

Press Conference ^{Main Press} Media Centre
Big black room

~60 ppl present

3x TV cameras

Sebastian Coe

Five Promises that you are

familiar with

^{sold}
50,000 out of 70,000
tickets released

7 more broadcast arrangements

Coverage in over 100 countries

More media and broadcasters

Four planes from four highest

peaks in the UK

Some teams, venues as Olympics

IPC's visions for 2012 games

record ticket sales, broadcast deal

2,100 media 1,000 int'l

2500 " 2,000 "

record media presence

ticket lighting to narrow where

gate - mandible began.

Questions

Comment that it's sport not disability
not all sports are present at the
Olympics. Suspended only for
a year but had to create a
new eligibility system.

Protest against ATOS?

we had ATOS relationship has
been very ^{positive} good. Paralympics
looking after peoples' right.
Did not even know about this.

Q: Social media
One athlete already expelled over
Twitter.

We embrace social media
Please treat Facebook within
certain parameters
47 athletes with video blogs
on Samsung
Embedding people with athletes
during opening ceremony.

Q: North American coverage sucks
Canada: only has 1 hr highlight/day

Very disappointed
athletes people organisers
Been aware of this for some years.
Streaming live sport on internet
channels.

N.A. does not lead on everything
time they caught up.

France as an example.

Big campaign there now on at
7 PM.

We are here for the long haul - they can catch up.

Personal interest stories gave boom Paralympics.

Q: Ticket sales

On target for record

6 1/2 million from o/s.

Q. Olympics v Paralympics

- More similarities

- Different sports

Surprise

at performance

soak up the sport!

Q. Race for TV rights

Bodes well

Q: AAP - Countries?

China! Top of the table

UK Sport 103 v. 102

Australia! GB vs BB team

Ukraine!

Brazil!

USA not performing -

coming back v. strong

166 countries.

16 countries competing for the
first time Samarra

N. Korea etc.

Q: Gender equality

more than ever before

33% up 2% from Beijing

doubled since Barcelona

③ High cost of technology

v important for games, IPC

ppl out here

prostheses, wheelchairs

come out of games