

# SCORE WITH THE OLYMPIC GAMES IN PARIS

The 33<sup>rd</sup> edition of the Olympic Games are being held from 26 July to 11 August in Paris. A record number of medals has been predicted for The Netherlands, including 13 gold. Of course, the NPO will be placing the spotlight on the greatest sporting event in the world.



32 sports  
306 events  
new: breakdancing



High appreciation for sports → positive effect on purchase intent



In 2021 14.8 million Dutch viewers watched the summer of sports

## Everyone is watching

The Olympic Games are being held in France. The tournament can therefore be followed optimally and that's good news for your campaigns. Dutch viewers will be watching in droves! Both during the day and in the evenings. Both the live-programming and the studio programmes and highlights. We are preparing for a beautiful and densely viewed event.



**TO FIND OUT MORE**  
Go to [ster.nl](http://ster.nl)



## Score with the Orange athletes at Ster



### OLYMPIC GAMES PURCHASE OPTIONS TV

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
OS	100	25-67	<ul style="list-style-type: none"> <li>▶ Placement throughout the day</li> <li>▶ Minimum of 5 consecutive campaign days</li> <li>▶ Minimum of 5 GRPs</li> </ul>
OS DAYTIME	85		<ul style="list-style-type: none"> <li>▶ Placement until 6 p.m.</li> <li>▶ Minimum of 5 consecutive campaign days</li> <li>▶ Minimum of 5 GRPs</li> </ul>



### OLYMPIC GAMES PURCHASE OPTIONS RADIO

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
OS	85	46-67	<ul style="list-style-type: none"> <li>▶ Ster schedules on NPO Radio 1 between 9:30 a.m. and 11 p.m.</li> <li>▶ Schedules are not fixed</li> </ul>

# THE OLYMPICS ON TELEVISION



Reach millions of Dutch viewers through NPO television

The Olympics are being held in France. This means the tournament can be followed optimally by Dutch viewers and, of course, that is excellent news for your campaigns. An audience of millions at your fingertips! The NPO will be putting the Olympic Games in the spotlight.



Viewers also enjoy watching sports coverage and sports news. 1 in 3 Dutch viewers enjoys that just as much as the matches themselves!



Dutch viewers prefer to watch sports with high chances of medals for Dutch athletes.

## About the Olympics

This year a record number of 41 medals has been predicted for the Dutch athletes, 13 of which are expected to be gold. Contenders include Sifan Hassan, Femke Bol, Harrie Lavreysen, Karolien Florijn, and both the men's and women's hockey teams.



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## TELEVISION PACKAGE EXAMPLE

PACKAGE  
RATE  
€57,000

	OS DAYTIME PACKAGE
CAMPAIGN PERIOD	26 July to 11 August
GRPs (25-67)	129
OUTPUT RATE	€441
ABSOLUTE COVERAGE	3,181,873 (32.3%)
AVERAGE CONTACT FREQUENCY	4.0
CAMPAIGN CODE	X73JRE

### Terms and conditions

- Campaigns requested prior to 4 June (July) and prior to 3 July (August) are guaranteed a market index of 100. After that, the market index will be reviewed.
- Rates are based on 30 seconds.
- The coverage figures are indicative and based on the former SKO study.
- See summer of sports purchase options at [Ster.nl](https://ster.nl) for all OS purchase options and other terms and conditions.
- [General Terms and Conditions](#) and [Terms and Conditions of Sale](#) apply.

# THE OLYMPICS ON RADIO



Reach millions of Dutch listeners through NPO Radio 1

We are in for a fantastic summer, with the Olympics on their way. Dutch audiences will be following the Games on NPO's radio and television channels. Everyone will be watching, and many will be listening, too. NPO Radio 1 is the news and sports station to tune into this summer.



Average weekly coverage of 2.2 million listeners (13+)



Relatively small investment, major impact



Not a channel-surfing medium, so long listening times

## About the Olympics

NPO Radio 1 will become Radio Olympia during the Olympic Games. On Friday 26 July there will live coverage of the opening ceremony. In addition, every day from 9:30 a.m. to 11 p.m. NPO will switch between all events at the Olympic Games.



TO FIND OUT MORE  
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## RADIO PACKAGE EXAMPLE

PACKAGE RATE  
€5,347

	OS PACKAGE RADIO
CAMPAIGN PERIOD	26 July to 11 August
GRPs (46-67)	46
NUMBER OF SPOTS	5 spots per day
OUTPUT RATE	€116
ABSOLUTE COVERAGE	413,802 (7.9%)
AVERAGE CONTACT FREQUENCY	5.9
CAMPAIGN CODE	YAHNNF

### Terms and conditions

- ▶ The number of spots is indicative and dependent on the chosen reference period. Therefore, the number of spots may differ from reality.
- ▶ The OS package takes priority in placement, with the exception of the Your Time (preference position) purchase option.
- ▶ Ster schedules, schedules are not fixed.
- ▶ Campaigns requested prior to 4 June (July) and prior to 3 July (August) are guaranteed a market index of 100. After that, the market index will be reviewed.
- ▶ Spreading based on *best effort*.
- ▶ Rates are based on 20 seconds.
- ▶ The coverage figures are indicative and based on the former NLO study.
- ▶ [General Terms and Conditions](#) and [Terms and Conditions of Sale](#) apply.