



## Media guide : Olympic Winter Games Beijing 2022 / Olympic Broadcasting Services

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Olympic Broadcasting Services - 2022

As host broadcaster of the Olympic Games, Olympic Broadcasting Services (OBS) acts as the storytellers of the Games, delivering the images and sounds that captivate billions of viewers worldwide. This media guide has been produced...

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## Media guide : Olympic Games Tokyo 2020 / Olympic Broadcasting Services

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Olympic Broadcasting Services - 2021

As host broadcaster of the Olympic Games, Olympic Broadcasting Services (OBS) acts as the storytellers of the Games, delivering the images and sounds that captivate billions of viewers worldwide. This media guide has been produced...

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## The impact of the mass media on the image of Olympic cities / by Richard W. Pound

[Pound, Richard W](#)

2021

This article, the second part of Dick Pound's history of Olympic television, begins with the 1964 Tokyo Games, which marked a milestone. For the first time, transcontinental broadcasts were made. Four years later, the Mexico Games...

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## A new Olympic life form : the beginning of Olympic television / Richard W. Pound

[Pound, Richard W](#)

2020

Richard W. Pound begins a series of articles that explore the history of Olympic television, as seen from the perspective of the International Olympic Committee (IOC) as it gradually became aware of its impact on the growth of the...

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## Portraying "Paralympism"? : an analysis of the evolution of Paralympic athlete media representations since the 1980s / Rory Alexander Flindall

[Flindall, Rory Alexander](#)

2020

Positioned within the assertion that the mass media serves as the tool for meeting the Paralympic Movement's Vision, this study set out to analyse how Paralympic media portrayals have been representative of Paralympism since the 1...

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## Olympic Games as a digital media product / Wang Yan

[Wang, Yan](#)

2020

This paper studies the development of economic ties between professional sports and media in the past ten years by the example of the Olympic Games media coverage. The main purpose of the research is to identify the regularities t...

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## 20 years of Olympic media research : trends and future directions / Andrea N. Geurin and Michael L. Naraine

[Geurin, Andrea N.](#) | [Naraine, Michael L.](#)

2020

This article deals with research trends relating to the Olympic Games and media in order to uncover gaps in the literature which may be filled by future scholarly work. Therefore, in order to highlight trends in the established li...

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## Gender-related media coverage and the Olympic Games : an integrated literature review / Kyu Ha Choi, Jepkorir Rose Chepyator-Thomson, Becca Leopkey

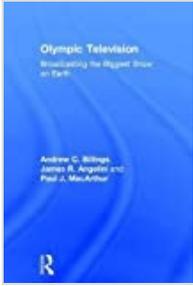
[Ha Choi, Kyu](#) | [Chepyator-Thomson, Jepkorir Rose](#) | [Leopkey, Becca](#)

2020

The purpose of this review is to identify key issues of the media coverage of female athletes and women's sports at the Olympics and discover trends in the literature on media coverage of gender regarding the Olympics and Olympic ...

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## Olympic television : broadcasting the biggest show on earth / Andrew C. Billings, James R. Angelini, Paul J. MacArthur

[Billings, Andrew C.](#) | [Angelini, James R.](#) | [MacArthur, Paul J.](#)

Routledge. London - 2018

As the Olympic spectacle grows, broadcast coverage becomes bigger, more complex, and more sophisticated. Part sporting event, part reality show, and part global festival, the Olympics can be seen as both intensely nationalistic an...



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## The worlds that are watching : media, politics, diplomacy, and the 2018 PyeongChang Winter Olympics / David Rowe

[Rowe, David](#)

2018

This article explores selected English-language media representation of the 2018 PyeongChang Winter Olympics. These Games were remarkable in suddenly becoming a key subject for global media when North Korea unexpectedly announced ...



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## Olympic Channel : showcasing the Games in the age of digital plenitude / Xavier Ramon

[Ramon, Xavier](#)

2018

This article provides a historical overview of the relationship between the Olympic Games and the media and examines the distinctive proposition offered by the Olympic Channel. This platform takes advantage of the multiple technol...



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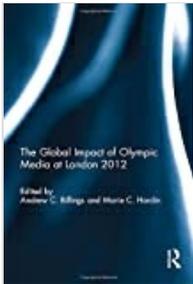
## Olympic TV rights evolution and management / Emilio Fernandez Pena y José Manuel Pardo Gila

[Fernández Peña, Emilio](#) | [Gila, José Manuel Pardo](#)

2017

This article offers a historical overview of the importance of broadcasting for the development and dissemination of the Olympic Movement and its ideals. It also analyses the role of revenue from television broadcast rights in the...

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## Global impact of Olympic media at London 2012 / ed. by Andrew C. Billings... [et al.]

[Billings, Andrew C.](#)

Routledge. London ; New York - 2014

Traversing nations and media formats, contributors offer insights into the manner in which the Olympics is conveyed to the masses and the impact arising from the mass consumption of Olympic media in its plethora of dimensions

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## The broadcast revolution / International Olympic Committee

[International Olympic Committee](#)

2013

With London 2012 underlining the huge growth in digital coverage of the Games, Olympic Review looks at how Olympic broadcasting has evolved through the years.

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## Olympics, media, and society : special issue / ed. by Kim Bissell... [et al.] Bissell, Kim

Routledge, Taylor & Francis Group. Abingdon - 2012

When the general public follow the Olympic Games on television, on the Internet, even in the newspapers, they feel like they have themselves experienced the performances of the athletes. This special issue explores whether it is e...



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## Television and the Olympic Games : symbiosis, globality and the construction of meaning / Emilio Fernandez Pena... [et al.]

Fernández Peña, Emilio

2011

The advent of modern Olympism as a concept and the Olympic Games as an event was supported by the emerging mass press in late-19th-century Europe; they grew under the auspices of the press and incipient radio in the early 20th cen...



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## The Olympic Games, media, and the challenges of global image making / Rivenburgh, Nancy K.

Rivenburgh, Nancy K.

Centre d'Estudis Olímpics (UAB). Bellaterra - 2010

Cities and nations compete vigorously for the opportunity to host an Olympic Games in an effort to enhance their image on a global stage. While the rewards may be great, so are the risks. Olympic hosts can plan for many aspects of...



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## Through the minds of billions : identity construction in the ultimate megasporting event / Andrew C. Billings

Billings, Andrew C.

Centre d'Estudis Olímpics (UAB). Bellaterra - 2010

Olympic media scholarship ultimately focuses on those who witness the Olympics in second-hand ways, through various forms of traditional and new media as it is critical to analyse the difference between what happens at the Olympic...



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