



PyeongChang 2018™

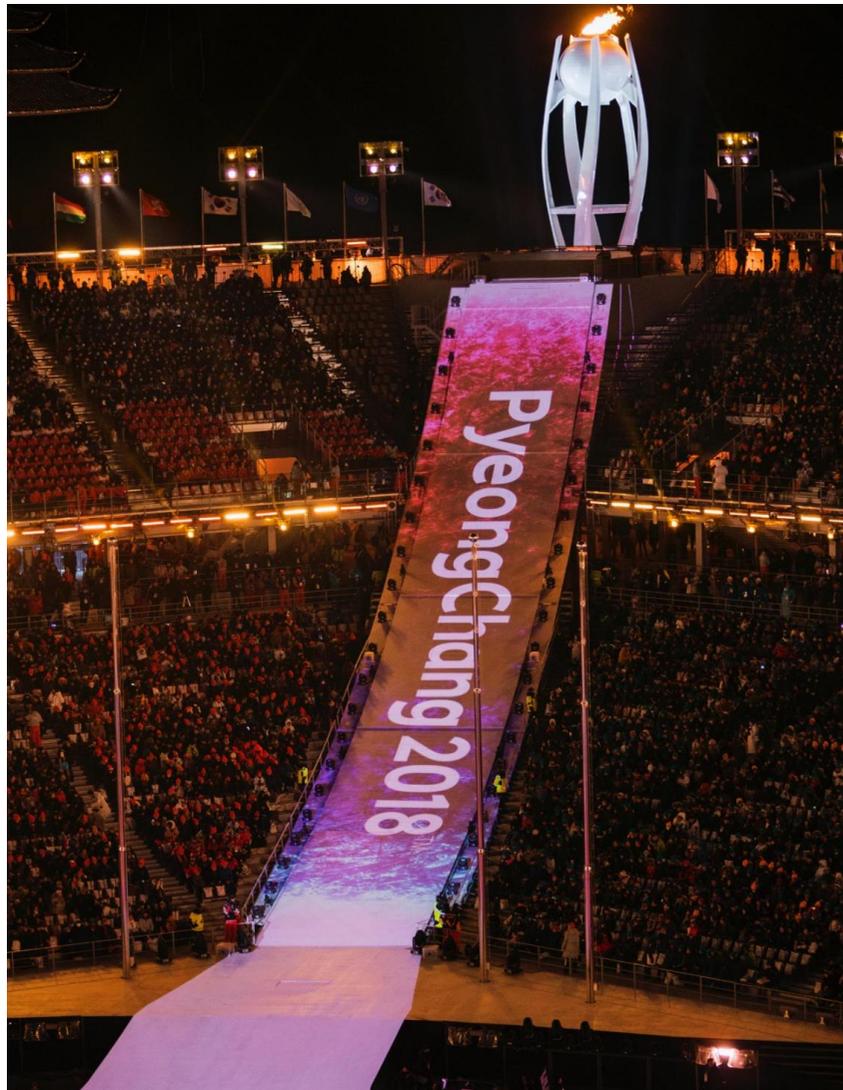


GLOBAL BROADCAST AND AUDIENCE REPORT

JUNE 2018



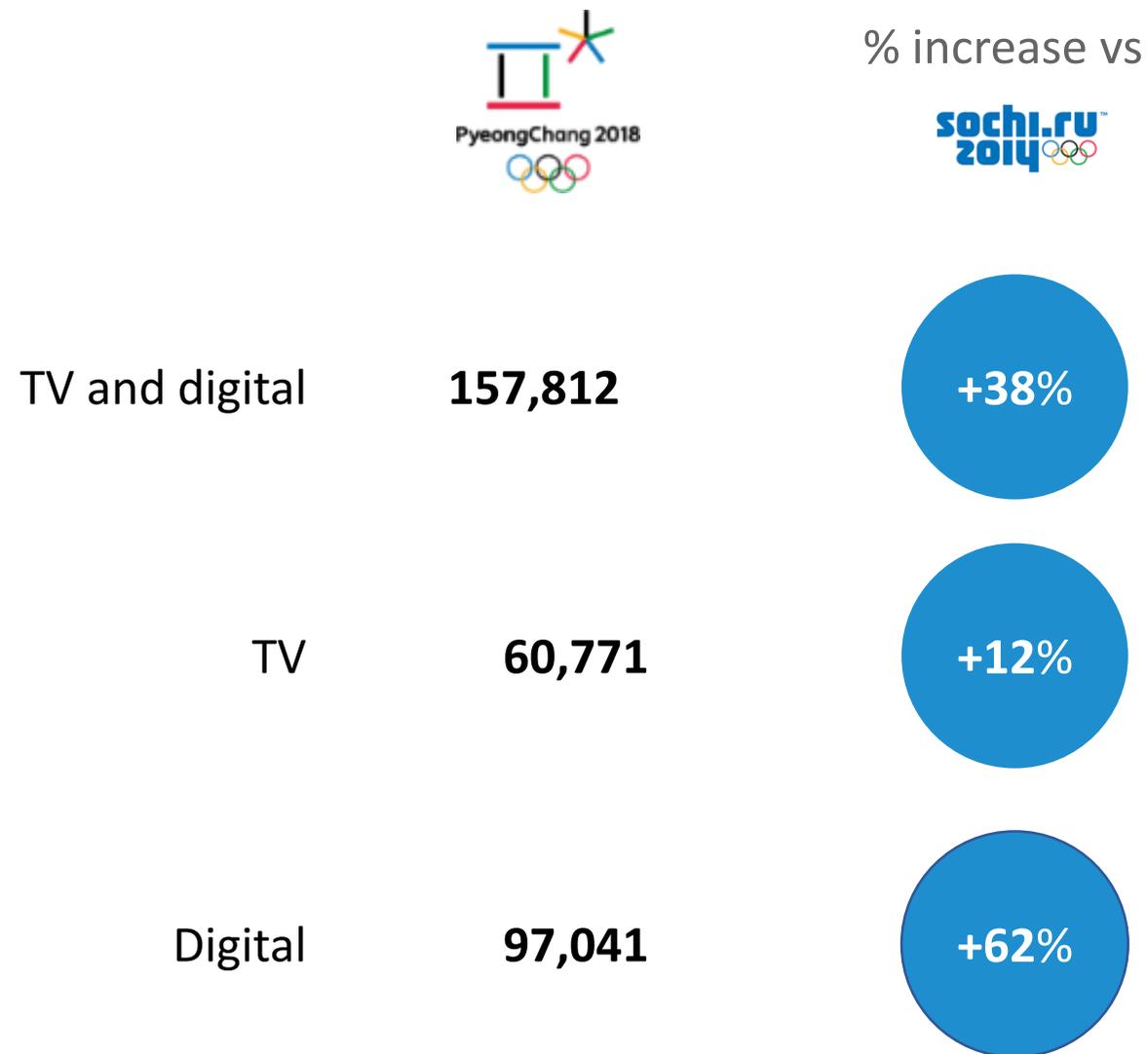
Executive Summary



- 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

Broadcast Performance Overview Total Coverage Hours

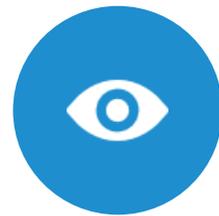
More coverage than any previous Olympic Winter Games



Broadcast Performance Overview

Total Audience

Over quarter of the world population watched PyeongChang2018 broadcast coverage



1.92 billion



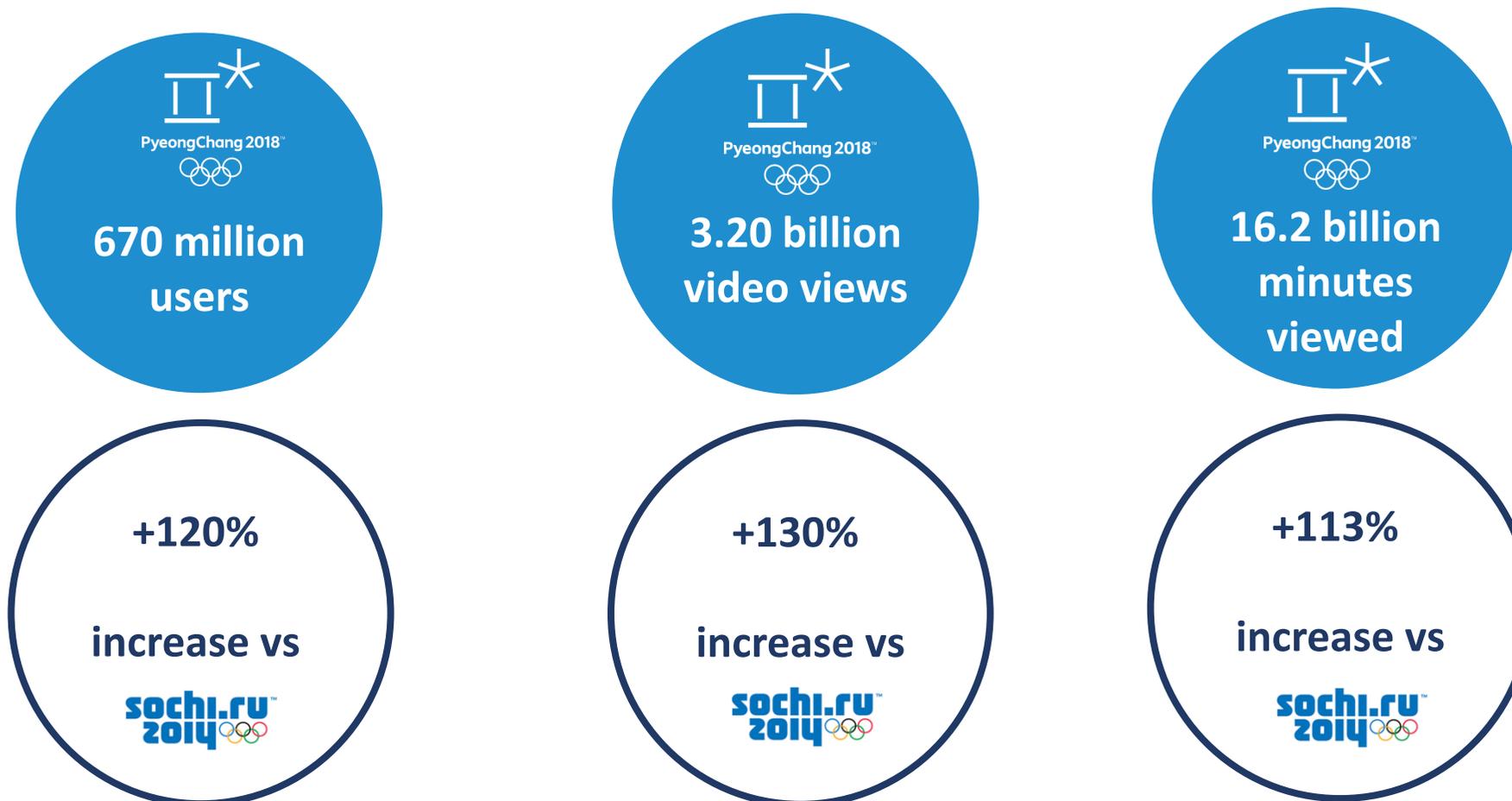
28% of the world's population



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:



Digital includes video views of official content on rights holding broadcasters websites/apps & social media platforms

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**

