1. MEDIA RIGHTS HOLDERS COVERAGE

2. DIGITAL ENGAGEMENT

3. PEOPLE INSIGHTS

4. ATHLETE INSIGHTS
# Olympic Winter Games Beijing 2022

**2 in 3 People Followed the Olympic Winter Games Beijing 2022**

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>People watched</td>
<td>2B+</td>
</tr>
<tr>
<td>Minutes watched</td>
<td>713B</td>
</tr>
<tr>
<td>Engagements</td>
<td>3.2B</td>
</tr>
<tr>
<td>Unique users</td>
<td>68M</td>
</tr>
</tbody>
</table>

*2 in 3 people surveyed by Publicis Sport & Entertainment; Beijing 2022 Post-Games Surveys; February-March 2022, 16 territories; All Respondents aged 13-65; n=9,601*
BEIJING 2022 WATCHED BY MORE THAN 2 BILLION PEOPLE

2.01 BILLION
Unique Viewers (Linear TV and Digital)

713 BILLION
Minutes Watched on Olympic Media Rights Partners’ Channels

+5%
VS PYEONGCHANG 2018

+18%
VS PYEONGCHANG 2018

Source: Publicis Sport & Entertainment
BEIJING 2022 RECORD GLOBAL OUTPUT BY MEDIA RIGHTS HOLDERS

LINEAR TV COVERAGE OUTPUT (HOURS)

PyeongChang 2018: 60'771
BEIJING 2022: 62'305
+3%

DIGITAL COVERAGE OUTPUT (HOURS)

PyeongChang 2018: 97'041
BEIJING 2022: 120'670
+24%

Source: Publicis Sport & Entertainment; media coverage output made available by Olympic Media Rights Partners worldwide
A DESIGN TO WATCH MORE OLYMPIC GAMES COVERAGE IN THE FUTURE, ESPECIALLY AMONG YOUTH

Almost half of Beijing 2022 viewers claimed they want to watch more Olympic games coverage in the future.

This appetite for watching more is higher among younger Beijing 2022 viewers.

57%

Of the 13-19-year-old Beijing 2022 viewers claimed they want to watch more Olympic games coverage in the future.

Source: Publicis Sport & Entertainment; Beijing 2022 Post-Games Surveys; February-March 2022, 16 territories;
All Respondents aged 13-65 who watched live coverage or highlights of PyeongChang 2018/Beijing 2022; PyeongChang 2018 n=6714, Beijing 2022 n=6374.
BEIJING 2022 MOST DIGITALLY ENGAGED OLYMPIC WINTER GAMES EVER

3.2B ENGAGEMENTS ON OLYMPIC SOCIAL MEDIA HANDLES ACROSS 10 SOCIAL MEDIA PLATFORMS

Date Range: 05 Sep 2021 to 28 Feb 2022
Properties: IOC social media handles
Engagements: likes, comments, shares and video views

68M UNIQUE USERS ON OLYMPIC WEB & APP
2X PYEONGCHANG 2018

Date Range: 05 Sep 2021 to 28 Feb 2022
Properties: IOC Website & App (excludes China)
THE WORLD’S MOST APPEALING SPORTS & ENTERTAINMENT PROPERTY AND GLOBALLY ONE OF THE MOST RECOGNISED SYMBOLS

THE OLYMPIC GAMES CONTINUE TO BE THE WORLD’S MOST APPEALING SPORTS & ENTERTAINMENT PROPERTY

87% OF PEOPLE CORRECTLY IDENTIFY THE SYMBOL OF THE OLYMPIC RINGS

“Most appealing sports & entertainment property”: when compared to other global leading sports and/or entertainment properties in each territory.
Source: Publicis Sport & Entertainment; Beijing 2022 Post-Games Surveys; February-March 2022, 16 territories; All Respondents aged 13-65; n=9,597
OLYMPIC WINTER GAMES BEIJING 2022 IS DEEMED “A SUCCESS” BY A MAJORITY OF PEOPLE

- **58%** OF PEOPLE DEEM BEIJING 2022 TO HAVE BEEN A SUCCESS

- **74%** OF PEOPLE THAT WATCHED BEIJING 2022, ENJOYED WATCHING IT

- **54%** EXPECT BEIJING 2022 TO LEAVE A POSITIVE LEGACY FOR BEIJING/CHINA

Source: Publicis Sport & Entertainment; Beijing 2022 Post-Games Surveys; February-March 2022, 16 territories; All respondents aged 13-65; n=9,582 / All Respondents aged 13-65 who watched live coverage or highlights of Beijing 2022, n=6,374
PARTICIPATION IN THE OLYMPIC WINTER GAMES
BEIJING 2022 WAS IMPORTANT FOR ATHLETES

TO COMPETE AT THE BIGGEST MULTI-SPORTS EVENT ON EARTH
91%
RATED “IMPORTANT”

TO REPRESENT MY COUNTRY
90%
RATED “IMPORTANT”

TO BE TOGETHER WITH THE BEST ATHLETES IN THE WORLD
86%
RATED “IMPORTANT”

Source: Publicis Sport & Entertainment; Post-Games Beijing 2022 Athletes Research; March 2022; n=112
ATHLETES RATED THEIR OLYMPIC EXPERIENCE HIGHLY AND WERE SATISFIED WITH COVID-19 COUNTERMEASURES

<table>
<thead>
<tr>
<th>Overall Experience</th>
<th>COVID-19 Countermeasures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In the Olympic Village</strong></td>
<td><strong>Very well informed, before the Olympic games, about COVID-19 countermeasures that would be in place</strong></td>
</tr>
<tr>
<td>[House]</td>
<td>[Mask]</td>
</tr>
<tr>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>RATED “GOOD” OR “VERY GOOD”</td>
<td>RATED “GOOD”</td>
</tr>
<tr>
<td><strong>At Training &amp; Competition Venues</strong></td>
<td><strong>COVID-19 countermeasures within the Olympic village</strong></td>
</tr>
<tr>
<td>[Stadium]</td>
<td></td>
</tr>
<tr>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>RATED “GOOD”</td>
<td></td>
</tr>
</tbody>
</table>

Source: Publicis Sport & Entertainment; Games-time Beijing 2022 Athletes Research; Jan-Feb 2022; “Covid-19 countermeasures” n=1,333; “Training & competition venues” n=1,196; Post-Games Beijing 2022 Athletes Research; March 2022; n=108
THANK YOU