



TV Concept Deutsches Haus Sochi 2014

Deutsches Haus – Germany House

Deutsches Haus is located in Krasnaya Polyana and serves as a meeting place for German athletes and partners of the German Olympic Sports Confederation (DOSB). From 7 February to 22 February, the house will open its doors every day from 5 p.m. to welcome athletes, DOSB partners and media representatives. Every morning at 10 a.m. local time, DOSB will hold its daily press conference at the venue.

ARD, ZDF and Schmidt Media are the exclusive TV and web TV partners of Deutsches Haus. Other media companies will have the option to book media events and rooms at the Deutsches Haus through Schmidt Media for their own reporting.

Schmidt Media

Schmidt Media, the media partner of DOSB and Deutsches Haus, will provide the technical, editorial and logistics infrastructure for media companies. TV stations benefit from Schmidt Media's pooling approach that helps keep costs down. Deutsches Haus offers a fully equipped TV studio as well as a number of live stand-up positions located in the press conference room, in the guest lounge and in front of the building.

Together with DSM/DOSB, Schmidt Media offers services for TV stations who wish to produce their own content at Deutsches Haus. In addition, Schmidt media will provide its own productions for broadcasting.



TV portraits of athletes

Prior to the Olympic Games, Schmidt Media will produce a number of TV portraits of the most promising German athletes. These portraits of 1:30 minutes in length will be made available with our without sound for editing.

TV footage intros

Media companies can avail of our extensive clip archive of sports venues, London sights and athletes for free editing.

TV press conference services

The daily press conferences of DOSB (scheduled for 10:00 a.m. local) will be recorded with two cameras at professional TV production standard. It is envisaged that these recordings are made available as live signals to other media outlets. Production in HD.

Interviews and newsfeed

Every day, we will produce interviews and capture impressions from Deutsches Haus available for free download on a video server. Scheduled upload time: 11:00 p.m. local time.

This content is provided free of charge for use on your own platforms!

If the respective news agency, media firm or online portal provides evidence that at least 70 per cent of the content offered for sale consists of content other than that provided by Schmidt Media, no fee shall be payable.



SCHMIDT [MEDIA]
AGENTUR FÜR KOMMUNIKATION

Live broadcasts

TV stations have the opportunity to book live broadcasting positions inside and in front of Deutsches Haus. Two positions will be made available with all necessary equipment, a camera team, lighting and satellite uplink. Production in SD/HD.



Rate card - Olympic Games 2012 in London

Athlete portraits, with sound recorded prior to the games € 1,200/portrait

Athlete portraits, without sound € 900/portrait

Footage € 450/per minute of transmission
or part thereof

€ 450 technical costs for playout

Camera man € 1400/day € 800/0.5 day

Cutting € 1200/day € 700/0.5 day

Production € 1200/day

Editing € 600/day

Live broadcasts up to 30 minutes € 1400 plus transponder charges

Extension of live broadcast time € 300/5 minutes

Transponder charge 9 MHz € 5/minute

Transponder charge 18 MHz € 10/minute

All prices are subject to VAT at the applicable rate.