

## WinkBall at the Olympics: Capturing the passion, as it happens

The London Games will be the first truly online Olympics – and WinkBall Video Media is the world's largest producer of exciting fan reaction online, via vox pops, a streaming video player, mini films and event coverage.

Our network of 300 professional video reporters has interviewed over a million fans at major sporting events, including 40,000 at the South African 2010 FIFA World Cup, and 8,000 at the Indian Commonwealth Games.

WinkBall will now provide reaction to the Olympics as it happens from the people who truly matter – the fans – as well as capturing the street atmosphere in London during this extraordinary period.

WinkBall reporters will be at every Olympic stadia and fan park, reacting to events to supply you with daily video content.

Watching a  
minute of video  
is equivalent  
to reading 1.8  
million words

- Forester Research 2011



### Our unique package includes:

- A selection of up to 300 video interviews per day, representing fans from each participating country, from all major stadia, fan parks and throughout London;
- Reporters will ask 3 customised questions based on that day's news agenda;
- Custom video content can also be ordered, and exclusivity deals are available;
- A daily Olympic update show from our purpose-built studio.



## Deliverable to you:

- Content can be viewed on your webpage, either on an embeddable streaming video player, supplied by us, with regular updates - or we feed and regularly update content to your own player;
- Delivered to you in HD format for post-production editing;
- Ready for broadcast on TV, radio, mobile, or internet syndication.

No other company can combine video reporters with our exclusive video technology - to offer you this truly unique deal for London's once-in-a-lifetime Games...

## Clients include

Sky, Transport for London, the Telegraph, the Mayor of London, William Hill, Volkswagen, British Champions Series horse racing, and Adobe Systems Incorporated.



Don't miss out on this unique opportunity to order bespoke fan reaction at the Olympics, from the streets of London straight to your website.

Please contact for syndication opportunities:

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