1. RHB COVERAGE

2. DIGITAL ENGAGEMENT

3. PEOPLE INSIGHTS

4. ATHLETE INSIGHTS
OLYMPIC GAMES TOKYO 2020 FIGURES

3 IN 4
PEOPLE FOLLOWED THE OLYMPIC GAMES TOKYO 2020*

3B+
BROADCAST AUDIENCE

28B
VIDEO VIEWS ON OLYMPIC BROADCAST PARTNERS’ DIGITAL PLATFORMS

6B+
ENGAGEMENTS ON OLYMPIC SOCIAL MEDIA HANDLES

*3 in 4 people surveyed by Publicis Sport & Entertainment; August 2021; 17 territories; All Respondents aged 13-65; n=10,680
TOKYO 2020 WATCHED BY MORE THAN 3 BILLION PEOPLE

Tokyo 2020 was the most watched Olympic Games ever on digital platforms.

3.05 BILLION
Unique Viewers
(Linear TV and Digital)

28 BILLION
Video Views on Olympic Broadcast Partners’ Digital Platforms

+139%
VS RIO 2016

Source: Publicis Sport & Entertainment
TOKYO 2020 RECORD BROADCAST COVERAGE OUTPUT GLOBALLY

**LINEAR TV COVERAGE OUTPUT (HOURS)**

- Rio 2016: 113'454
- Tokyo 2020: 150'426
- Increase: +33%

**DIGITAL COVERAGE OUTPUT (HOURS)**

- Rio 2016: 161'847
- Tokyo 2020: 217'512
- Increase: +34%

Source: Publicis Sport & Entertainment; broadcast coverage output made available by Olympic Broadcast Partners worldwide
TOKYO 2020 RECORD DIGITAL USERS AND SOCIAL MEDIA ENGAGEMENTS

6.1B ENGAGEMENTS ON OLYMPIC SOCIAL MEDIA HANDLES ACROSS 9 SOCIAL MEDIA PLATFORMS

Date Range: 25 Feb 2020 to 05 Sep 2021
Properties: IOC social media handles
Engagements: likes, comments, shares and video views on Olympic posts

196M UNIQUE USERS ON OLYMPIC WEB & APP MORE THAN 3X RIO 2016

Date Range: 25 Feb 2020 to 05 Sep 2021
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.”

9 out of 10 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 territories.
Source: Publicis Sport & Entertainment; Tokyo 2020 Post-Games Surveys; August 2021; 17 territories; All respondents aged 13-65; n = 10,680
TOKYO 2020 DEEMED “A SUCCESS” AND “A LIGHT AT THE END OF THE TUNNEL”

65% OF PEOPLE DEEM TOKYO 2020 TO HAVE BEEN A SUCCESS


60% EXPECT THE 2020 OLYMPIC GAMES WILL LEAVE A POSITIVE LEGACY FOR TOKYO/JAPAN

Source: Publicis Sport & Entertainment; Tokyo 2020 Post-Games Surveys; August 2021; 17 territories; All respondents aged 13-65; n = 10,680
PARTICIPATION IN THE OLYMPIC GAMES
TOKYO 2020 WAS IMPORTANT FOR ATHLETES

TO COMPETE AT THE BIGGEST MULTI-SPORTS EVENT ON EARTH

93%
RATED “IMPORTANT”

TO BECOME AN OLYMPIAN

84%
RATED “IMPORTANT”

TO WIN AN OLYMPIC MEDAL

80%
RATED “IMPORTANT”

Source: Publicis Sport & Entertainment; Tokyo 2020 Athletes & Entourage Research; Aug-Sep 2021; n = 337
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>
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<tbody>
<tr>
<td>In the Olympic Village / Official Olympic Accommodation</td>
<td>Very well informed, before the Olympic Games, about COVID-19 countermeasures that would be in place</td>
</tr>
<tr>
<td>80% Rated “good” or “very good”</td>
<td>89% Rated “good” (a further 10% were “quite well informed”)</td>
</tr>
<tr>
<td>At Training &amp; Competition Venues</td>
<td>COVID-19 Countermeasures within the Olympic Village</td>
</tr>
<tr>
<td>79% Rated “good”</td>
<td>82% Rated “good”</td>
</tr>
</tbody>
</table>

Source: Publicis Sport & Entertainment; Tokyo 2020 Athletes & Entourage Research; Jul-Sep 2021; n = 4,026
THANK YOU

December 2021