



OLYMPIC PERFORMANCE

DEFINING NEW AUDIENCE MEASURES IN A FRAGMENTED MEDIA LANDSCAPE

GLOBAL SCALE, LOCALLY DELIVERED

48 MARKETS AND TERRITORIES

4,000 HOURS OF COVERAGE

50 HOURS OF LIVE VR AVAILABLE

FOR THE FIRST TIME ACROSS EUROPE

21 LANGUAGES

900 HOURS OF LIVE ACTION

ON EUROSPORT AND EUROSPORT PLAYER

100 CAMERA SPOTS

BRINGING FANS CLOSER TO THE ACTION THAN EVER BEFORE

17 STUDIOS
ACROSS PYEONGCHANG AND EUROPE

+40 NATIONAL BROADCAST PARTNERS

70 SIMULTANEOUS HD CHANNEL FEEDS

FROM PYEONGCHANG TO EUROPE

Excludes France 2018-2020. Excludes Russia. Eurosport will be an Official Broadcaster in the U.K. 2018 and 2020.

MEETING OUR OLYMPIC AMBITION

1

ENGAGING

MORE PEOPLE ON MORE SCREENS



QUANTIFYING

TOTAL AUDIENCE REACH

2

FIRST

DIGITAL OLYMPICS
ACROSS EUROPE



MULTI-MARKET APPROACH

3

THE DISCOVERY

DIFFERENCE



INNOVATING

NEW METRICS

MEETING OUR OLYMPIC AMBITION

BEFORE

DURING

AFTER

**PRE & POST
GAMES RESEARCH:
BEHAVIOURS &
SPONSOR ROI**

**DAILY AUDIENCE
REPORTING
'TOTAL VIDEO'
MEASURE**

**ONLINE
COMMUNITIES
CONTENT
PERCEPTION**

**TOTAL
AUDIENCE
CALCULATING
UNDUPLICATED REACH**

MODERNIZING MEDIA CONSUMPTION MEASUREMENT



TOTAL VIDEO - THE NEW "TV"

CAPTURING VIDEO CONSUMED, USERS + ENGAGEMENT ACROSS ALL PLATFORMS



USERS

SUM OF TOTAL
USERS ACROSS
OWNED + PARTNER
PLATFORMS



VIDEO

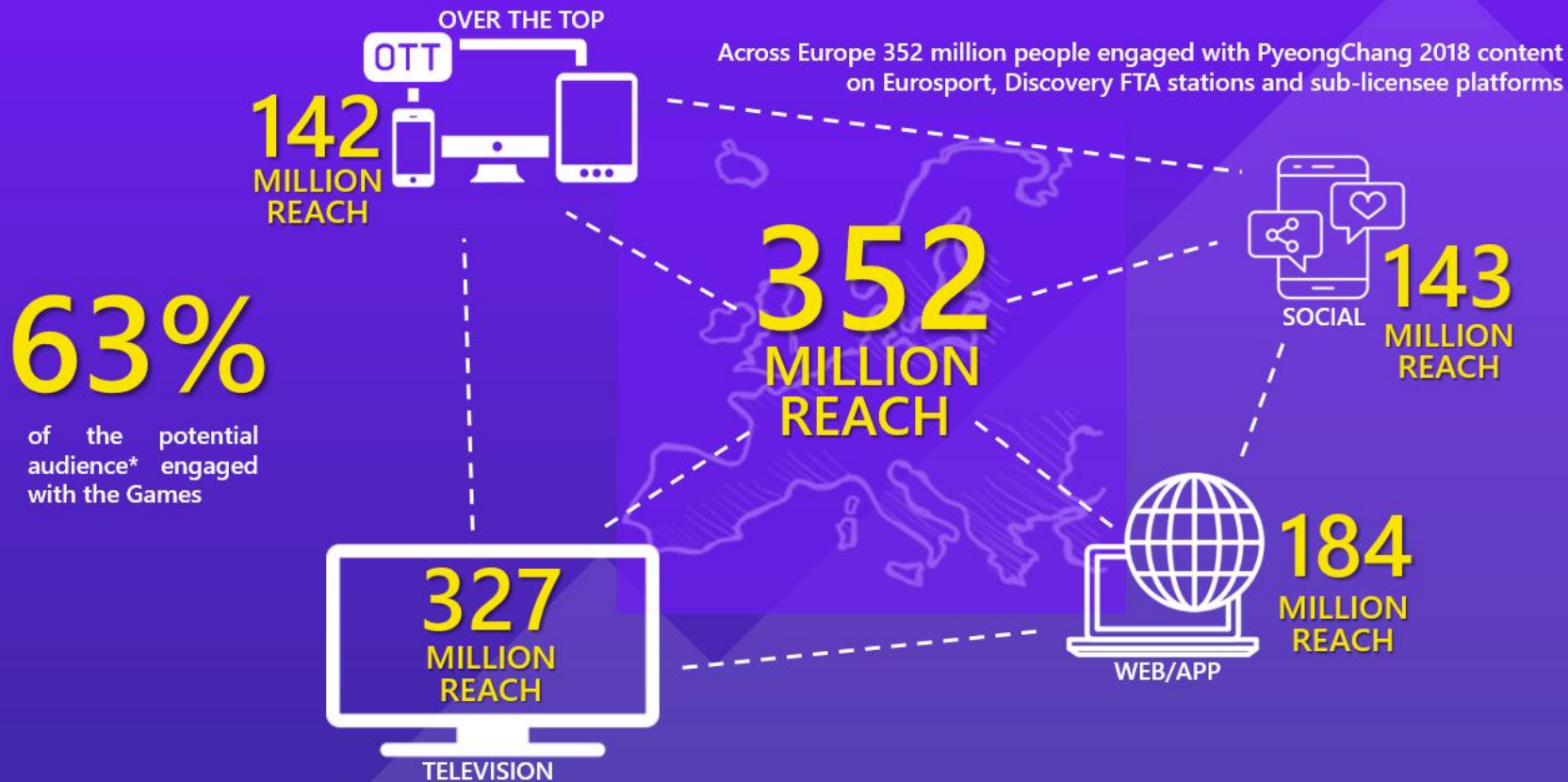
NUMBER OF VIDEOS
VIEWED + VOLUME OF
VIEWING ACROSS OWNED
+ PARTNER PLATFORMS



ENGAGEMENT

NUMBER OF LIKES, SHARES
+ COMMENTS ACROSS OWNED,
DIGITAL + SOCIAL MEDIA
PLATFORMS

MORE PEOPLE ON MORE SCREENS



REACHING NEW AUDIENCES

1



TV IS STILL KING :)

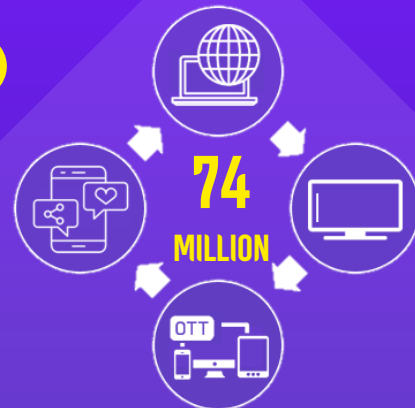
2



NON-DUPLICATED DIGITAL REACH

262
MILLION

3



USED ALL 4 DIGITAL PLATFORMS

4

NEW AND YOUNGER AUDIENCES

EUROSPORT SNAPCHAT: 83% AGED 18-34

FACEBOOK: 66% AGED 18-34

INSTAGRAM: 69% AGED 18-34

+ FEMALE AUDIENCES UP ACROSS EUROPE

DRIVING COMMERCIAL SUCCESS

BRAND PERFORMANCE



BRAND PERCEPTIONS

AMONG EUROSPOORT AUDIENCES:

- + ASSOCIATION WITH THE OLYMPICS
- + FAMILIARITY WITH BRAND
- + FAVOURABILITY TOWARDS BRAND
- + PURCHASE CONSIDERATION

NECESSITY

FOR OLYMPIC GAMES TO HAVE
PARTNERS / SPONSORS / ADVERTISERS

IMPROVED PERCEPTION

BRAND POSITIVITY, ENHANCED
CREDIBILITY, INNOVATION...

CALL TO ACTION

SEEING A BRAND AROUND THE OLYMPICS
MAKE EXPOSED WANT TO GO FURTHER



OLYMPIC PERFORMANCE

HOW WE MADE IT WORK IN PYEONGCHANG



★EUROSPORT

TOKYO 2020



HOME OF THE OLYMPICS