

# VANCOUVER 2010 OLYMPIC WINTER GAMES GETTY IMAGES FAST FACTS



Kristina Smigun of Estonia celebrates after winning the gold medal in the Women's Cross Country Skiing 15km (7.5+7.5) Pursuit Final at the 2006 Turin Winter Olympics, Pragelato Plan, Italy, February 12, 2006. 56829639, Donald Miralle



Team Sweden celebrates after defeating USA in the women's ice hockey semi-finals on day 7 of the Turin 2006 Winter Olympic Games, Turin, February 17, 2006. 56872113, Al Bello

## Introduction

Getty Images is proud to once again partner with the International Olympic Committee (IOC); this time to capture all the action from the 2010 Vancouver Olympic Winter Games. Since 1988, we have been the Official Photographic Agency for the IOC. Our coverage began with the 1968 Olympic Games in Mexico City, and our archival Olympic imagery goes back over 100 years.

With the very best photography from a century of documenting the Games, Getty Images has the largest, most comprehensive sports collection available today, including more than 3.6 million sports-related images. The 2010 Olympic Winter Games in Vancouver will become one of our most successful Winter Olympics, as we bring our photographic excellence to capture the intensity and excitement of this world-class sporting event.

## Getty Images Coverage Direct From Vancouver

Once the Olympic cauldron is lit at the Opening Ceremony on February 12, 2010, Getty Images will deliver the best imagery from each thrilling day at the Olympic Games – live.

- For the Vancouver 2010 Winter Olympics, we are deploying a team of more than 50 photographers, photo editors and support staff to shoot the events they know best and maximize opportunities to capture the excitement of the Games, from behind the scenes to the finish lines.
- In addition to covering Opening and Closing Ceremonies in Vancouver, Getty Images will be covering all 15 sports featured in the Vancouver Olympic Winter Games and will be capturing moments from every medal event.
- Our photographers who will be covering the Vancouver Olympic Winter Games have many years of experience covering sporting events around the globe, including more than 45 years of collective experience covering previous Olympic Games alone. All are sports specialists, many in particular winter sports such as ice hockey, speed skating and downhill skiing, among others.
- Al Bello and Shaun Botterill, who are our chief sports photographers in the US and European regions, respectively, will lead the Getty Images photographic teams based at Whistler and in Vancouver. Each photographer will be working up to 18 hours a day for two weeks solid to capture the images that matter.
- Throughout the games, our photographers will capture every angle from each of the 86 Winter Olympic sports events, including all medal ceremonies, uploading more than 1,000 images per day to [gettyimages.com](http://gettyimages.com). Our expert editors will select the best of these images to be broadcast via our wire service to editorial subscribers around the world.
- We will be shooting the Vancouver 2010 Olympic Winter Games 100 percent digitally and employing the latest, cutting-edge transmission technologies, so customers will be able to access and download an unprecedented amount of iconic imagery just minutes after it was shot in the Olympic city or on any of the Olympic mountain venues.

## Getty Images as the Official Photographic Agency of the IOC

With a roster of award winning photographers, Getty Images is uniquely equipped to capture imagery at world-class sporting events, including the Olympic Games, and make it easily accessible to customers around the world. Our expertise and leadership in sports photography has enabled us to build and support relationships with the world's top sport leagues, rights holders and governing bodies – including the IOC.

- Getty Images has covered 11 Summer Olympic Games and 11 Winter Olympic Games since 1968 as Allsport and subsequently as Getty Images.
- In 2010, we will once again be the Official Photographic Agency of the International Olympic Committee – a designation we have been honored with for 22 years since the Calgary Winter Olympics of 1988. This partnership has spanned six Winter Olympic Games and six Summer Olympic Games.
- Getty Images considers the Olympic Games as both a news event and a global brand event. We deploy two separate teams of experienced sports photographers: one team that shoots the Olympic Games for editorial news purposes and a second assignment team that will be placed to assist Olympic sponsors in documenting their sponsorship presence.
- Getty Images commercial assignment team will capture all the angles at the Winter Olympic Games that matter most to Olympic sponsors such as GE, Visa and McDonald's. From establishing a brand presence in local markets and product positioning in venues to VIP select events, we follow through with tailored services that put our clients' brands in front of the world – instantly connecting them with millions of consumers.
- In addition to our official designation with the International Olympic Committee, Getty Images is also proud to be the Official Photographic Agency of the United States Olympic Committee (USOC) and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games (VANOC).
- Getty Images will return to the Olympic city and mountain venues in March as the Official Photographic Agency to capture every angle during the Vancouver 2010 Paralympic Olympic Games, which includes Alpine skiing, ice sledge, hockey, Nordic skiing (cross-country and biathlon) and wheelchair curling.
- As a complement to our live editorial coverage of the Winter Games, Getty Images offers one of the largest collections of archival Olympic imagery in the world, dating from the 2008 Summer Games in Beijing to the 1896 Olympic Games in Athens.
- In conjunction with Getty Images, The Olympic Museum in Lausanne, Switzerland, hosts a powerful photographic record of previous games. The collection features photos capturing a variety of historic moments, including the image of Norwegian figure skater Sonja Henie practicing her routine for the Women's Figure Skating event during the 1928 Olympic Games in St. Moritz, Switzerland.
- Getty Images serves as the official photographer or photographic partner to over 50 sports governing bodies worldwide, including Major League Baseball, National Hockey League, Major League Soccer, National Basketball Association, Manchester United FC and many others.



Fireworks light up the Olympic stadium at the Opening Ceremony of the Turin 2006 Winter Olympic Games, Turin, February 10, 2006. 56818913, Clive Rose

## About Getty Images

Getty Images is the world's leading creator and distributor of **still imagery**, **footage** and multimedia products, as well as a recognized provider of other forms of premium digital content, including **music**.

Getty Images serves business customers in more than 100 countries and is the first place creative and media professionals turn to discover, purchase and manage images and other digital content. Its award-winning photographers and imagery help customers produce inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and websites.

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