

WINTER OLYMPICS

BY SOCIAL NUMBERS

HOW TO CAPITALISE

PYEONGCHANG WAS THE **BIGGEST** WINTER OLYMPICS EVER ON SOCIAL

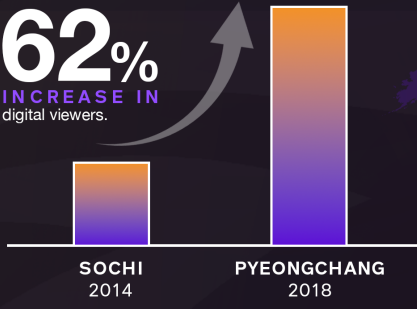


1.6

BILLION VIDEO VIEWS
Which equates to over 1/7 of the global population.



62%
INCREASE IN digital viewers.



MOST DIGITALLY VIEWED OLYMPICS EVER

670
MILLION
GLOBAL ONLINE USERS

GLOBAL VIEWERSHIP

28% OF THE WORLD'S POPULATION WATCHED PYEONGCHANG



MOST USED PLATFORMS



53%

USED TWITTER

82%

OF INTERACTIONS*

39%

OF TOTAL POSTS*

*Stats marked with this symbol are from Athletes' social media presence

21
MILLION

96
MILLION

160
MILLION

INTERACTIONS ON SOCIAL

HOW TO ENGAGE THESE AUDIENCES THROUGH BROADCAST



FEATURE ATHLETES' social activity on broadcast



GET YOUR VIEWERS' opinions with voting & polls



GATHER, MODERATE & redisplay user generated content



RUN COMPETITIONS with your audience & drive engagement

SOURCES

l.y/A5ovs l.y/4Ejy l.y/Ek6A l.y/7QJM l.y/XUo1