

International
Olympic
Committee

BEIJING 2022 AUDIENCE & INSIGHTS REPORT

October 2022

CONTENT



1. MEDIA RIGHTS HOLDERS COVERAGE

2. DIGITAL ENGAGEMENT

3. PEOPLE INSIGHTS

4. ATHLETE INSIGHTS



OLYMPIC WINTER GAMES BEIJING 2022



2 IN 3

PEOPLE FOLLOWED THE OLYMPIC WINTER GAMES BEIJING 2022 *

2B+

PEOPLE WATCHED ON
OLYMPIC MEDIA RIGHTS
PARTNERS' CHANNELS



713B

MINUTES WATCHED ON
OLYMPIC MEDIA RIGHTS
PARTNERS' CHANNELS



3.2B

ENGAGEMENTS ON
OLYMPIC SOCIAL MEDIA
HANDLES



68M

UNIQUE USERS ON
OLYMPICS WEB & APP



*2 in 3 people surveyed by Publicis Sport & Entertainment; Beijing 2022 Post-Games Surveys; February-March 2022, 16 territories; All Respondents aged 13-65; n=9,601

BEIJING 2022 WATCHED BY MORE THAN 2 BILLION PEOPLE



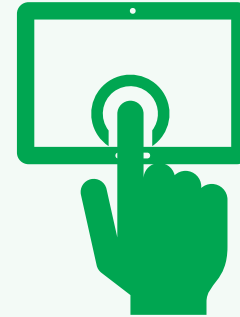
+5%

VS

PYEONGCHANG 2018

2.01 BILLION

Unique Viewers
(Linear TV and Digital)



+18%

VS

PYEONGCHANG 2018

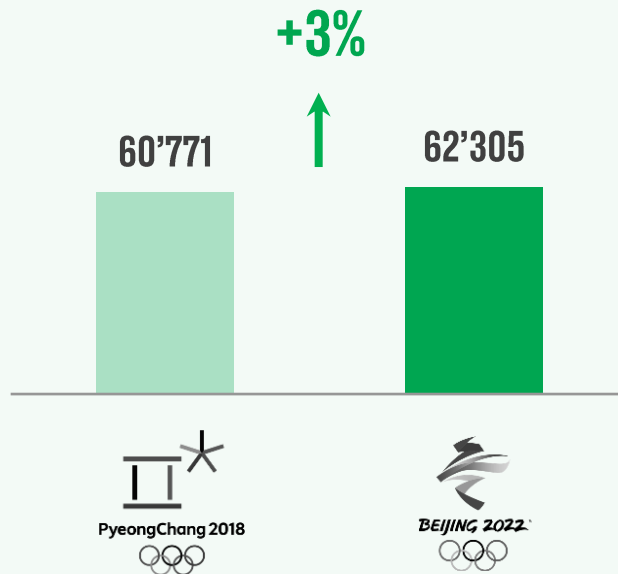
713 BILLION

Minutes Watched on Olympic
Media Rights Partners' Channels

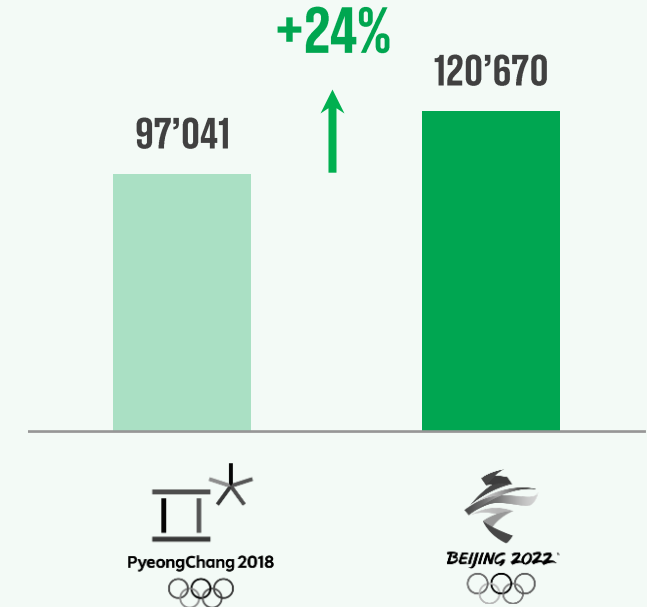
BEIJING 2022 RECORD GLOBAL OUTPUT BY MEDIA RIGHTS HOLDERS



LINEAR TV COVERAGE OUTPUT (HOURS)



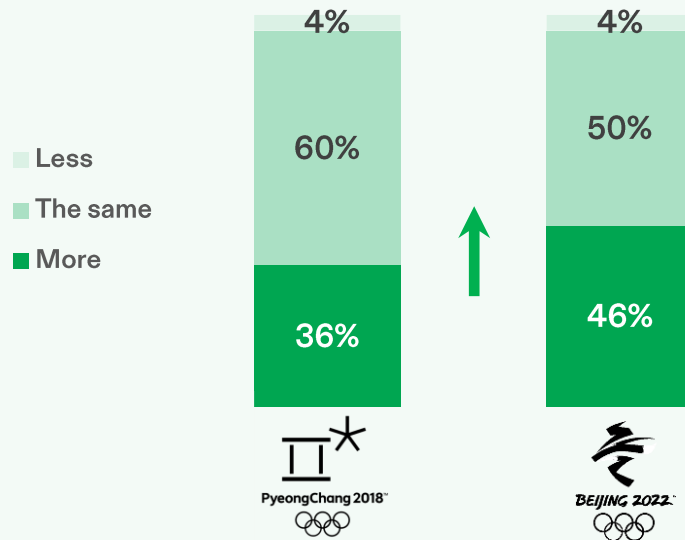
DIGITAL COVERAGE OUTPUT (HOURS)



A DESIRE TO WATCH MORE OLYMPIC GAMES COVERAGE IN THE FUTURE, ESPECIALLY AMONG YOUTH



ALMOST HALF OF BEIJING 2022 VIEWERS CLAIMED THEY **WANT TO WATCH MORE** OLYMPIC GAMES COVERAGE IN THE FUTURE



THIS APPETITE FOR WATCHING MORE IS **HIGHER** AMONG **YOUNGER** BEIJING 2022 VIEWERS

57%

OF THE 13-19-YEAR-OLD BEIJING 2022 VIEWERS CLAIMED THEY WANT TO WATCH MORE OLYMPIC GAMES COVERAGE IN THE FUTURE

BEIJING 2022 MOST DIGITALLY ENGAGED OLYMPIC WINTER GAMES EVER



**3.2B ENGAGEMENTS
ON OLYMPIC SOCIAL
MEDIA HANDLES**

ACROSS 10 SOCIAL MEDIA PLATFORMS



Date Range: 05 Sep 2021 to 28 Feb 2022
Properties: IOC social media handles
Engagements: likes, comments, shares and video views

**68M UNIQUE USERS
ON OLYMPIC WEB & APP**

2X PYEONGCHANG 2018

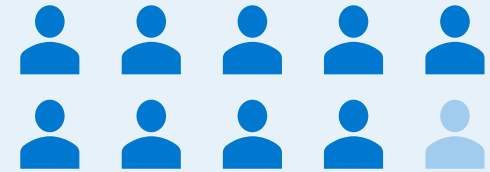
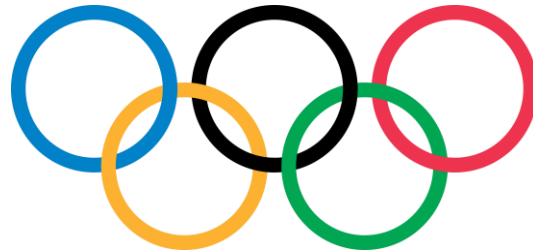


Date Range: 05 Sep 2021 to 28 Feb 2022
Properties: IOC Website & App (excludes China)

THE WORLD'S MOST APPEALING SPORTS & ENTERTAINMENT PROPERTY AND GLOBALLY ONE OF THE MOST RECOGNISED SYMBOLS

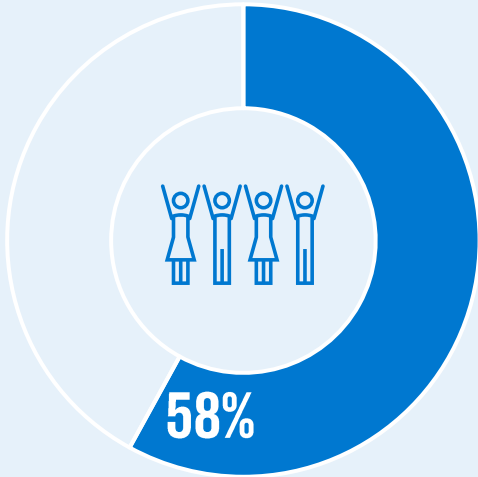


THE OLYMPIC GAMES
CONTINUE TO BE THE WORLD'S
MOST APPEALING
SPORTS & ENTERTAINMENT
PROPERTY



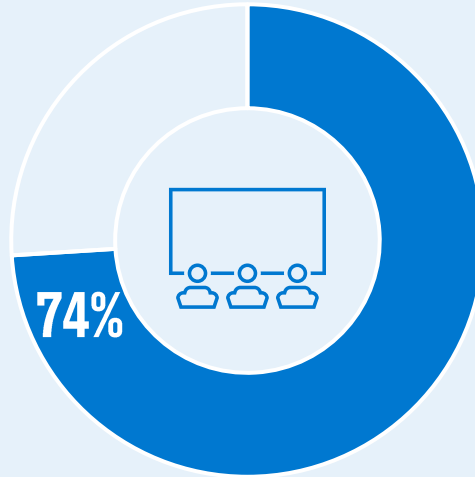
87%
OF PEOPLE CORRECTLY
IDENTIFY THE SYMBOL OF
THE OLYMPIC RINGS

OLYMPIC WINTER GAMES BEIJING 2022 IS DEEMED “A SUCCESS” BY A MAJORITY OF PEOPLE



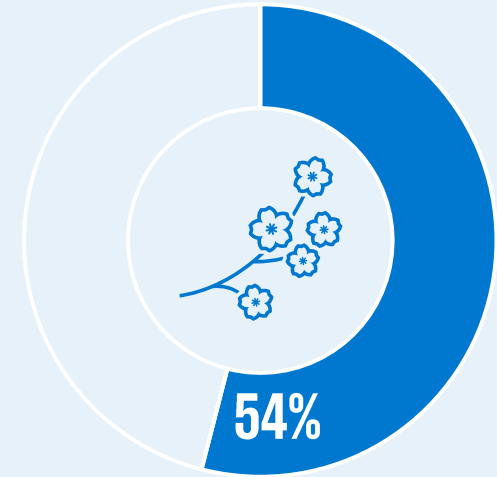
58%

OF PEOPLE DEEM BEIJING 2022
TO HAVE BEEN **A SUCCESS**



74%

OF PEOPLE THAT WATCHED BEIJING
2022, **ENJOYED WATCHING IT**



54%

EXPECT BEIJING 2022 TO LEAVE A
POSITIVE LEGACY FOR
BEIJING/CHINA

PARTICIPATION IN THE OLYMPIC WINTER GAMES BEIJING 2022 WAS IMPORTANT FOR ATHLETES



TO COMPETE AT THE
BIGGEST MULTI-SPORTS
EVENT ON EARTH



91%

RATED "IMPORTANT"

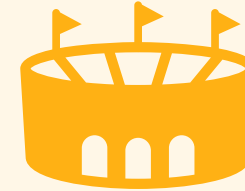
TO REPRESENT MY
COUNTRY



90%

RATED "IMPORTANT"

TO BE TOGETHER WITH
THE BEST ATHLETES IN
THE WORLD



86%

RATED "IMPORTANT"

ATHLETES RATED THEIR OLYMPIC EXPERIENCE HIGHLY AND WERE SATISFIED WITH COVID-19 COUNTERMEASURES



MRH Coverage
Digital Engagement
People Insights
Athlete Insights

OVERALL EXPERIENCE

IN THE OLYMPIC VILLAGE



83%

RATED “GOOD” OR “VERY GOOD”

AT TRAINING & COMPETITION VENUES



82%

RATED “GOOD”

COVID-19 COUNTERMEASURES

VERY WELL INFORMED, BEFORE THE OLYMPIC GAMES, ABOUT COVID-19 COUNTERMEASURES THAT WOULD BE IN PLACE



81%

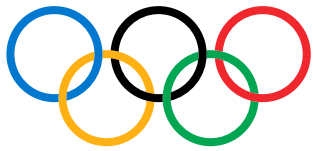
(A FURTHER 17% WERE “QUITE WELL INFORMED”)

COVID-19 COUNTERMEASURES WITHIN THE OLYMPIC VILLAGE



83%

RATED “GOOD”



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THANK YOU

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October 2022