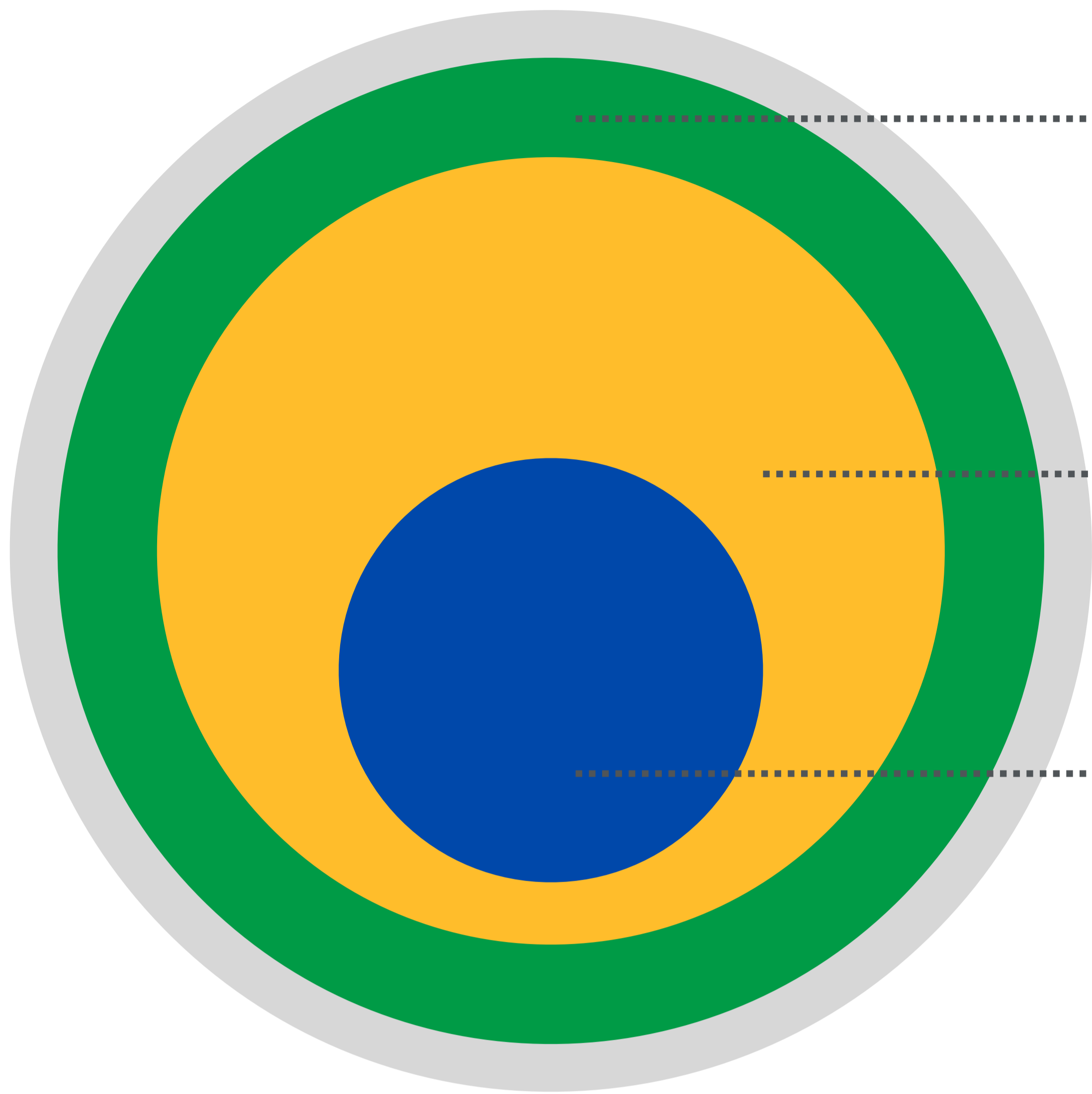




### THE AUDIENCE ARE READY AND WAITING



**85%**

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

**73%**

interested in sport

**33%**

LOVE sport

**2 in 3**

say they're already excited about the Olympics



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

**61%**



agree that the Olympic Games bring people together

**###**

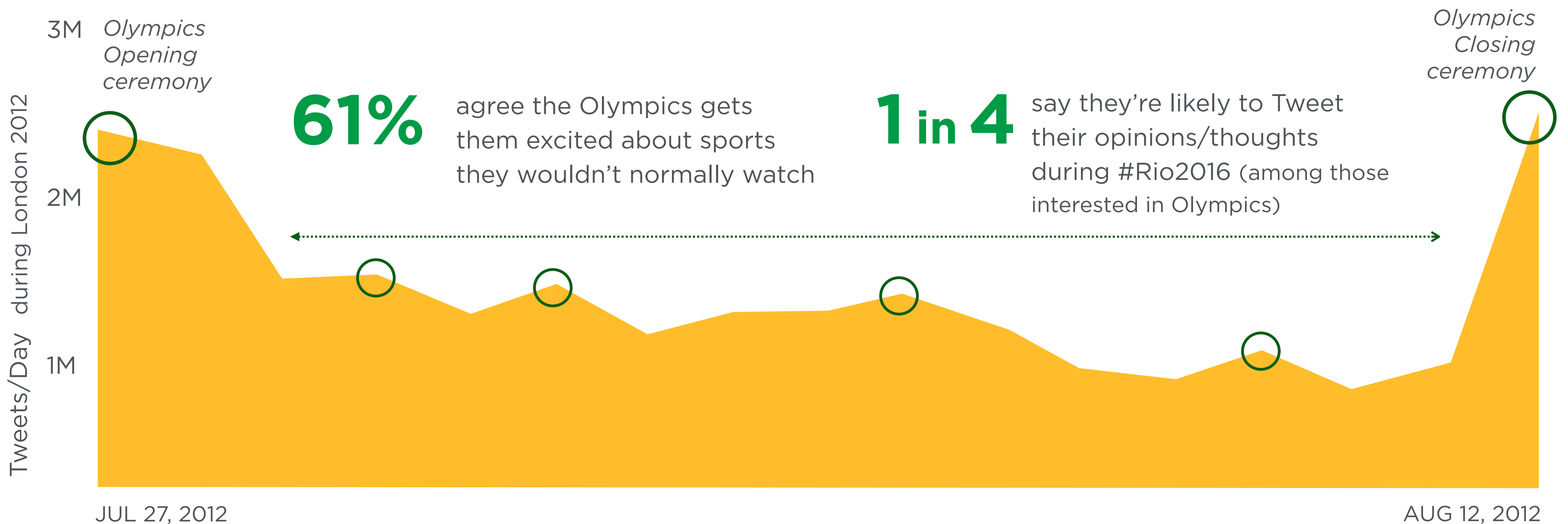
**+15%** "seeing the culture of the host city"



**+17%** "to feel part of a global community"

### 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**



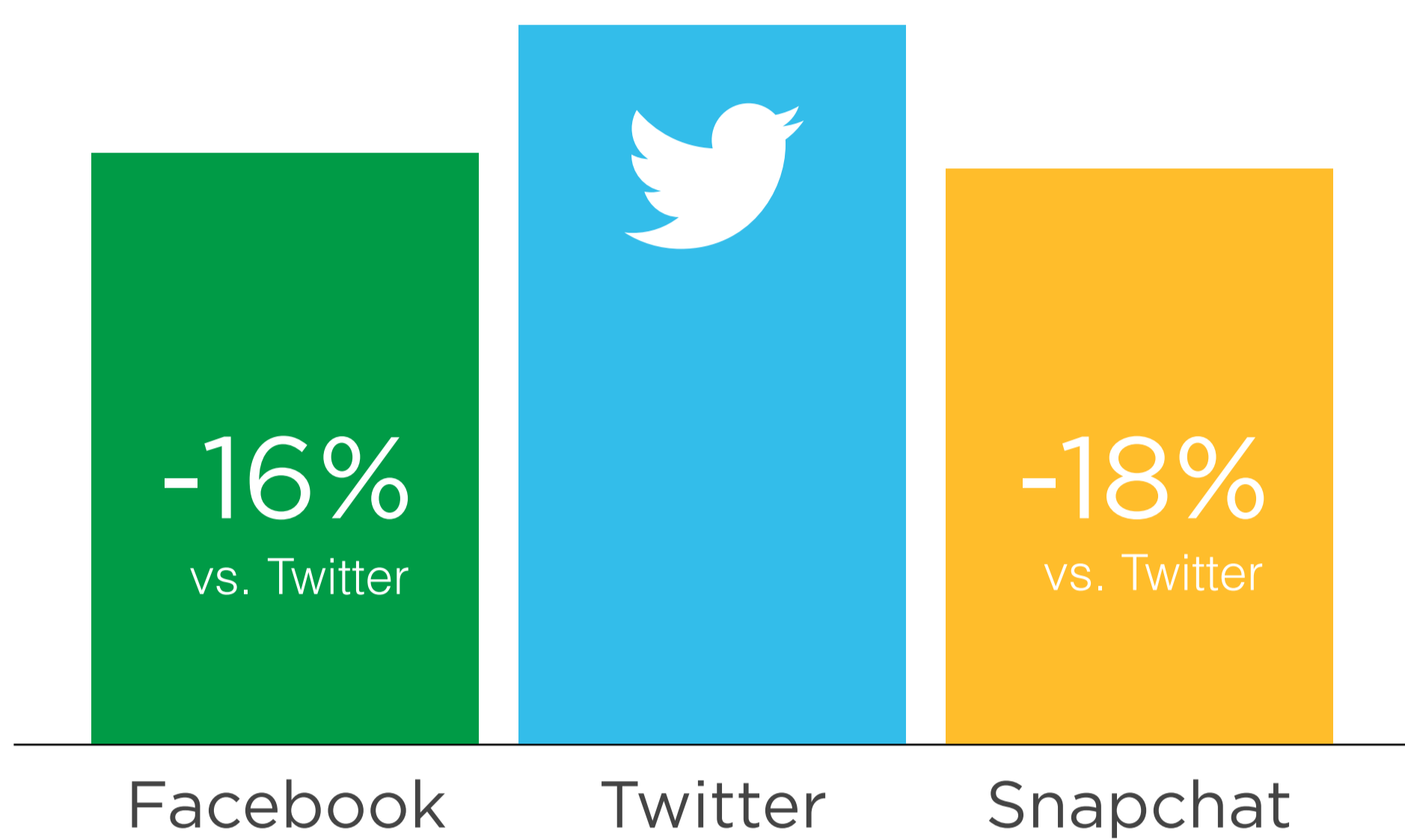


## THE OLYMPICS WILL HAPPEN ON TWITTER

### LIVE CONNECTION



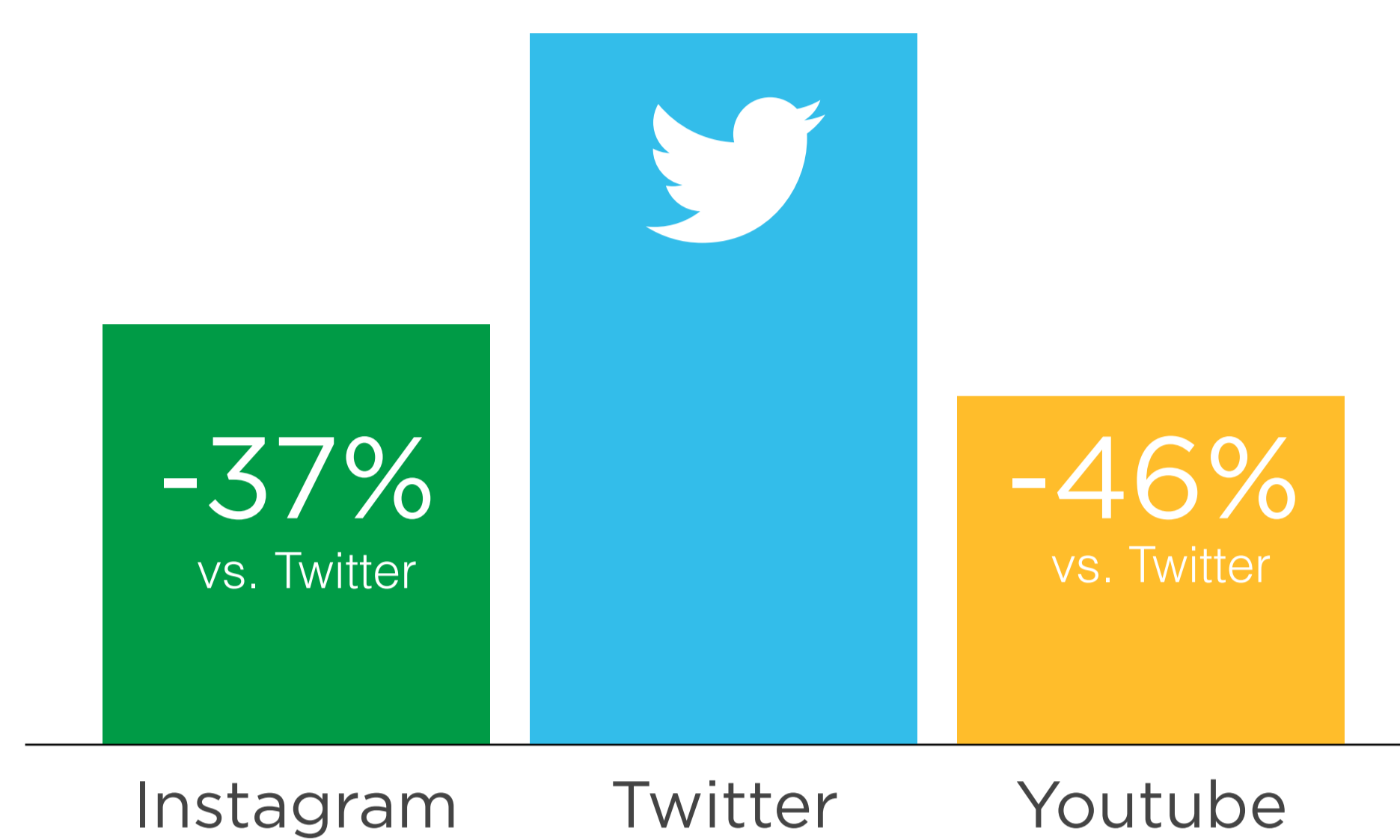
Twitter ranked no.1 for being the most up-to-date (vs. all other digital platforms)



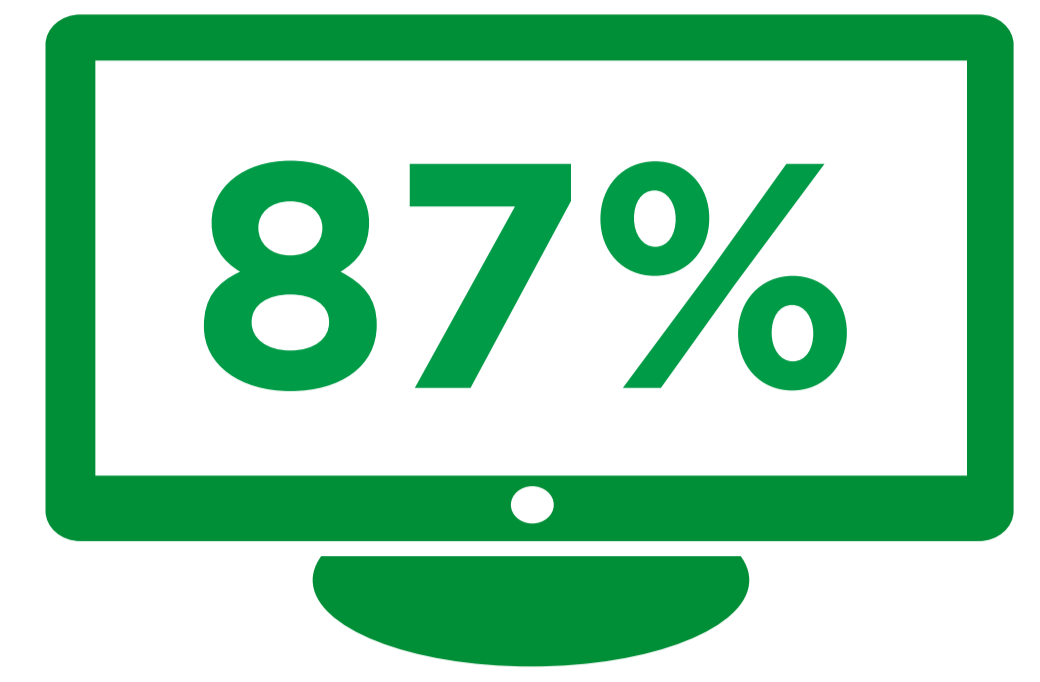
### UNIQUE ACCESS & POV



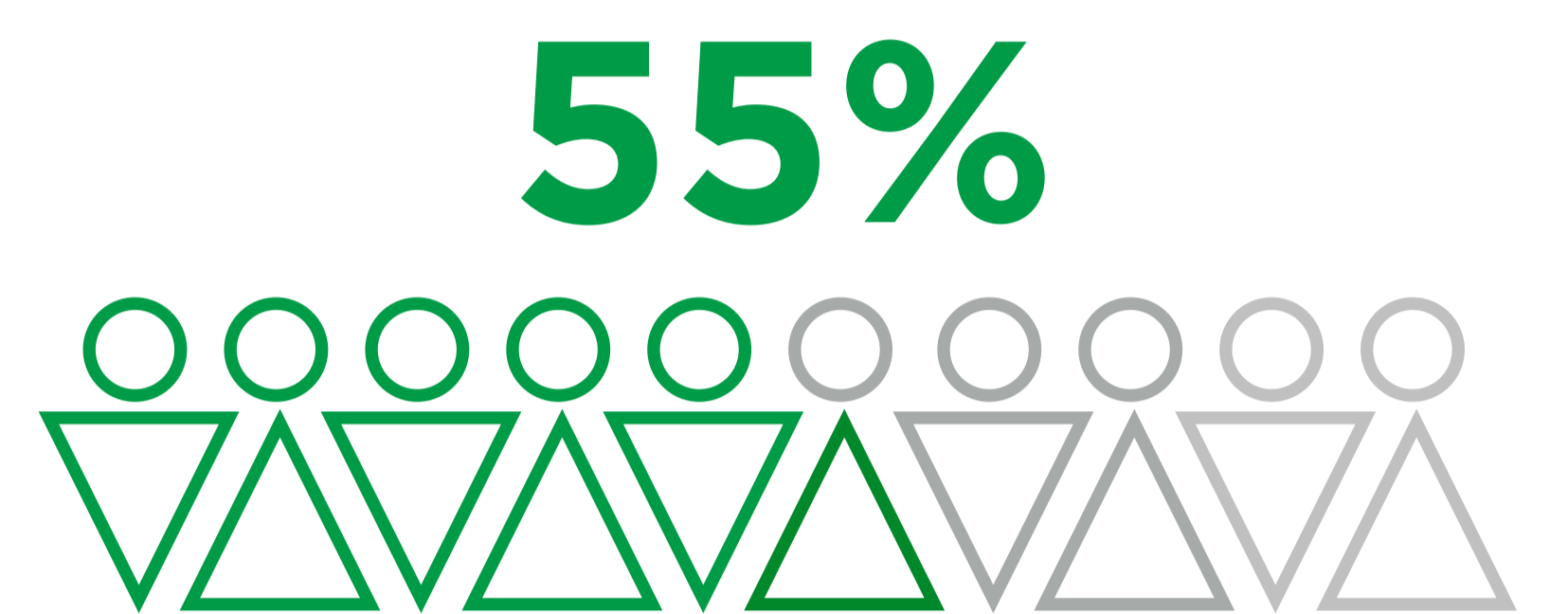
Twitter ranked no.1 for having an expert point of view (vs. all other digital platforms)



### ENHANCES TV



87% of those intending to watch the Olympics will do so online as well as on TV



55% 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 be in the know about what’s going on”



No.1

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

Vine

89%

Of users say Vine is a place they go to be 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