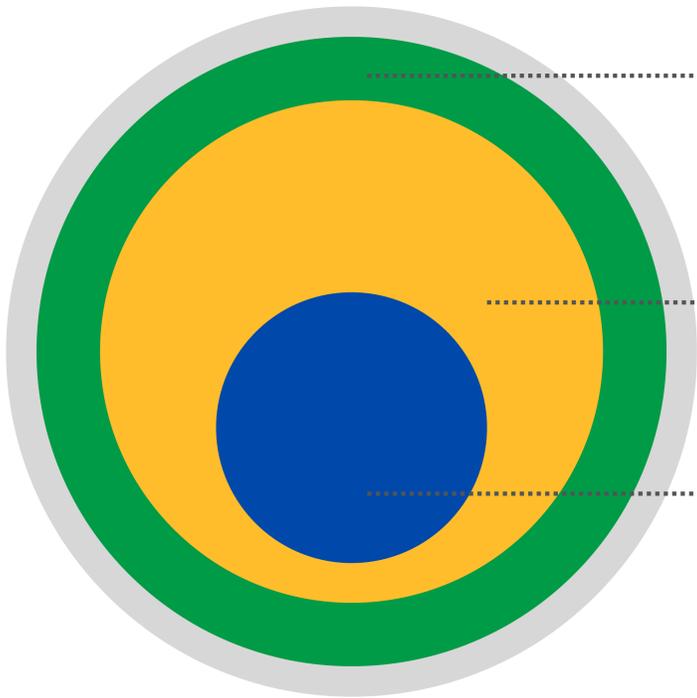




## THE AUDIENCE ARE READY AND WAITING



### 86%

say they're likely to watch the Olympics on TV or online

### 76%

interested in sport

### 44%

LOVE sport

## 7 in 10

say they're already excited about the Olympics



## THE OLYMPIC GAMES ARE MORE THAN JUST A SPORTING EVENT

### 76%



agree that the Olympic Games bring people together

### ### +70%

"everyone is talking about the same thing"

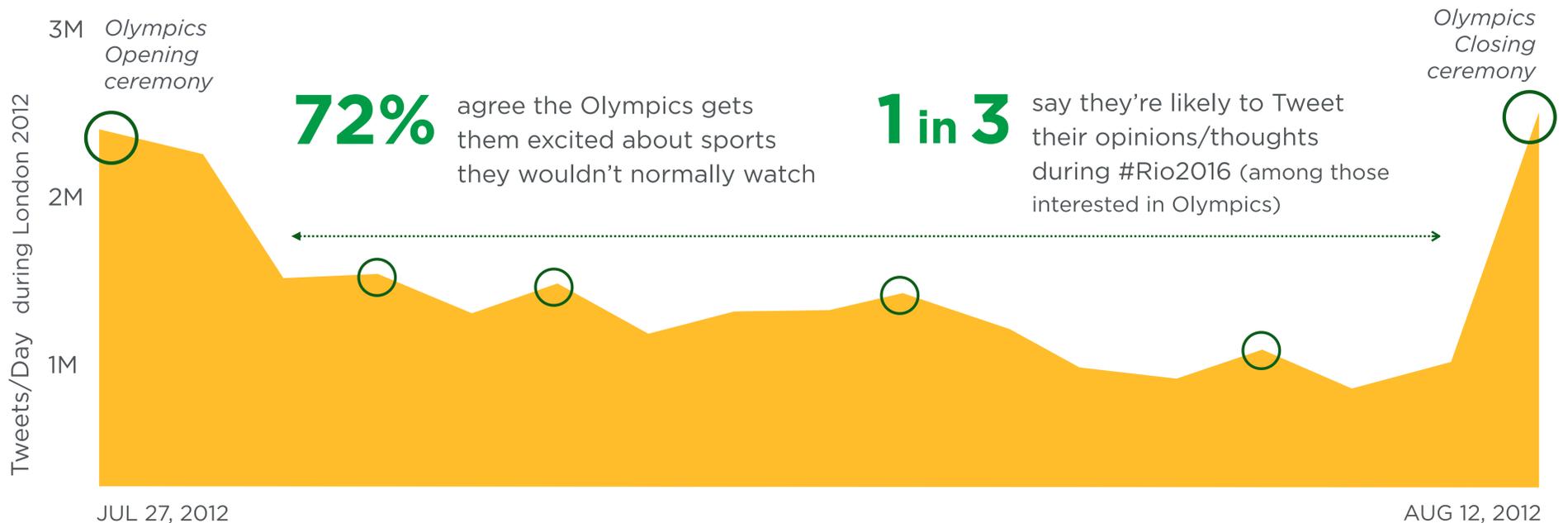


### +50%

"to see the culture of the host city"

## THE CONVERSATION

Cultural moments of the opening and closing ceremonies in 2012 drove peaks in conversation, book-ends; to a consistent buzz driven by big events, unexpected moments, highs and lows of the action **as they happen**



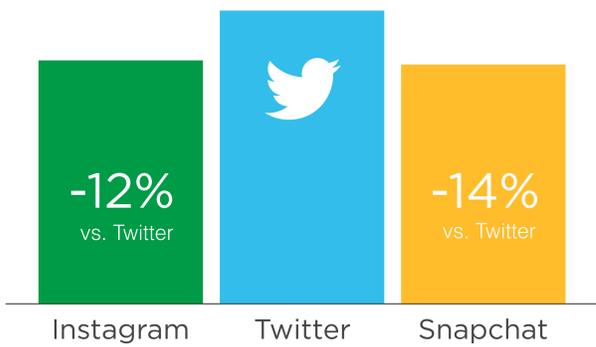


### THE OLYMPICS WILL HAPPEN ON TWITTER

#### LIVE CONNECTION



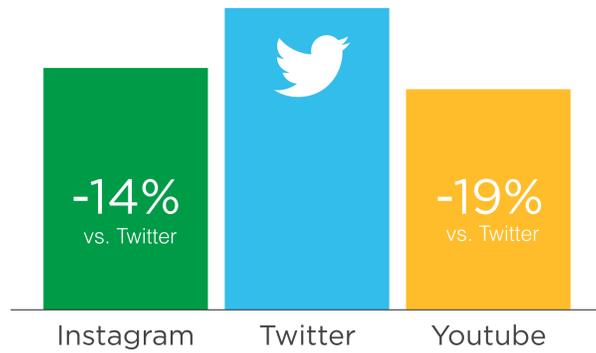
Twitter ranked no.1 for being the most up-to-date (vs. all other digital platforms)



#### UNIQUE ACCESS & POV



Twitter ranked no.1 for having an expert point of view (vs. all other digital platforms)



#### ENHANCES TV



90% of those intending to watch the Olympics will do so online as well as on TV

2 in 3

users say they enjoy watching sports on TV more when they use Twitter at the same time

### THE CREATIVE CANVAS



During live events, users cite the no.1 reason to use Twitter:

“to get information in real-time”



No.1

for association with ‘unique perspectives’ vs. all other digital platforms

Vine

80%

Of users rate Vine 7-10/10 for ‘being entertained’

niche

+70%

Higher engagement rates with Niche content on Twitter\*

### THE OPPORTUNITY FOR BRANDS BEFORE & DURING #RIO2016

#### ENTERTAIN



Be a source of fun, post highlights, show behind the scenes

#### INSPIRE



Join in the celebration, showcase brilliance, encourage action

#### BE A UTILITY



Provide useful information, signpost users through the games