

# Olympic Sailing LIVE

- DEN National TV - showed all televised sailing live to general public
- Morten Lorenzen as expert commentator in studio daily
- Concerned about the weather in Qingdao – no problem
- Problem was more the live feed + the available information – as support to a commentator

# LIVE PICTURES/FEED

- Live feed basically OK
- BUT many said it looked too much like the television from 1992 and 1996
- The producer should be a person who understands sailing – preferably maybe a sailor
- BUT you must have an expert commentator
- AND you need supporting information

# Commentator Supporting Systems

- All sports are presented at CIS – Commentator Information System
- This system is a nerve center for any commentator – especially those working professionally with commentary
- Background information, flash quotes, merits, results etc.
- BUT SAILING WAS NOT AVAILABLE AT CIS ? WHY?

# SAILING – lack of info system

- What do a commentator then do ?
- ISAF Sailor
- International Sailing websites
- National Sailing websites
- Non-official blogs
- Mobile telephones – direct contact with sailors, coaches and teamleaders
- TRACKING SYSTEMS

# Danish Radio & Television Professional commentator view

*”Live sailing with no CIS  
system, no supporting system  
to the live feed – I would never  
dare to do a live commentary  
– lets show archery instead –  
they really improved since  
Athens”*

# Danish Radio & Television

## Professional commentator view

*”Non expert commentators will neglect sports, without available information – like CIS system – because they have no chance to provide viewers with the most basic information”*

# TRACKING

- There was a system available
- BUT most of the time it was not functioning
- Sailing missed two important features:
  - Public: Live tracking and replay on WEB – live and replay – audience 24 hours
  - TV media: make journalists able to follow, understand, and/or analyse a race
  - TV: graphics mixed with the live feed to explain special incidents: mark roundings etc.
  - Other media: make it easier to write qualified about sailing (even when not on location)

# How to finance development ?

- For the next 3-4 years all MNA's should pay an extra 25-35 % to ISAF annually to fund a special media project
- Development project in order to develop a TV format for Sailing
- We must use outside experts in order to secure, that we meet the demands of the TV media and their viewers