

International  
Olympic  
Committee

# PARIS 2024 AUDIENCE & INSIGHTS REPORT

International Olympic Committee  
December 2024



PARIS 2024



# CONTENT



**1. DIGITAL ENGAGEMENT**

**2. MRH COVERAGE**

**3. CONSUMER INSIGHTS**

**4. ATHLETE INSIGHTS**





**THE OLYMPIC GAMES PARIS  
2024 ARE THE MOST  
FOLLOWED GAMES EVER**



**84% = ~5B**

**OF THE POTENTIAL AUDIENCE  
FOLLOWED THE OLYMPIC GAMES  
PARIS 2024**

**BILLION PEOPLE  
FOLLOWED THE OLYMPIC GAMES  
PARIS 2024**

84% of people surveyed by Publicis Sport & Entertainment; August-September 2024, 18 territories; All Respondents aged 13-65; n=10,275

# DIGITAL CHANNELS DROVE UNPRECEDENTED ENGAGEMENT



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

**3X**   
**HIGHER INTERNET SEARCH INDEX**  
Vs Tokyo 2020

**3.9X**  
**MORE ENGAGEMENTS**  
On international social media platforms vs Tokyo 2020

**412B**  
**ENGAGEMENTS FROM 270M POSTS**  
On social media platforms (Estimation)

 This is the equivalent of every social media user worldwide **engaging over 100 times** with Olympic-related posts during Paris 2024

# MRHS ENJOYED SIGNIFICANTLY HIGHER SOCIAL ENGAGEMENT



Digital Engagement

MRH Coverage

Consumer Insights

Athlete Insights

**13X** 

**MORE ENGAGEMENTS ON MRH HANDLES**

On international social media platforms vs Tokyo 2020

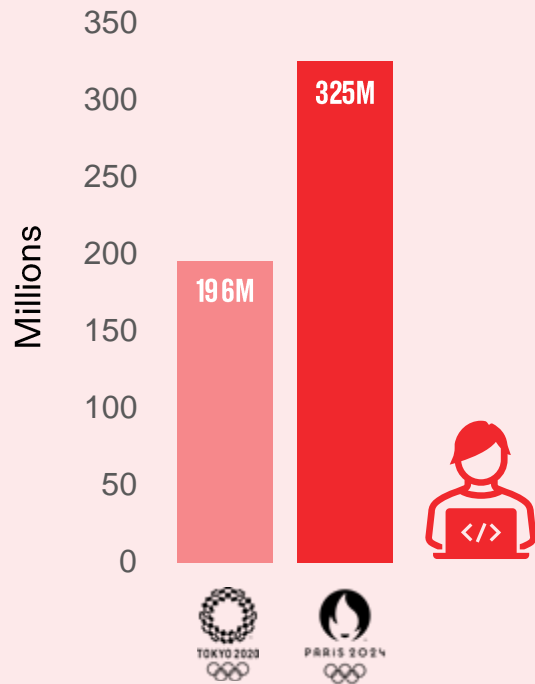


# THE IOC'S DIGITAL PERFORMANCE SIGNIFICANTLY INCREASED

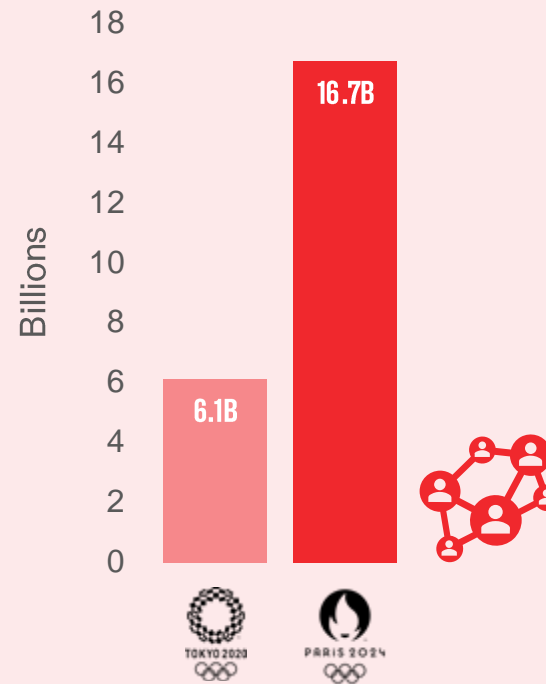


Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

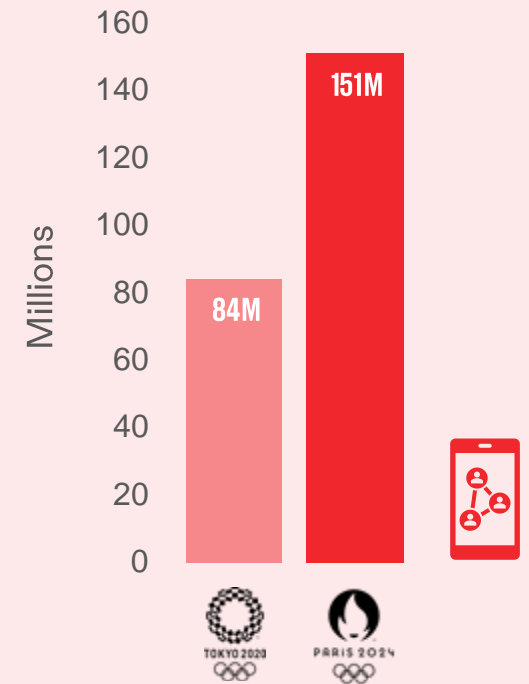
## OLYMPICS WEB & APP USERS



## SOCIAL MEDIA ENGAGEMENTS



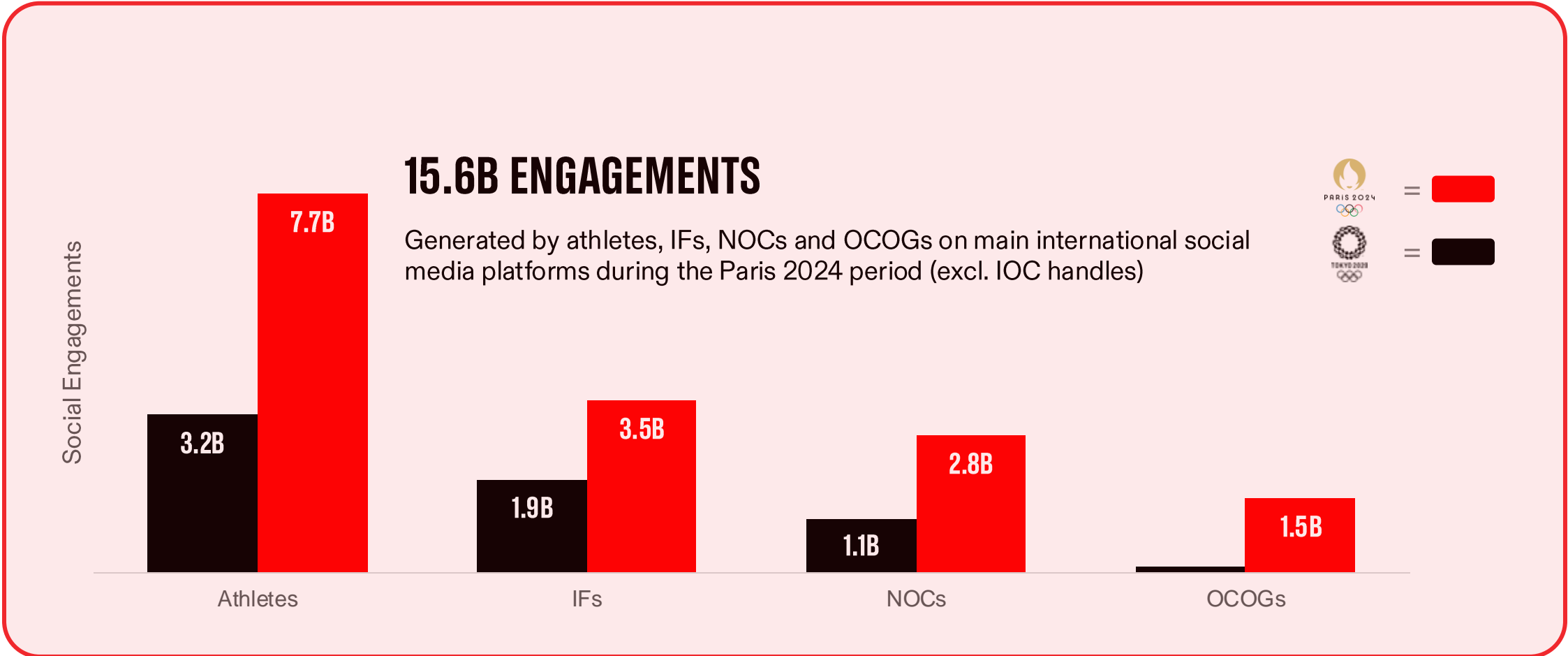
## SOCIAL MEDIA FOLLOWERS



# PARIS 2024 SUPPORTED ATHLETES, IFS, NOCS AND OCOGS IN BUILDING THEIR SOCIAL MEDIA PRESENCE



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights



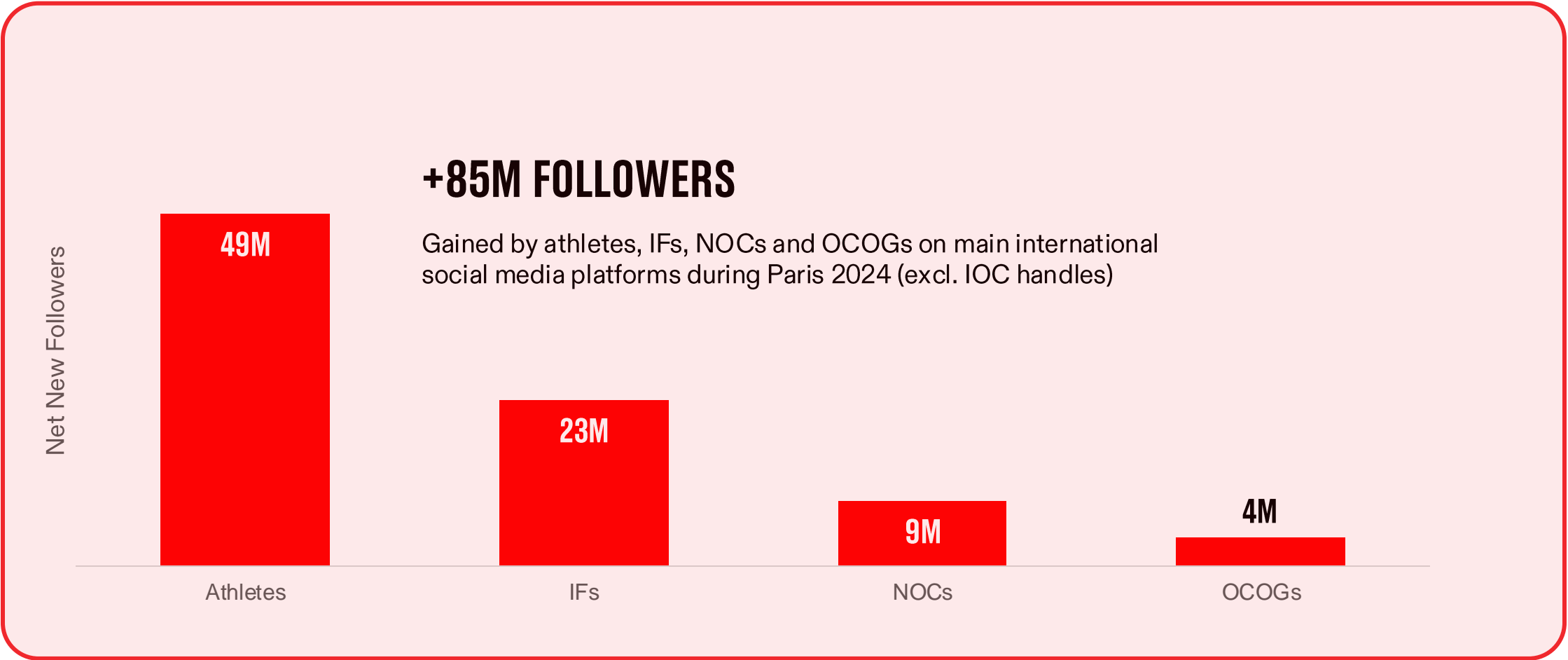
Sources: Quid & Tubular Labs; Feb 1 2024 to Sep 30 in 2021 (Tokyo) and 2024 (Paris)  
Platforms: TikTok, YouTube, Twitter/X, Facebook, & Instagram (excluding stories)



# PARIS 2024 ALSO SUPPORTED ATHLETES, IFS, NOCS AND OCOGS IN GAINING NEW SOCIAL MEDIA FOLLOWERS



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

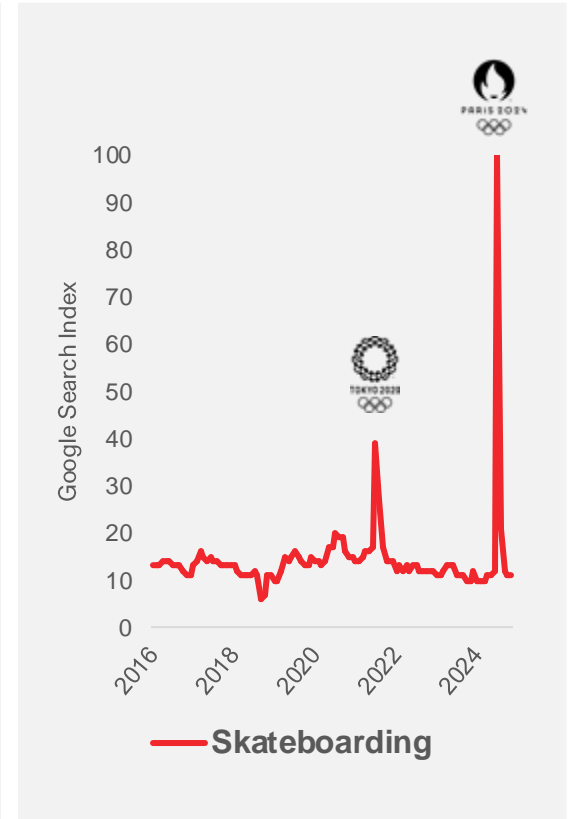
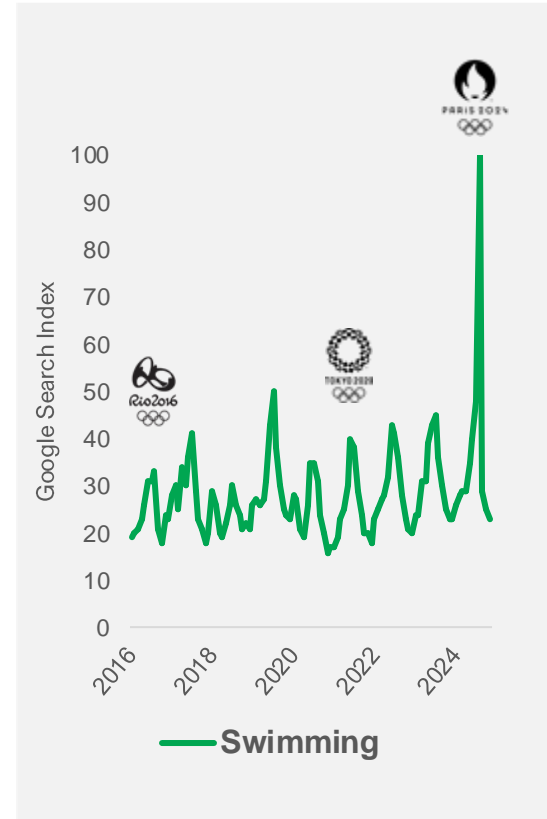
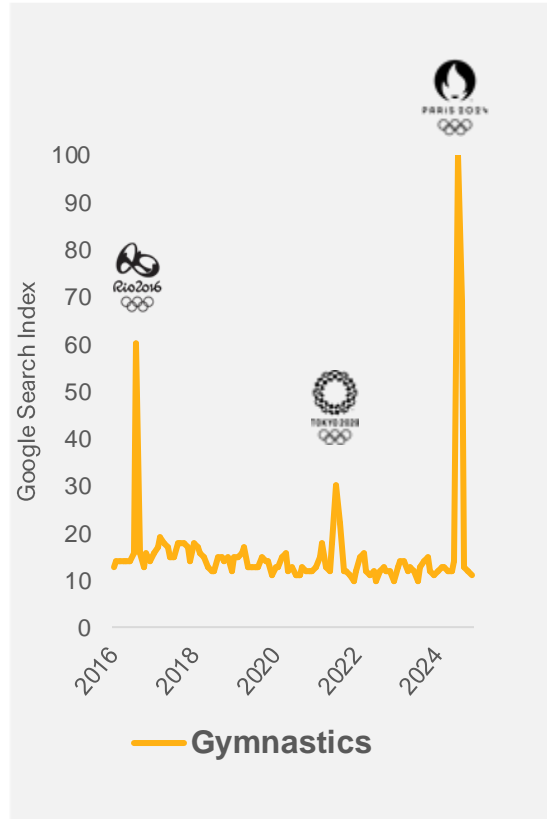
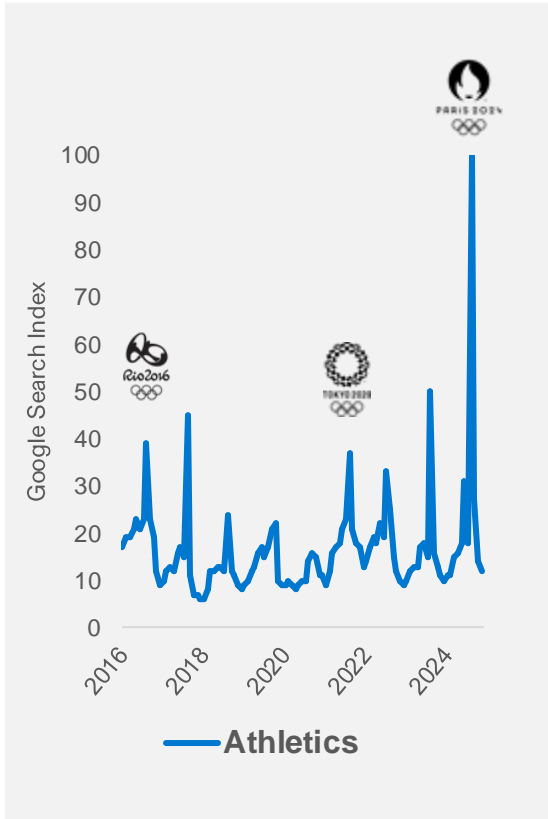


Sources: Quid & Tubular Labs; Jul 18 2024 to Aug 18 2024  
Platforms: TikTok, YouTube, Twitter/X, Facebook, & Instagram

# INTERNET SEARCHES FOR OLYMPIC SPORTS PEAKED DURING PARIS 2024



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

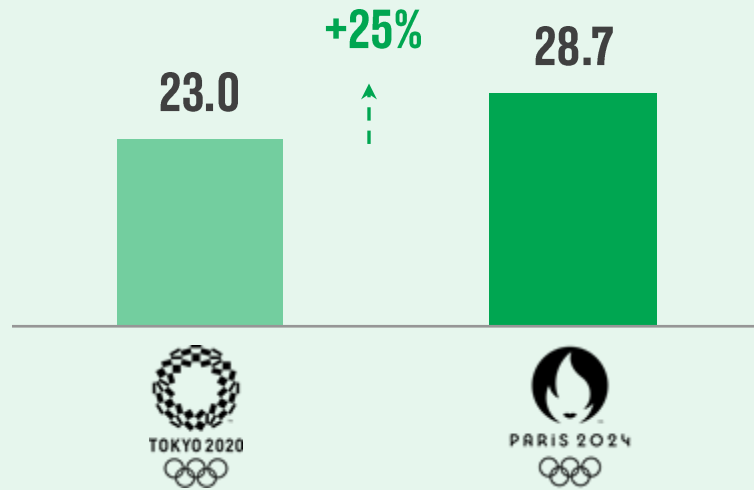


# MRH CONSUMPTION ACHIEVED 25% GROWTH VS. TOKYO 2020, WITH MORE PEOPLE USING DIGITAL



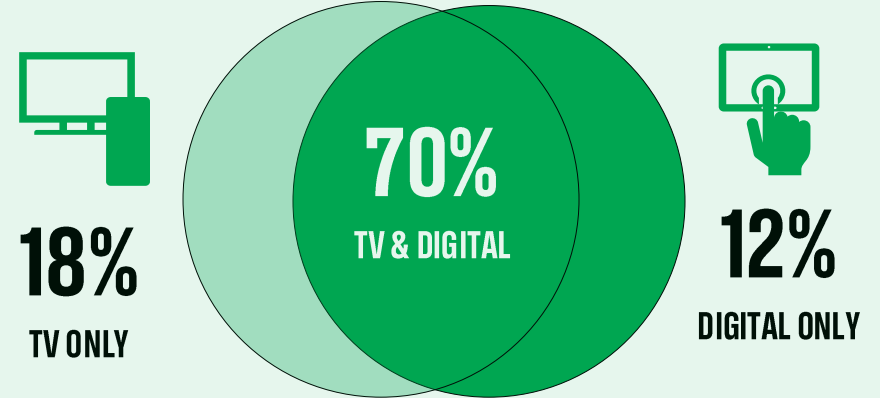
Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

## VIEWER HOURS (BILLIONS)



Every viewer watched on average 9 hours of MRH coverage (+ 20% vs Tokyo 2020)

## TOTAL MRH VIEWERSHIP



TV Only: 27%  
TV & Digital: 64%  
Digital Only: 9%

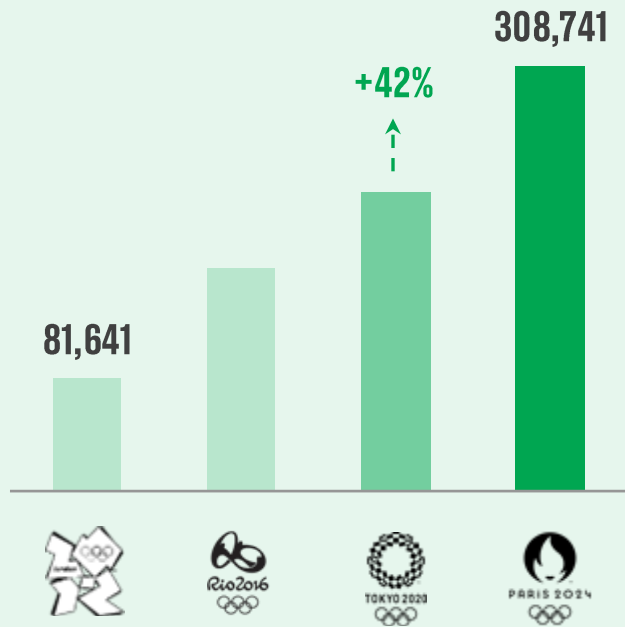


# PARIS 2024 GENERATED MORE MEDIA RIGHTS-HOLDER COVERAGE THAN EVER BEFORE

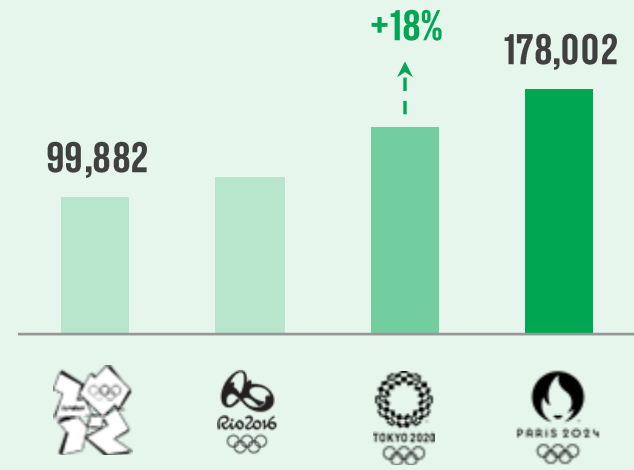


Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

## DIGITAL COVERAGE (HOURS)




## LINEAR TV COVERAGE (HOURS)



# PARIS 2024 ACHIEVED OUTSTANDING SUCCESS IN ITS HOME MARKET, FRANCE




Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights



## 95%

### OF POTENTIAL AUDIENCE WATCHED

An average **24 hours** of official  
Paris 2024 coverage



## > 30M

### SPECTATORS & VISITORS\*

12m Tickets Sold  
8m – Celebration Sites  
8.6m – Torch Relay  
2.6m – Paris Road Races



## 72%

### POSITIVE PERCEPTION

People's positive perception  
of Paris 2024

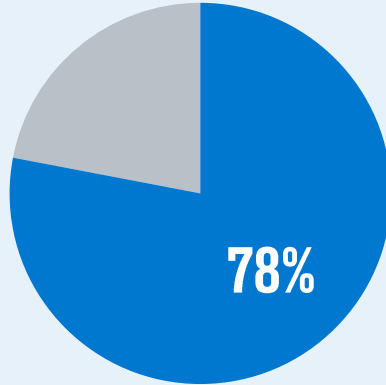
# THE OLYMPIC GAMES PERCEIVED AS EVEN MORE IMPORTANT IN A DIVIDED WORLD



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

## MORE THAN 3 IN 4

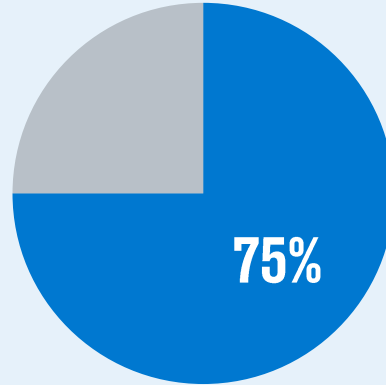
believe that the Olympic Games are even more important in a divided world



■ Agree ■ Disagree

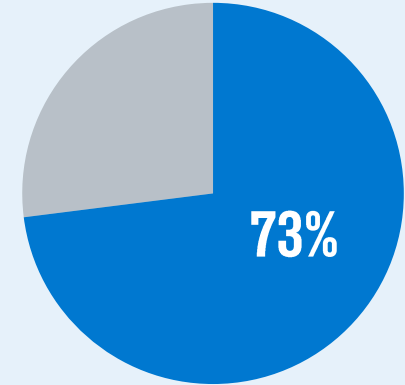
## THE IOC WAS SUCCESSFUL...

... in “bringing the world together in peaceful competition”



■ Agree ■ Disagree

... in “building a better world through sport”



■ Agree ■ Disagree

Source: Publicis Sport & Entertainment; Paris 2024 Post-Games Surveys / August 2024, 15 territories; n = 9,375

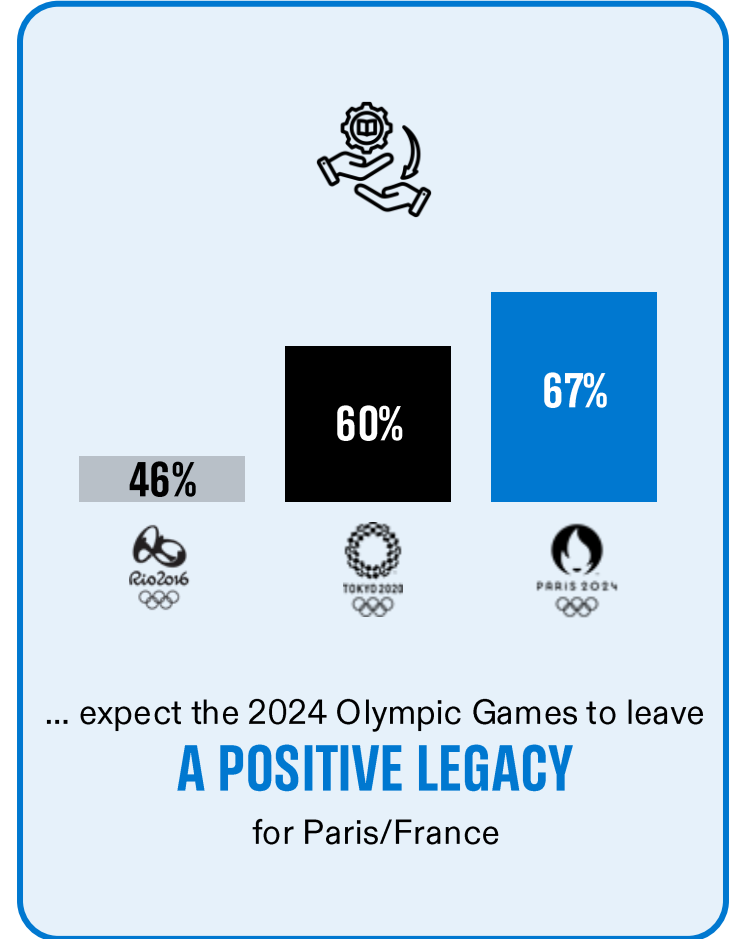
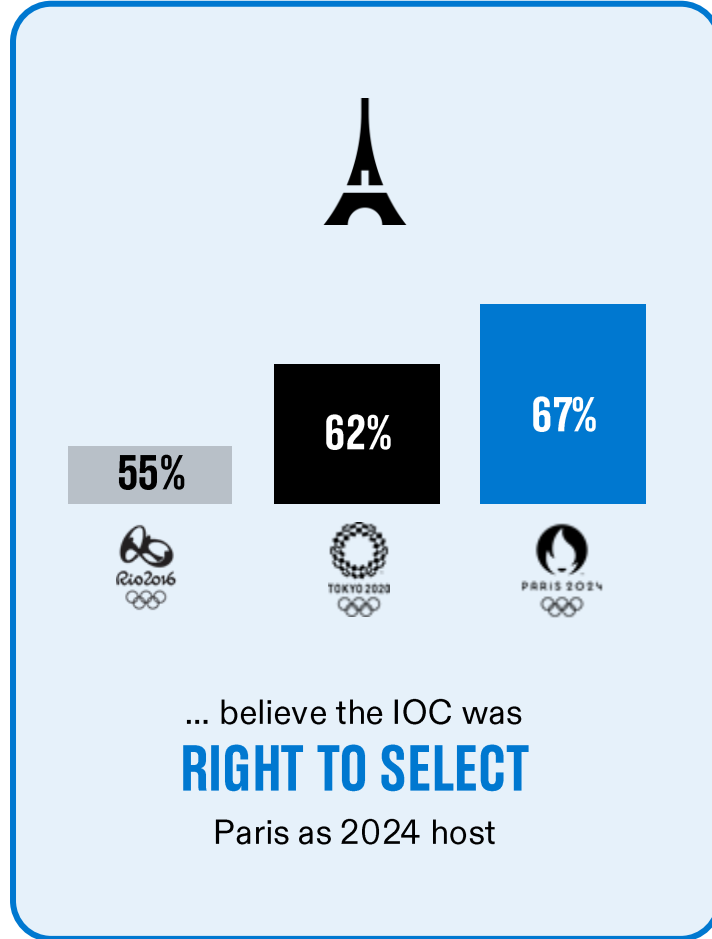
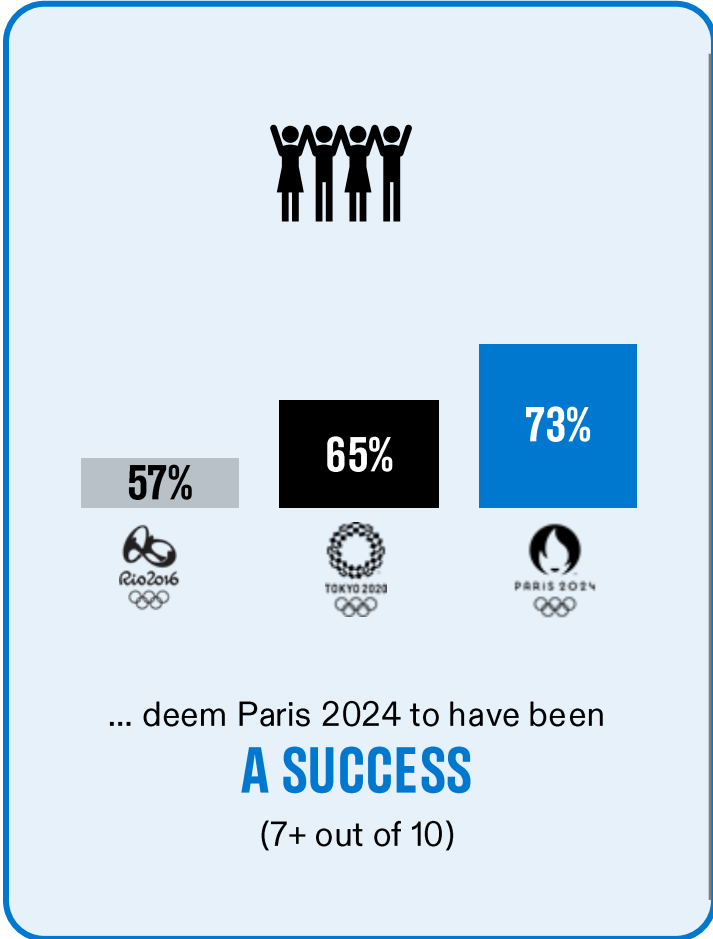
Q: Please indicate whether you agree or disagree with the following statement about the Olympic Games.

Q: How successful do you think each of the following organisations are in fulfilling their specified “mission”?

# THE OLYMPIC GAMES PARIS 2024 WERE DEEMED “A SUCCESS”



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights



Source: Publicis Sport & Entertainment; Paris 2024 Post-Games Surveys / August 2024, 15 territories; n = 9,375

Q: How successful do you think each of the following Olympic Games were/will be? By successful, we mean the event being well organised and bringing benefits to the city/country, rather than the number of medals a country wins.

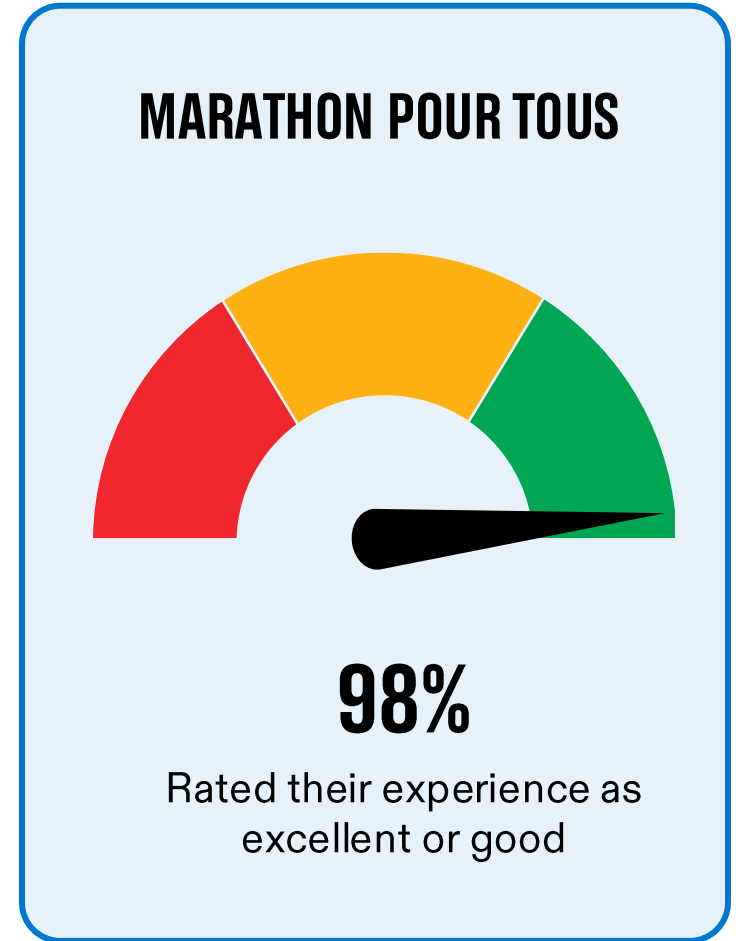
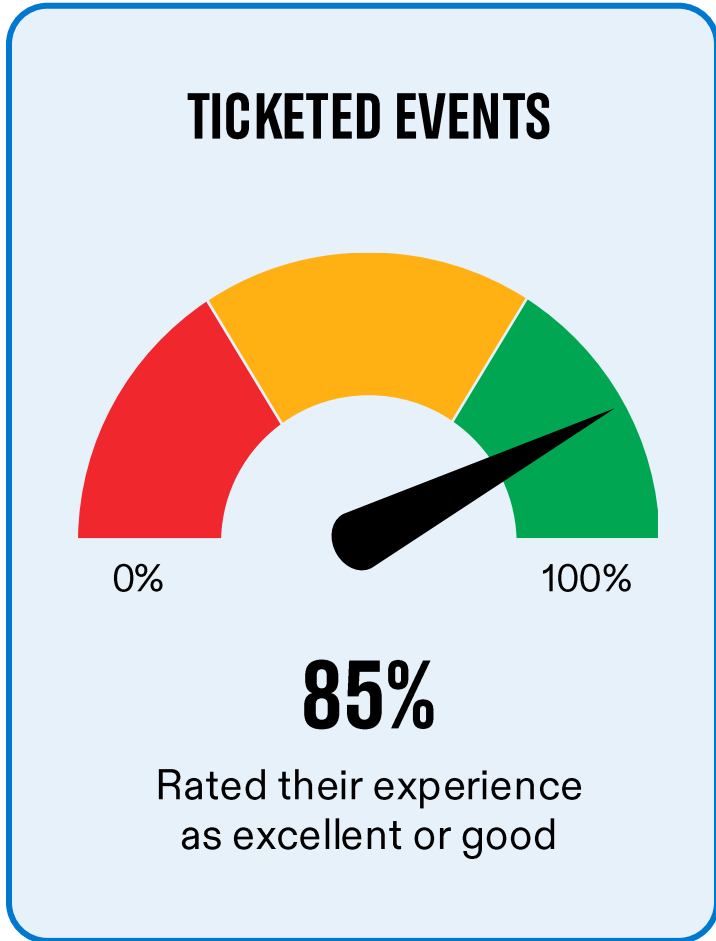
Q: As you may or may not know, the International Olympic Committee (IOC) is responsible for selecting the host city for the Olympic Games. Do you think the IOC was right to select each of these cities as the hosts for these Olympic Games?

Q: Please indicate how much you agree or disagree with the following statements about past and future Olympic Games. The Olympic Games 2024 will leave a positive legacy for Paris / France

# RATINGS FOR THE OVERALL SPECTATOR EXPERIENCE WERE VERY HIGH ACROSS EVENTS



Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights



Source: Nielsen Sport; July-August 2024 / Paris 24 Ticketed Event Attendee Research (n=~17K), Free Event Research (n=~3K), Marathon Pour Tous Participant Research (n=~14K)

Q Ticketed: How would you rate your overall Paris 24 Olympic Games experience?

Q Free Event: How would you rate your overall experience today at the [Event / Location]?

Q MPT: How would you rate your overall Marathon Pour Tous experience?



# ATHLETES FOUND THE OVERALL EXPERIENCE AND CELEBRATIONS TO BE VERY POSITIVE



95%

Rated "Good" or "Satisfactory"



OVERALL EXPERIENCE  
AT THE OLYMPIC GAMES



simonebiles 12/08/24  
closing ceremonies  
such an honor. I haven't found the right words to describe my olympic experience, it's been a whirlwind... but I do know, I'll be forever grateful to represent the united states



LeBron James @KingJames · 11 Aug  
This is too 🙌🙌🙌🙌🙌🙌🙌🙌



skybrown Thank you Paris 2024!!



olympics e djokemole  
olympics 15 sem  
"Winning the Olympics is the pinnacle of an athlete's career" - Novak Djokovic

Digital Engagement  
MRH Coverage  
Consumer Insights  
Athlete Insights

Sources: Athlete Instagram & X handles / Publicis Sport & Entertainment; Games-time Paris 2024 Athletes Research / August 2024; PinQuest Survey n= 3,444, Online Survey n=992  
Q: How would you rate your overall experience at the Olympic Games so far?

# PARTICIPATION IN THE OLYMPIC GAMES PARIS 2024 WAS IMPORTANT FOR ATHLETES



## TOP MOTIVATIONS

To compete at the biggest multi-sport event on earth



**91%**

Rated "important"

To represent my country



**90%**

Rated "important"

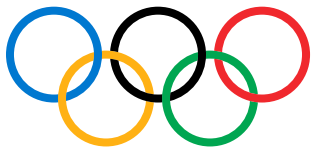
To become an Olympian



**89%**

Rated "important"

Digital Engagement  
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Consumer Insights  
Athlete Insights



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# THANK YOU

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