

INTERNATIONAL OLYMPIC COMMITTEE

GLOBAL BROADCAST AND AUDIENCE REPORT

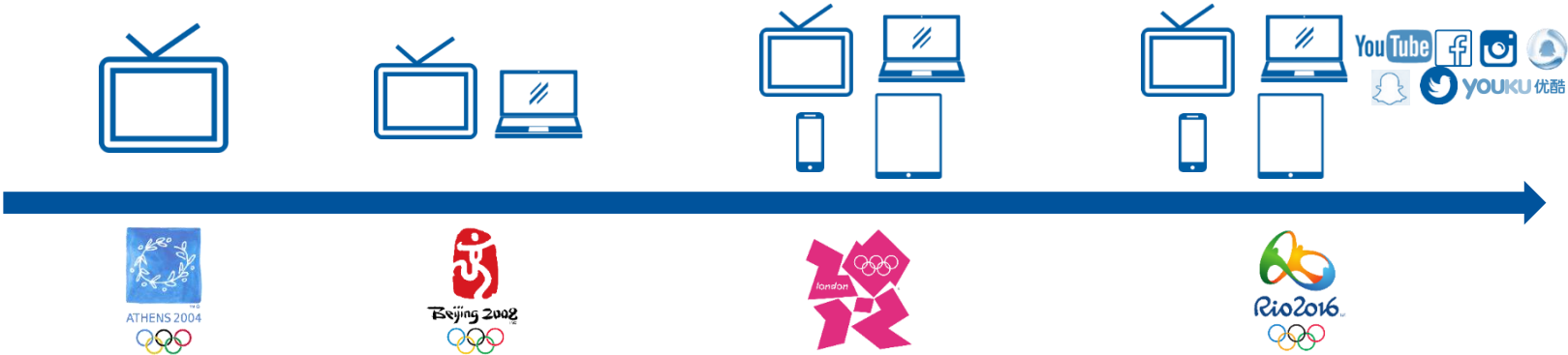
Olympic Games Rio 2016

Olympic Games Rio 2016 Audience Executive Summary



- Rio 2016 was the most consumed Olympic Games ever - taking into consideration broadcast coverage viewed on television and digital platforms, as well as engagement on social media
- More television coverage and more digital coverage than ever before
- Half the world's population watched coverage of the Olympic Games Rio 2016
- Total Olympic Games Rio 2016 broadcast content viewed online was over double London 2012
- Over seven billion video views of official content on social media platforms

The way that we consume broadcast content continues to fragment



More television and more digital coverage than ever before



356,924 hours of coverage of Olympic Games Rio 2016 across all platforms compared to 181,523 hours (up 96.7%) of coverage for London 2012



113,455 hours of TV coverage (up 13.5 % from London 2012)

584 TV CHANNELS



243,469 hours of digital coverage (up 198.6% from London 2012)

270 DIGITAL PLATFORMS

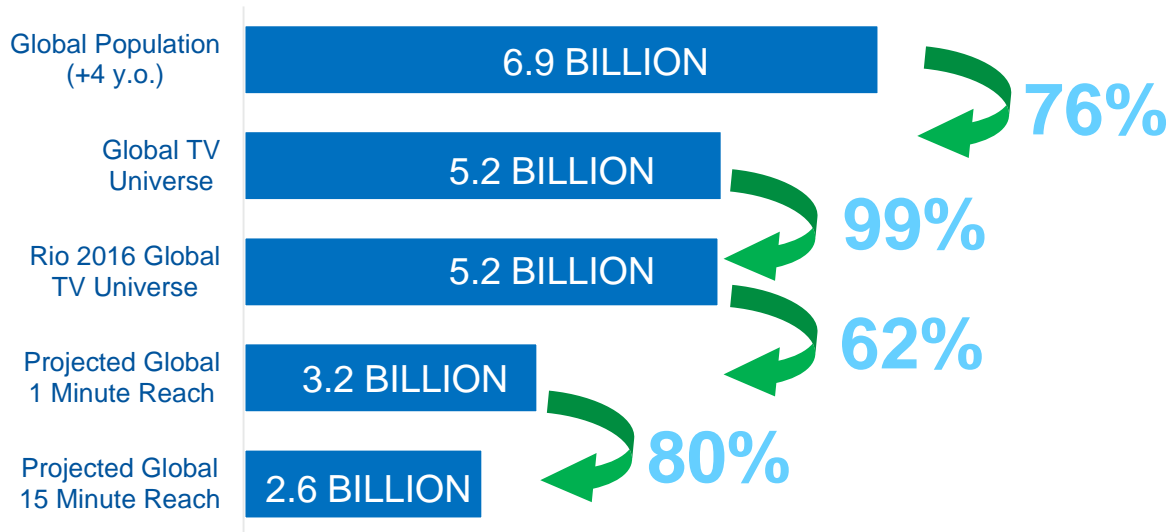


100s OF RHB SOCIAL MEDIA PAGES

Half the world's population saw television coverage of the Olympic Games



TELEVISION – NOT INCLUDING DIGITAL AND SOCIAL MEDIA



Universe: the total number of people with access to view a television channel

Reach: the number of people who saw at least 1 minute or 15 minutes of coverage

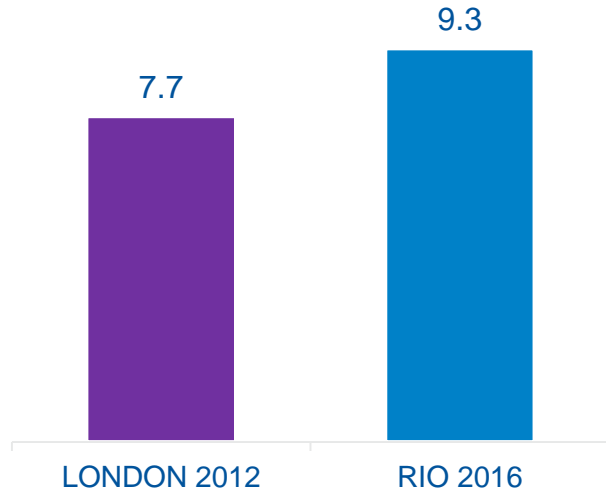
Source: Sponsorship Intelligence 2016

The average television viewer watched over 20% more coverage than during London 2012



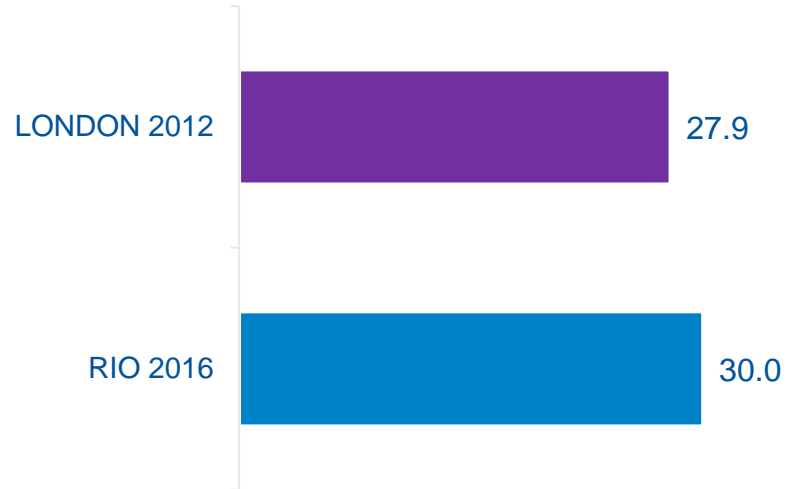
TELEVISION

AVERAGE NUMBER OF HOURS CONSUMED PER VIEWER BY EDITION



VIEWERS WERE MORE ENGAGED DURING THE RIO GAMES THAN LONDON 2012 **+20.8%**

VIEWER HOURS BY EDITION (BILLIONS)

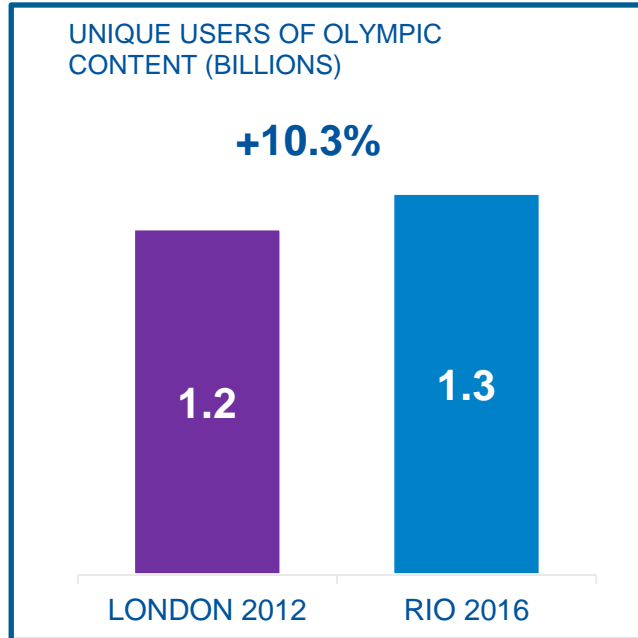


MORE HOURS OF CONTENT WERE CONSUMED THAN DURING LONDON 2012 **+7.6%**

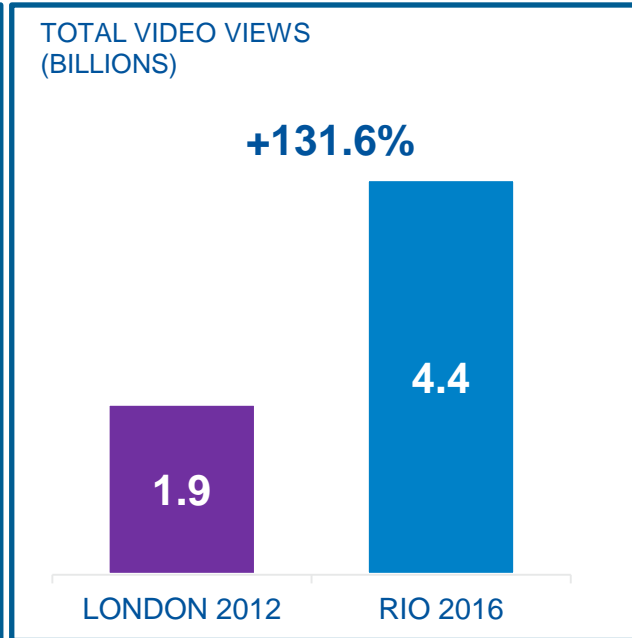
Digital consumption has reached levels never seen before



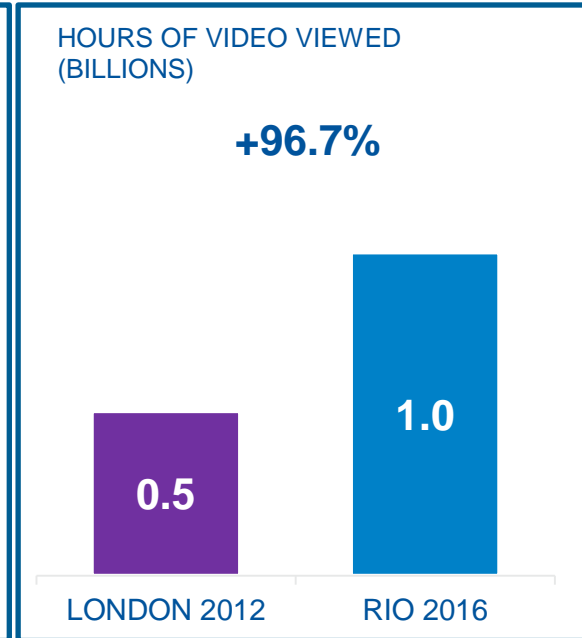
DIGITAL – BROADCASTER PLATFORMS (WEBSITE & APPS)



MORE DIGITAL AUDIENCE



MORE DIGITAL VIEWS



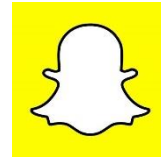
MORE DIGITAL CONSUMPTION

Biggest Olympic Games ever on social media platforms



+ 7.2 BILLION

Video views of official content



YOUKU

BILLIONS

OF IMPRESSIONS AND ENGAGEMENTS