPC and press subcenters will all offer standard equipment, i.e., computers, telephones, facsimile machines, photocopiers, typewriters, photo development, etc.

In addition, BASOC has turned to experts in its own backyard – the companies and individuals who helped build Silicon Valley. The 2012 Olympic Games will break new ground in the use of technology based on the following assumptions:

- By 2012, there will exist a high-speed wireless network.
- Media members will use high-tech devices that will function regardless of location.
- Smart-card technology will assist in everything from accreditation to transportation, as well as ensure security, and provide access to purchase of goods and services.
- Systems and content will be provided in English and French, with the ability to translate into all major languages as needed.
- Members of the media will access the Olympic system via a single, designated portal, *My Olympic Games*, a gateway to the network, applications, storage and services. Media will have access to, training on, and technical support for this state-of-the-art technology that will provide a wide range of information and communications services.
- *My Olympic Games* will have the ability to “push” data to the media in a custom-delineated manner.

BASOC has established the policy that rate card rentals will be a cost-neutral process, seeking to recover only the actual operational and administrative funds needed to provide the services and facilities required.

16.6 *Describe the extent of experience of your national private or public television companies regarding audiovisual coverage of high-level national and international events (experiences over the last ten years). Separate sports events from other events.*

The United States’ leadership in coverage of the Olympic Games is clear. The organization that served as the Host Broadcaster for the 1992, 1996, 2000 and 2002 Olympic Games is based in the United States.

Our major television networks have broadcast Olympic Games in addition to hosting numerous world sporting events including the 1994 World Cup, 1987 PanAm Games, 1998 and 1990 Goodwill Games, and the 1999 Women's World Cup.