



Conviva's Tokyo Olympics Preview

Streaming + Social



Tokyo 2020 Olympics commence on social and streaming

The opening ceremony for the Tokyo 2020 Olympics took place—maybe not as originally planned, but as seamlessly as to be expected under the circumstances. The opening ceremony is typically a chance for athletes to come together, to express their national pride, and for the host country to welcome the world into their country, with a show that highlights their artistic prowess. This year was no different, but the way people watch the Olympics and truly the way they consume any type of media, benchmarked every two to four years, is an excellent glimpse into the changing trends.

Highlights from the Tokyo Olympics opening ceremony include:

- **Streaming spikes 279% over 2018 opening ceremony** – The stellar growth in time spent streaming this year as compared to 2018's opening ceremony day was also accompanied by impressive quality in 2021.
- **Phones and desktop tie for gold** – During the opening ceremony, smaller screens surprised as mobile phones and desktops each captured 27% of streaming viewing time.
- **Social engagements up 970% for national Olympics accounts** – Total engagements skyrocketed opening week of the Olympics as official Olympics national accounts posted significantly more content.
- **Kazakhstan's flag bearer wins on Twitter** – The Kazakhstan Olympic committee earned its nation the highest engagement rate and most total engagements as well as top leaderboard rankings with the video.
- **Team USA tops charts with the largest social following** – Team USA tallied nearly 7.3 million followers as of the opening ceremony, more than double the next closest organization.

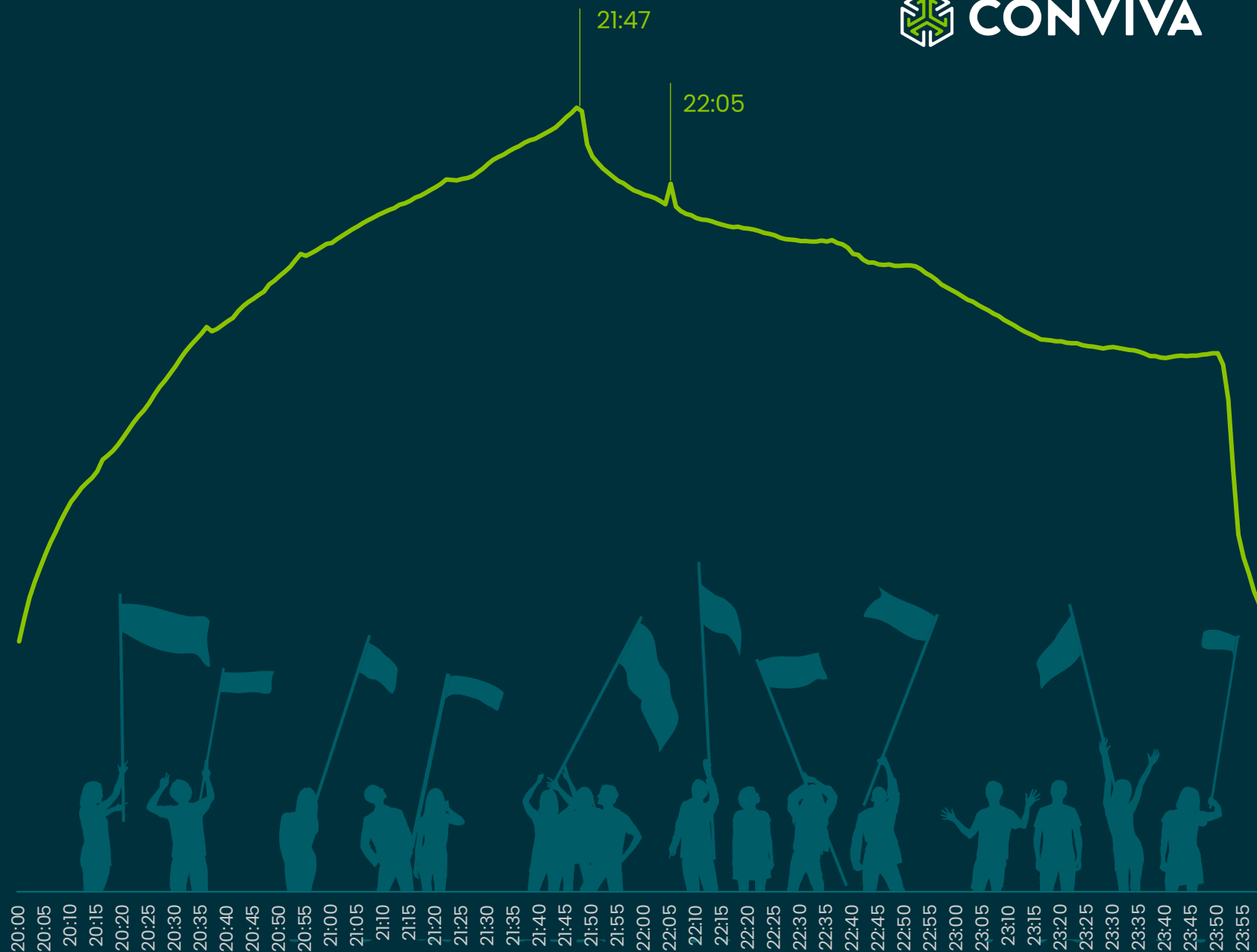
Minute-by-minute streaming peaks

As the stands remained empty of spectators, the Olympics opening ceremony felt tinged with a shadow of sadness, however the message conveyed was decidedly hopeful.

Unsurprisingly, the peak of the evening coincided with the conclusion of the main show just before 10pm in Tokyo. Nearly 20% more viewers tuned in during the second hour than the average of the four-hour show, treated to a number of memorable moments.

While a noticeable drop in viewers began shortly thereafter as the show transitioned into the Parade of Athletes, viewing sustained at a significant rate throughout the event.

July 23, 2021
Tokyo Time



Opening ceremony streaming concurrency



↑ 279%

Viewing Time

Increase in single-day hours watched
vs Olympics opening ceremony day in 2018

Olympic streaming strides

Viewer expectations have never been higher, particularly for marquee live events. The day of the 2020 Olympics opening ceremony measured huge traffic gains as compared to prior years, and all eyes were on publishers to see how they would meet expectations on quality.

Despite slightly longer start times, viewers were treated to 35% fewer start failures, 7% less buffering, and 1% higher bitrate than average.



↓ 35%
Video Start
Failures



↓ 7%
Buffering



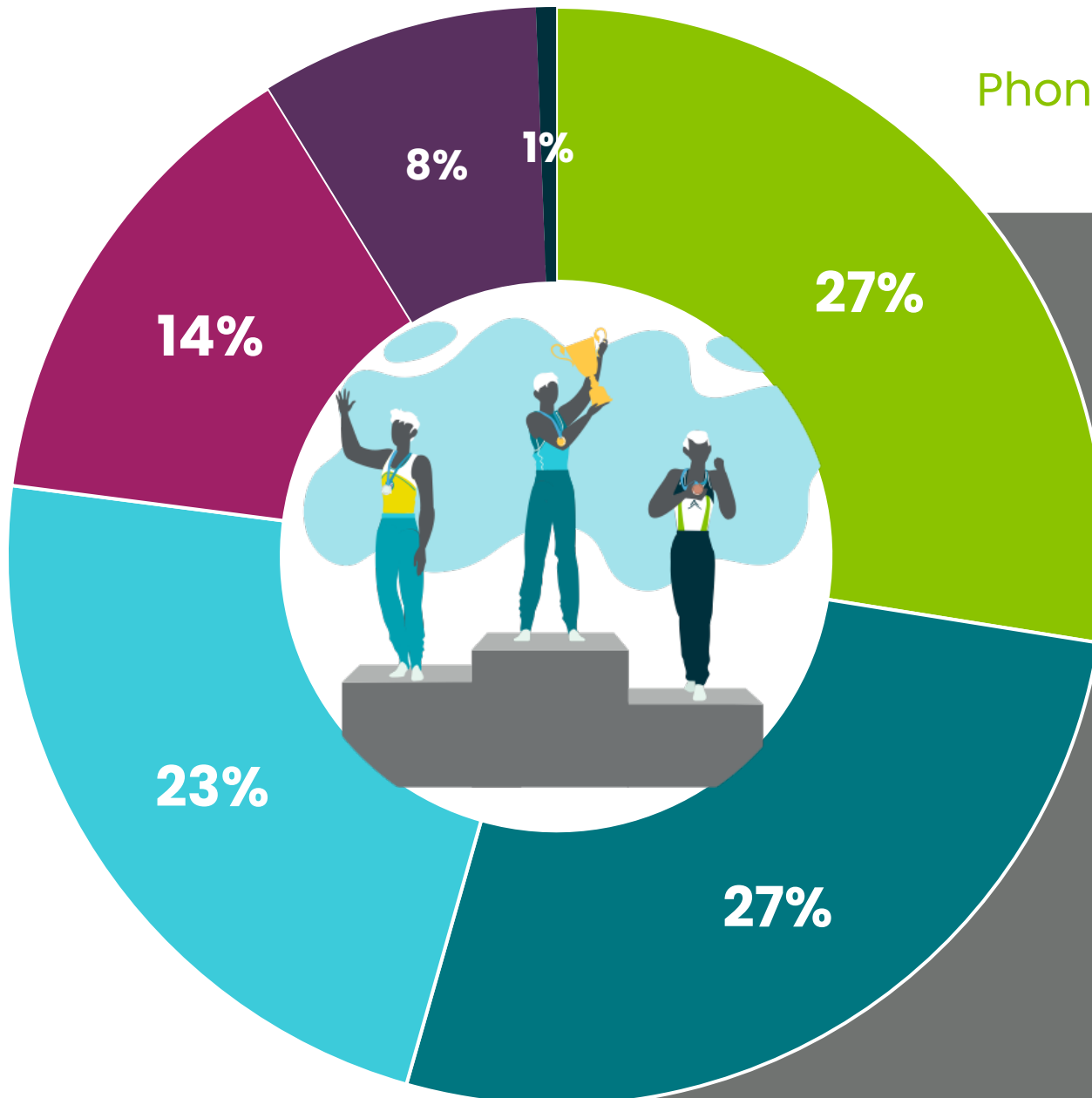
↑ 1%
Bitrate



↑ 5%
Video Start
Time

% global change on Friday of opening ceremony
vs average Friday over previous 90 days

Phones and desktops tie for gold as CTV takes bronze at opening ceremony



Share of streaming viewing time by device

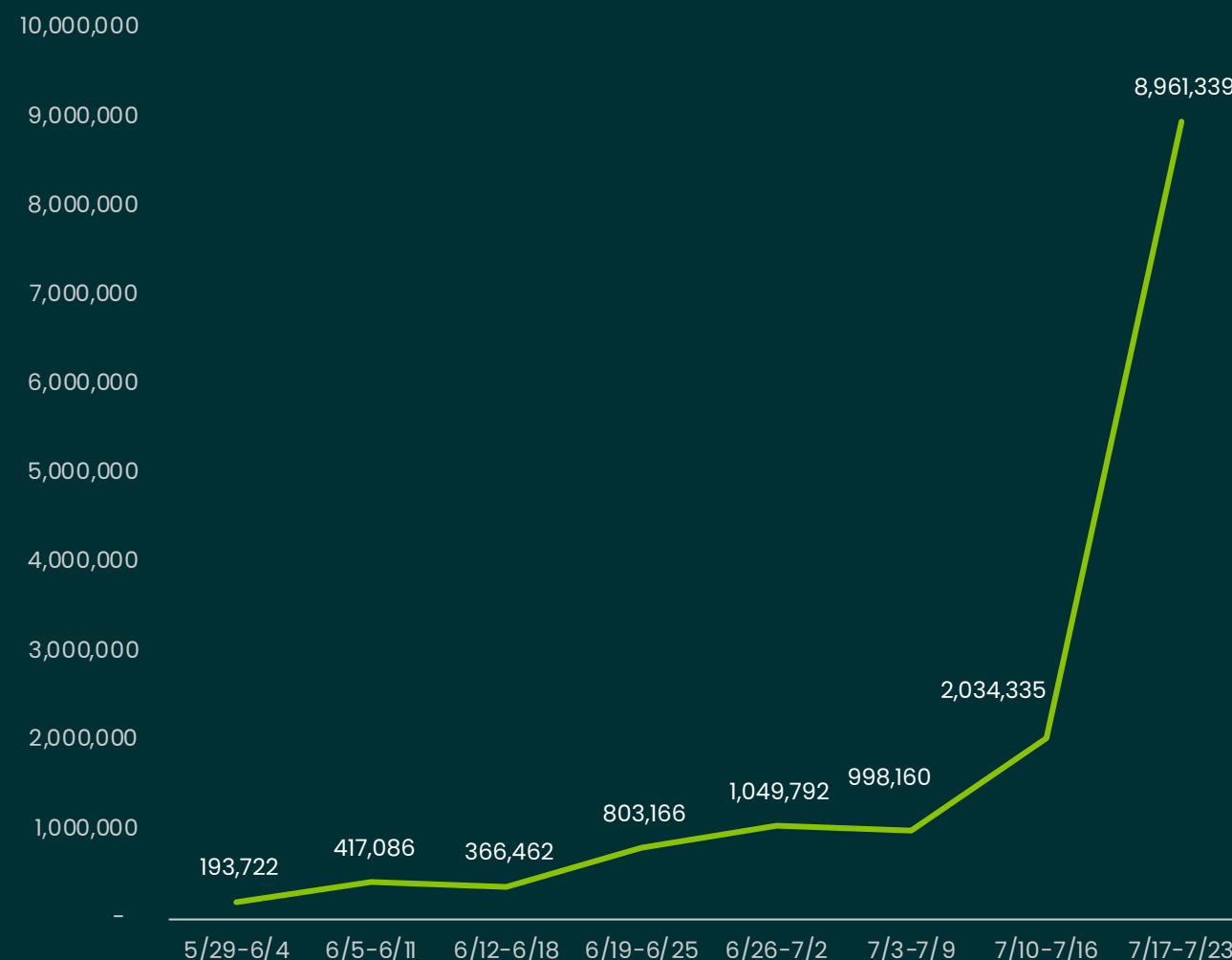
- Mobile Phone
- Desktop
- Connected TV Device
- Smart TV
- Tablet
- Gaming Console

The road to the Olympics

Official accounts for national Olympics committees gear up on social media

In the weeks leading up to the Olympics, the preparations are not just for the athletes. The national Olympics committees for countries around the world are charged with building anticipation around the Olympics, but it's when the games kick off that it's the social team's time to shine.

Official accounts for national Olympics committees steadily grew their engagements over the last eight weeks averaging already impressive 60% week-over-week growth in engagements. But it was the week of the opening ceremony that engagement truly skyrocketed, up a massive 341% from the week prior.

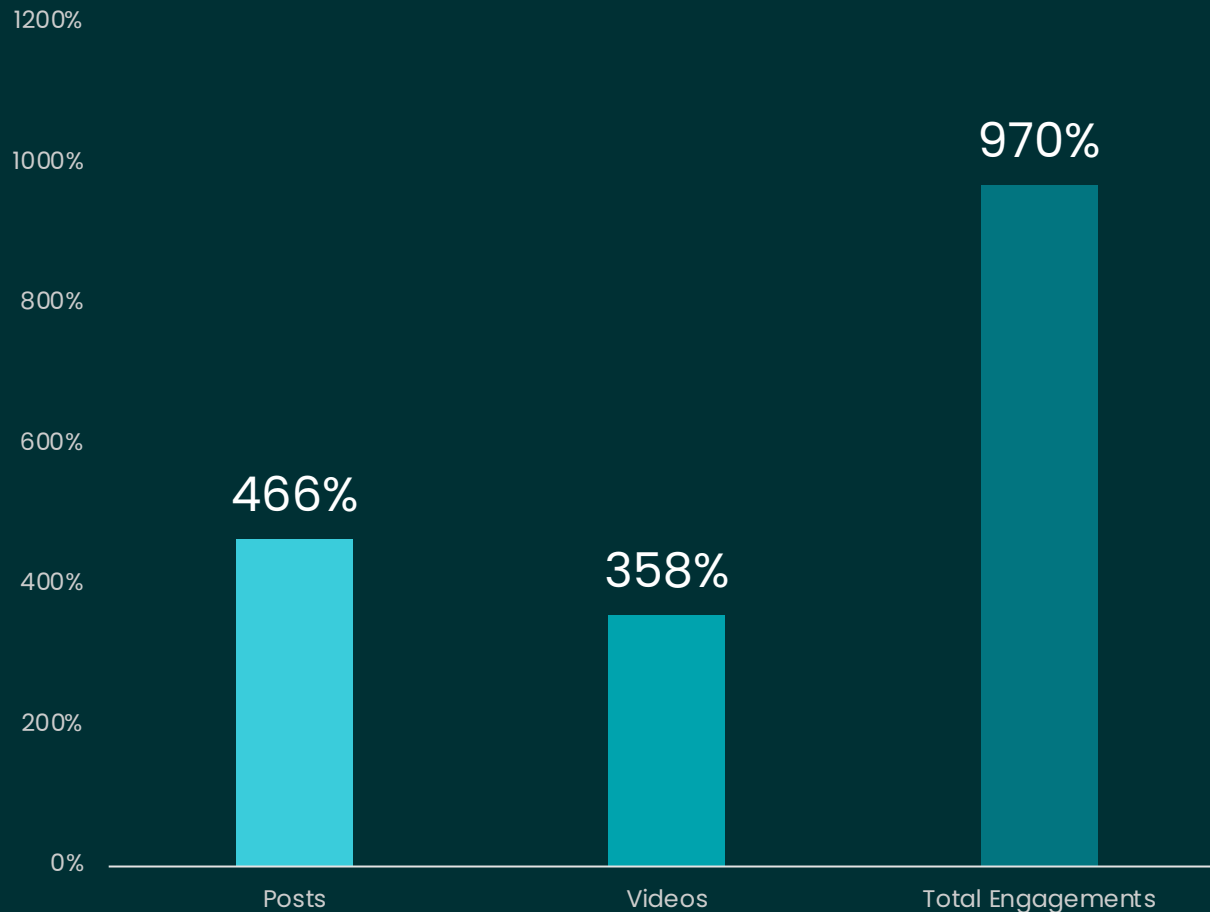


Weekly total cross-platform engagements



National official Olympics accounts social media lift

Cross-platform increase opening week vs average week



The road to the Olympics

National official Olympics accounts tally results on social media

Official accounts for national Olympics committees posted significantly more content on social media during the week that the Olympics kicked off, but they were rewarded even more handsomely in engagements.

National accounts posted 466% more posts and 358% more videos across Facebook, Instagram, Twitter, and YouTube the week of Olympics opening ceremony as compared to weeks prior. In turn, engagements increased nearly 1000% in the same time period.

In the following slides, we rank the individual official accounts for national Olympics committees that did it best and drove these massive gains for their respective countries.

Top content

The video trend on Twitter

Typically thought of as a text-first platform, videos were surprisingly popular for engagement on Twitter during the opening ceremony. Among official National Olympics Committee accounts, the honors of highest engagement rate and most total engagements on any platform went to Kazakhstan for a video of their flag bearer posted on Twitter, while the most video views were captured by Brazil, also on Twitter.



Brazil

Most Video Views: 1.4M

Kazakhstan

Highest Engagement Rate
25627.4%

Most Total Engagements
150k





Cross-platform social engagement rate | July 23, 2021



1

**National Olympic Committee
of the Republic of Kazakhstan**
801.63%

2

Olympic Council of Malaysia
27.63%

3

Indian Olympic Association
23.36%

4

Sri Lanka
21.46%

5

Bosnia and Herzegovina
17.73%

6

Cayman Islands
16.50%

7

Jamaica
14.91%

8

Algeria
14.73%

9

Nigeria
11.86%

10

Argentina
10.81%

**Olympics
opening
ceremony**
Top countries



Conviva Social Insights Leaderboard

Ranking of official accounts for national Olympics committees



Facebook social engagement rate | July 23, 2021



1

**National Olympic Committee
of Sri Lanka**
10.29%

2

**Liechtenstein Olympic
Committee**
8.96%

3

**The Antigua and Barbuda
Olympic Association**
8.84%

4

Malaysia
8.02%

5

Nepal
7.17%

6

South Africa
6.78%

7

Zimbabwe
6.47%

8

St Lucia
5.69%

9

Aruba
5.59%

10

Namibia
5.46%

**Olympics
opening
ceremony**
Top countries



Conviva Social Insights Leaderboard

Ranking of official accounts for national Olympics committees



Instagram social engagement rate | July 23, 2021



1 **Indian Olympic Association**
147.8%

2 **Olympic Council of Malaysia**
35.07%

3 **National Olympic Committee of Sri Lanka**
34.64%

4 **Algeria**
30.52%

5 **Cayman Islands**
29.07%

6 **Bosnia and Herzegovina**
28.30%

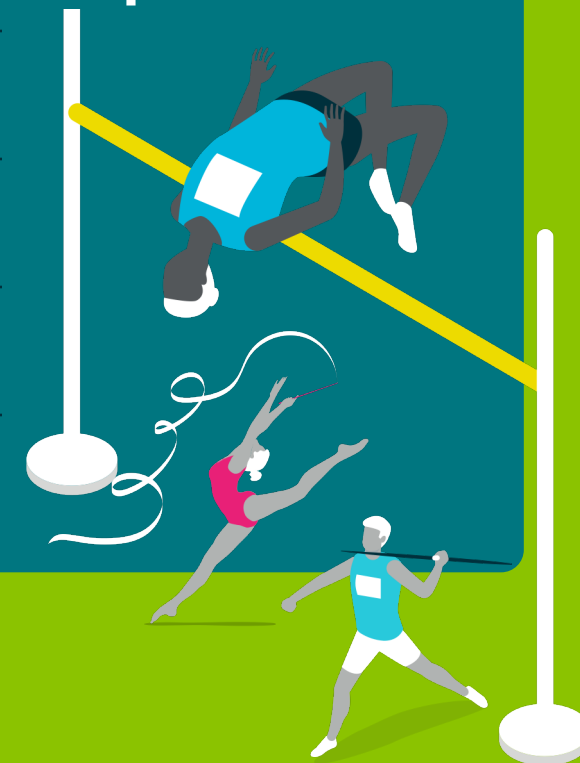
7 **Argentina**
27.29%

8 **Romania**
26.05%

9 **Lebanon**
24.63%

10 **Nigeria**
19.75%

**Olympics
opening
ceremony**
Top countries



Conviva Social Insights Leaderboard
Ranking of official accounts for national Olympics committees



Twitter social engagement rate | July 23, 2021



- 1 National Olympic Committee of the Republic of Kazakhstan**
3812.71%
- 2 Olympic Council of Malaysia**
45.13%
- 3 The Gambia National Olympic Committee**
25.70%

- 4 Jamaica**
23.53%
- 5 Ghana**
20.70%
- 6 France**
13.13%
- 7 Montenegro**
12.92%
- 8 Philippines**
11.44%
- 9 Kenya**
8.90%
- 10 Zambia**
7.90%

Olympics opening ceremony
Top countries



Conviva Social Insights Leaderboard
Ranking of official accounts for national Olympics committees



Cross-platform social total engagements | July 23, 2021



Conviva Social Insights Leaderboard
Ranking of official accounts for national Olympics committees



Cross-platform social audience as of July 23, 2021



1 Team USA
7,264,373

2 Comitê Olímpico do Brasil
3,011,322

3 British Olympic Association
2,834,654

4 Canada
1,942,478

5 Jordan
1,138,642

6 Japan
1,124,981

7 India
670,492

8 Czech Republic
643,378

9 Italy
625,433

10 Australia
548,602

**Olympics
opening
ceremony**
Top countries



Conviva Social Insights Leaderboard

Ranking of official accounts for national Olympics committees

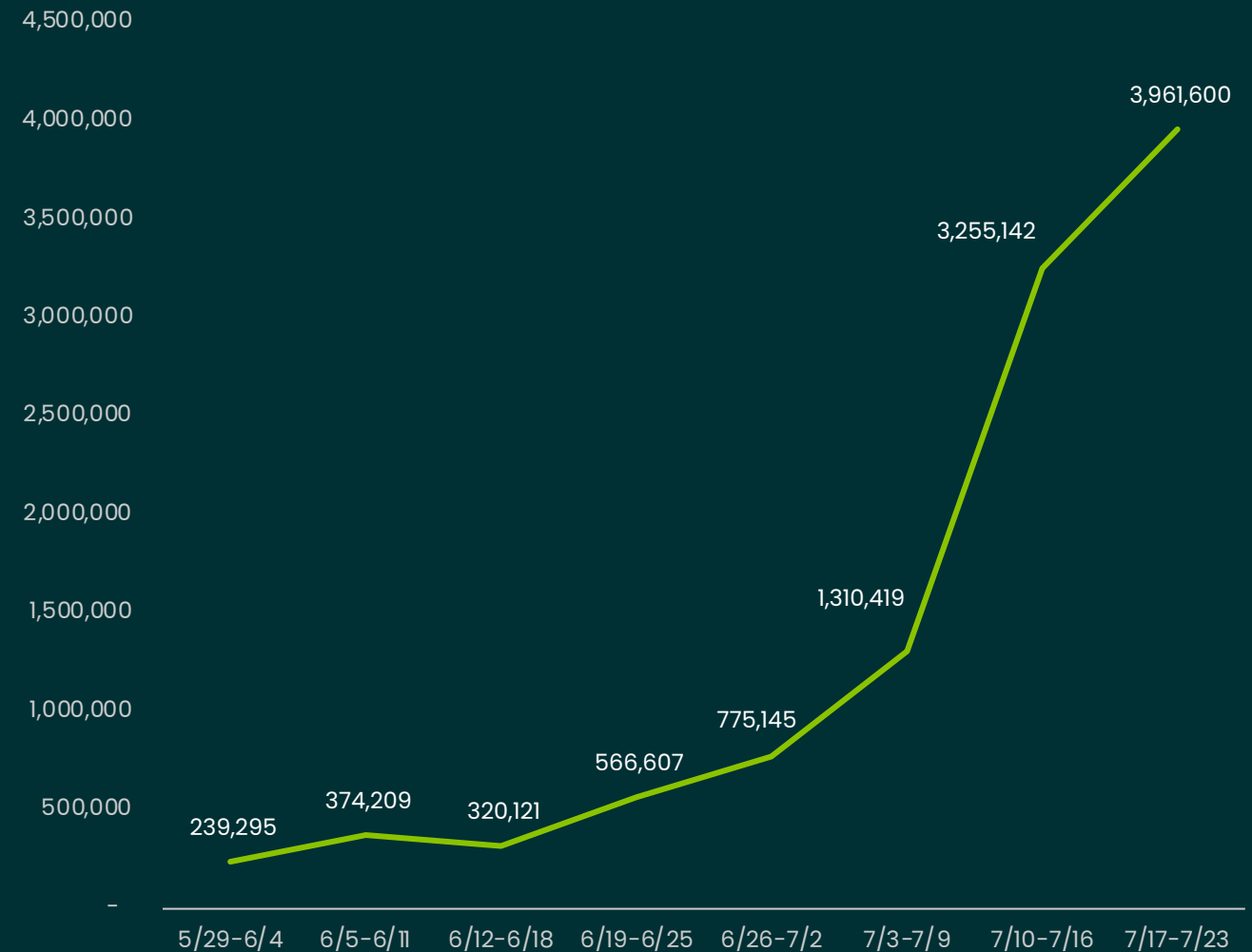
The road to the Olympics

Team USA's official Olympics accounts gear up on social media

As Olympics committee accounts called attention to the nations they represent, in countries around the world, social accounts for individual sports did the same for their sport.

To delve a bit deeper into the organizations that make up a national team, we looked at the nation with the largest cross-platform social media audience, Team USA, which had nearly 7.3 million followers as of the opening ceremony, more than double the next closest organization.

While official Team USA accounts include sports that do not participate in the summer Olympics, the impact of the games is obvious as Team USA overall really shone in the two weeks leading up to the Olympics, as engagements tripled from the first to third week of July.

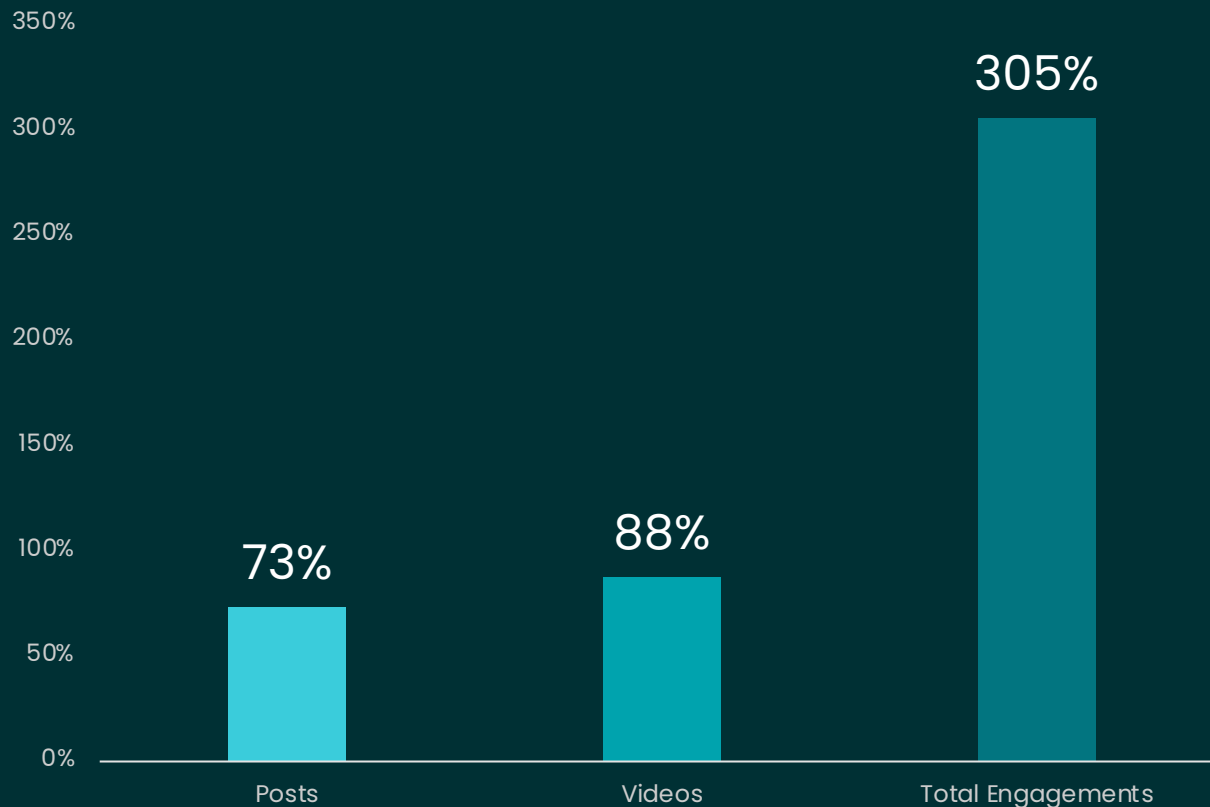


Weekly total cross-platform engagements



Team USA's Olympics social media lift

Cross-platform increase opening week vs average week



The road to the Olympics

Team USA's official accounts tally results on social media

Official Team USA accounts were much more active on social media during opening week of the Olympics and enjoyed impressive growth in engagements as a result.

Team USA accounts posted 73% more posts and 88% more videos across Facebook, Instagram, Twitter, and YouTube the week the Olympics kicked off as compared to weeks prior. Total engagements during the same time period recorded even higher gains, up 305%.

In the following slides, we rank the official accounts for individual Team USA sports that did it best and drove these gains for their respective sport.

Top content Zach LaVine and styling skateboarders

USA Basketball's simple welcome to Tokyo for superstar Zach LaVine was enough to net them both the most total engagements on Instagram and the most video views on Twitter of any Team USA opening ceremony social post. Highest engagement rate goes to the Olympic newcomers USA Skateboarding for their tweet showing off the team's opening ceremony best.

USA Skateboarding



Highest
Engagement Rate:
19.1%



Off to opening ceremony @Tokyo2020 @Olympics
@TeamUSA @Toyota @nikesb



Welcome to Tokyo, @ZachLaVine 🔥

#USABMNT x #Tokyo2020 🇺🇸 🇯🇵



Most Total Engagements: **85k**

USA Basketball



Most Video Views: **117.3k**



Cross-platform social engagement rate | July 23, 2021



1

USA Para Track and Field
7.22%

2

USA Skateboarding
3.87%

3

USA Para Snowboarding
3.71%

4

USA Biathlon
3.68%

5

USA Surfing
3.65%

6

USA Para-Cycling
2.55%

7

USA Diving
2.55%

8

USA Artistic Swimming
2.06%

9

USA Swimming
2.01%

10

USA Gymnastics
1.72%

**Olympics
opening
ceremony**
Team USA rank



Conviva Social Insights Leaderboard
Ranking of Team USA Olympics official accounts



Facebook social engagement rate | July 23, 2021



1 **USA Para Snowboarding**
4.06%

2 **USA Skateboarding**
2.32%

3 **USA Para-Cycling**
1.52%

4 **USA Surfing**
1.50%

5 **USA Shooting**
1.14%

6 **USA Curling**
0.91%

7 **USA Badminton**
0.55%

8 **USA Archery**
0.52%

9 **USA Track and Field**
0.46%

10 **USA Equestrian**
0.41%

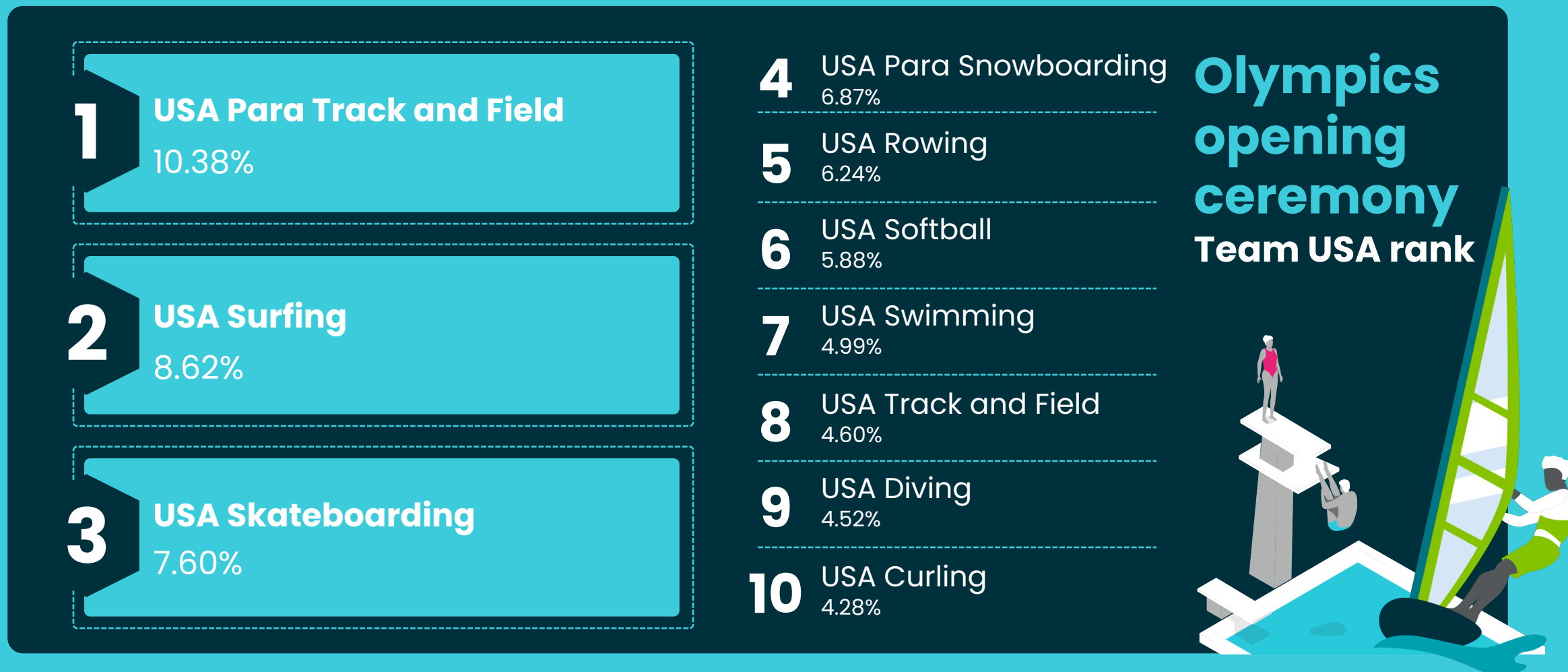
**Olympics
opening
ceremony**
Team USA rank



Conviva Social Insights Leaderboard
Ranking of Team USA Olympics official accounts



Instagram social engagement rate | July 23, 2021



Conviva Social Insights Leaderboard
Ranking of Team USA Olympics official accounts



Twitter social engagement rate | July 23, 2021



1 **USA Para Track and Field**
4.07%

2 **USA Skateboarding**
3.20%

3 **USA Para-Cycling**
1.99%

4 **USA Surfing**
1.40%

5 **USA Swimming**
1.10%

6 **USA Gymnastics**
0.87%

7 **USA Archery**
0.72%

8 **USA Equestrian**
0.64%

9 **USA Diving**
0.58%

10 **USA Track and Field**
0.34%

**Olympics
opening
ceremony**
Team USA rank



Conviva Social Insights Leaderboard
Ranking of Team USA Olympics official accounts



Concluding thoughts

No country in the world has been completely immune from the effects of COVID-19. This is again evidenced at the Olympics, the peak of sport, which continues to be shadowed by concerns and the toll on athletes of ongoing pandemic-induced restrictions.

Nevertheless, the world has stepped up to support its athletes, watching from the safety and comfort of the living room sofa or checking in on laptops while at work. And there are more ways than ever before to experience the games with social media drawing fans into the experience.

While we don't know today what the future will hold for sporting events, or how the challenges of the past year will affect the 2022 Beijing Olympics, change is a given as we look toward the next chance to benchmark how dramatically the way people consume media has evolved.

METHODOLOGY

STREAMING



The streaming data for this report was collected from Conviva's proprietary sensor technology currently embedded in 3.3 billion streaming video applications, analyzing nearly two trillion real-time transactions per day. Annually, Conviva measures in excess of a 500 million unique viewers watching 180 billion streams across more than 180 countries. The report includes data from Conviva's publisher base collected on July 23, 2021, the date of the opening ceremony of the 2020 Tokyo Olympics, both at a global scale and including only publishers streaming the Olympics. Data comparisons include global benchmarks of the previous 90 days as well as the opening ceremony of the 2018 Olympics.

The social data for this report was collected from the Conviva Social Insights Leaderboard lists: Olympic Federation and Team USA Olympics. The Olympic Federation leaderboard list is comprised of 171 official accounts for national Olympics committees around the globe. The Team USA Olympics leaderboard list is comprised of 60 official sport accounts recognized by the United States Olympic & Paralympic Committee. The report includes data from the eight-week period between May 29, 2021 and July 23, 2021. This analysis includes nearly 50 thousand social posts and ten thousand videos across Facebook, Twitter, Instagram, and YouTube.



SOCIAL MEDIA

Any Questions?

Visit www.conviva.com or contact Conviva at pr@conviva.com.

About Conviva

Conviva is the intelligence cloud for streaming media. Powered by our patented Stream Sensor™ and StreamID™, our real-time platform enables marketers, advertisers, tech ops, engineering and customer care teams to build, engage and monetize their audiences. Conviva is dedicated to supporting brands like CCTV, DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 2 trillion streaming data events daily, supporting more than 500 million unique viewers watching 180 billion streams per year across 3.3 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second.

