

New Media Olympics coverage

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Multimedia centre offered:

- News, history, games, voting, chat, quiz and other interactive content on all platforms in cooperation with TV sport department.
- Video (live and on demand) on mobile portal.
- Unfortunately no video on web (ad-hoc group didn't approve our solution for GEO location). For the next games we would like to have more information, clearer rules in details and sooner response from EBU.

www.rtv slo.si/zoi

Wap.rtv slo.si

Ttx 650

- 30% more clicks than before/after the Games
- Smaller difference than before/during Summer Games (also because of poor results of our National team)
- On mobile almost no difference in number of users/clicks before/during/after the Games
- With a few exceptions (big hockey games etc) very low interest in events, where there is no Slovene competitors (that is not so obvious on RTV) or if their results are poor (therefore there would be no interest in any general content, not made by us, for example video selected by EBU with or without translation).

Very good news for New media

Main source of information about the games:

51% TV

10% Radio

8% New media