

International
Olympic
Committee

PARIS 2024 AUDIENCE & INSIGHTS REPORT

International Olympic Committee
December 2024



CONTENT



1. DIGITAL ENGAGEMENT

2. MRH COVERAGE

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**THE OLYMPIC GAMES PARIS
2024 ARE THE MOST
FOLLOWED GAMES EVER**



84% = ~5B

**OF THE POTENTIAL AUDIENCE
FOLLOWED THE OLYMPIC GAMES
PARIS 2024**

**BILLION PEOPLE
FOLLOWED THE OLYMPIC GAMES
PARIS 2024**

84% of people surveyed by Publicis Sport & Entertainment; August-September 2024, 18 territories; All Respondents aged 13-65; n=10,275

DIGITAL CHANNELS DROVE UNPRECEDENTED ENGAGEMENT



Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights

3X 
HIGHER INTERNET SEARCH INDEX
Vs Tokyo 2020

3.9X
MORE ENGAGEMENTS
On international social media platforms vs Tokyo 2020

412B
ENGAGEMENTS FROM 270M POSTS
On social media platforms (Estimation)

 This is the equivalent of every social media user worldwide **engaging over 100 times** with Olympic-related posts during Paris 2024

MRHS ENJOYED SIGNIFICANTLY HIGHER SOCIAL ENGAGEMENT



Digital Engagement

MRH Coverage

Consumer Insights

Athlete Insights

13X 

MORE ENGAGEMENTS ON MRH HANDLES

On international social media platforms vs Tokyo 2020

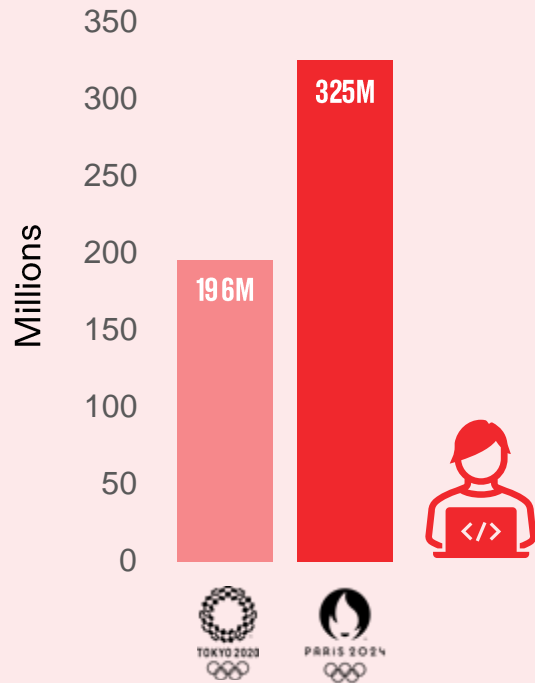


THE IOC'S DIGITAL PERFORMANCE SIGNIFICANTLY INCREASED

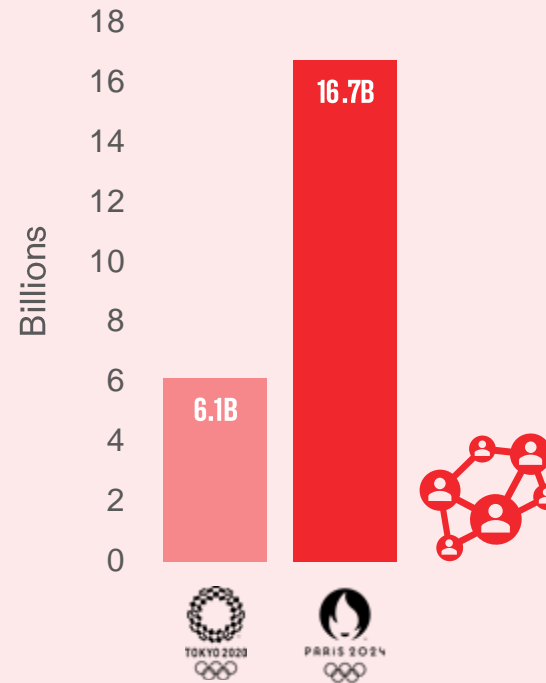


Digital Engagement
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Athlete Insights

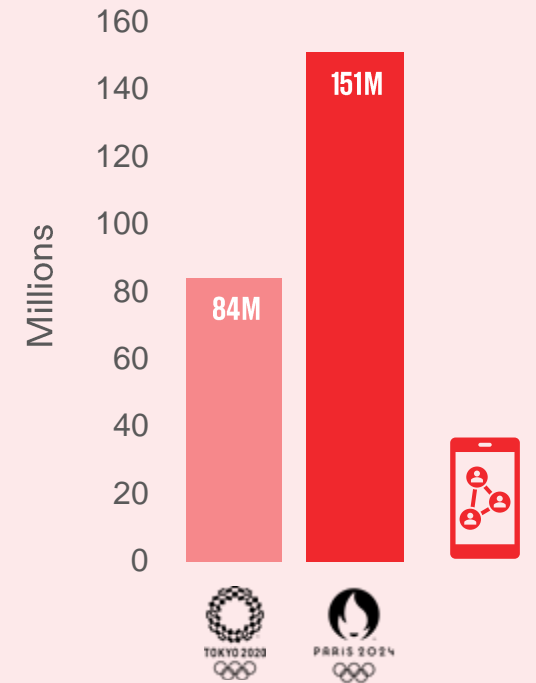
OLYMPICS WEB & APP USERS



SOCIAL MEDIA ENGAGEMENTS



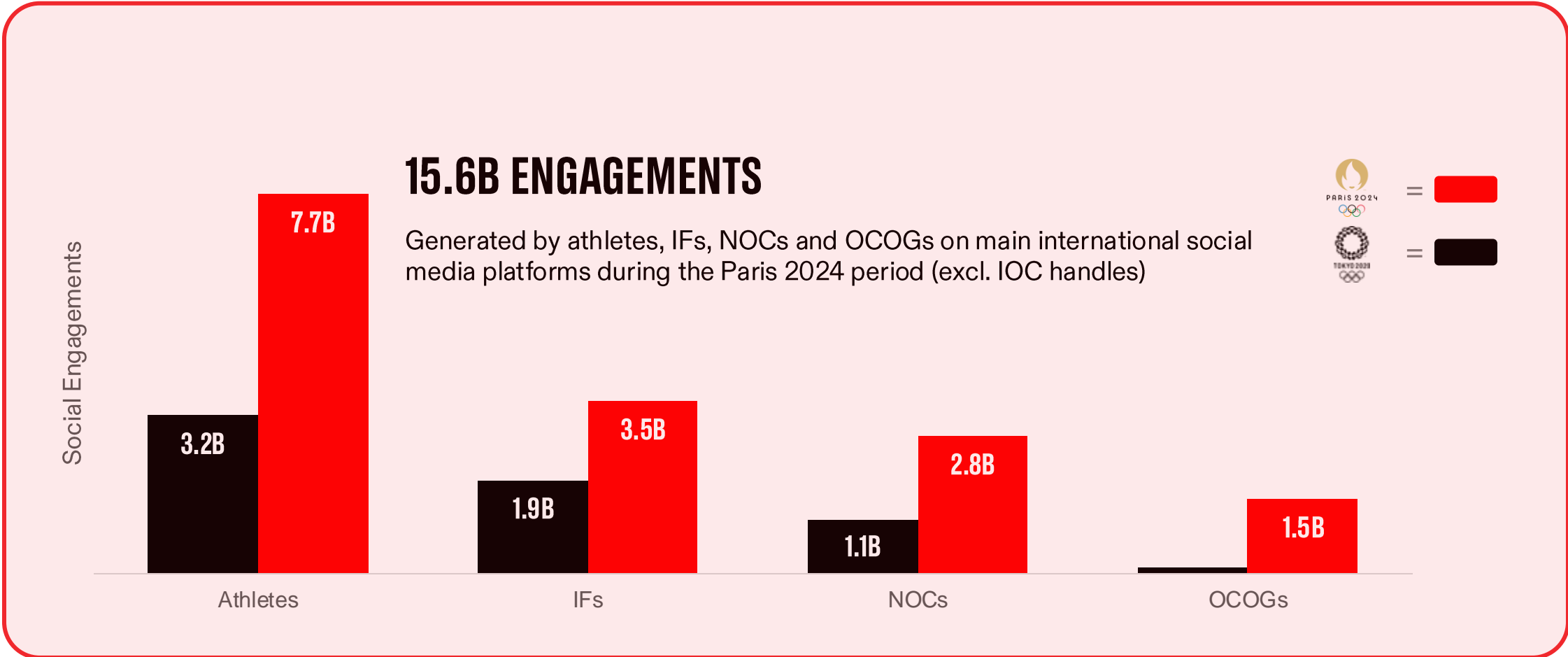
SOCIAL MEDIA FOLLOWERS



PARIS 2024 SUPPORTED ATHLETES, IFS, NOCS AND OCOGS IN BUILDING THEIR SOCIAL MEDIA PRESENCE



Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights

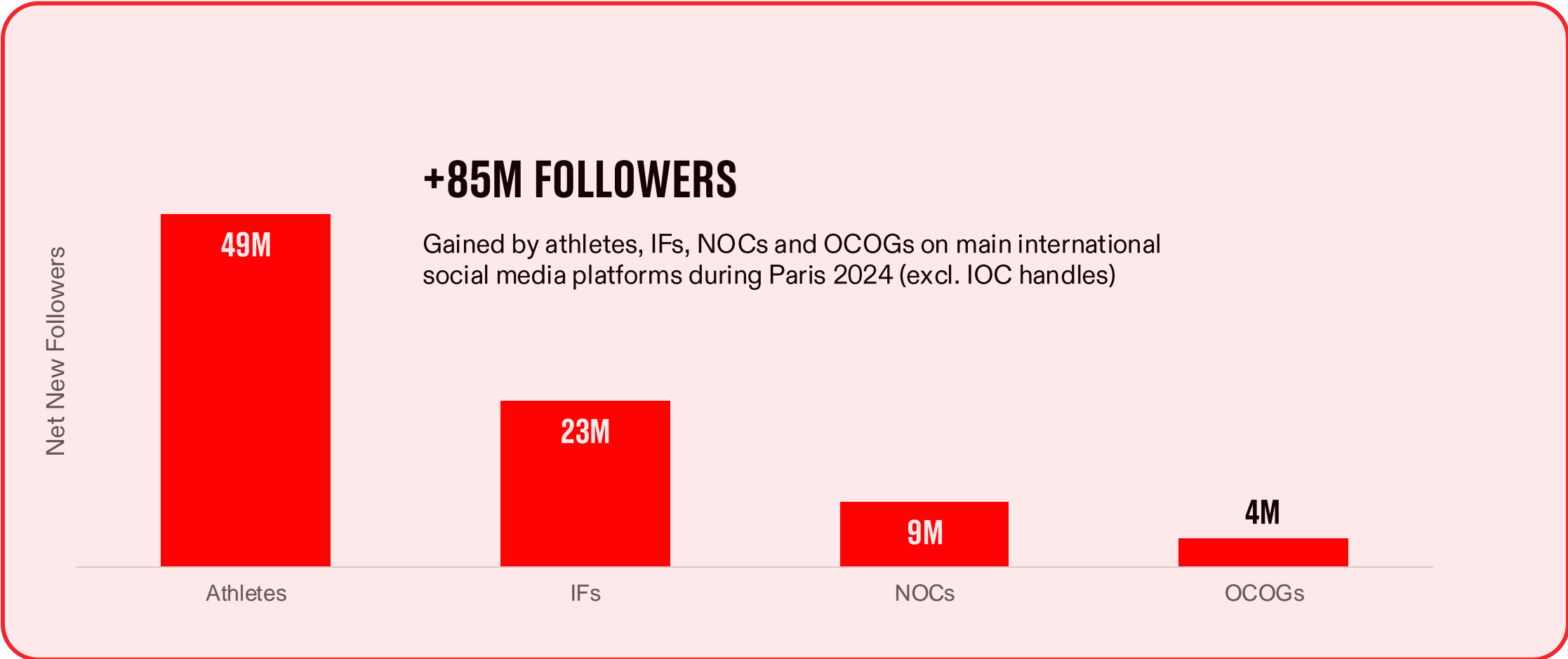


Sources: Quid & Tubular Labs; Feb 1 2024 to Sep 30 in 2021 (Tokyo) and 2024 (Paris)
Platforms: TikTok, YouTube, Twitter/X, Facebook, & Instagram (excluding stories)

PARIS 2024 ALSO SUPPORTED ATHLETES, IFS, NOCS AND OCOGS IN GAINING NEW SOCIAL MEDIA FOLLOWERS



Digital Engagement
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Consumer Insights
Athlete Insights

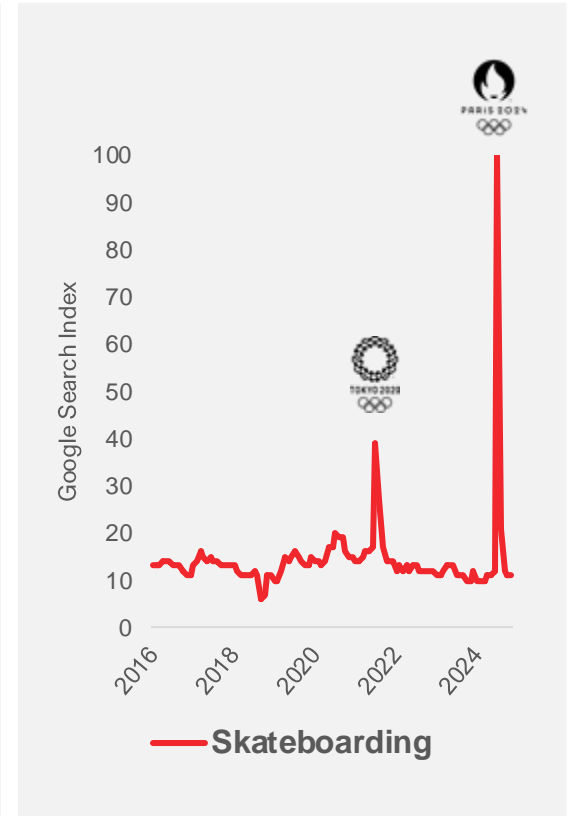
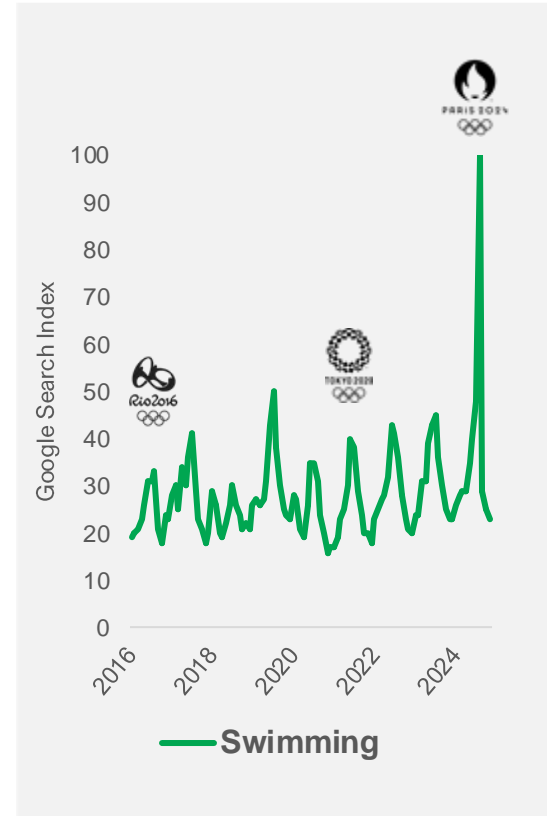
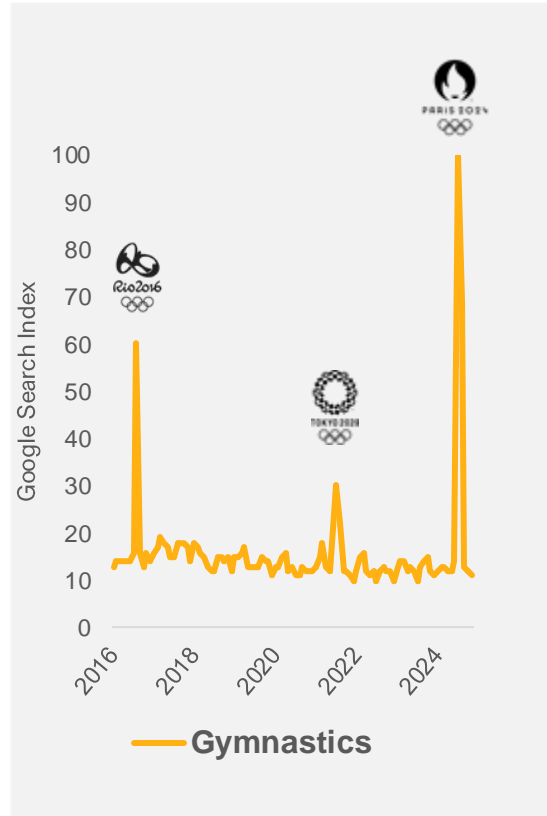
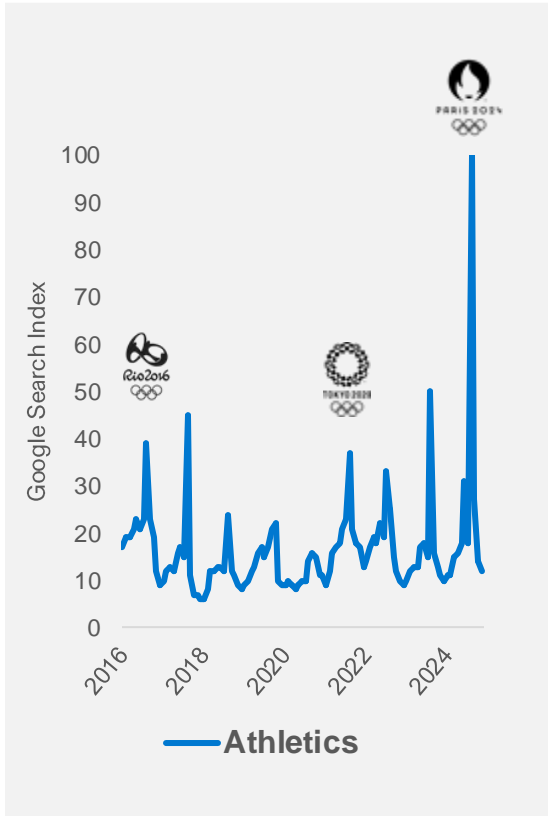


Sources: Quid & Tubular Labs; Jul 18 2024 to Aug 18 2024
Platforms: TikTok, YouTube, Twitter/X, Facebook, & Instagram

INTERNET SEARCHES FOR OLYMPIC SPORTS PEAKED DURING PARIS 2024



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Consumer Insights
Athlete Insights

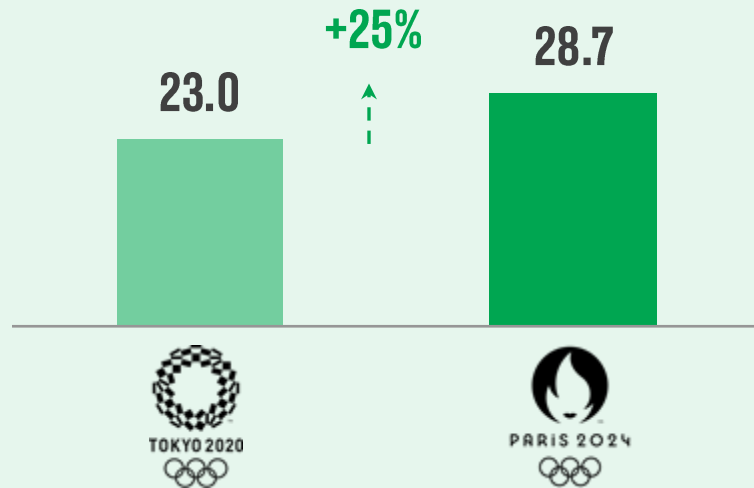


MRH CONSUMPTION ACHIEVED 25% GROWTH VS. TOKYO 2020, WITH MORE PEOPLE USING DIGITAL



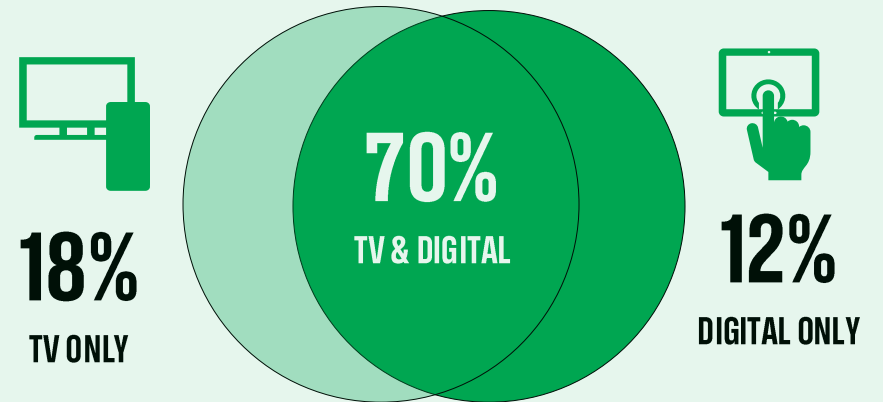
Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights

VIEWER HOURS (BILLIONS)



Every viewer watched on average 9 hours of MRH coverage (+ 20% vs Tokyo 2020)

TOTAL MRH VIEWERSHIP



TV Only: 27%
TV & Digital: 64%
Digital Only: 9%

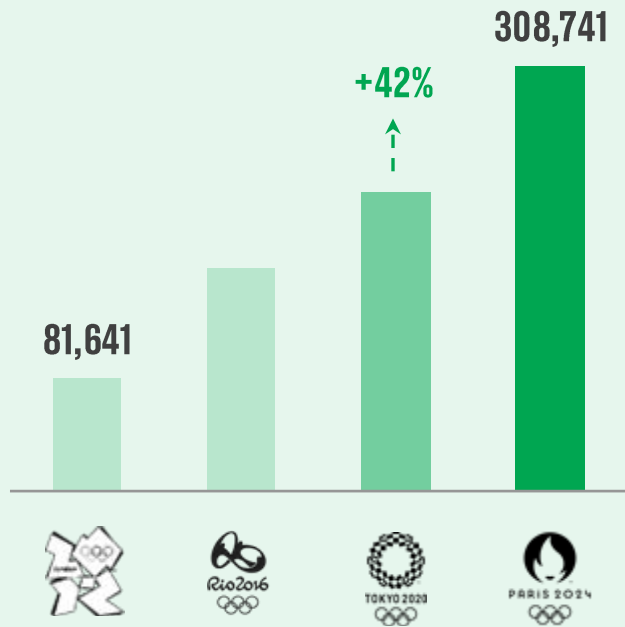


PARIS 2024 GENERATED MORE MEDIA RIGHTS-HOLDER COVERAGE THAN EVER BEFORE

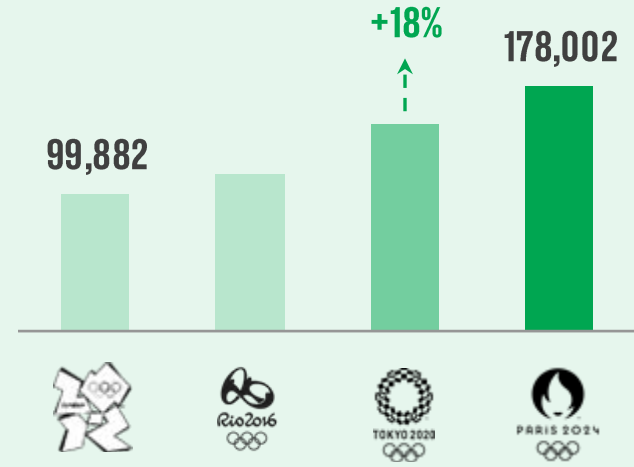


Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights

DIGITAL COVERAGE (HOURS)



LINEAR TV COVERAGE (HOURS)



PARIS 2024 ACHIEVED OUTSTANDING SUCCESS IN ITS HOME MARKET, FRANCE



95%



OF POTENTIAL
AUDIENCE WATCHED

An average **24 hours** of official
Paris 2024 coverage

> 30M



SPECTATORS
& VISITORS*

12m Tickets Sold
8m – Celebration Sites
8.6m – Torch Relay
2.6m – Paris Road Races

72%



POSITIVE
PERCEPTION

People's positive perception
of Paris 2024

Digital Engagement

MRH Coverage

Consumer Insights

Athlete Insights

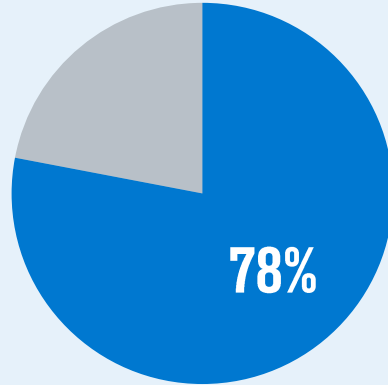
THE OLYMPIC GAMES PERCEIVED AS EVEN MORE IMPORTANT IN A DIVIDED WORLD



Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights

MORE THAN 3 IN 4

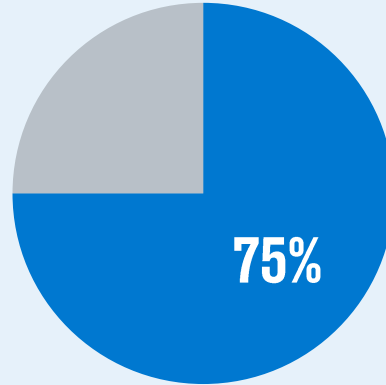
believe that the Olympic Games are even more important in a divided world



■ Agree ■ Disagree

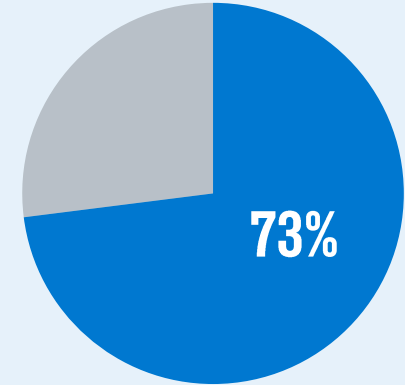
THE IOC WAS SUCCESSFUL...

... in “bringing the world together in peaceful competition”



■ Agree ■ Disagree

... in “building a better world through sport”



■ Agree ■ Disagree

Source: Publicis Sport & Entertainment; Paris 2024 Post-Games Surveys / August 2024, 15 territories; n = 9,375

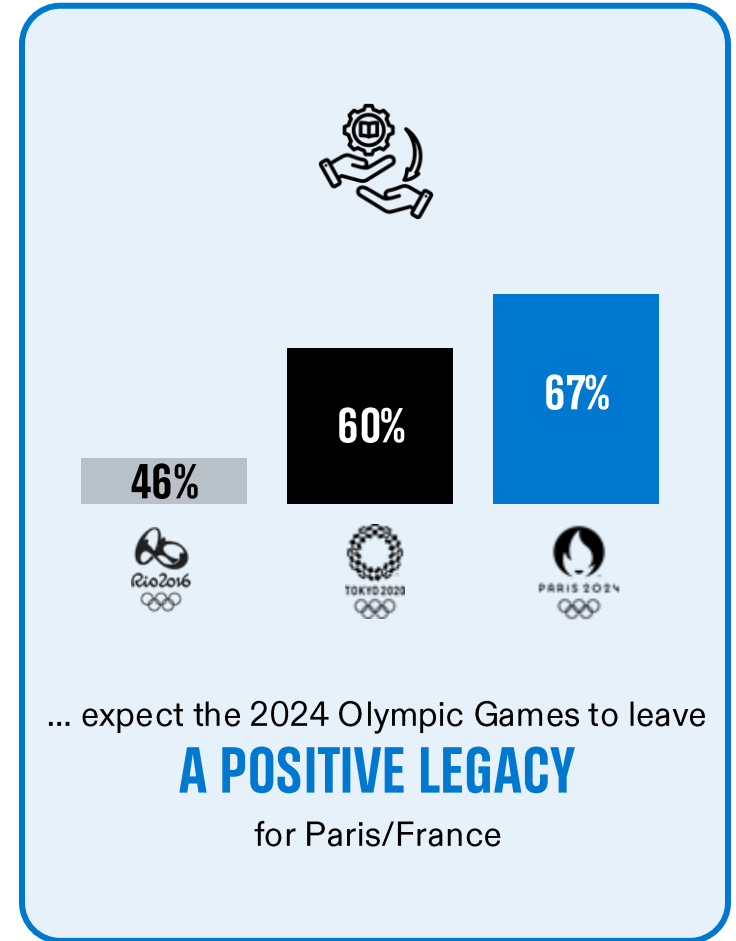
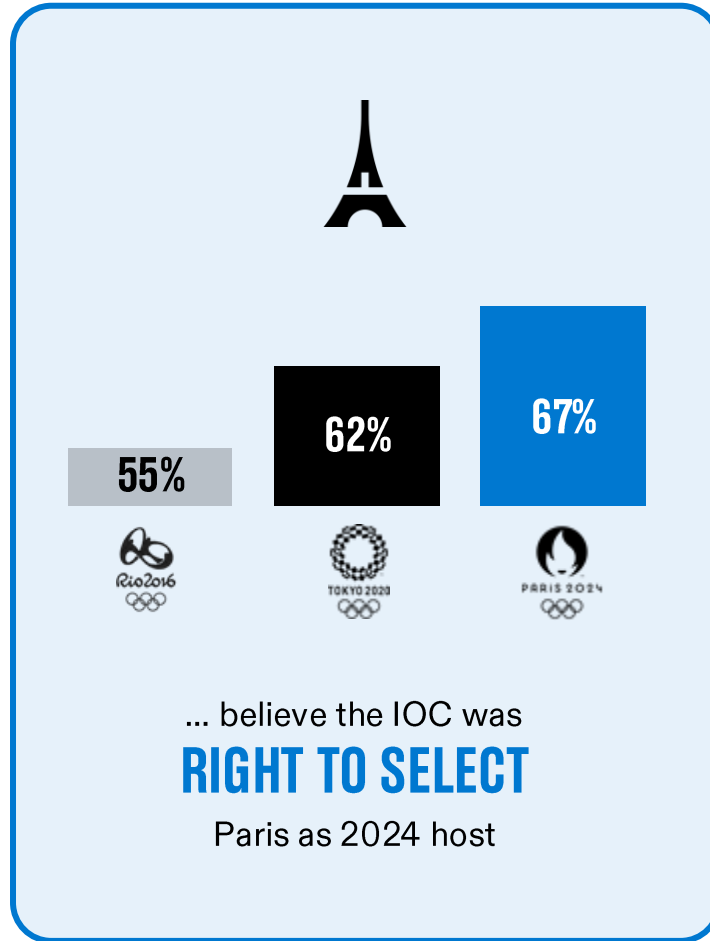
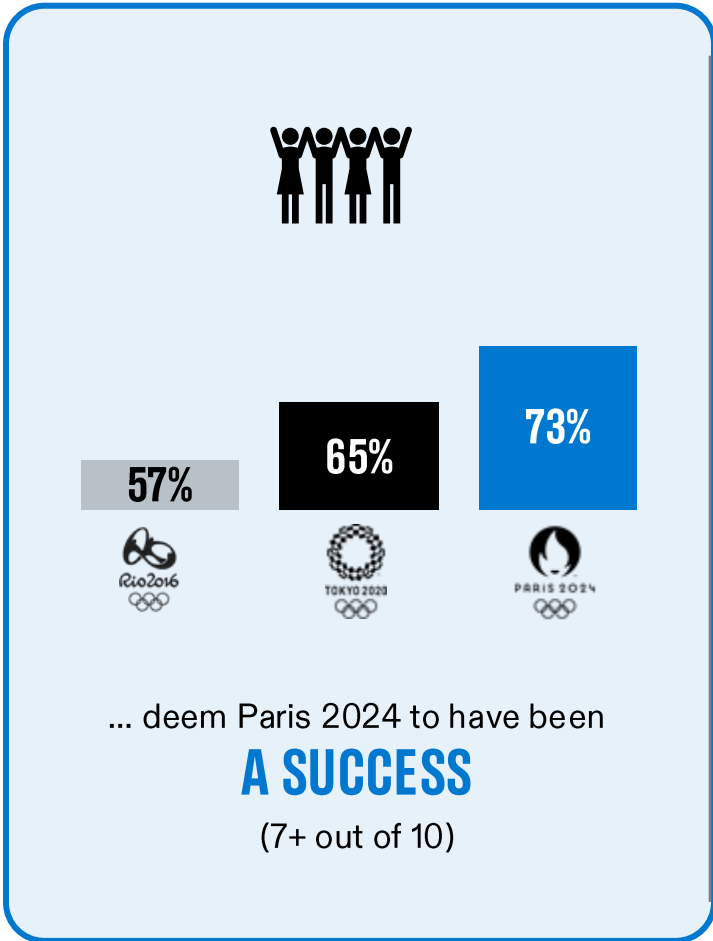
Q: Please indicate whether you agree or disagree with the following statement about the Olympic Games.

Q: How successful do you think each of the following organisations are in fulfilling their specified “mission”?

THE OLYMPIC GAMES PARIS 2024 WERE DEEMED “A SUCCESS”



Athlete Insights
Consumer Insights
MRH Coverage
Digital Engagement



Source: Publicis Sport & Entertainment; Paris 2024 Post-Games Surveys / August 2024, 15 territories; n = 9,375

Q: How successful do you think each of the following Olympic Games were/will be? By successful, we mean the event being well organised and bringing benefits to the city/country, rather than the number of medals a country wins.

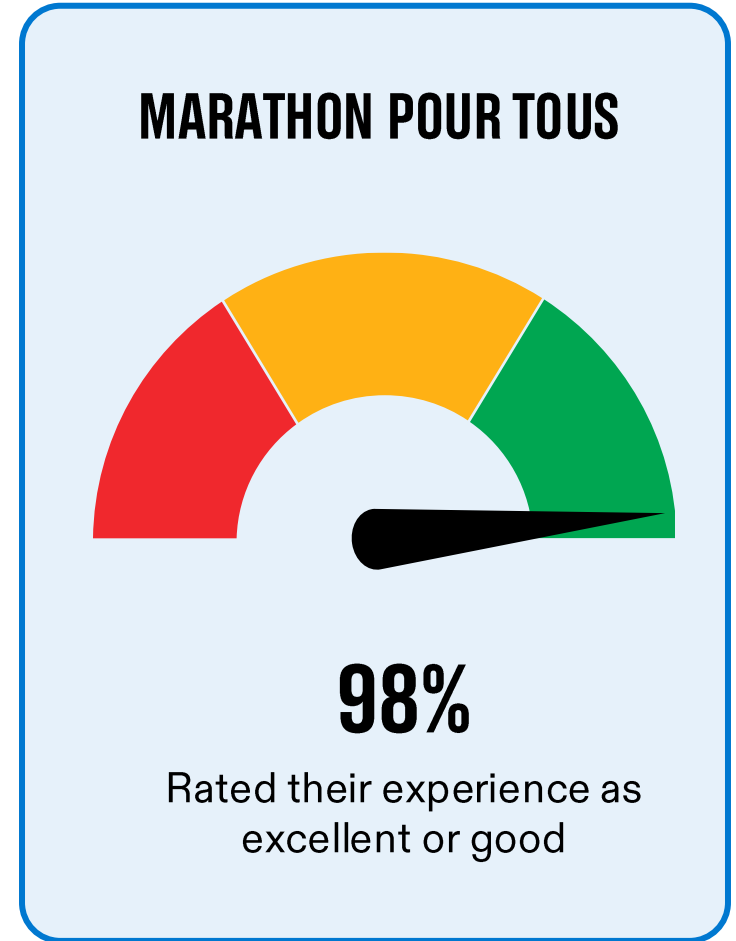
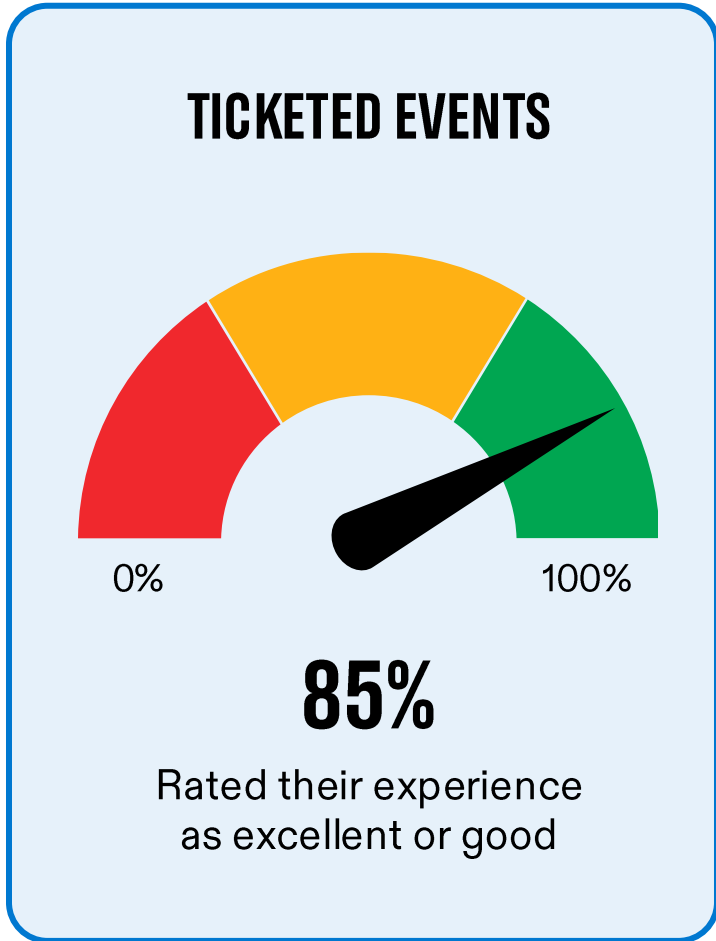
Q: As you may or may not know, the International Olympic Committee (IOC) is responsible for selecting the host city for the Olympic Games. Do you think the IOC was right to select each of these cities as the hosts for these Olympic Games?

Q: Please indicate how much you agree or disagree with the following statements about past and future Olympic Games. The Olympic Games 2024 will leave a positive legacy for Paris / France

RATINGS FOR THE OVERALL SPECTATOR EXPERIENCE WERE VERY HIGH ACROSS EVENTS



Digital Engagement
MRH Coverage
Consumer Insights
Athlete Insights



Source: Nielsen Sport; July-August 2024 / Paris 24 Ticketed Event Attendee Research (n=~17K), Free Event Research (n=~3K), Marathon Pour Tous Participant Research (n=~14K)

Q Ticketed: How would you rate your overall Paris 24 Olympic Games experience?

Q Free Event: How would you rate your overall experience today at the [Event / Location]?

Q MPT: How would you rate your overall Marathon Pour Tous experience?

ATHLETES FOUND THE OVERALL EXPERIENCE AND CELEBRATIONS TO BE VERY POSITIVE



95%

Rated "Good" or "Satisfactory"



OVERALL EXPERIENCE
AT THE OLYMPIC GAMES



simonebiles 12/08/24
closing ceremonies
such an honor. I haven't found the right words to describe my olympic experience, it's been a whirlwind... but I do know, I'll be forever grateful to represent the united states



LeBron James @KingJames · 11 Aug
This is too 🏆🏆🏆🏆🏆🏆



skybrown Thank you Paris 2024!!



olympics e djokemole
olympics 15 sem
"Winning the Olympics is the pinnacle of an athlete's career" - Novak Djokovic

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Consumer Insights
Athlete Insights

PARTICIPATION IN THE OLYMPIC GAMES PARIS 2024 WAS IMPORTANT FOR ATHLETES



TOP MOTIVATIONS

To compete at the biggest multi-sport event on earth



91%

Rated "important"

To represent my country



90%

Rated "important"

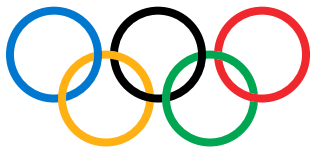
To become an Olympian



89%

Rated "important"

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THANK YOU

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