Coverage of the Sochi 2014 Winter Olympics and Paralympics by RIA Novosti, the host national news agency and photo pool
RIA Novosti gears up for the Olympics

RIA Novosti’s Olympic team: over 240 people

Over 80

Over 200,000

11 formats

Reporters, photographers, IT specialists, software developers and specialists from across RIA Novosti’s departments, providing coverage of the 2014 Winter Olympics 24/7 in five languages, including Russian.

- Photojournalists, camera operators, journalists and technicians at sports venues
- Photos, videos, articles and infographics
- Articles, photos, videos, books, infographics, infoscreens, conferences, web documentaries, 360° panoramic videos, exhibitions, educational workshops

Over 80

Over 200,000

11 formats
Over 150,000 photos

Up to 400 images per day in the run-up to the Olympics and over 1,200 images per day during the Olympics

PHOTO MATERIALS

- Panoramic photographs
- Genre photography
- Thematic art photos
- Audiovisual slideshows and photo movies
Over 50,000 articles

- Live results
- Regularly updated, reliable information
- Coverage of 14 test events and main Olympic events
Over 400 videos

- Olympic torch relay
- Interactive videos
- Panoramic 360° videos: virtual tours of Sochi 2014 venues
- Web documentary: interactive video features
- Infoscreens
- Videos series on how the sports industry has impacted parts of life
Over 350 infographics

- Multimedia interactive projects
- Breaking News – infographics on Olympic events
- Diagrams, graphs, and interactive charts
Special projects for Sochi 2014

- **on rsport.ru**
  Focusing on the performance of Russian athletes, exclusive multimedia content

- **in English, German, Spanish, and French**
  Translations of the most interesting articles by foreign media outlets on the 2014 Winter Olympics

- **Special project by the site inosmi.ru**

- **Youreporter.ru special project**

- **Sochi 2014 mobile project**

Mobile applications in partnership with the global partner IOC and the statistics operator ATOS
Special projects by RIA Novosti in social media

- Moscow 80
- Dream Team
- RIA Photo on Twitter
- Joint project with the Odnoklassniki social network

Followers* of RIA Novosti’s main social media pages

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<th>Social Media</th>
<th>Followers</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>1038565</td>
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<td>VKontakte</td>
<td>547636</td>
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* october 2013
<table>
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<th>RIA Novosti news products</th>
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<tr>
<td><strong>1. Olympic news</strong></td>
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<tr>
<td><strong>Newsfeed with extensive coverage of the Olympic and Paralympic Games, including preparations</strong></td>
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<td>News, analysis, commentary</td>
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<td>Sochi’s readiness for the Olympics</td>
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<td>Reports from opening and closing ceremonies</td>
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<td>Major statements by the IOC, Russia’s Olympic Committee, federations of sports included in the Olympic program</td>
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<td>Daily announcements on upcoming Olympic events and competition results</td>
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<td>Analyzing the performance of the Russian Olympic team with input from experts</td>
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<td>Sports rankings</td>
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<td>Curious facts, cultural and social events during the Olympics</td>
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<td>RIA Novosti news products</td>
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<tr>
<td><strong>2 Photo package for the Sochi 2014 Winter Olympics</strong></td>
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</table>

- Training camps for Russian athletes in the run-up to the Olympics
- Olympic torch relay
- Main Olympic events: training sessions, qualification rounds, medal tallies, official events
- City of Sochi and its sports infrastructure
- Photography of cultural and social events during the Olympics
- Historical photographs: winter sports in Russia and the USSR, Russian Olympians, symbols and mascots of past Olympics
## RIA Novosti news products

### Sochi 2014 multimedia package

Multimedia information product bringing together Olympic photos, videos, infographics and articles

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<td>Cultural and social events during the Olympics</td>
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RIA Novosti’s special Olympic projects

Showing news and multimedia content from the Olympics on the largest media facades in Europe (Hydroproject headquarters, facades along the Leningradskoye and Mozhaiskoye highways in Moscow)

Organizing a series of photo exhibitions (GUM Department Store, Stoleshnikov Pereulok) before and after the Olympic Games

Holding a series of forums for regional sports media

Sports Without Boundaries community project, Sport Without Barriers seminars, and the Sporting Russia photography contest for sports journalists
Anticipated results of RIA Novosti’s coverage of Sochi 2014

Providing access to information on the 2014 Olympics to **over 1,000 media** outlets

Transferring Olympic footage to the International Olympic Committee

**Over 10 million people** following the 2014 Olympics on RIA Novosti’s resources

**Over 6 million people** (followers and their friends) receiving information on the Olympics through social media

**Over 1 million visitors** to photo exhibitions

**Over 50 million people** viewing news reports on the 2014 Olympics on infoscreens in shopping malls and airports across Russia