

# LONDON 2012

on



WIDE WORLD OF  
**SPORTS**

27<sup>th</sup> July – 12<sup>th</sup> August

ninemsn 

**London 2012**  
**Will be a 'super games' of**  
**the millennium.**



# Telecast Schedule

■ Live  
■ Highlights

		28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13
		S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
OPENING CEREMONY	0500-0800	■																
OPENING CEREMONY	1500-1800	■																
LATENIGHT SHOULDER	2300-0100	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
OVERNIGHT	0100-0600		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
MORNING	0600-0900		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
MORNING	0900-1100		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
AFTERNOON SHOULDER	1600-1800		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
WEEKEND AFTERNOON	1600-1800								■	■						■	■	
PRIMETIME	1830-2300	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
CLOSING CEREMONY	0500-0800																	■
EVENT WRAP	0800-0900																	■
CLOSING CEREMONY	2030-0000																	■

# 24 Hour Access



## A day in the life...



**Prime-time  
night viewing**



**7.30am:** On the way to work, check my mobile for WWOS news updates from the night before

**9.00am:** Log onto ninemsn and watch video highlights of the 200m swimming relay

**12.30pm:** Go online to WWOS and read up on athletes profiles and latest Aussie medal tally

**3.00pm:** Check the Olympics schedule online to see what's happening tomorrow

**6.30pm:** Watch Ch 9 for the latest Olympic sporting events during prime time



**Prime-time  
day action**



# All the Access

Online Forecast:  
2 million UBs and 30 million PIs

Articles:  
Journalists on  
the ground in  
London.

Today at the games:  
Keep up to date with  
Australia's  
performance.



Video field: Multi  
length video  
access  
Video  
Sponsorship  
exclusively for  
partners and  
sponsors.



Aussie team  
profiles: Learn more  
about your team.  
Follow their  
chances.

