



CTV's Alon Marcovici Named Executive of the Year, Canadian New Media Awards

– Canada's Olympic Broadcast Media Consortium wins Best Cross-Platform Project for Vancouver 2010 –
– CTV only broadcaster to win award –

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TORONTO (December 2, 2010) – CTV and Canada's Olympic Broadcast Media Consortium received two 2010 Canadian New Media Awards for its outstanding contribution to digital media and revolutionary cross-platform coverage of the Vancouver 2010 Olympic Winter Games. The awards were presented last night in Toronto at the 10th annual event celebrating Canada's interactive media specialists.

Alon Marcovici, Executive Vice-President of Digital Media, CTV Inc., and Vice-President of Digital Media, Canada's Olympic Broadcast Media Consortium, was named **Executive of the Year** for developing the Consortium's ground-breaking digital strategy for Vancouver 2010. The unprecedented access and customization led to 251 million page views for CTVOlympics.ca and RDSolympiques.ca, representing 18% of the worldwide page views by all Olympic Games rights holders and nearly four times the amount achieved for Beijing 2008.

Marcovici also received this honour in recognition of leading CTV Inc.'s overall digital media strategy, expanding the company's multimedia platforms and maintaining its position as Canada's online network destination of choice for news, sports and entertainment.

CTV was the sole broadcaster to be recognized with a Canadian New Media Award.

Canada's Olympic Broadcast Media Consortium also received the award for **Best Cross-Platform Project**. The Consortium produced an immersive news and information portal which brought every second of the Games live to Canadians online and syndicated across multiple platforms. The unprecedented digital strategy united CTV and Rogers, bringing together 12 unique television brands, two online portals, and 20 radio properties. The Consortium will build on this winning strategy for the London 2012 Olympic Games with new technologies and richer experiences for consumers.

Earlier this year, the Consortium received eight Gemini Awards for its coverage of Vancouver 2010, including Outstanding Technical Achievement in Digital Media for Marcovici.

The Consortium delivered the Top 5 most-watched events in Canadian television history during its coverage of Vancouver 2010, led by an average audience of 16.7 million viewers for the men's gold medal hockey game. Ninety-nine per cent of the Canadian population experienced the 2010 Winter Games through one of the Consortium's platforms (television, online, in print or on radio). Canadians consumed 1.25 billion

hours of Vancouver 2010 coverage on television alone, with the average viewer watching 38 hours of content throughout the Games.

Canada's Olympic Broadcast Media Consortium is a unique relationship led by Canada's #1 broadcaster, CTV Inc. with 80% interest, along with Rogers Media Inc. with 20% interest. The Consortium provided unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic Winter Games. Official brands included CTV, TSN, RDS, RIS Info Sports, Rogers Sportsnet, OMNI, OLN, V, APTN, ATN, CTVOlympics.ca, RDSolympiques.ca, The Globe and Mail, Corus Québec and select Rogers radio stations across the country. The Consortium will also produce the London 2012 Games of the Olympiad, July 27 to August 12, 2012.

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