



“THE WORLD`S GREATEST SKI RACE”



Multimedia Meets Radio & TV | EBU Geneva 23-24 March



SKI CHALLENGE `06

A completely new format that brought real convergence to TV and internet

Core element is a 3D-computergame visually based on skiing broadcasts by ORF and SF

Further use of radio, print and offair-events took the SKI CHALLENGE to a whole new dimension of electronic entertainment and attracted a worldwide audience

„THE WORLDS GREATEST SKI RACE“

Two Million downloads
in 8 weeks

220 Million races

20% of the racers also
took part in the online
competition



CONVERGENCE

SKI CHALLENGE `06
combines the power of TV's
imagery with the fascination
of a PC-game

TV-visuals and GPS-based
data of the original race
tracks are imported into a
3D-rendering engine

The result is a very realistic
computer game

Top-gamers and their virtual
races appear in TV-coverage
and live sports-broadcasts



KEY ASSETS

Easy handling

State-of-the-art
graphics

Small download file
(20MB)

Realistic emulation of
race-physics

Creative rendering to
video-files

Compatible with older
generations of
computers and graphics-
hardware

eSports competition
enabled by real-time-
rankings





THE COMPETITION

4 famous slopes:
Gröden, Bormio, Wengen,
Kitzbühel

The virtual SC-
Competition is
synchronized with the
„real“ Ski World Cup

Qualification-Races in
combination with TV and
online coverage enhance
user involvement

Rankings are displayed
online

After four racing events
the overall SC-winner is
presented with the trophy

USER POTENTIAL

12% of users between 20-29 years play online-computergames at least once a week

The average age of computer-gamers is increasing and currently lies at the age of 30 yrs

Share of 50+ users increasing by 10 % since 1999 (Total: 19%)

Share of female users increasing - up to 45%

Entertainment Software Association,
<http://www.thesa.com>



SC 06

DEMOGRAPHICS

Gender:

65% Male

35% Female

Age Groups:

< 14 yrs	7,3%
14 - 19 yrs	25,4%
14 - 29 yrs	59,3%
14 - 49 yrs	89,3%
20 - 49 yrs	63,9%
50+	3,4%
18+	75,5%

Sample: registered users of the Austrian
edition (12/05 - 01/06)





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