

International
Olympic
Committee

TOKYO 2020 AUDIENCE & INSIGHTS REPORT

December 2021

CONTENT



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



TOKYO 2020 WATCHED BY MORE THAN 3 BILLION PEOPLE



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

RHB Coverage

Digital Engagement

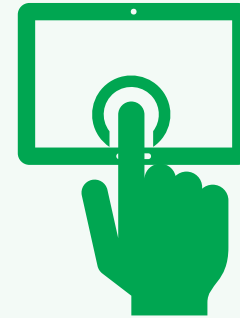
People Insights

Athlete Insights



3.05 BILLION

Unique Viewers
(Linear TV and Digital)



+139%

VS RIO 2016

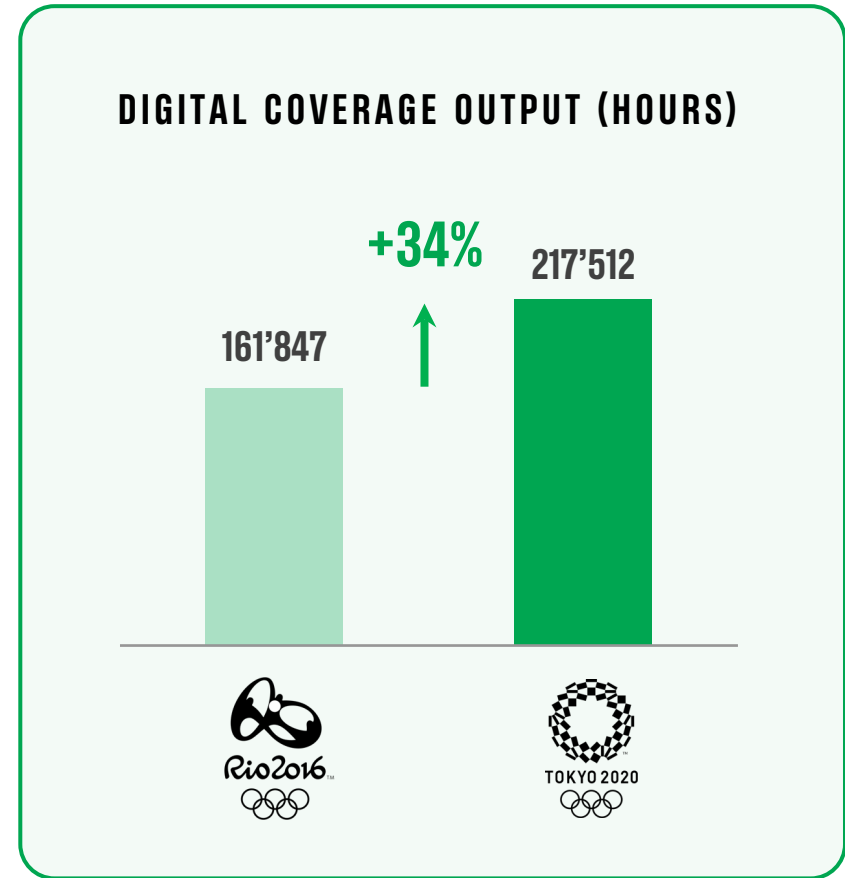
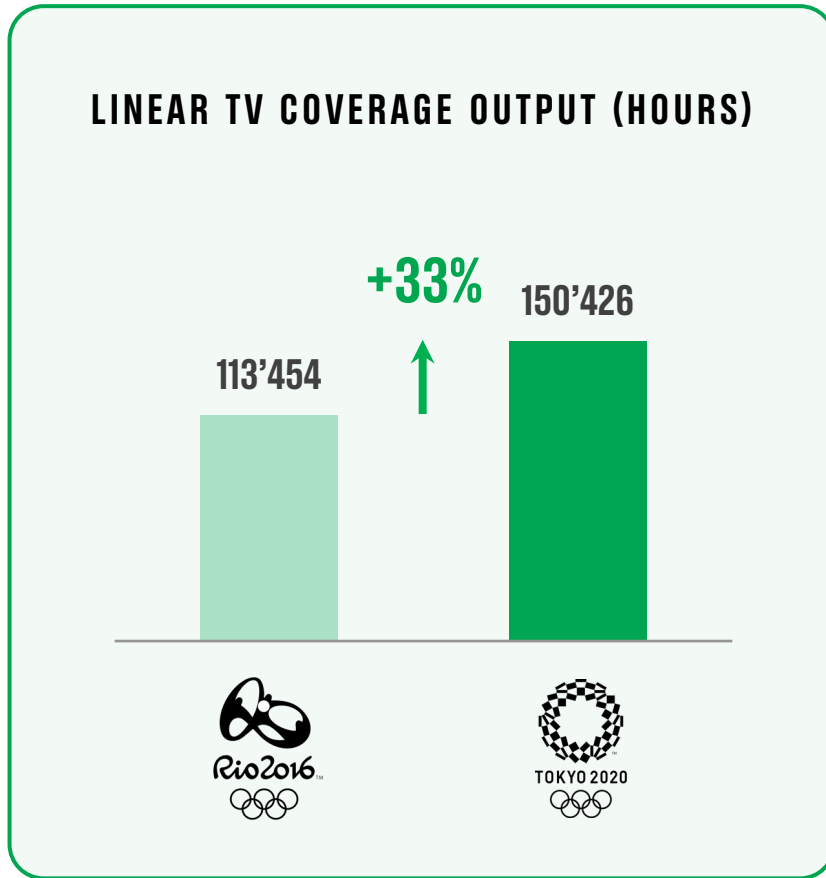
28 BILLION

Video Views on Olympic Broadcast
Partners' Digital Platforms

TOKYO 2020 RECORD BROADCAST COVERAGE OUTPUT GLOBALLY



RHB Coverage
Digital Engagement
People Insights
Athlete Insights



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

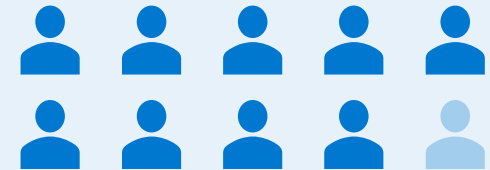
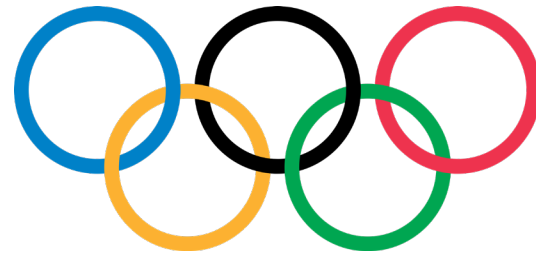


Date Range: 25 Feb 2020 to 05 Sep 2021
Properties: IOC Website & App (excludes China)

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

TOKYO 2020 DEEMED “A SUCCESS” AND “A LIGHT AT THE END OF THE TUNNEL”

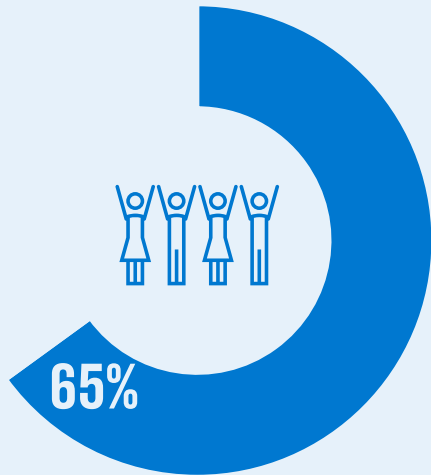


RHB Coverage

Digital Engagement

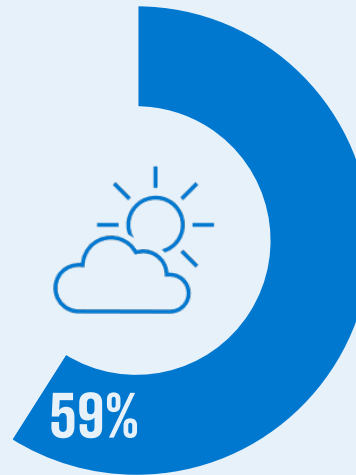
People Insights

Athlete Insights



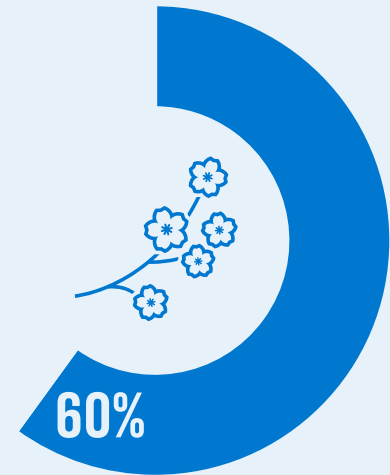
65%

**OF PEOPLE DEEM TOKYO 2020 TO
HAVE BEEN A SUCCESS**



59%

**“CONSIDERING THE COVID-19
PANDEMIC, THE OLYMPIC GAMES
TOKYO 2020 REPRESENTED A LIGHT
AT THE END OF THE TUNNEL”**



60%

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

PARTICIPATION IN THE OLYMPIC GAMES TOKYO 2020 WAS IMPORTANT FOR ATHLETES



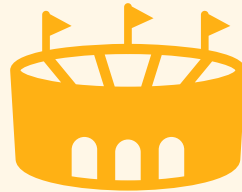
TO COMPETE AT THE
BIGGEST MULTI-SPORTS
EVENT ON EARTH



93%

RATED "IMPORTANT"

TO BECOME AN
OLYMPIAN



84%

RATED "IMPORTANT"

TO WIN AN OLYMPIC
MEDAL



80%

RATED "IMPORTANT"

ATHLETES RATED THEIR OLYMPIC EXPERIENCE HIGHLY AND WERE SATISFIED WITH COVID-19 COUNTERMEASURES



OVERALL EXPERIENCE

IN THE OLYMPIC VILLAGE /
OFFICIAL OLYMPIC
ACCOMMODATION



80%

RATED "GOOD" OR "VERY
GOOD"

AT TRAINING &
COMPETITION VENUES



79%

RATED "GOOD"

COVID-19 COUNTERMEASURES

VERY WELL INFORMED, BEFORE
THE OLYMPIC GAMES, ABOUT
COVID-19 COUNTERMEASURES
THAT WOULD BE IN PLACE



89%

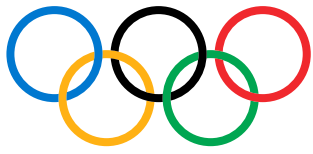
(A FURTHER 10% WERE
"QUITE WELL INFORMED")

COVID-19 COUNTERMEASURES
WITHIN THE OLYMPIC VILLAGE



82%

RATED "GOOD"



International
Olympic
Committee

THANK YOU

The presentation and/or the context herein included is owned by, or has been authorised to, the International Olympic Committee (IOC).

Any use is limited to the context in which it was given by the IOC and for the purpose of that context.

December 2021