



Conviva's 2022 Winter Olympics

Streaming + Social Report



An Olympic beginning to 2022

The 2022 Winter Olympics in Beijing are officially underway. The Opening Ceremony was widely watched globally and just a signal for possibilities to come.

The delayed Tokyo Summer Olympics occurred at a time when COVID seemed more under control throughout the world, so fewer people streamed the games at home. But for this Olympics, people clearly are looking inward again for entertainment as pandemic uncertainty continues.

Highlights include:

- **Streaming spikes 349% over 2018 Opening Ceremony** – The massive growth in single-day time spent streaming on the day of the 2022 Olympics Opening Ceremony as compared to 2018's Opening Ceremony day highlights the progress of the industry over the past four years.
- **71% of viewership was captured in the middle two hours of the Opening Ceremony** – While ceremonies in previous years stretched to four hours with extended pomp and circumstance, the brevity of this year's Opening Ceremony condensed viewership in 2022.
- **Tablets get gold at the Opening Ceremony** – While our latest [State of Streaming report](#) found that tablets only had 5% of viewing time globally in Q4, they accounted for 28% share during the opening ceremony to tie connected TV devices.
- **Social engagement up 370% for national Olympics accounts** – Official Olympic committee accounts from over 120 different countries tallied a 370% increase in engagements compared to the average for the previous six weeks.
- **Twitter leads in Olympics content, while Instagram leads engagement** – Twitter led all social platforms in volume of content posted accounting for 37% share, while Instagram delivered the most engaged audience with 66% of all engagements for Olympic committee accounts in the week leading up to the Winter Olympics.

↑ 349%

Viewing time

Increase in single-day hours streamed vs Winter Olympics Opening Ceremony day 2018

Olympic strides

The day of the 2022 Winter Olympics Opening Ceremony recorded a 349% increase in viewing time as compared to the same event in 2018, highlighting the massive gains in streaming over the past four years.

Viewer expectations for a good experience streaming have never been higher, particularly for marquee live events. This year was a bit of a mixed bag as despite slightly longer start times and a significant increase in buffering, viewers were treated to 4% fewer start failures and .2% higher picture quality on the day of the Opening Ceremony as compared to an average Friday. No one was deterred from tuning in, however, as plays were up 9% and concurrency up 6%.



↑ 9%
Plays

↓ 4%
Video start failures



↑ 1%
Video start time

↑ 6%
Concurrency

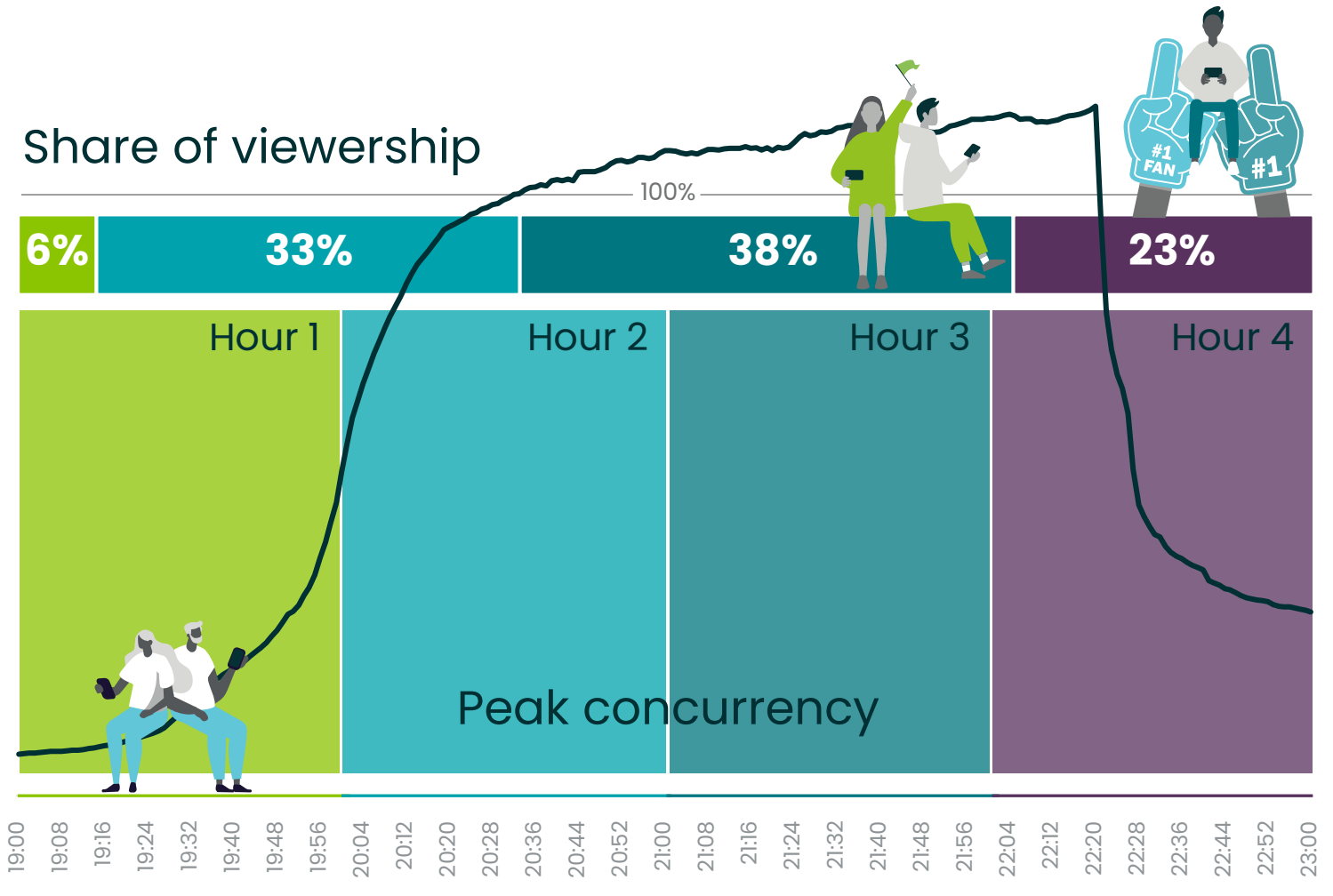
↑ 5%
Buffering

↑ .2%
Bitrate

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

Viewers tune in for Olympics opening ceremony

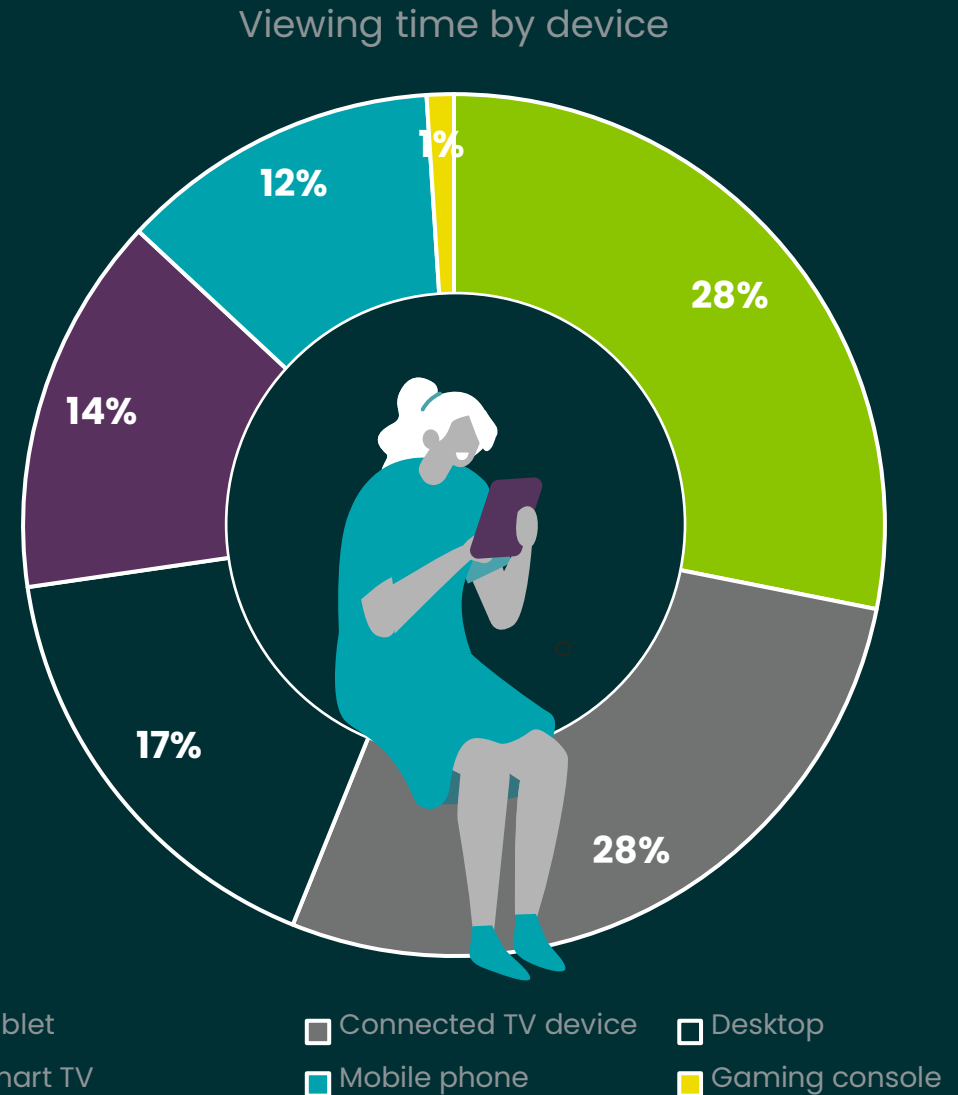
The nearly four-hour Opening Ceremony took place at the Beijing National Stadium on February 4. While viewership got off to a slow start, the second and third hours held fairly steady, gaining 5% of the audience over the middle two hours. Even through hour four, viewership maintained, but there was a sharp drop-off when the event concluded.



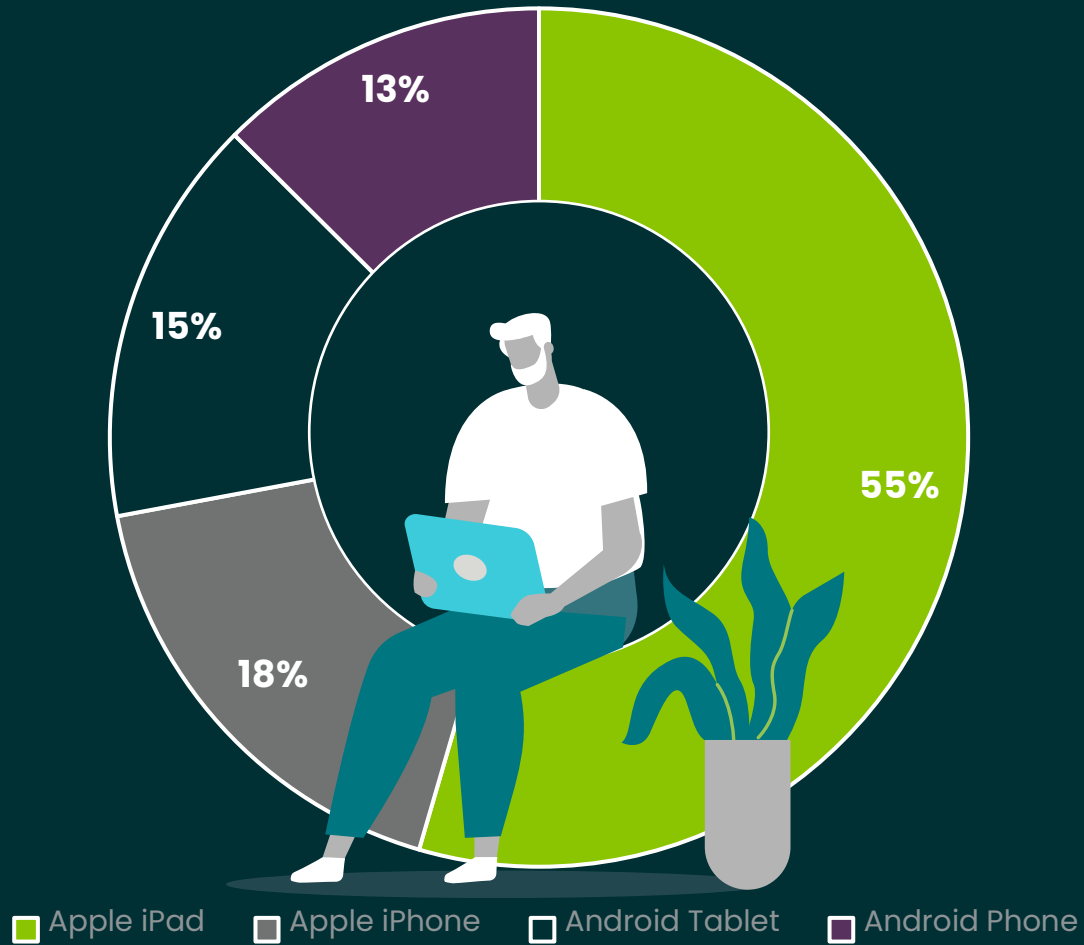
Tablets steal the show

Historically, tablets have a very low share of viewing time. Our latest [State of Streaming report](#) found that tablets only had 5% of viewing time globally in Q4 of 2021. But viewers who tuned into the opening ceremony surprisingly favored tablets, which commanded 28% of viewing time.

Connected TV devices, such as Roku, Chromecast, and Amazon Fire TV, tied the top spot and desktops came in third with 17%. Smart TVs with 14%, mobile phones with 12%, and gaming consoles with 1% rounded out the rest of the devices.



Share of handheld viewing



Handhelds still have staying power

Tablets may have stolen the show, but which were the most popular? A significant 55% of viewers preferred watching the opening ceremony on Apple iPads. There's more cause for Apple celebration. The second-most popular handheld devices were Apple iPhones with 18%.

Android tablets took third place with 15% followed closely by Android phones at 13%.

Roku and Fire TV win by a mile

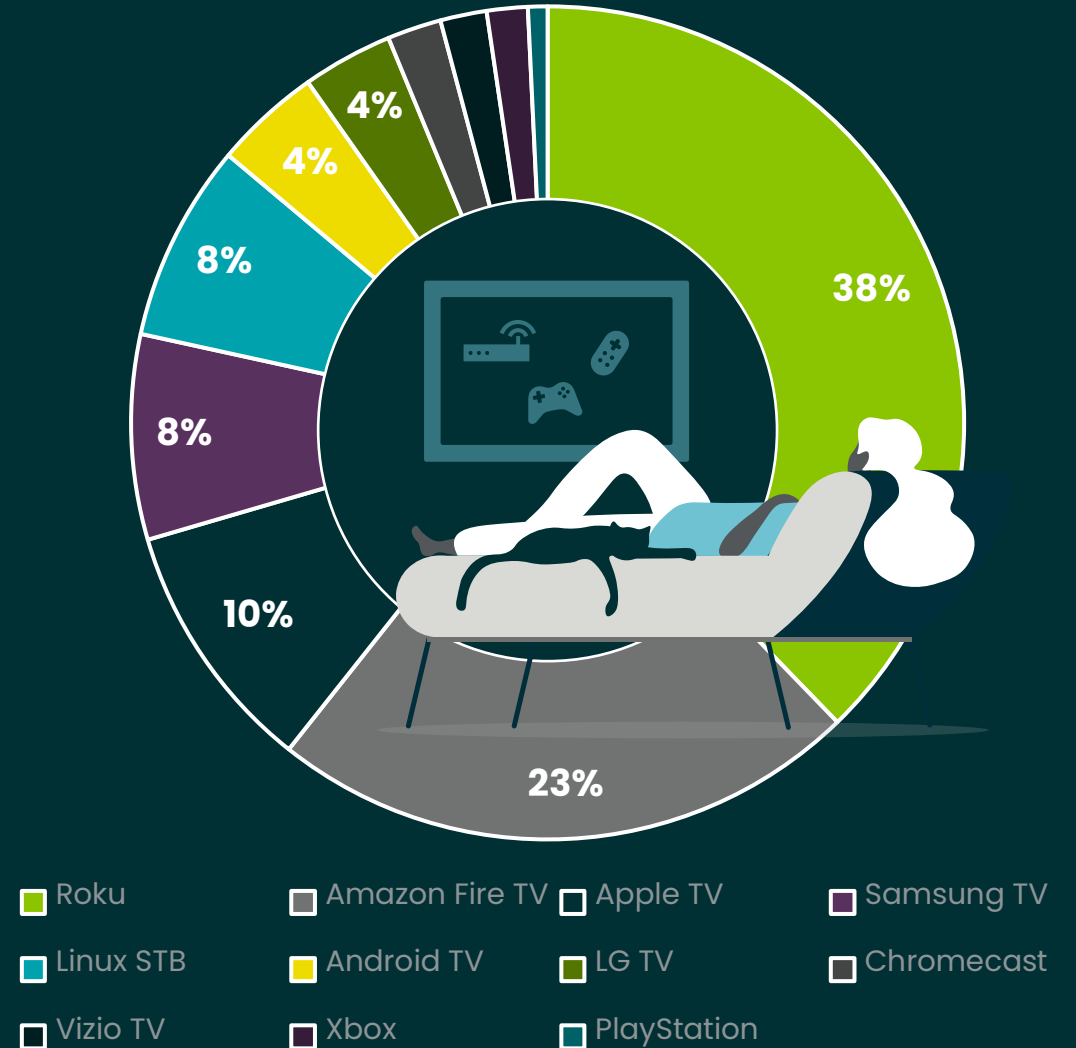
Combined big screens, which includes smart TVs, connected TV devices, and gaming consoles, accounted for nearly half of the opening ceremony viewing time.

The breakdown of big screen viewing saw Roku charging ahead with 38%, and as Roku generally skews toward North American audiences, it's safe to say that even the 3:30 am PT start didn't deter many viewers.

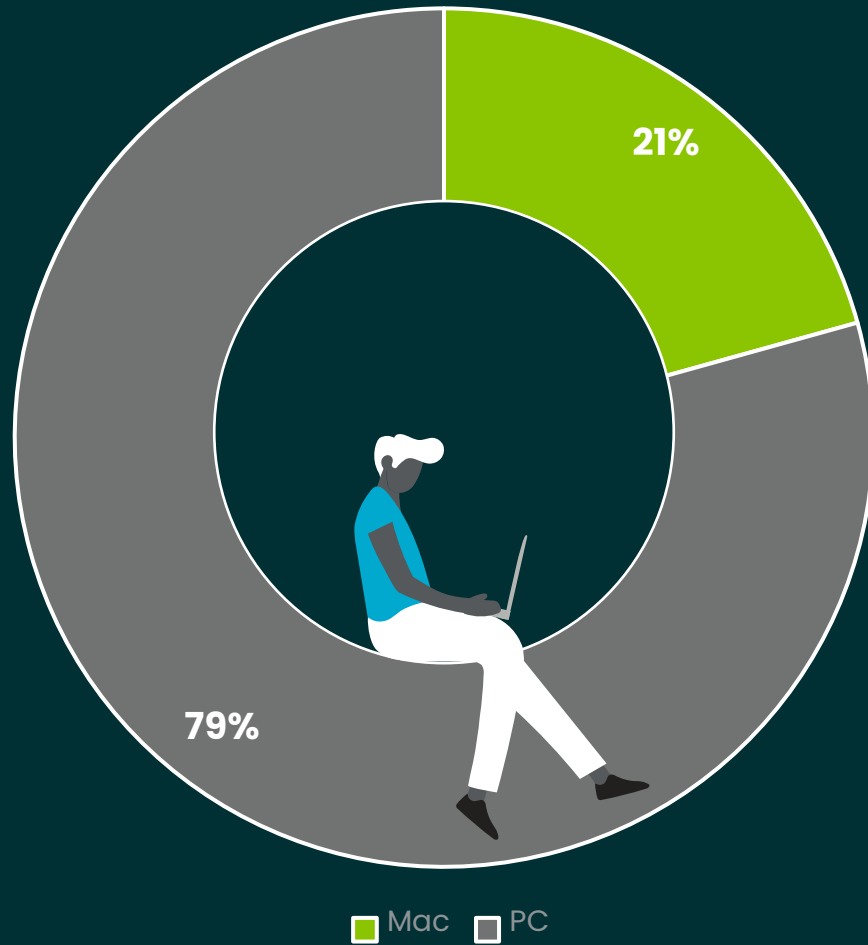
Amazon Fire TV took the second spot with 23% of viewing time. Apple TV, Samsung TV, and Linux STB represented the middle of the pack with 10%, 8%, and 8%, respectively.

Android TV and LG TV each took 4% of the big screen viewing time, followed by stragglers Chromecast, Vizio TV, Xbox, and PlayStation.

Share of big screen viewing



Share of desktop viewing



PCs dominate

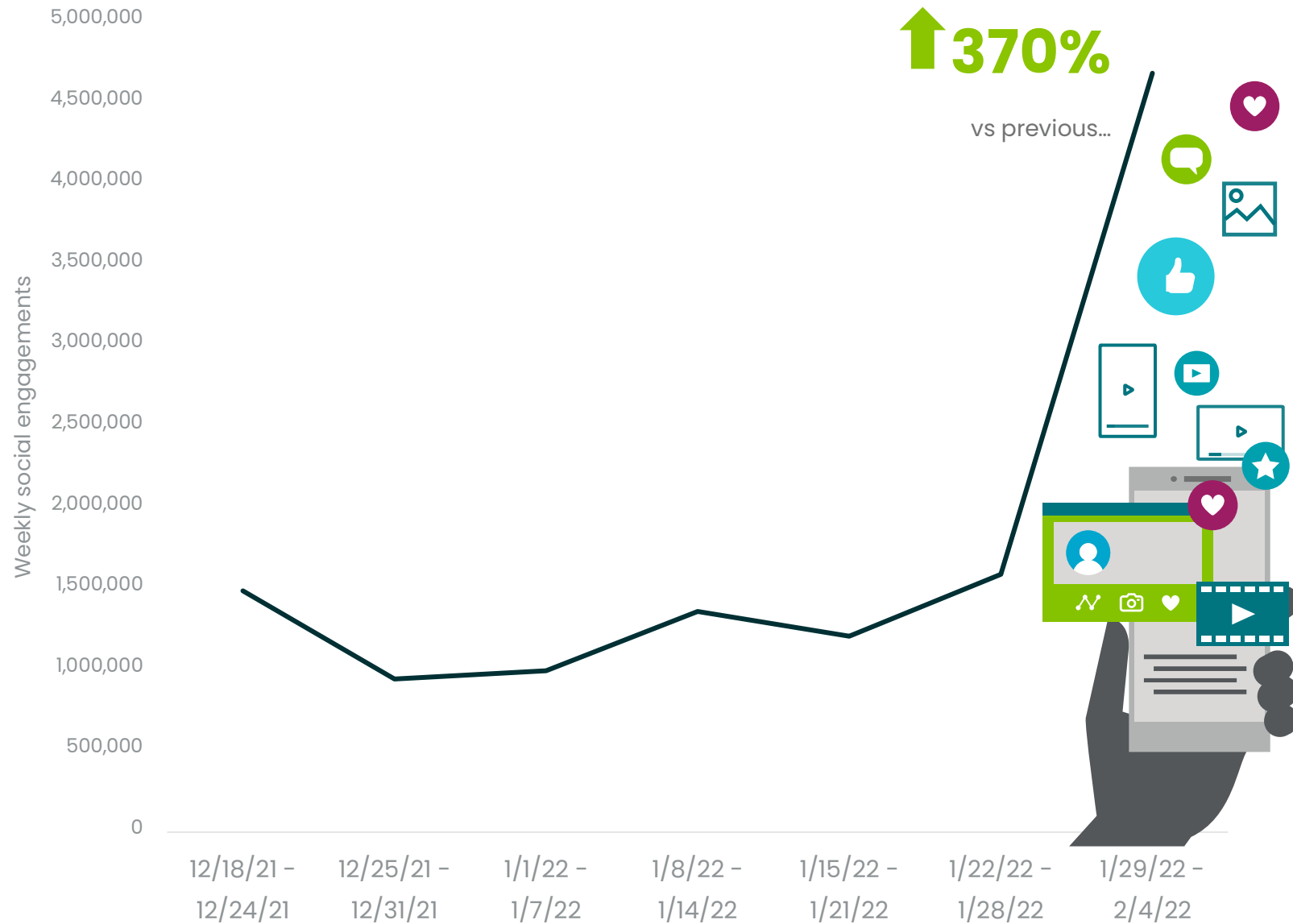
Desktop devices accounted for 17% of Olympics Opening Ceremony viewing, significantly more than the 8% of global viewing in Q4 as reported in our latest [State of Streaming report](#). When it comes to desktop viewing, PCs trounced their competition with 79% of viewing time. Macs only had 21%.

Road to the Olympics

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 when the games kick off, it's really the social team's time to shine.

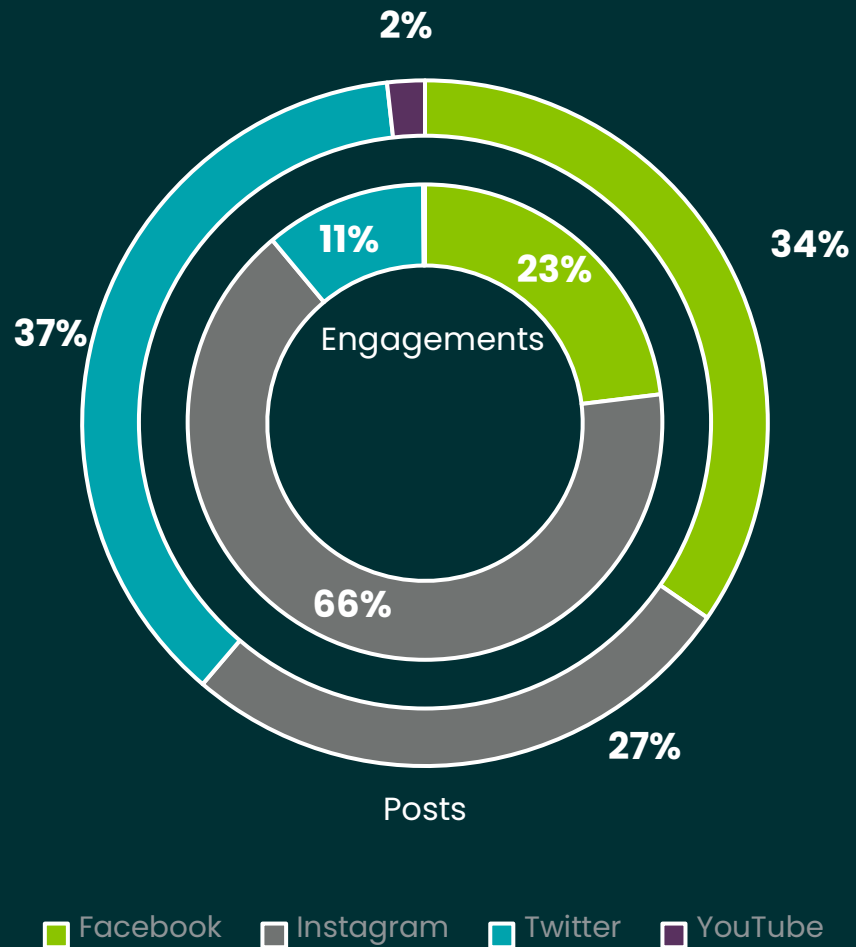
Official Olympic committee accounts from over 120 different countries have been steadily putting content out in the months leading up to 2022 Winter Olympics.

The week leading up to the Olympics generated a 370% increase in engagements compared to the average engagements for the previous six weeks.



Share of social posts vs. engagement

1/29/22 – 2/4/22



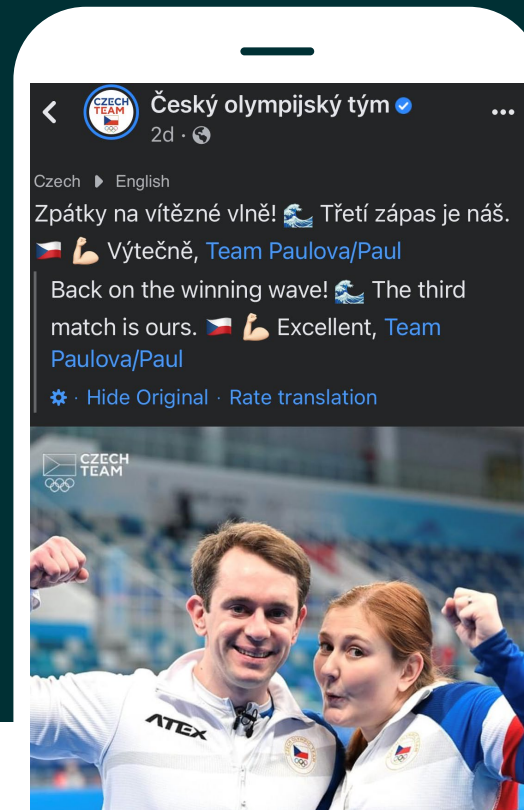
Social content breakdown

Twitter led all social platforms in share of total content produced in the week leading up to the Winter Olympics at 37% share, followed closely by Facebook at 34% share. However, it was Instagram that delivered the most engaged audience. Olympic committees received a lion's share, 66%, of their total engagements from Instagram. Facebook followed at 23%, with Twitter at 11%.

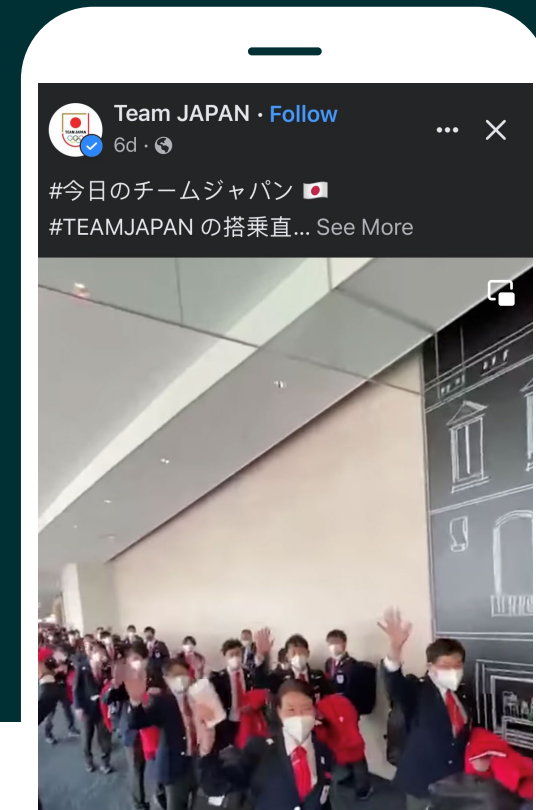
Top Facebook Olympics content



Team USA highlighted the first Indigenous woman to play for USA Hockey in the top-performing Facebook post.



The top-ranking Facebook post from the Czech Olympic team highlighted mixed doubles curling team Paulova/Paul after their match win.



A video of the large Team Japan delegation departing for Beijing ranked third in Olympic content on Facebook.

Top Instagram Olympics content



Canada claimed the top content piece with an Instagram carousel focused on their Opening Ceremony entrance and fashion.

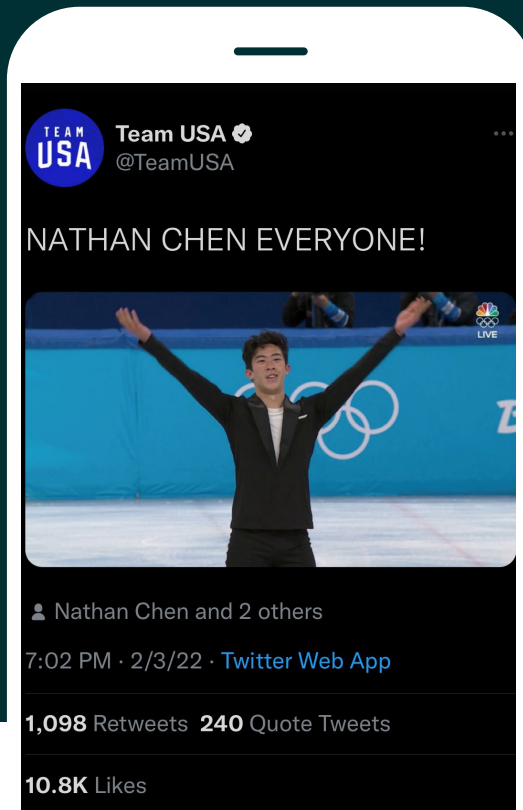


Halfpipe king Shaun White highlighted his multi-Olympics win record with a jacket image on Team USA's Instagram.



All 10 pieces of top Instagram content the week leading up to the Olympics were images, including this single Olympic Russia shot.

Top Twitter Olympics content



Team USA's simple post celebrating figure skater Nathan Chen was the top-performing piece of content on Twitter.

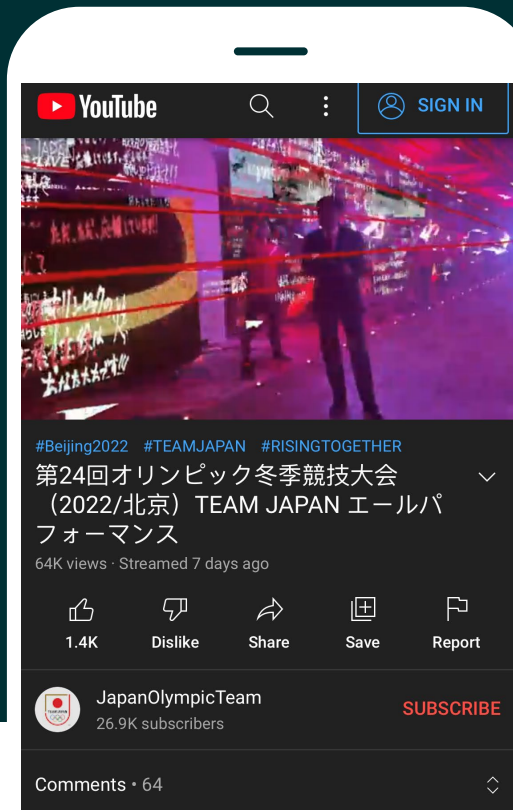


Team Japan's athletes exploring the Olympic Village garnered significant engagement as the top-performing video on Twitter.



Team USA captured two of the top three Twitter posts with their post of the American athletes at the opening ceremony.

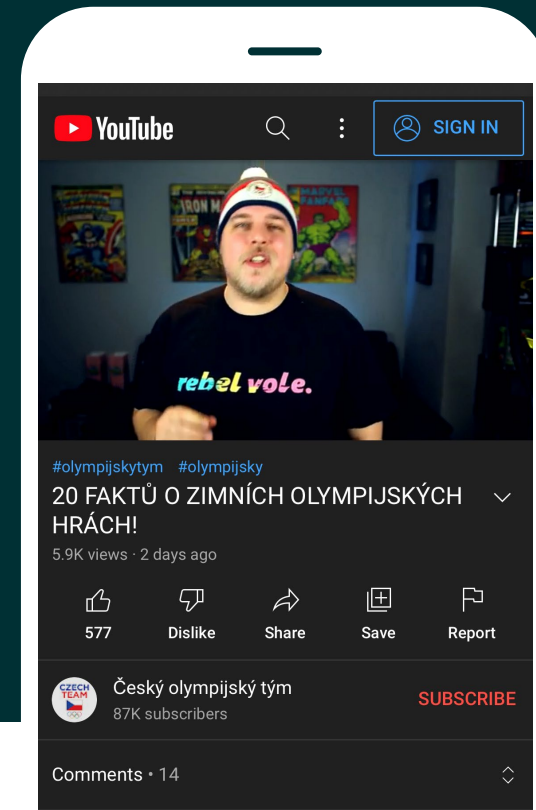
Top YouTube Olympics content



The top two pieces of YouTube content were both from Team Japan, with a more in depth, long-form live video taking the top spot.



Second most popular piece of YouTube content was a #Shorts video showcasing the arrival of Team Japan in Beijing.



The Czech Team rounded out the top 3 on YouTube with influencer @Stejk sharing 20 fact about the Winter Olympic games.

Top cross-platform engagements

1 **Russia**
646k

2 **USA**
547k

3 **Canada**
526k

4 **Czech Republic**
513k

5 **Japan**
283k

6 **Spain**
276k

7 **Australia**
232k

8 **United Kingdom**
184k

9 **Brazil**
149k

10 **Italy**
117k

National Olympic Committee Accounts



Top cross-platform engagement rate



1 **Kyrgyz Republic**
12.8%

2 **Gambia**
7.1%

3 **Andorrà**
6.4%

4 Slovakia
6.0%

5 Zimbabwe
5.9%

6 San Marino
5.1%

7 Finland
4.1%

8 Burundi
3.9%

9 Peru
3.8%

10 Bosnia and Herzegovina
3.5%

**National
Olympic
Committee
Accounts**



Conviva Social Insights Leaderboard

Jan 29 – Feb 4, 2022 | Facebook, Instagram, Twitter, and YouTube

Top TikTok followers

1 **USA**
2.2M

2 **Brazil**
1M

3 **Italy**
467k

4 **United Kingdom**
257k

5 **Russia**
218k

6 **New Zealand**
161k

7 **Australia**
142k

8 **Japan**
126k

9 **Israel**
41k

10 **Colombia**
11k

National Olympic Committee Accounts



Top Facebook engagements

1 **Czech Republic**
141k

2 **USA**
126k

3 **Australia**
95k

4 **Spain**
82k

5 **Canada**
81k

6 **Japan**
70k

7 **Italy**
55k

8 **United Kingdom**
50k

9 **New Zealand**
50k

10 **Puerto Rico**
28k

National Olympic Committee Accounts



Top Twitter engagements

1 **Spain**
114k

2 **USA**
106k

3 **Japan**
85k

4 **Brazil**
59k

5 **Canada**
33k

6 **United Kingdom**
29k

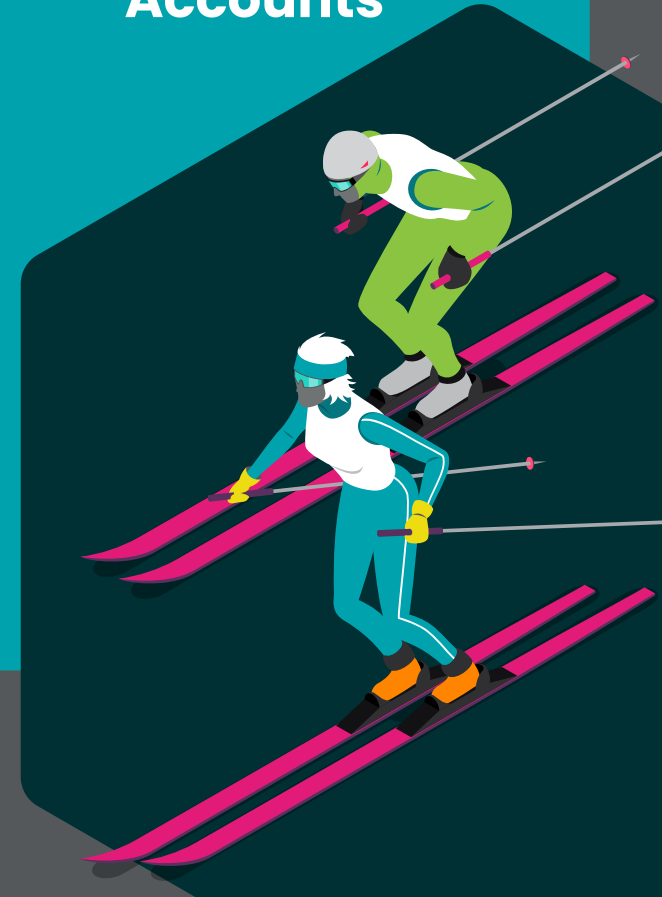
7 **Czech Republic**
11k

8 **Poland**
10k

9 **Mexico**
9k

10 **Italy**
7k

National Olympic Committee Accounts



Top Instagram engagements



1

Russia

637k

2

Canada

413k

3

Czech Republic

361k

4

USA
315k

5

Australia
130k

6

Japan
125k

7

United Kingdom
105k

8

Austria
84k

9

Brazil
83k

10

Spain
81k

**National
Olympic
Committee
Accounts**



Top Facebook engagement rate



1 **Kyrgyz Republic**
19%

2 **Gambia**
6.6%

3 **Zimbabwe**
5.1%

4 **Peru**
3.4%

5 **San Marino**
3.0%

6 **Latvia**
2.9%

7 **Spain**
2.1%

8 **Belgium**
2.0%

9 **Syria**
1.8%

10 **Liechtenstein**
1.6%

National Olympic Committee Accounts



Top Instagram engagement rate

1 **Finland**
9.3%

2 **Latvia**
7.0%

3 **Burundi**
6.7%

4 **Kyrgyz Republic**
6.7%

5 **Luxembourg**
6.6%

6 **Bosnia and Herzegovina**
6.4%

7 **Mexico**
6.3%

8 **Slovakia**
6.1%

9 **Andorrà**
6.0%

10 **Poland**
6.0%

National Olympic Committee Accounts



Top Twitter engagement rate

1 **Gambia**
7.8%

2 **Republic of Kazakhstan**
3.9%

3 **Montenegro**
3.8%

4 **Poland**
3.6%

5 **Peru**
2.9%

6 **Barbados**
1.8%

7 **Morocco**
1.3%

8 **Malaysia**
1.3%

9 **Kosovo**
1.3%

10 **Uganda**
1.0%

National Olympic Committee Accounts



Methodology

Data for Conviva's 2022 Winter Olympics report was primarily collected from Conviva's proprietary Stream Sensor technology currently embedded in nearly four billion streaming video applications, measuring in excess of 500 million unique viewers watching 200 billion streams per year with nearly three trillion real-time transactions per day across more than 180 countries. The report includes data from Conviva's publisher base collected on February 4, 2022, the date of the opening ceremony of the 2022 Winter 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 media data consists of data from TikTok, collected February 4, 2022, as well as Facebook, Instagram, Twitter, and YouTube collected from Conviva's Social Insights Leaderboard - Olympic Committee, which included over 170 accounts, 21,000 posts, and over 13 million engagements between December 18th, 2021 and February 4th, 2022.

About Conviva

Conviva is the census, continuous measurement and engagement platform for streaming media. Powered by our patented Stream Sensor™ and Stream ID™, our real-time platform enables marketers, advertisers, tech ops, engineering and customer care teams to acquire, engage, monetize and retain 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 3 trillion streaming data events daily, supporting more than 500 million unique viewers watching 200 billion streams per year across 4 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second. To learn more, visit www.conviva.com.

Any Questions?

Contact Conviva at pr@conviva.com

