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)

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

584 TV CHANNELS

270 DIGITAL PLATFORMS

100s OF RHB SOCIAL MEDIA PAGES

Source: Sponsorship Intelligence 2016
Half the world's population saw television coverage of the Olympic Games

TELEVISION – NOT INCLUDING DIGITAL AND SOCIAL MEDIA

- Global Population (+4 y.o.): 6.9 BILLION
- Global TV Universe: 5.2 BILLION
- Rio 2016 Global TV Universe: 5.2 BILLION
- Projected Global 1 Minute Reach: 3.2 BILLION
- Projected Global 15 Minute Reach: 2.6 BILLION

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

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

Source: Sponsorship Intelligence 2016
The average television viewer watched over 20% more coverage than during London 2012.

### TELEVISION

<table>
<thead>
<tr>
<th>Edition</th>
<th>Average Number of Hours Consumed Per Viewer</th>
<th>More Hours of Content Consumed Than during London 2012</th>
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<tbody>
<tr>
<td>London 2012</td>
<td>7.7</td>
<td>+20.8%</td>
</tr>
<tr>
<td>Rio 2016</td>
<td>9.3</td>
<td>+7.6%</td>
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</tbody>
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Source: Sponsorship Intelligence 2016
Digital consumption has reached levels never seen before

Digital consumption has reached levels never seen before

Source: Sponsorship Intelligence 2016
Biggest Olympic Games ever on social media platforms

+ 7.2 BILLION

Video views of official content

BILLIONS

OF IMPRESSIONS AND ENGAGEMENTS

Source: Google, YouTube, Facebook, Snapchat, Twitter, Tencent, Youku