



# OLYMPIC WINTER GAMES MILANO CORTINA 2026

Last updated 12.11.2025



# PREFACE

THE OLYMPIC WINTER GAMES MILANO CORTINA 2026 WILL TAKE PLACE FROM 6 TO 22 FEBRUARY 2026. MORE THAN 3,500 ATHLETES FROM 93 COUNTRIES WILL COMPETE FOR 195 MEDALS IN 16 OLYMPIC DISCIPLINES AND SIX PARALYMPIC SPORTS. A TOTAL OF 15 VENUES WILL HOST SPORTING EVENTS OF THE MILANO CORTINA 2026 WINTER OLYMPIC GAMES. THE VENUES INCLUDE THE MILANO ICE SKATING ARENA, THE MILANO SAN SIRO OLYMPIC STADIUM, THE MILANO SANTAGIULIA ICE HOCKEY ARENA, THE MILANO SPEED SKATING STADIUM, THE MILANO RHO ICE HOCKEY ARENA, THE CORTINA CURLING OLYMPIC STADIUM, THE CORTINA SLIDING CENTRE, THE TOFANE ALPINE SKIING CENTRE, THE ANTERSELVA BIATHLON ARENA, THE STELVIO SKI CENTRE, THE LIVIGNO SNOW PARK, THE LIVIGNO AERIALS & MOGULS PARK, THE TESERO CROSS-COUNTRY SKIING STADIUM, THE PREDAZZO SKI JUMPING STADIUM AND THE VERONA OLYMPIC ARENA.

IOC sponsors benefit from a 20-day (working days) pre-purchase right after they submit their offer.

## 1. ORF 1 | TRADITIONAL ADVERTISING IN ORF 1 AND LIVE STREAMING

### 1.1. Commercial Breaks

Traditional commercial breaks are available to book as per the table on page 18.

### 1.2. Rates

Please see the table on page 8 for rates. All prices are quoted gross per second.

## 2. ORF 1, ORF SPORT + | SPECIAL FORMATS

### 2.1. Sponsorship

Get all the benefit of having a real connection between your brand/product and an ORFTV format that speaks to your target group. As a presenter you enjoy exclusive positioning before and after the programme.

#### 2.1.1. Standard Sponsorship (openers and closers)

“This programme is brought to you by ...” – Position your brand as close as possible to our popular ORF TV formats. Exclusive standard openers and closers immediately before and after the programme ensure you have a compelling presence.

Features:

- Shown for 5 seconds before and after the programme
- Verbal mention
- Integration of logo and/or product
- Customer website overlay
- Claims and slogans may not be used
- No promotional elements, customer incentives or price quotes
- Clear name check (verbal or visual)
- Only bookable in consultation with the IOC

Sample sequence:



## 2.1.2. De Luxe Sponsorship (opener and/or closer)

Being a premium presenter entitles you to an integrated slogan. De Luxe Sponsorship advertising can be designed to your specifications.

Features:

- Shown for 10 seconds before and after the programme
- Creative freedom as regards words and images in coordination with the IOC
- Promotional elements permitted
- Advertising claims can be included
- Testimonials can also be integrated as far as possible
- Spot must be clearly recognisable as advertising by use of a bumper ad
- Clear name check (verbal or visual)
- Only bookable in consultation with the IOC

Beispielhafter schematischer Ablauf:



## 2.2. Programme Trailer

ORF TV formats are promoted in advance by trailers. Collaborating on a trailer is the perfect complement to your sponsorship of a programme.

### 2.2.1. Standard Programme Trailer

Programme trailers provide a 20-second teaser of the forthcoming programme. They are integrated at the end of the edited trailer in the form of a "Standard Sponsorship" spot. The trailer is incorporated into the interfaces between segments.

Features:

- 5-second sponsorship spot at the end of the Programme Trailer
- Verbal mention
- Integration of logo and/or product
- Customer website overlay
- Claims and slogans may not be used
- No promotional elements, customer incentives or price quotes
- Clear name check (verbal or visual)
- Bumper ad integrated before the Standard Sponsorship spot

Sample sequence:



### 2.2.2. De Luxe Programme Trailer

Programme Trailers provide an approx. 20-second teaser of the forthcoming programme. They are integrated at the end of the edited trailer in the form of a "De Luxe Sponsorship" spot that can be designed to your specifications. The trailers are incorporated into the interfaces between segments.

Features:

- 10-second sponsorship spot at the end of the Programme Trailer
- Creative freedom as regards words and images in coordination with the IOC
- Promotional elements permitted
- Advertising claims can be included
- Bumper played before the De Luxe Sponsorship spot
- Clear name check (verbal or visual)

Sample sequence:



## 2.3. Competitions

... are a win for you! Link your product with a popular ORF programme. Active viewer participation will guarantee active engagement with your brand/product.

### 2.3.1. Standard Competition

The Standard Competition is incorporated as feasible before, after or during an ORF programme along with an appropriate question.

Features:

- 5-7-second competition/product overlay with feed or live announcement, depending on programme
- Contracting partner provides ORF with the prize for the winners
- Settlement via extra.ORF.at
- Bookable exclusively for IOC and NOC sponsors. Placement of label-free products by non-sponsors of the IOC/NOC is possible
- Questions with clear link to programme or theme selected by ORF editors
- Organisation, draw and participation options are the responsibility of ORF
- Contracting partner is responsible for communicating with winners and delivering the prize to them free of charge
- Claims and slogans may not be used
- No promotional elements, customer incentives or price quotes
- A sponsorship (IOC sponsors and non-IOC sponsors) spot may be placed between the Competition and the programme

Sample sequence:



### 2.3.2. De Luxe Short Series

- Length: up to 180 seconds (commercial)
- Played in the advertising block before and/or after the transmission
- Sponsorship spot can be placed between the Short Series and the transmission.

Sample sequence:



### 3. DIGITAL | CLASSIC ADVERTISING

Both video and display advertising formats can be booked on the ORF.at network during the Olympic Winter Games Milano Cortina 2026. This involves bundling views from Austria's biggest sports website, sport.ORF.at and the Special Channel Olympic Winter Games Milano Cortina 2026, including mobile version and app views. ORF's ORF ON video platform is of course also available for video bookings. Pre-rolls play at the start of live streaming or on-demand viewing, as well as in highlight videos.

The CPMs are staggered according to spot length:

PROMOTIONAL MATERIAL	UP TO 10 SEC.	UP TO 15 SEC.	UP TO 20 SEC.	UP TO 25 SEC.	UP TO 30 SEC.
Video pre-roll CPM	103.20	133.20	148.80	163.20	184.80

There are display ad possibilities on the home pages of sport.ORF.at and the Special Olympic Winter Games Milano Cortina 2026 with a fixed amount of ad impressions per day. The caps on ad impressions vary by day, depending on the competition.

PROMOTIONAL MATERIAL	CPM FRONT PAGES
Half-page ad	20.00
Sitebar	23.00

In addition, attractive run-over-site placements are available in the above-mentioned environments, which are placed directly as part of the Olympic Winter Games Milano Cortina 2026 coverage.

The following CPMs are applied for such placements:

PROMOTIONAL MATERIAL	CPM FRONT PAGES
Medium rectangle skyscraper	28.80
Half-page ad	42.00
Sitebar	48.00

We have prepared exemplary offers with the advertising options listed above on page 28.

#### 4. YOUR CONTACTS

For further information or an individualised quote, please contact:

**Christopher Haberlehner**

Head of Sales

Sales TV | Radio

[christopher.haberlehner@orf.at](mailto:christopher.haberlehner@orf.at)

+43 1 87077-12298

**Matthias Seiringer**

Head of Sales

Sales Digital

[matthias.seiringer@orf.at](mailto:matthias.seiringer@orf.at)

+43 1 87077-15067

**Dorit Wolkenstein**

Head of Sales

Special Advertising

[dorit.wolkenstein@orf.at](mailto:dorit.wolkenstein@orf.at)

+43 1 87077-14742

Subject to change and misprints.

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10 <sup>th</sup>	DE LUXE SPONSORSHIP 10 <sup>th</sup>	STANDARD SPONSORSHIP OPENER 5 <sup>th</sup>	STANDARD SPONSORSHIP CLOSER 5 <sup>th</sup>
Wen	28.01.2026	19:00–20:15	18:57	Farewell celebration lottery	Vienna/AUT	Supporting events	3.430,00	3.675,00	1.470,00	1.470,00
Sat	07.02.2026		09:57	OWG Men's Downhill Countdown	Valtellina/ITA	Men's Alpine Skiing	2.800,00	3.000,00	1.200,00	–
Sat	07.02.2026		11:27	OWG Men's Downhill Race	Valtellina/ITA	Men's Alpine Skiing	6.720,00	7.200,00	–	–
Sat	07.02.2026		11:47	OWG Men's Downhill 16 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	10.920,00	11.700,00	–	–
Sat	07.02.2026	10:00–13:00	12:17	OWG Men's Downhill 23 <sup>rd</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	10.920,00	11.700,00	–	–
Sat	07.02.2026		12:27	OWG Men's Downhill 30 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	10.920,00	11.700,00	–	–
Sat	07.02.2026		12:47	OWG Men's Downhill Analysis	Valtellina/ITA	Men's Alpine Skiing	7.560,00	8.100,00	–	3.240,00
Sat	07.02.2026	13:00–14:00	12:57	Women's CC Skiathlon		Women's Cross-Country Skiing	3.010,00	3.225,00	1.290,00	1.290,00
Sat	07.02.2026	14:00–14:15	13:57	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sat	07.02.2026	14:15–17:00	14:12	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sat	07.02.2026	17:00–18:00	16:57	Singles Luge		Men's Luge	3.290,00	3.525,00	1.410,00	1.410,00
Sat	07.02.2026	18:00–18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sat	07.02.2026		18:42	OWG Ski Jumping Women 1 <sup>st</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	3.850,00	4.125,00	1.650,00	–
Sat	07.02.2026		19:17	OWG Ski Jumping Women's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	Women's Ski Jump	4.620,00	4.950,00	–	–
Sat	07.02.2026		19:42	OWG Ski Jumping Women's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	4.200,00	4.500,00	–	–
Sat	07.02.2026	18:30–21:15	20:09	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	Women's Ski Jump	6.160,00	6.600,00	–	–
Sat	07.02.2026		20:47	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	Women's Ski Jump	6.160,00	6.600,00	–	–
Sat	07.02.2026		20:57	OWG Ski Jumping Women After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	5.320,00	5.700,00	–	2.280,00
Sat	07.02.2026	21:15–22:00	21:12	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Sun	08.02.2026		09:57	OWG Women's Downhill Countdown	Cortina/ITA	Women's Alpine Skiing	2.590,00	2.775,00	1.110,00	–
Sun	08.02.2026		11:27	OWG Women's Downhill Race	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	–	–
Sun	08.02.2026		11:47	OWG Women's Downhill 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	08.02.2026	10:00–13:00	12:17	OWG Women's Downhill 23 <sup>rd</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	08.02.2026		12:27	OWG Women's Downhill 30 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	08.02.2026		12:47	OWG Women's Downhill Analysis	Cortina/ITA	Women's Alpine Skiing	6.720,00	7.200,00	–	2.880,00
Sun	08.02.2026	13:00–13:30	12:57	Men's CC Skiathlon		Men's Cross-Country	3.010,00	3.225,00	1.290,00	1.290,00
Sun	08.02.2026	13:30–15:00	13:27	Snowboard Parallel GS M&W		Snowboard M&W	3.010,00	3.225,00	1.290,00	1.290,00
Sun	08.02.2026	15:00–15:30	14:57	Mixed Relay Biathlon		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Sun	08.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sun	08.02.2026	15:45-17:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sun	08.02.2026	17:00-18:00	16:57	Singles Luge		Men's Luge	3.290,00	3.525,00	1.410,00	1.410,00
Sun	08.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sun	08.02.2026	18:30-19:30	18:27	Singles Luge		Men's Luge	3.290,00	3.525,00	1.410,00	1.410,00
Sun	08.02.2026	19:30-21:45	19:27	Women's Snowboard Big Air Qualification		Women's Snowboarding	3.430,00	3.675,00	1.470,00	1.470,00
Sun	08.02.2026	21:45-22:15	21:42	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Mon	09.02.2026		09:57	OWG Men's Team Combined Downhill Countdown	Valtellina/ITA	Men's Alpine Skiing	1.050,00	1.125,00	450,00	-
Mon	09.02.2026		10:27	OWG Men's Team Combined Downhill Race	Valtellina/ITA	Men's Alpine Skiing	2.590,00	2.775,00	-	-
Mon	09.02.2026		10:47	OWG Men's Team Combined Downhill 16 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	3.220,00	3.450,00	-	-
Mon	09.02.2026	10:00-12:30	11:17	OWG Men's Team Combined Downhill 23 <sup>rd</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	3.220,00	3.450,00	-	-
Mon	09.02.2026		11:47	OWG Men's Team Combined Downhill 30 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	3.220,00	3.450,00	-	-
Mon	09.02.2026		11:57	OWG Men's Team Combined Downhill Analysis	Valtellina/ITA	Men's Alpine Skiing	2.940,00	3.150,00	-	1.260,00
Mon	09.02.2026	12:30-13:45	12:27	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Mon	09.02.2026		13:42	OWG Men's Team Combined Slalom Countdown	Valtellina/ITA	Men's Alpine Skiing	2.660,00	2.850,00	1.140,00	-
Mon	09.02.2026		13:57	OWG Men's Team Combined Slalom Race	Valtellina/ITA	Men's Alpine Skiing	3.570,00	3.825,00	-	-
Mon	09.02.2026	13:45-15:30	14:27	OWG Men's Team Combined Slalom 16 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	-	-
Mon	09.02.2026		14:47	OWG Men's Team Combined Slalom 23 <sup>rd</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	-	-
Mon	09.02.2026		15:07	OWG Men's Team Combined Slalom 30 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	-	-
Mon	09.02.2026		15:17	OWG Men's Team Combined Slalom Analysis	Valtellina/ITA	Men's Alpine Skiing	4.060,00	4.350,00	-	1.740,00
Mon	09.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Mon	09.02.2026	15:45-17:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Mon	09.02.2026	17:00-18:00	16:57	Women's Singles Luge		Women's Luge	3.290,00	3.525,00	1.410,00	1.410,00
Mon	09.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Mon	09.02.2026		18:42	OWG Ski Jumping Men's 1 <sup>st</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	5.880,00	6.300,00	2.520,00	-
Mon	09.02.2026		19:17	OWG Ski Jumping Men's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	09.02.2026		19:42	OWG Ski Jumping Men's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	8.680,00	9.300,00	-	-
Mon	09.02.2026	18:30–21:45	20:09	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	09.02.2026		20:47	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	09.02.2026		20:57	OWG Ski Jumping Men After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	6.720,00	7.200,00	-	2.880,00
Tue	10.02.2026	09:00–10:00	08:57	OWG Live		LIVE miscellaneous	2.030,00	2.175,00	870,00	870,00
Tue	10.02.2026		09:57	OWG Women's Team Combined Downhill Countdown	Cortina/ITA	Women's Alpine Skiing	980,00	1.050,00	420,00	-
Tue	10.02.2026		10:27	OWG Women's Team Combined Downhill Race	Cortina/ITA	Women's Alpine Skiing	2.170,00	2.325,00	-	-
Tue	10.02.2026		10:47	OWG Women's Team Combined Downhill 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	3.220,00	3.450,00	-	-
Tue	10.02.2026	10:00–12:00	11:17	OWG Women's Team Combined Downhill 23 <sup>rd</sup> competitor	Cortina/ITA	Women's Alpine Skiing	3.220,00	3.450,00	-	-
Tue	10.02.2026		11:47	OWG Women's Team Combined Downhill 30 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	3.220,00	3.450,00	-	-
Tue	10.02.2026		11:57	OWG Women's Team Combined Downhill Analysis	Cortina/ITA	Women's Alpine Skiing	2.730,00	2.925,00	-	1.170,00
Tue	10.02.2026	12:00–13:30	11:58	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Tue	10.02.2026		13:42	OWG Women's Team Combined Slalom Countdown	Cortina/ITA	Women's Alpine Skiing	2.660,00	2.850,00	1.140,00	-
Tue	10.02.2026		13:57	OWG Women's Team Combined Slalom Race	Cortina/ITA	Women's Alpine Skiing	3.570,00	3.825,00	-	-
Tue	10.02.2026		14:27	OWG Women's Team Combined Slalom 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	-	-
Tue	10.02.2026	13:30–15:30	14:47	OWG Women's Team Combined Slalom 23 <sup>rd</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	-	-
Tue	10.02.2026		15:07	OWG Women's Team Combined Slalom 30 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	-	-
Tue	10.02.2026		15:17	OWG Women's Team Combined Slalom Analysis	Cortina/ITA	Women's Alpine Skiing	3.710,00	3.975,00	-	1.590,00
Tue	10.02.2026	15:30–15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Tue	10.02.2026	15:45–17:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Tue	10.02.2026	17:00–18:00	16:57	Women's Singles Luge		Women's Luge	3.290,00	3.525,00	1.410,00	1.410,00
Tue	10.02.2026	18:00–18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Tue	10.02.2026		18:42	OWG Ski Jumping Mixed Team 1 <sup>st</sup> Round	Val di Fiemme/ITA	Mixed Team Ski Jump	3.430,00	3.675,00	1.470,00	-
Tue	10.02.2026		19:17	OWG Ski Jumping Mixed Team 1 <sup>st</sup> Round Grp. 3	Val di Fiemme/ITA	Mixed Team Ski Jump	4.200,00	4.500,00	-	-
Tue	10.02.2026	18:30-21:45	19:42	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Mixed Team Ski Jump	3.990,00	4.275,00	-	-
Tue	10.02.2026		20:09	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round Grp. 3	Val di Fiemme/ITA	Mixed Team Ski Jump	5.460,00	5.850,00	-	-
Tue	10.02.2026		20:47	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round Grp. 4	Val di Fiemme/ITA	Mixed Team Ski Jump	5.460,00	5.850,00	-	-
Tue	10.02.2026		20:57	OWG Ski Jumping Mixed Team After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Mixed Team Ski Jump	4.970,00	5.325,00	-	2.130,00
Tue	10.02.2026	21:45-22:15	21:42	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Wen	11.02.2026	09:30-11:00	09:27	Nordic Combined Jump		NOC	2.030,00	2.175,00	870,00	870,00
Wen	11.02.2026		10:57	OWG Men's SuperG Countdown	Cortina/ITA	Men's Alpine Skiing	1.260,00	1.350,00	540,00	-
Wen	11.02.2026		11:27	OWG Men's SuperG Race	Cortina/ITA	Men's Alpine Skiing	3.360,00	3.600,00	-	-
Wen	11.02.2026	11:00-13:45	11:47	OWG Men's SuperG 16 <sup>th</sup> competitor	Cortina/ITA	Men's Alpine Skiing	5.880,00	6.300,00	-	-
Wen	11.02.2026		12:17	OWG Men's SuperG 23 <sup>rd</sup> competitor	Cortina/ITA	Men's Alpine Skiing	5.880,00	6.300,00	-	-
Wen	11.02.2026		12:27	OWG Men's SuperG 30 <sup>th</sup> competitor	Cortina/ITA	Men's Alpine Skiing	5.880,00	6.300,00	-	-
Wen	11.02.2026		12:47	OWG Men's SuperG Analysis	Cortina/ITA	Men's Alpine Skiing	4.760,00	5.100,00	-	2.040,00
Wen	11.02.2026	13:45-14:45	13:42	Nordic Combination Cross-Country		NOC	3.010,00	3.225,00	1.290,00	1.290,00
Wen	11.02.2026	14:45-15:30	14:42	Women's Individual Biathlon		NOC	3.010,00	3.225,00	1.290,00	1.290,00
Wen	11.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Wen	11.02.2026	15:45-17:30	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Wen	11.02.2026	17:30-18:00	17:27	Men's Luge + Women's Doubles		Luge	3.290,00	3.525,00	1.410,00	1.410,00
Wen	11.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Wen	11.02.2026	18:30- 19:30	18:27	Men's Luge + Women's Doubles		Luge	3.290,00	3.525,00	1.410,00	1.410,00
Wen	11.02.2026	19:30-21:45	19:27	Figure Skating Ice Dance – Free Dance		Figure Skating	3.430,00	3.675,00	1.470,00	1.470,00
Wen	11.02.2026	21:45-22:15	21:42	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Wen	11.02.2026	22:15-23:00	22:12	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Thu	12.02.2026	09:00-11:00	08:57	OWG Live		LIVE miscellaneous	2.030,00	2.175,00	870,00	870,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Thu	12.02.2026		10:57	OWG Women's SuperG Countdown	Cortina/ITA	Women's Alpine Skiing	1.120,00	1.200,00	480,00	-
Thu	12.02.2026		11:27	OWG Women's SuperG Race	Cortina/ITA	Women's Alpine Skiing	3.080,00	3.300,00	-	-
Thu	12.02.2026		11:47	OWG Women's SuperG 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	-	-
Thu	12.02.2026	11:00-13:30	12:17	OWG Women's SuperG 25 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	-	-
Thu	12.02.2026		12:27	OWG Women's SuperG 30 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	-	-
Thu	12.02.2026		12:47	OWG Women's SuperG Analysis	Cortina/ITA	Women's Alpine Skiing	4.410,00	4.725,00	-	1.890,00
Thu	12.02.2026	13:30-15:30	13:27	Women's 10K CC + Men's Snowboard Cross		Women's Cross-Country Skiing	3.010,00	3.225,00	1.290,00	1.290,00
Thu	12.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Thu	12.02.2026	15:45-18:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Thu	12.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Thu	12.02.2026	18:30-20:00	18:27	Luge Team Relay		Luge	3.290,00	3.525,00	1.410,00	1.410,00
Fri	13.02.2026	11:00-13:30	10:57	Men's CC 10k		Men's Cross-Country	2.870,00	3.075,00	1.230,00	1.230,00
Fri	13.02.2026	13:30-15:30	13:27	Men's Biathlon Sprint		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Fri	13.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Fri	13.02.2026	15:45-18:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Fri	13.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Fri	13.02.2026	18:30-20:00	18:27	OWG Live		LIVE miscellaneous	3.290,00	3.525,00	1.410,00	1.410,00
Sat	14.02.2026		08:57	OWG Men's RSL 1 <sup>st</sup> Run Countdown	Valtellina/ITA	Men's Alpine Skiing	1.750,00	1.875,00	750,00	-
Sat	14.02.2026		09:57	OWG Men's RSL 1 <sup>st</sup> Run Race	Valtellina/ITA	Men's Alpine Skiing	5.040,00	5.400,00	-	-
Sat	14.02.2026	09:00-12:00	10:27	OWG Men's RSL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	8.680,00	9.300,00	-	-
Sat	14.02.2026		10:57	OWG Men's RSL 1 <sup>st</sup> Run 25 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	8.680,00	9.300,00	-	-
Sat	14.02.2026		11:27	OWG Men's RSL 1 <sup>st</sup> Run Analysis	Valtellina/ITA	Men's Alpine Skiing	4.620,00	4.950,00	-	1.980,00
Sat	14.02.2026	12:00-13:15	11:57	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sat	14.02.2026		13:12	OWG Men's RSL 2 <sup>nd</sup> Run Countdown	Valtellina/ITA	Men's Alpine Skiing	4.130,00	4.425,00	1.770,00	-
Sat	14.02.2026		13:57	OWG Men's RSL 2 <sup>nd</sup> Run Race	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	-	-
Sat	14.02.2026	13:15-15:00	14:17	OWG Men's RSL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	9.240,00	9.900,00	-	-
Sat	14.02.2026		14:27	OWG Men's RSL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	9.240,00	9.900,00	-	-
Sat	14.02.2026		14:37	OWG Men's RSL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Valtellina/ITA	Men's Alpine Skiing	9.240,00	9.900,00	-	-
Sat	14.02.2026		14:47	OWG Men's RSL 2 <sup>nd</sup> Run Analysis	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	-	2.400,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Sat	14.02.2026	15:00–15:30	14:57	Women's Biathlon Sprint		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Sat	14.02.2026	15:30–15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sat	14.02.2026	15:45–17:30	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sat	14.02.2026	17:30–18:00	17:27	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sat	14.02.2026	18:00–18:30	18:27	OWG Live		LIVE miscellaneous	3.290,00	3.525,00	1.410,00	1.410,00
Sat	14.02.2026		18:27	OWG Ski Jumping Men's 1 <sup>st</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	5.880,00	6.300,00	2.520,00	–
Sat	14.02.2026		18:57	OWG Ski Jumping Men's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	–	–
Sat	14.02.2026		19:42	OWG Ski Jumping Men's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	8.120,00	8.700,00	–	–
Sat	14.02.2026	18:30–21:15	20:09	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	Men's Ski Jump	9.800,00	10.500,00	–	–
Sat	14.02.2026		20:47	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	Men's Ski Jump	9.800,00	10.500,00	–	–
Sat	14.02.2026		20:57	OWG Ski Jumping Men After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	7.280,00	7.800,00	–	3.120,00
Sat	14.02.2026	21:15–21:45	21:12	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Sun	15.02.2026		09:27	OWG Women's RSL 1 <sup>st</sup> Run Countdown	Cortina/ITA	Women's Alpine Skiing	1.540,00	1.650,00	660,00	–
Sun	15.02.2026		09:57	OWG Women's RSL 1 <sup>st</sup> Run Race	Cortina/ITA	Women's Alpine Skiing	3.710,00	3.975,00	–	–
Sun	15.02.2026	09:30–11:15	10:27	OWG Women's RSL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	–	–
Sun	15.02.2026		10:57	OWG Women's RSL 1 <sup>st</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	Women's Alpine Skiing	5.600,00	6.000,00	–	–
Sun	15.02.2026		11:07	OWG Women's RSL 1 <sup>st</sup> Run Analysis	Cortina/ITA	Women's Alpine Skiing	3.640,00	3.900,00	–	1.560,00
Sun	15.02.2026	11:15–12:00	11:12	Men's Biathlon Pursuit		Biathlon	2.870,00	3.075,00	1.230,00	1.230,00
Sun	15.02.2026	12:00–13:00	11:57	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sun	15.02.2026		12:57	OWG Women's RSL 2 <sup>nd</sup> Run Countdown	Cortina/ITA	Women's Alpine Skiing	3.500,00	3.750,00	1.500,00	–
Sun	15.02.2026		13:57	OWG Women's RSL 2 <sup>nd</sup> Run Race	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	–	–
Sun	15.02.2026		14:17	OWG Women's RSL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	15.02.2026	13:00–15:00	14:27	OWG Women's RSL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	15.02.2026		14:37	OWG Women's RSL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Cortina/ITA	Women's Alpine Skiing	8.680,00	9.300,00	–	–
Sun	15.02.2026		14:47	OWG Women's RSL 2 <sup>nd</sup> Run Analysis	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	–	2.280,00
Sun	15.02.2026	15:00–15:30	14:57	Women's Biathlon Pursuit		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Sun	15.02.2026	15:30–15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sun	15.02.2026	15:45–17:30	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Sun	15.02.2026	17:30–18:00	17:27	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sun	15.02.2026		17:57	OWG Ski Jumping Women's 1 <sup>st</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	4.270,00	4.575,00	1.830,00	–
Sun	15.02.2026		18:27	OWG Ski Jumping Women's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	Women's Ski Jump	5.320,00	5.700,00	–	–
Sun	15.02.2026	18:00–21:15	19:17	OWG Ski Jumping Women's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	4.620,00	4.950,00	–	–
Sun	15.02.2026		19:47	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	Women's Ski Jump	6.440,00	6.900,00	–	–
Sun	15.02.2026		20:17	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	Women's Ski Jump	6.440,00	6.900,00	–	–
Sun	15.02.2026		20:37	OWG Ski Jumping Women After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Women's Ski Jump	6.160,00	6.600,00	–	2.640,00
Sun	15.02.2026	21:15–21:45	21:12	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Mon	16.02.2026		09:27	OWG Men's SL 1 <sup>st</sup> Run Countdown	Valtellina/ITA	Men's Alpine Skiing	1.470,00	1.575,00	630,00	–
Mon	16.02.2026		09:57	OWG Men's SL 1 <sup>st</sup> Run Race	Valtellina/ITA	Men's Alpine Skiing	3.080,00	3.300,00	–	–
Mon	16.02.2026	09:30–11:00	10:27	OWG Men's SL 1 <sup>st</sup> Run 16th competitor	Valtellina/ITA	Men's Alpine Skiing	4.760,00	5.100,00	–	–
Mon	16.02.2026		10:57	OWG Men's SL 1 <sup>st</sup> Run 23rd competitor	Valtellina/ITA	Men's Alpine Skiing	4.760,00	5.100,00	–	–
Mon	16.02.2026		11:07	OWG Men's SL 1 <sup>st</sup> Run Analysis	Valtellina/ITA	Men's Alpine Skiing	3.640,00	3.900,00	–	1.560,00
Mon	16.02.2026	11:00–13:00	10:57	OWG Live		LIVE miscellaneous	2.870,00	3.075,00	1.230,00	1.230,00
Mon	16.02.2026		12:57	OWG Men's SL 2 <sup>nd</sup> Run Countdown	Valtellina/ITA	Men's Alpine Skiing	2.590,00	2.775,00	1.110,00	–
Mon	16.02.2026		13:57	OWG Men's SL 2 <sup>nd</sup> Run Race	Valtellina/ITA	Men's Alpine Skiing	4.200,00	4.500,00	–	–
Mon	16.02.2026	13:00–15:30	14:17	OWG Men's SL 2 <sup>nd</sup> Run 16th competitor	Valtellina/ITA	Men's Alpine Skiing	7.280,00	7.800,00	–	–
Mon	16.02.2026		14:27	OWG Men's SL 2 <sup>nd</sup> Run 23rd competitor	Valtellina/ITA	Men's Alpine Skiing	7.280,00	7.800,00	–	–
Mon	16.02.2026		14:37	OWG Men's SL 2 <sup>nd</sup> Run 30th competitor	Valtellina/ITA	Men's Alpine Skiing	7.280,00	7.800,00	–	–
Mon	16.02.2026		14:47	OWG Men's SL 2 <sup>nd</sup> Run Analysis	Valtellina/ITA	Men's Alpine Skiing	5.600,00	6.000,00	–	2.400,00
Mon	16.02.2026	15:30–15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Mon	16.02.2026	15:45–18:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Mon	16.02.2026	18:00–18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Mon	16.02.2026		17:57	OWG Ski Jumping Men's SuperT 1 <sup>st</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	5.880,00	6.300,00	2.520,00	-
Mon	16.02.2026		18:27	OWG Ski Jumping Men's SuperT 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	16.02.2026		19:17	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	8.680,00	9.300,00	-	-
Mon	16.02.2026	18:00-21:15	19:47	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	16.02.2026		20:17	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	Men's Ski Jump	9.240,00	9.900,00	-	-
Mon	16.02.2026		20:37	OWG Ski Jumping Men's SuperT After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	Men's Ski Jump	6.720,00	7.200,00	-	2.880,00
Mon	16.02.2026	21:15-21:45	21:12	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Mon	16.02.2026	21:45-23:15	21:42	OWG Live		LIVE miscellaneous	3.150,00	3.375,00	1.350,00	1.350,00
Tue	17.02.2026	09:30-11:00	09:27	OWG NOC Ski Jump	Val di Fiemme/ITA	NOC Ski Jump	2.030,00	2.175,00	870,00	870,00
Tue	17.02.2026	11:00-13:30	10:57	OWG Live		LIVE miscellaneous	2.870,00	3.075,00	1.230,00	1.230,00
Tue	17.02.2026	13:30-14:30	13:27	Nord. Comb. CC		NOC CC	3.010,00	3.225,00	1.290,00	1.290,00
Tue	17.02.2026	14:30-16:00	14:27	Men's Biathlon Relay		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Tue	17.02.2026	16:00-16:15	15:57	OWG Studio		Studio	3.080,00	3.300,00	1.320,00	1.320,00
Tue	17.02.2026	16:15-18:00	16:12	OWG Live		LIVE miscellaneous	3.080,00	3.300,00	1.320,00	1.320,00
Tue	17.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Tue	17.02.2026	18:30-21:15	18:27	Freeski Big Air		Freeski Air	3.290,00	3.525,00	1.410,00	1.410,00
Tue	17.02.2026	21:15-21:45	21:12	OWG Studio		Studio	3.150,00	3.375,00	1.350,00	1.350,00
Wen	18.02.2026		09:27	OWG Women's SL 1 <sup>st</sup> Run Countdown	Cortina/ITA	Women's Alpine Skiing	1.330,00	1.425,00	570,00	-
Wen	18.02.2026		09:57	OWG Women's SL 1 <sup>st</sup> Run Race	Cortina/ITA	Women's Alpine Skiing	2.660,00	2.850,00	-	-
Wen	18.02.2026	09:30-11:30	10:27	OWG Women's SL 1 <sup>st</sup> Run 16th competitor	Cortina/ITA	Women's Alpine Skiing	4.060,00	4.350,00	-	-
Wen	18.02.2026		10:57	OWG Women's SL 1 <sup>st</sup> Run 23rd competitor	Cortina/ITA	Women's Alpine Skiing	4.060,00	4.350,00	-	-
Wen	18.02.2026		11:07	OWG Women's SL 1 <sup>st</sup> Run Analysis	Cortina/ITA	Women's Alpine Skiing	3.220,00	3.450,00	-	1.380,00
Wen	18.02.2026	11:30-13:00	11:27	OWG Live		LIVE miscellaneous	2.870,00	3.075,00	1.230,00	1.230,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Wen	18.02.2026		12:57	OWG Women's SL 2 <sup>nd</sup> Run Countdown	Cortina/ITA	Women's Alpine Skiing	3.220,00	3.450,00	1.380,00	-
Wen	18.02.2026		13:27	OWG Women's SL 2 <sup>nd</sup> Run Race	Cortina/ITA	Women's Alpine Skiing	3.710,00	3.975,00	-	-
Wen	18.02.2026		13:47	OWG Women's SL 2 <sup>nd</sup> Run 16th competitor	Cortina/ITA	Women's Alpine Skiing	5.320,00	5.700,00	-	-
Wen	18.02.2026	13:00-15:00	14:07	OWG Women's SL 2 <sup>nd</sup> Run 23rd competitor	Cortina/ITA	Women's Alpine Skiing	4.970,00	5.325,00	-	-
Wen	18.02.2026		14:27	OWG Women's SL 2 <sup>nd</sup> Run 30th competitor	Cortina/ITA	Women's Alpine Skiing	4.970,00	5.325,00	-	-
Wen	18.02.2026		14:47	OWG Women's SL 2 <sup>nd</sup> Run Analysis	Cortina/ITA	Women's Alpine Skiing	4.060,00	4.350,00	-	1.740,00
Wen	18.02.2026	15:00-16:00	14:57	Women's Biathlon Relay		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Wen	18.02.2026	16:00-16:15	15:57	OWG Studio		Studio	3.080,00	3.300,00	1.320,00	1.320,00
Wen	18.02.2026	16:15-18:00	16:12	OWG Live		LIVE miscellaneous	3.080,00	3.300,00	1.320,00	1.320,00
Wen	18.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Thu	19.02.2026	09:30-11:00	09:27	OWG NOC Team Combined 1st Round	Val di Fiemme/ITA	NOC Ski Jump	2.030,00	2.175,00	870,00	870,00
Thu	19.02.2026	11:00-13:45	10:57	OWG Live		LIVE miscellaneous	2.870,00	3.075,00	1.230,00	1.230,00
Thu	19.02.2026	13:45-15:30	13:42	OWG NOC Team Combined CC		NOC CC	3.010,00	3.225,00	1.290,00	1.290,00
Thu	19.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Thu	19.02.2026	15:45-18:00	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Thu	19.02.2026	18:00-18:30	17:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Thu	19.02.2026	18:30-20:00	18:27	OWG Live		LIVE miscellaneous	3.290,00	3.525,00	1.410,00	1.410,00
Fri	20.02.2026	10:00-14:00	09:57	OWG Live		LIVE miscellaneous	2.520,00	2.700,00	1.080,00	1.080,00
Fri	20.02.2026	14:00-15:30	13:57	Men's Biathlon Mass Start		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00
Fri	20.02.2026	15:30-15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Fri	20.02.2026	15:45-18:30	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Fri	20.02.2026	18:30-19:00	18:27	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Fri	20.02.2026	19:00-20:00	18:57	OWG Live		LIVE miscellaneous	3.430,00	3.675,00	1.470,00	1.470,00
Sat	21.02.2026	09:30-10:45	09:27	OWG Live		LIVE miscellaneous	2.030,00	2.175,00	870,00	870,00
Sat	21.02.2026	10:45-13:45	10:42	Men's 50 km CC & Men's Skicross		CC / Skicross	2.520,00	2.700,00	1.080,00	1.080,00
Sat	21.02.2026	13:45-15:30	13:42	Women's Biathlon Mass Start		Biathlon	3.010,00	3.225,00	1.290,00	1.290,00

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPECIAL FORMATS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	SPORT	DE LUXE SHORT SERIES 10"	DE LUXE SPONSORSHIP 10"	STANDARD SPONSORSHIP OPENER 5"	STANDARD SPONSORSHIP CLOSER 5"
Sat	21.02.2026	15:30–15:45	15:27	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sat	21.02.2026	15:45–18:30	15:42	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sat	21.02.2026	18:30–19:00	18:27	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sat	21.02.2026	19:00–20:15	18:57	OWG Live		LIVE miscellaneous	3.430,00	3.675,00	1.470,00	1.470,00
Sat	21.02.2026	20:15–20:45	20:12	OWG Studio		Studio	3.430,00	3.675,00	1.470,00	1.470,00
Sat	21.02.2026	20:45–23:30	20:42	OWG Live		LIVE miscellaneous	3.430,00	3.675,00	1.470,00	1.470,00
Sun	22.02.2026	09:30–13:30	09:27	Women's 50km CC		Women's CC	2.030,00	2.175,00	870,00	870,00
Sun	22.02.2026	14:00–14:15	13:57	OWG Studio		Studio	3.010,00	3.225,00	1.290,00	1.290,00
Sun	22.02.2026	14:15–17:00	14:12	OWG Live		LIVE miscellaneous	3.010,00	3.225,00	1.290,00	1.290,00
Sun	22.02.2026	17:00–17:30	16:57	OWG Studio		Studio	3.290,00	3.525,00	1.410,00	1.410,00
Sun	22.02.2026	19:45–22:45	19:42	Closing Ceremony		LIVE miscellaneous	3.430,00	3.675,00	1.470,00	1.470,00

The pre-purchase periods for official ÖOC sponsors apply. Bookings from other customers are accepted without obligation until the pre-purchase period has expired.

**Fixed prices:**

- 1 x Competition Standard/Race EUR 2,500.00 plus min. EUR 1,000 ORF extra/week
- 1 x Programme Trailer Standard Competition/Race EUR 2,500.00
- 1 x Programme Trailer Standard/Race EUR 2,200.00
- 1 x De Luxe Programme Trailer/Race EUR 3,000.00

All advertising prices are quoted as placement prices in Euro plus duties and taxes in accordance with the General Terms and Conditions for Advertising Broadcasts as amended. Booking subject to availability of slots and after consultation with the IOC. Otherwise, the General Terms and Conditions for Advertising Broadcasts apply.

Subject to misprints. Subject to change.

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Wen	28.01.2026	19:00–20:15	18:57	Farewell celebration lottery	Vienna/AUT	21 46 18 60	245
Sat	07.02.2026		09:57	OWG Men's Downhill Countdown	Valtellina/ITA	21 37 09 10	200
Sat	07.02.2026		11:27	OWG Men's Downhill Race	Valtellina/ITA	21 77 11 11	480
Sat	07.02.2026	10:00–13:00	11:47	OWG Men's Downhill 16 <sup>th</sup> competitor	Valtellina/ITA	21 86 11 70	780
Sat	07.02.2026		12:17	OWG Men's Downhill 23 <sup>rd</sup> competitor	Valtellina/ITA	21 86 12 71	780
Sat	07.02.2026		12:27	OWG Men's Downhill 30 <sup>th</sup> competitor	Valtellina/ITA	21 86 12 72	780
Sat	07.02.2026		12:47	OWG Men's Downhill Analysis	Valtellina/ITA	21 80 12 12	540
Sat	07.02.2026	13:00–14:00	12:57	Women's CC Skiathlon		21 40 12 60	215
Sat	07.02.2026	14:00–14:15	13:57	OWG Studio		21 40 13 61	215
Sat	07.02.2026	14:15–17:00	14:12	OWG Live		21 40 14 62	215
Sat	07.02.2026	17:00–18:00	16:57	Singles Luge		21 44 16 63	235
Sat	07.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 64	235
Sat	07.02.2026		18:42	OWG Ski Jumping Women 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 52 18 20	275
Sat	07.02.2026		19:17	OWG Ski Jumping Women's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	21 63 19 22	330
Sat	07.02.2026		19:42	OWG Ski Jumping Women's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 57 19 21	300
Sat	07.02.2026	18:30–21:15	20:09	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	21 75 20 23	440
Sat	07.02.2026		20:47	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	21 75 20 24	440
Sat	07.02.2026		20:57	OWG Ski Jumping Women After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 71 20 25	380
Sat	07.02.2026	21:15–22:00	21:12	OWG Studio		21 42 21 65	225
Sun	08.02.2026		09:57	OWG Women's Downhill Countdown	Cortina/ITA	21 34 09 10	185
Sun	08.02.2026		11:27	OWG Women's Downhill Race	Cortina/ITA	21 73 11 11	400
Sun	08.02.2026		11:47	OWG Women's Downhill 16 <sup>th</sup> competitor	Cortina/ITA	21 82 11 70	620
Sun	08.02.2026	10:00–13:00	12:17	OWG Women's Downhill 23 <sup>rd</sup> competitor	Cortina/ITA	21 82 12 71	620
Sun	08.02.2026		12:27	OWG Women's Downhill 30 <sup>th</sup> competitor	Cortina/ITA	21 82 12 72	620
Sun	08.02.2026		12:47	OWG Women's Downhill Analysis	Cortina/ITA	21 77 12 12	480
Sun	08.02.2026	13:00–13:30	12:57	Men's CC Skiathlon		21 40 12 60	215

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Sun	08.02.2026	13:30–15:00	13:27	Snowboard Parallel GS M&W		21 40 13 61	215
Sun	08.02.2026	15:00–15:30	14:57	Mixed Relay Biathlon		21 40 14 62	215
Sun	08.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 63	215
Sun	08.02.2026	15:45–17:00	15:42	OWG Live		21 40 15 64	215
Sun	08.02.2026	17:00–18:00	16:57	Singles Luge		21 44 16 65	235
Sun	08.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 66	235
Sun	08.02.2026	18:30–19:30	18:27	Singles Luge		21 44 18 67	235
Sun	08.02.2026	19:30–21:45	19:27	Women's Snowboard Big Air Qualification		21 46 19 68	245
Sun	08.02.2026	21:45–22:15	21:42	OWG Studio		21 42 21 69	225
Mon	09.02.2026		09:57	OWG Men's Team Combined Downhill Countdown	Valtellina/ITA	21 12 09 10	75
Mon	09.02.2026		10:27	OWG Men's Team Combined Downhill Race	Valtellina/ITA	21 34 10 11	185
Mon	09.02.2026	10:00–12:30	10:47	OWG Men's Team Combined Downhill 16 <sup>th</sup> competitor	Valtellina/ITA	21 43 10 70	230
Mon	09.02.2026		11:17	OWG Men's Team Combined Downhill 23 <sup>rd</sup> competitor	Valtellina/ITA	21 43 11 71	230
Mon	09.02.2026		11:47	OWG Men's Team Combined Downhill 30 <sup>th</sup> competitor	Valtellina/ITA	21 43 11 72	230
Mon	09.02.2026		11:57	OWG Men's Team Combined Downhill Analysis	Valtellina/ITA	21 39 11 12	210
Mon	09.02.2026	12:30–13:45	12:27	OWG Live		21 40 12 60	215
Mon	09.02.2026		13:42	OWG Men's Team Combined Slalom Countdown	Valtellina/ITA	21 35 13 10	190
Mon	09.02.2026		13:57	OWG Men's Team Combined Slalom Race	Valtellina/ITA	21 48 13 11	255
Mon	09.02.2026		14:27	OWG Men's Team Combined Slalom 16 <sup>th</sup> competitor	Valtellina/ITA	21 73 14 70	400
Mon	09.02.2026	13:45–15:30	14:47	OWG Men's Team Combined Slalom 23 <sup>rd</sup> competitor	Valtellina/ITA	21 73 14 71	400
Mon	09.02.2026		15:07	OWG Men's Team Combined Slalom 30 <sup>th</sup> competitor	Valtellina/ITA	21 73 15 72	400
Mon	09.02.2026		15:17	OWG Men's Team Combined Slalom Analysis	Valtellina/ITA	21 55 15 12	290
Mon	09.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 61	215
Mon	09.02.2026	15:45–17:00	15:42	OWG Live		21 40 15 62	215
Mon	09.02.2026	17:00–18:00	16:57	Women's Singles Luge		21 44 16 63	235
Mon	09.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 64	235

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Mon	09.02.2026		18:42	OWG Ski Jumping Men's 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 74 18 20	420
Mon	09.02.2026		19:17	OWG Ski Jumping Men's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	21 83 19 22	660
Mon	09.02.2026		19:42	OWG Ski Jumping Men's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 82 19 21	620
Mon	09.02.2026	18:30–21:45	20:09	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	21 83 20 23	660
Mon	09.02.2026		20:47	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	21 83 20 24	660
Mon	09.02.2026		20:57	OWG Ski Jumping Men After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 77 20 25	480
Tue	10.02.2026	09:00–10:00	08:57	OWG Live		21 26 08 60	145
Tue	10.02.2026		09:57	OWG Women's Team Combined Downhill Countdown	Cortina/ITA	21 11 09 10	70
Tue	10.02.2026		10:27	OWG Women's Team Combined Downhill Race	Cortina/ITA	21 28 10 11	155
Tue	10.02.2026		10:47	OWG Women's Team Combined Downhill 16 <sup>th</sup> competitor	Cortina/ITA	21 43 10 70	230
Tue	10.02.2026	10:00–12:00	11:17	OWG Women's Team Combined Downhill 23 <sup>rd</sup> competitor	Cortina/ITA	21 43 11 71	230
Tue	10.02.2026		11:47	OWG Women's Team Combined Downhill 30 <sup>th</sup> competitor	Cortina/ITA	21 43 11 72	230
Tue	10.02.2026		11:57	OWG Women's Team Combined Downhill Analysis	Cortina/ITA	21 36 11 12	195
Tue	10.02.2026	12:00–13:30	11:58	OWG Live		21 40 11 61	215
Tue	10.02.2026		13:42	OWG Women's Team Combined Slalom Countdown	Cortina/ITA	21 35 13 13	190
Tue	10.02.2026		13:57	OWG Women's Team Combined Slalom Race	Cortina/ITA	21 48 13 14	255
Tue	10.02.2026		14:27	OWG Women's Team Combined Slalom 16 <sup>th</sup> competitor	Cortina/ITA	21 71 14 73	380
Tue	10.02.2026	13:30–15:30	14:47	OWG Women's Team Combined Slalom 23 <sup>rd</sup> competitor	Cortina/ITA	21 71 14 74	380
Tue	10.02.2026		15:07	OWG Women's Team Combined Slalom 30 <sup>th</sup> competitor	Cortina/ITA	21 71 15 75	380
Tue	10.02.2026		15:17	OWG Women's Team Combined Slalom Analysis	Cortina/ITA	21 50 15 15	265
Tue	10.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 62	215
Tue	10.02.2026	15:45–17:00	15:42	OWG Live		21 40 15 63	215
Tue	10.02.2026	17:00–18:00	16:57	Women's Singles Luge		21 44 16 64	235
Tue	10.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 65	235

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Tue	10.02.2026		18:42	OWG Ski Jumping Mixed Team 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 46 18 20	245
Tue	10.02.2026		19:17	OWG Ski Jumping Mixed Team 1 <sup>st</sup> Round Grp. 3	Val di Fiemme/ITA	21 57 19 22	300
Tue	10.02.2026	18:30–21:45	19:42	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 54 19 21	285
Tue	10.02.2026		20:09	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round Grp. 3	Val di Fiemme/ITA	21 72 20 23	390
Tue	10.02.2026		20:47	OWG Ski Jumping Mixed Team 2 <sup>nd</sup> Round Grp. 4	Val di Fiemme/ITA	21 72 20 24	390
Tue	10.02.2026		20:57	OWG Ski Jumping Mixed Team After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 68 20 25	355
Tue	10.02.2026	21:45–22:15	21:42	OWG Studio		21 42 21 66	225
Wen	11.02.2026	09:30–11:00	09:27	Nordic Combined Jump		21 26 09 60	145
Wen	11.02.2026		10:57	OWG Men's SuperG Countdown	Cortina/ITA	21 15 10 10	90
Wen	11.02.2026		11:27	OWG Men's SuperG Race	Cortina/ITA	21 45 11 11	240
Wen	11.02.2026		11:47	OWG Men's SuperG 16 <sup>th</sup> competitor	Cortina/ITA	21 74 11 70	420
Wen	11.02.2026	11:00–13:45	12:17	OWG Men's SuperG 23 <sup>rd</sup> competitor	Cortina/ITA	21 74 12 71	420
Wen	11.02.2026		12:27	OWG Men's SuperG 30 <sup>th</sup> competitor	Cortina/ITA	21 74 12 72	420
Wen	11.02.2026		12:47	OWG Men's SuperG Analysis	Cortina/ITA	21 65 12 12	340
Wen	11.02.2026	13:45–14:45	13:42	Nordic Combination Cross-Country		21 40 13 61	215
Wen	11.02.2026	14:45–15:30	14:42	Women's Individual Biathlon		21 40 14 62	215
Wen	11.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 63	215
Wen	11.02.2026	15:45–17:30	15:42	OWG Live		21 40 15 64	215
Wen	11.02.2026	17:30–18:00	17:27	Men's Luge + Women's Doubles		21 44 17 65	235
Wen	11.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 66	235
Wen	11.02.2026	18:30–19:30	18:27	Men's Luge + Women's Doubles		21 44 18 67	235
Wen	11.02.2026	19:30–21:45	19:27	Figure Skating Ice Dance – Free Dance		21 46 19 68	245
Wen	11.02.2026	21:45–22:15	21:42	OWG Studio		21 42 21 69	225
Wen	11.02.2026	22:15–23:00	22:12	OWG Live		21 40 22 61	215
Thu	12.02.2026	09:00–11:00	08:57	OWG Live		21 26 08 60	145

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Thu	12.02.2026		10:57	OWG Women's SuperG Countdown	Cortina/ITA	21 13 10 10	80
Thu	12.02.2026		11:27	OWG Women's SuperG Race	Cortina/ITA	21 41 11 11	220
Thu	12.02.2026	11:00–13:30	11:47	OWG Women's SuperG 16 <sup>th</sup> competitor	Cortina/ITA	21 73 11 70	400
Thu	12.02.2026		12:17	OWG Women's SuperG 23 <sup>rd</sup> competitor	Cortina/ITA	21 73 12 71	400
Thu	12.02.2026		12:27	OWG Women's SuperG 30 <sup>th</sup> competitor	Cortina/ITA	21 73 12 72	400
Thu	12.02.2026		12:47	OWG Women's SuperG Analysis	Cortina/ITA	21 60 12 12	315
Thu	12.02.2026	13:30–15:30	13:27	Women's 10K CC + Men's Snowboard Cross		21 40 13 61	215
Thu	12.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 62	215
Thu	12.02.2026	15:45–18:00	15:42	OWG Live		21 40 15 63	215
Thu	12.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 64	235
Thu	12.02.2026	18:30–20:00	18:27	Luge Team Relay		21 44 18 65	235
Fri	13.02.2026	11:00–13:30	10:57	Men's CC 10K		21 38 10 60	205
Fri	13.02.2026	13:30–15:30	13:27	Men's Biathlon Sprint		21 40 13 61	215
Fri	13.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 62	215
Fri	13.02.2026	15:45–18:00	15:42	OWG Live		21 40 15 63	215
Fri	13.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 64	235
Fri	13.02.2026	18:30–20:00	18:27	OWG Live		21 44 18 65	235
Sat	14.02.2026		08:57	OWG Men's RSL 1 <sup>st</sup> Run Countdown	Valtellina/ITA	21 22 08 10	125
Sat	14.02.2026		09:57	OWG Men's RSL 1 <sup>st</sup> Run Race	Valtellina/ITA	21 69 09 11	360
Sat	14.02.2026	09:00–12:00	10:27	OWG Men's RSL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	21 82 10 70	620
Sat	14.02.2026		10:57	OWG Men's RSL 1 <sup>st</sup> Run 23 <sup>rd</sup> competitor	Valtellina/ITA	21 82 10 71	620
Sat	14.02.2026		11:27	OWG Men's RSL 1 <sup>st</sup> Run Analysis	Valtellina/ITA	21 63 11 12	330
Sat	14.02.2026	12:00–13:15	11:57	OWG Live		21 40 11 60	215

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Sat	14.02.2026		13:12	OWG Men's RSL 2 <sup>nd</sup> Run Countdown	Valtellina/ITA	2156 13 13	295
Sat	14.02.2026		13:57	OWG Men's RSL 2 <sup>nd</sup> Run Race	Valtellina/ITA	2173 13 14	400
Sat	14.02.2026	13:15-15:00	14:17	OWG Men's RSL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	2183 14 70	660
Sat	14.02.2026		14:27	OWG Men's RSL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Valtellina/ITA	2183 14 71	660
Sat	14.02.2026		14:37	OWG Men's RSL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Valtellina/ITA	2183 14 72	660
Sat	14.02.2026		14:47	OWG Men's RSL 2 <sup>nd</sup> Run Analysis	Valtellina/ITA	2173 14 12	400
Sat	14.02.2026	15:00-15:30	14:57	Women's Biathlon Sprint	2140 14 61	215	215
Sat	14.02.2026	15:30-15:45	15:27	OWG Studio	2140 15 62	215	215
Sat	14.02.2026	15:45-17:30	15:42	OWG Live	2140 15 63	215	215
Sat	14.02.2026	17:30-18:00	17:27	OWG Studio	2144 17 64	235	235
Sat	14.02.2026	18:00-18:30	18:27	OWG Live	2144 18 65	235	235
Sat	14.02.2026		18:27	OWG Ski Jumping Men's 1 <sup>st</sup> Round	Val di Fiemme/ITA	2174 18 20	420
Sat	14.02.2026		18:57	OWG Ski Jumping Men's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	2183 18 22	660
Sat	14.02.2026	18:30-21:15	19:42	OWG Ski Jumping Men's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	2181 19 21	580
Sat	14.02.2026		20:09	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	2184 20 23	700
Sat	14.02.2026		20:47	OWG Ski Jumping Men's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	2184 20 24	700
Sat	14.02.2026		20:57	OWG Ski Jumping Men After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	2179 20 25	520
Sat	14.02.2026	21:15-21:45	21:12	OWG Studio	2142 21 66	225	225
Sun	15.02.2026		09:27	OWG Women's RSL 1 <sup>st</sup> Run Countdown	Cortina/ITA	2119 09 10	110
Sun	15.02.2026		09:57	OWG Women's RSL 1 <sup>st</sup> Run Race	Cortina/ITA	2150 09 11	265
Sun	15.02.2026	09:30-11:15	10:27	OWG Women's RSL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	2173 10 70	400
Sun	15.02.2026		10:57	OWG Women's RSL 1 <sup>st</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	2173 10 71	400
Sun	15.02.2026		11:07	OWG Women's RSL 1 <sup>st</sup> Run Analysis	Cortina/ITA	2149 11 12	260
Sun	15.02.2026	11:15-12:00	11:12	Men's Biathlon Pursuit	2138 11 60	205	205
Sun	15.02.2026	12:00-13:00	11:57	OWG Live	2140 11 61	215	215

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Sun	15.02.2026		12:57	OWG Women's RSL 2 <sup>nd</sup> Run Countdown	Cortina/ITA	21 47 12 13	250
Sun	15.02.2026		13:57	OWG Women's RSL 2 <sup>nd</sup> Run Race	Cortina/ITA	21 71 13 14	380
Sun	15.02.2026	13:00–15:00	14:17	OWG Women's RSL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	21 82 14 70	620
Sun	15.02.2026		14:27	OWG Women's RSL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	21 82 14 71	620
Sun	15.02.2026		14:37	OWG Women's RSL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Cortina/ITA	21 82 14 72	620
Sun	15.02.2026		14:47	OWG Women's RSL 2 <sup>nd</sup> Run Analysis	Cortina/ITA	21 71 14 12	380
Sun	15.02.2026	15:00–15:30	14:57	Women's Biathlon Pursuit		21 40 14 62	215
Sun	15.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 63	215
Sun	15.02.2026	15:45–17:30	15:42	OWG Live		21 40 15 64	215
Sun	15.02.2026	17:30–18:00	17:27	OWG Studio		21 44 17 65	235
Sun	15.02.2026		17:57	OWG Ski Jumping Women 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 58 17 20	305
Sun	15.02.2026		18:27	OWG Ski Jumping Women's 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	21 71 18 22	380
Sun	15.02.2026		19:17	OWG Ski Jumping Women's 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 63 19 21	330
Sun	15.02.2026	18:00–21:15	19:47	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	21 76 19 23	460
Sun	15.02.2026		20:17	OWG Ski Jumping Women's 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	21 76 20 24	460
Sun	15.02.2026		20:37	OWG Ski Jumping Women After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 75 20 25	440
Sun	15.02.2026	21:15–21:45	21:12	OWG Studio		21 42 21 66	225
Mon	16.02.2026		09:27	OWG Men's SL 1 <sup>st</sup> Run Countdown	Valtellina/ITA	21 18 09 10	105
Mon	16.02.2026		09:57	OWG Men's SL 1 <sup>st</sup> Run Race	Valtellina/ITA	21 41 09 11	220
Mon	16.02.2026	09:30–11:00	10:27	OWG Men's SL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	21 65 10 70	340
Mon	16.02.2026		10:57	OWG Men's SL 1 <sup>st</sup> Run 23 <sup>rd</sup> competitor	Valtellina/ITA	21 65 10 71	340
Mon	16.02.2026		11:07	OWG Men's SL 1 <sup>st</sup> Run Analysis	Valtellina/ITA	21 49 11 12	260
Mon	16.02.2026	11:00–13:00	10:57	OWG Live		21 38 10 60	205

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Mon	16.02.2026		12:57	OWG Men's SL 2 <sup>nd</sup> Run Countdown	Valtellina/ITA	21 34 12 13	185
Mon	16.02.2026		13:57	OWG Men's SL 2 <sup>nd</sup> Run Race	Valtellina/ITA	21 57 13 14	300
Mon	16.02.2026		14:17	OWG Men's SL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Valtellina/ITA	21 79 14 70	520
Mon	16.02.2026	13:00–15:30	14:27	OWG Men's SL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Valtellina/ITA	21 79 14 71	520
Mon	16.02.2026		14:37	OWG Men's SL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Valtellina/ITA	21 79 14 72	520
Mon	16.02.2026		14:47	OWG Men's SL 2 <sup>nd</sup> Run Analysis	Valtellina/ITA	21 73 14 12	400
Mon	16.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 61	215
Mon	16.02.2026	15:45–18:00	15:42	OWG Live		21 40 15 62	215
Mon	16.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 63	235
Mon	16.02.2026		17:57	OWG Ski Jumping Men's SuperT 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 74 17 20	420
Mon	16.02.2026		18:27	OWG Ski Jumping Men's SuperT 1 <sup>st</sup> Round Last 25	Val di Fiemme/ITA	21 83 18 22	660
Mon	16.02.2026		19:17	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 82 19 21	620
Mon	16.02.2026	18:00–21:15	19:47	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round Last 20	Val di Fiemme/ITA	21 83 19 23	660
Mon	16.02.2026		20:17	OWG Ski Jumping Men's SuperT 2 <sup>nd</sup> Round Last 10	Val di Fiemme/ITA	21 83 20 24	660
Mon	16.02.2026		20:37	OWG Ski Jumping Men's SuperT After 2 <sup>nd</sup> Round	Val di Fiemme/ITA	21 77 20 25	480
Mon	16.02.2026	21:15–21:45	21:12	OWG Studio		21 42 21 64	225
Mon	16.02.2026	21:45–23:15	21:42	OWG Live		21 42 21 65	225
Tue	17.02.2026	09:30–11:00	09:27	OWG NOC Ski Jump	Val di Fiemme/ITA	21 26 09 60	145
Tue	17.02.2026	11:00–13:30	10:57	OWG Live		21 38 10 61	205
Tue	17.02.2026	13:30–14:30	13:27	Nord. Comb. CC		21 40 13 62	215
Tue	17.02.2026	14:30–16:00	14:27	Men's Biathlon Relay		21 40 14 63	215
Tue	17.02.2026	16:00–16:15	15:57	OWG Studio		21 41 15 64	220
Tue	17.02.2026	16:15–18:00	16:12	OWG Live		21 41 16 65	220
Tue	17.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 66	235
Tue	17.02.2026	18:30–21:15	18:27	Freeski Big Air		21 44 18 67	235
Tue	17.02.2026	21:15–21:45	21:12	OWG Studio		21 42 21 68	225

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Wen	18.02.2026		09:27	OWG Women's SL 1 <sup>st</sup> Run Countdown	Cortina/ITA	21 16 09 10	95
Wen	18.02.2026		09:57	OWG Women's SL 1 <sup>st</sup> Run Race	Cortina/ITA	21 35 09 11	190
Wen	18.02.2026	09:30–11:30	10:27	OWG Women's SL 1 <sup>st</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	21 55 10 70	290
Wen	18.02.2026		10:57	OWG Women's SL 1 <sup>st</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	21 55 10 71	290
Wen	18.02.2026		11:07	OWG Women's SL 1 <sup>st</sup> Run Analysis	Cortina/ITA	21 43 11 12	230
Wen	18.02.2026	11:30–13:00	11:27	OWG Live		21 38 11 60	205
Wen	18.02.2026		12:57	OWG Women's SL 2 <sup>nd</sup> Run Countdown	Cortina/ITA	21 43 12 13	230
Wen	18.02.2026		13:27	OWG Women's SL 2 <sup>nd</sup> Run Race	Cortina/ITA	21 50 13 14	265
Wen	18.02.2026		13:47	OWG Women's SL 2 <sup>nd</sup> Run 16 <sup>th</sup> competitor	Cortina/ITA	21 71 13 70	380
Wen	18.02.2026	13:00–15:00	14:07	OWG Women's SL 2 <sup>nd</sup> Run 23 <sup>rd</sup> competitor	Cortina/ITA	21 68 14 71	355
Wen	18.02.2026		14:27	OWG Women's SL 2 <sup>nd</sup> Run 30 <sup>th</sup> competitor	Cortina/ITA	21 68 14 72	355
Wen	18.02.2026		14:47	OWG Women's SL 2 <sup>nd</sup> Run Analysis	Cortina/ITA	21 55 14 12	290
Wen	18.02.2026	15:00–16:00	14:57	Women's Biathlon Relay		21 40 14 61	215
Wen	18.02.2026	16:00–16:15	15:57	OWG Studio		21 41 15 62	220
Wen	18.02.2026	16:15–18:00	16:12	OWG Live		21 41 16 63	220
Wen	18.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 64	235
Thu	19.02.2026	09:30–11:00	09:27	OWG NOC Team Combined 1 <sup>st</sup> Round	Val di Fiemme/ITA	21 26 09 60	145
Thu	19.02.2026	11:00–13:45	10:57	OWG Live		21 38 10 61	205
Thu	19.02.2026	13:45–15:30	13:42	OWG NOC Team Combined CC		21 40 13 62	215
Thu	19.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 63	215
Thu	19.02.2026	15:45–18:00	15:42	OWG Live		21 40 15 64	215
Thu	19.02.2026	18:00–18:30	17:57	OWG Studio		21 44 17 65	235
Thu	19.02.2026	18:30–20:00	18:27	OWG Live		21 44 18 66	235
Fri	20.02.2026	10:00–14:00	09:57	OWG Live		21 33 09 60	180
Fri	20.02.2026	14:00–15:30	13:57	Men's Biathlon Mass Start		21 40 13 61	215
Fri	20.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 62	215
Fri	20.02.2026	15:45–18:30	15:42	OWG Live		21 40 15 63	215
Fri	20.02.2026	18:30–19:00	18:27	OWG Studio		21 44 18 64	235

Continued on next page →

# OLYMPIC WINTER GAMES MILANO CORTINA 2026 – SPORTS COMMERCIAL BREAKS

OFFICIAL BROADCASTER

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START/PLANNED TIME	FOLLOWING PROGRAMME	TV BROADCAST	CODE	PRICE
Fri	20.02.2026	19:00–20:00	18:57	OWG Live		21 46 18 65	245
Sat	21.02.2026	09:30–10:45	09:27	OWG Live		21 26 09 60	145
Sat	21.02.2026	10:45–13:45	10:42	Men's 50 km CC & Men's Skicross		21 33 10 61	180
Sat	21.02.2026	13:45–15:30	13:42	Women's Biathlon Mass Start		21 40 13 62	215
Sat	21.02.2026	15:30–15:45	15:27	OWG Studio		21 40 15 63	215
Sat	21.02.2026	15:45–18:30	15:42	OWG Live		21 40 15 64	215
Sat	21.02.2026	18:30–19:00	18:27	OWG Studio		21 44 18 65	235
Sat	21.02.2026	19:00–20:15	18:57	OWG Live		21 46 18 66	245
Sat	21.02.2026	20:15–20:45	20:12	OWG Studio		21 46 20 67	245
Sat	21.02.2026	20:45–23:30	20:42	OWG Live		21 46 20 68	245
Sun	22.02.2026	09:30–13:30	09:27	Women's 50km CC		21 26 09 60	145
Sun	22.02.2026	14:00–14:15	13:57	OWG Studio		21 40 13 61	215
Sun	22.02.2026	14:15–17:00	14:12	OWG Live		21 40 14 62	215
Sun	22.02.2026	17:00–17:30	16:57	OWG Studio		21 44 16 63	235
Sun	22.02.2026	19:45–22:45	19:42	Closing Ceremony		21 46 19 64	245

Valid from: 12.11.2025 | Last updated: 12.11.2025 | The pre-purchase periods for official sponsors apply. Bookings from other customers are accepted without obligation until the pre-purchase period has expired.

All advertising prices are quoted per second in Euro plus duties and taxes in accordance with the General Terms and Conditions for Advertising Broadcasts. In all other respects, the General Terms and Conditions for Advertising Broadcasts in the currently valid version shall apply. Booking according to the availability of slots. Subject to misprints. Subject to change.

# SAMPLE OFFER

## OLYMPIC WINTER GAMES MILANO CORTINA 2026

RUNTIME	SURROUNDINGS	PLACEMENT	ADVERTISING MATERIAL	CPM LIST	AD IMPRESSIONS*	PRICE (GROSS)	CASH DISCOUNT**	PRICE AFTER CD	PRICE NET/NET	CPM NET/NET
1 Tag	sport.ORF.at & Olympia Special incl. mobile Website & Apps	Fixed placement	Sitebar	23.000	1.200.000	27.600,00	33,5 %	18.354,00	15.600,90	13,00
06.02.- 22.02.26	sport.ORF.at & Olympia Special incl. mobile Website & Apps	ROS	Sitebar	48.000	500.000	24.000,00	33,5 %	15.960,00	13.566,00	27,13
06.02.- 22.02.26	sport.ORF.at, ORF ON & Olympia Special incl. mobile Website & Apps	ROS	Pre-roll 15 sec.	133.200	300.000	39.960,00	33,5 %	26.573,40	22.587,59	75,29
					<b>2.000.000</b>	<b>91.560,00</b>		<b>60.887,40</b>	<b>51.754,29</b>	

\* Caps on the daily placements are adjusted to the respective matches on the booked day.

\*\* The cash discounts listed in the proposal above apply from an annual investment of net/net EUR 150,000 in 2026.

Campaigns on ORF.at are played out on all available platforms and devices. Appropriate advertising formats must be supplied. Technical specifications available at the following link: [Technical specifications](#)

All advertising prices are quoted per second in Euro plus duties and taxes in accordance with the General Terms and Conditions for Advertising Broadcasts. Subject to misprints. Subject to change.