

Title:

Gnash of the Titans

Word Count:

1085

Summary:

When will the USA television network stop trying to turn the Olympic Games into a backdrop for

Keywords:

Winter Olympics, NBC Sports, Turin 2006, sports television coverage, sports tv coverage, sport

Article Body:

The Winter Olympics and America seem only to be fair weather friends ...

Underwhelming television ratings for the recently completed games in Turin indicate that the U

Two examples of this point are skater Nancy Kwan and skier Bode Miller. Both are definitely o

NBC Sports, holder of the American broadcast rights, was left with a star-crossed presentation

This is one of the primary differences between how the Olympics are perceived in the USA as op

Winning has an important place in life, not just in the USA, but everywhere. So does coping wi

The important delineation of note is that, in the USA, it's vital as to who wins. Star power i

It worked.

It worked even better when Michael Jordan followed them.

Still, these are exceptional athletes who don't come around that often. When their careers are

Ask the NBA.

They've attempted to promote others, but the general public is wise enough to discern the diff

In the duration, though, other sports in the USA noted the NBA's initial success and attempted

In events such as the Olympics, where not every sport listed is a household thought in the USA

Other countries --- even 'winter' nations such as Canada, Russia and the Scandinavians --- emp

It's not only a refreshing difference, but a logical one. Especially when a network needs to c

NBC Sports has announced it will show a profit on its Turin package, most probably because muc

The NBC coverage in Turin excellent from a presentation standpoint. They used the cable networ

The American media has conditioned its public to expecting charasmatic competition. The Olympi

It's already clear that this era will be known in history as the CyberCentury. The world is mo

When the American media re-discovers that it's the competition --- not just the star competit

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