Executive Summary

- More coverage than any previous Olympic Winter Games
- Watched by over a quarter of the world’s population
- Most digitally viewed Olympic Winter Games ever
- Biggest Olympic Winter Games ever on social media platforms
More coverage than any previous Olympic Winter Games

<table>
<thead>
<tr>
<th>Component</th>
<th>Hours</th>
<th>% Increase vs</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and digital</td>
<td>157,812</td>
<td>+38%</td>
</tr>
<tr>
<td>TV</td>
<td>60,771</td>
<td>+12%</td>
</tr>
<tr>
<td>Digital</td>
<td>97,041</td>
<td>+62%</td>
</tr>
</tbody>
</table>
Olympic Winter Games PyeongChang 2018
GLOBAL BROADCAST AND AUDIENCE REPORT

Broadcast Performance Overview
Total Audience

Over quarter of the world population watched PyeongChang2018 broadcast coverage

1.92 billion
28% of the world's population

Note: 1.92 billion represents Total Audience Reach (TAR), TV and Online unique users. World population refers to the audited TV audience >4yrs old
Olympic Winter Games PyeongChang 2018
GLOBAL BROADCAST AND AUDIENCE REPORT

Broadcast Performance Overview
Digital

Digital broadcast viewed by 670 million global online users

Digital viewership more than double that of Sochi 2014 with 3.20 billion video views & 16.2 billion minutes viewed

Source: Broadcast Performance Overview
GLOBAL BROADCAST AND AUDIENCE REPORT

+120% increase vs Sochi 2014
+130% increase vs Sochi 2014
+113% increase vs Sochi 2014

Digital includes video views of official content on rights holding broadcasters websites/apps & social media platforms
Olympic Winter Games PyeongChang 2018
GLOBAL BROADCAST AND AUDIENCE REPORT

Broadcast Performance Overview
Social Media platforms

**Biggest Olympic Winter Games ever on social media platforms**

Official content across social media platforms had:

- 300 million users
- Over 1.6 billion video views
- 3 billion minutes viewed

Source: PMSE, YouTube, Facebook, Snapchat, Twitter