

TOKYO 2020 PARALYMPIC GAMES

International Media Evaluation Event Report



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INTRODUCTION

REPORT BASE

EVENT	Tokyo 2020 Paralympic Games
EVENT DATE	24.08.2021 – 05.09.2021
PERIOD OF ANALYSIS	23.08.2021 – 08.09.2021
MARKETS	<p>DEDICATED AND SECONDARY COVERAGE (PHYSICAL MONITORING) Australia, Brazil, China, France, Germany, Italy, Japan, Netherlands, New Zealand, Poland, Russia, Spain, South Africa, South Korea, Sweden, Turkey, United Kingdom, USA</p> <p>DEDICATED COVERAGE (BROADCAST SCHEDULE AUDIT) Global rights holders (incl. OTT & Web Streams)</p>
BRAND EXPOSURE ANALYSIS	Ajinomoto, ANA, Bridgestone, Canon, Eneos, Fujitsu, General Electric, Hisamitsu, Japan Airlines, Mizuho, NEC, Nippon Life Insurance, Panasonic, Shimizu, Tokyo Marine Nichido, Tokyo Skytree, Toyota, Yahoo!
SOCIAL MEDIA ANALYSIS	Selected profiles from athletes, federations, partners, broadcasters (see pages 114-115 for more detail)
SOURCE OF TV AUDIENCE RATINGS	Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup Adults 3+ Estimations by Nielsen Sports



MANAGEMENT SUMMARY

MANAGEMENT SUMMARY



4,048

Million



CUMULATIVE TV AUDIENCE amounts to 4 billion. This means a slight decline by two percent compared to the Paralympic Games of 2016. Main drivers were China (734 mill.), Japan (656 mill.) and Russia with 494 mill. These three countries account for almost half of the total cumulative TV audience.

The event was covered across more than 10,000 **BROADCASTS**, most of them in New Zealand (789) and Japan (770).

10,684

BROADCASTS

248

TV CHANNELS



covered the Tokyo 2020 Paralympic Games, most of them in Germany (37), Japan and Australia (20 each). In addition, 11 web streams were considered for this report.

112.17B

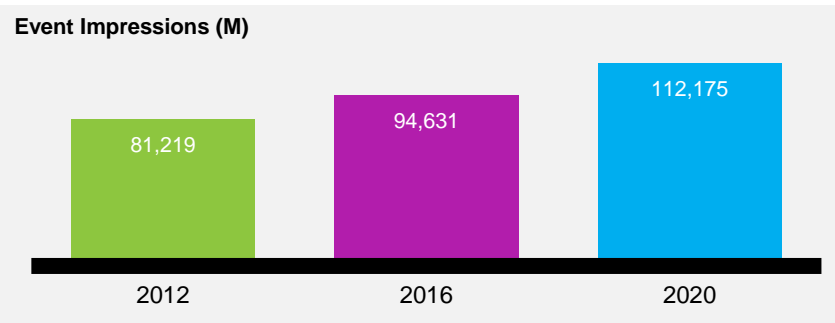
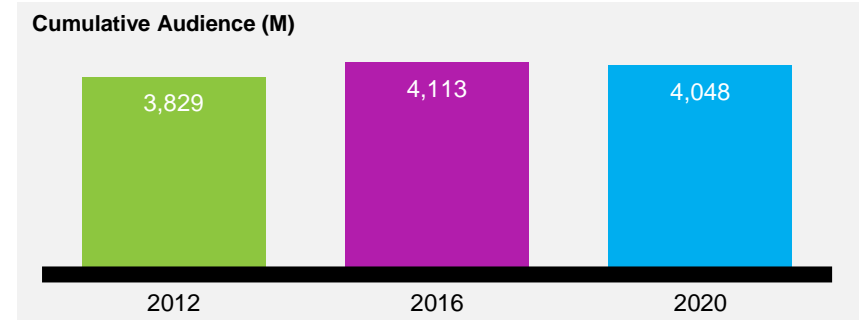
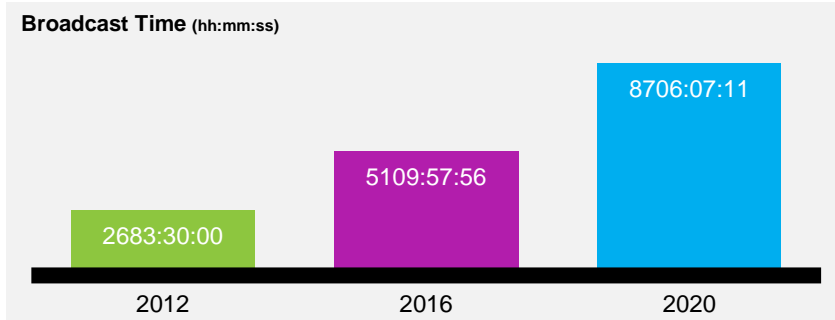
EVENT IMPRESSIONS



With more than 112 billion TV event impressions, numbers increased compared to Rio 2016 by more than 19%. Host market Japan ranks top in terms of event impressions with 36.04 billion, followed by China (24.29 billion). These two Asian markets account 53% of the total. France ranks third as the top European market with 6.33 billion. Brazil as the top South American market comes in 8th with 4.33 billion.

TV EXPOSURE DATA COMPARISON

Event Comparison since 2012

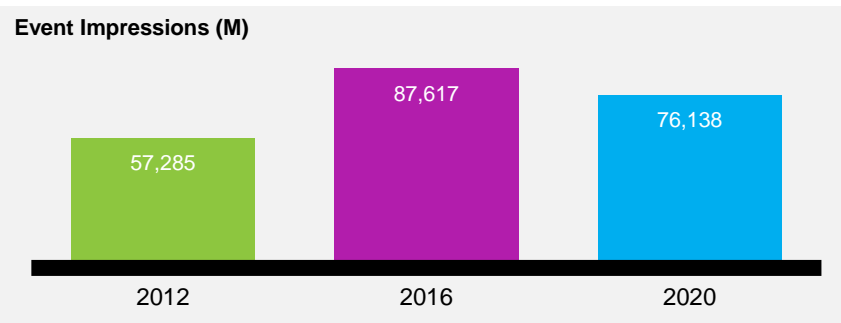
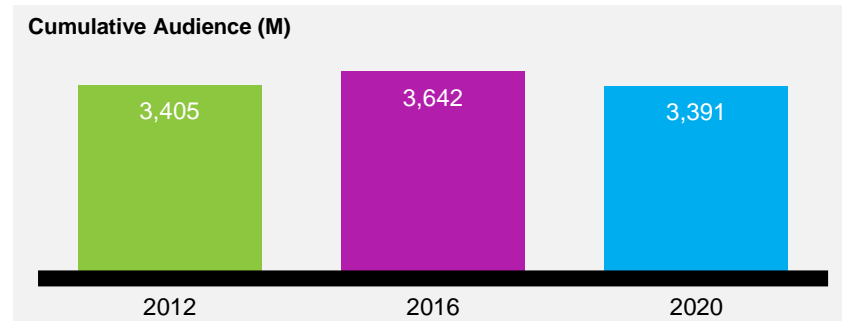
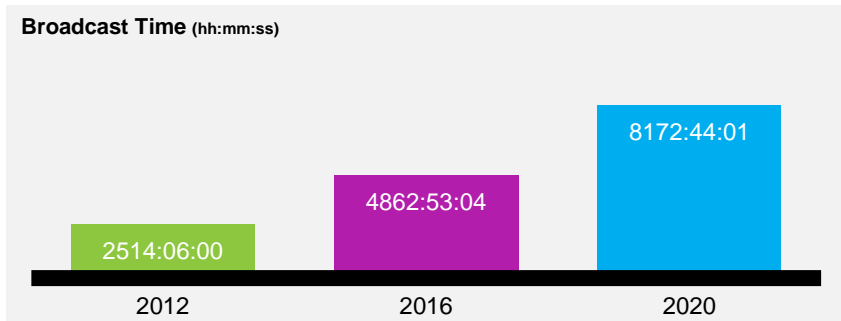


KEY FACTS

- » With Tokyo being the host to the 2020 Paralympic Games, live coverage was more time zone friendly to a large number of TV households in Asia.
- » Thus, Japan and China drive the positive development as they account for more than half of total event impressions globally.
- » Event impressions generated in Japan in 2020 are five times higher than in Brazil 2016.
- » As cumulative audience is mainly driven by news and magazine features on popular free-to-air stations, numbers are fairly stable.
- » The positive broadcast time trend can be explained by additional coverage in Africa by rights holder SuperSport.

TV EXPOSURE DATA COMPARISON

Event Comparison since 2012 – excl. Host markets



KEY FACTS

- » When excluding the host markets from the trend analysis, the strong impact of Japan on the 2020 Paralympic Games becomes evident.
- » Already in 2016, Japan generated more than 4 times as many impressions and twice the audience than Brazil.
- » In the UK, event impressions declined by 45% compared to 2016.
- » Cumulative audience is impacted by a negative trend in China (-340M).

TV EXPOSURE DATA

Event Comparison since 2012

London 2012	
Monitoring Period	29.08.2012 – 09.09.2012
Number of Markets	41
Number of Broadcasts	4,742
Broadcast Time (hh:mm:ss)	2683:30:40
Cumulative Audience (Mio.)	3,829
Event Impressions (Mio.)	81,219



Rio 2016	
Monitoring Period	03.09.2016 – 20.09.2016
Number of Markets	50
Number of Broadcasts	6,818
Broadcast Time (hh:mm:ss)	509:57:56
Cumulative Audience (Mio.)	4,113.32
Event Impressions (Mio.)	94,630.63



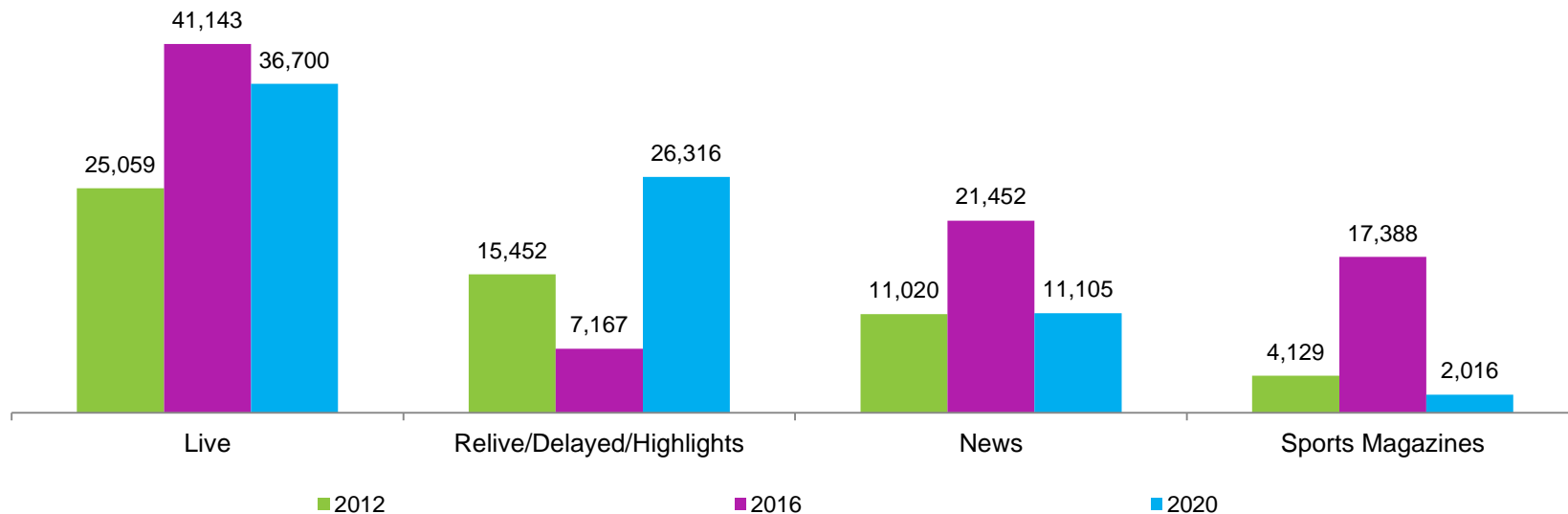
Tokyo 2020	
Monitoring Period	23.08.2021 – 08.09.2021
Number of Markets	66
Number of Broadcasts	10,684
Broadcast Time (hh:mm:ss)	8706:07:11
Cumulative Audience (Mio.)	4,047.60
Event Impressions (Mio.)	112,174.77



TREND ANALYSIS

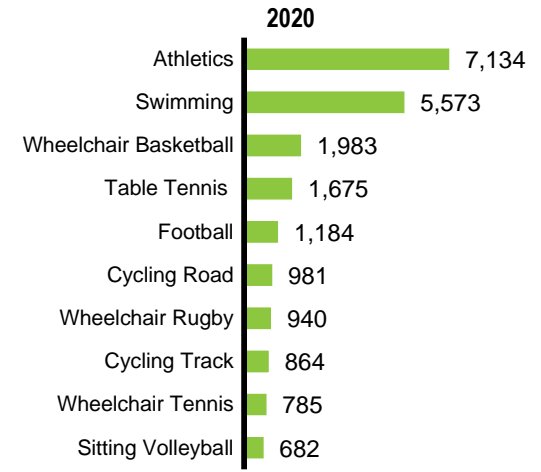
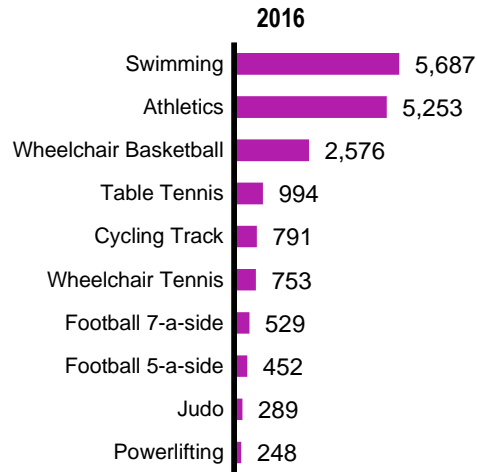
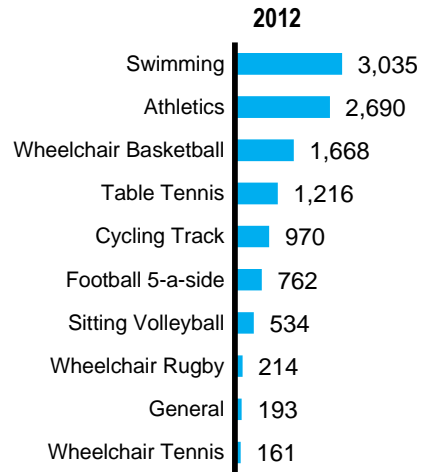
Event impressions comparison since 2012 – excl. Host markets

- » Live event impressions declined by 10% compared to Rio 2016 but increased by 46% compared to London 2012.
- » Dedicated coverage was more important in 2020 than in previous years. For Tokyo 2020, dedicated coverage accounts for 82% of total event impressions. In 2016, the share was 55% and in 2012 it was 73%.

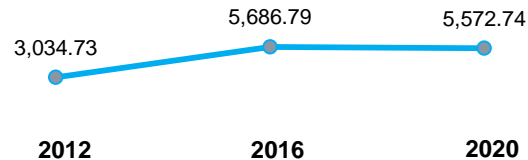


TOP-10 SPORTS RANKED BY EVENT IMPRESSIONS

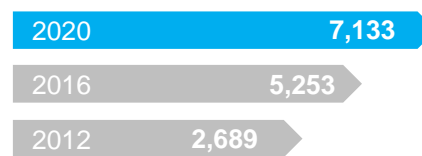
Live Coverage – excl. Host markets (values in M)



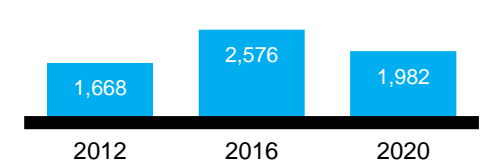
SWIMMING



ATHLETICS

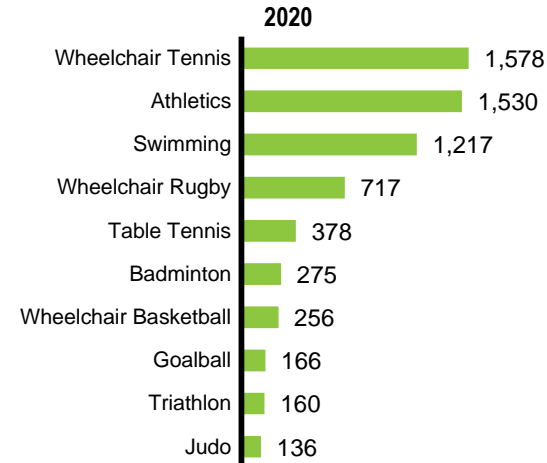
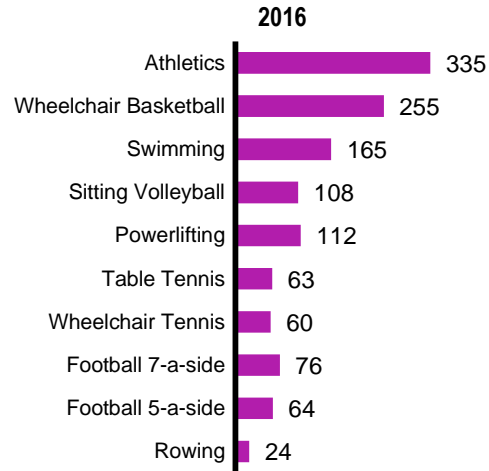


WHEELCHAIR BASKETBALL

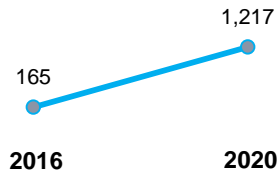


TOP-10 SPORTS RANKED BY EVENT IMPRESSIONS

Live Coverage – Host markets only (values in M)



SWIMMING



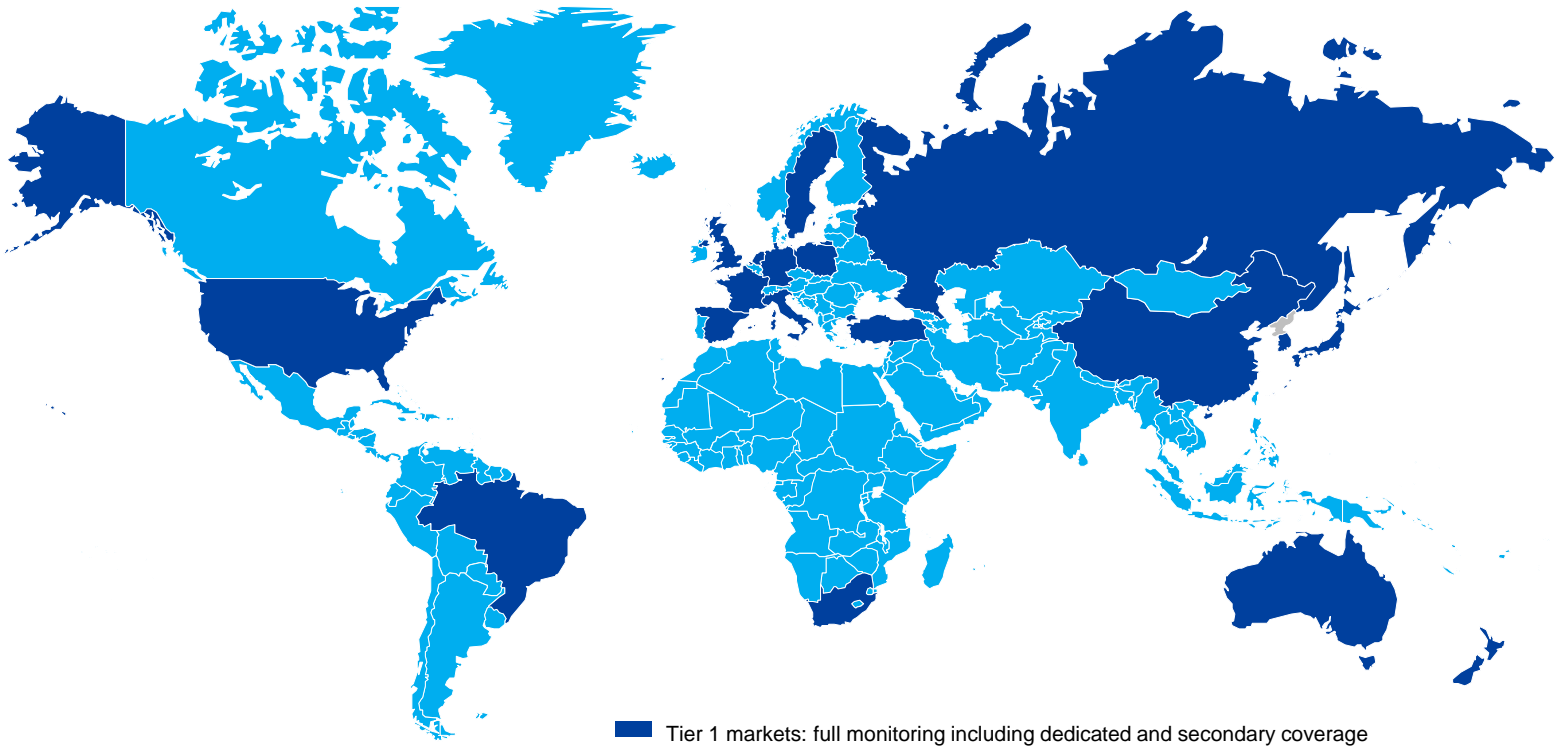
ATHLETICS



WHEELCHAIR BASKETBALL



OVERVIEW ANALYZED MARKETS



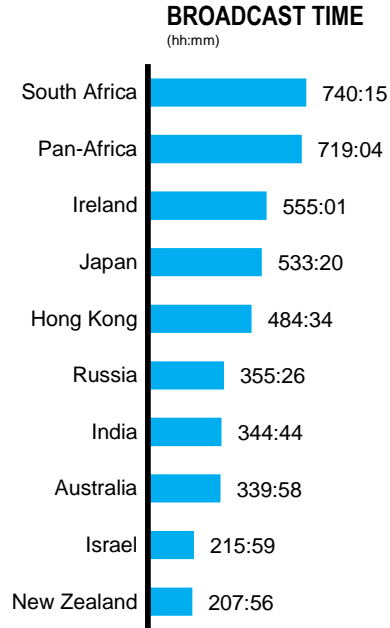
- Tier 1 markets: full monitoring including dedicated and secondary coverage
- Tier 2 markets: verification of dedicated coverage via desk research only



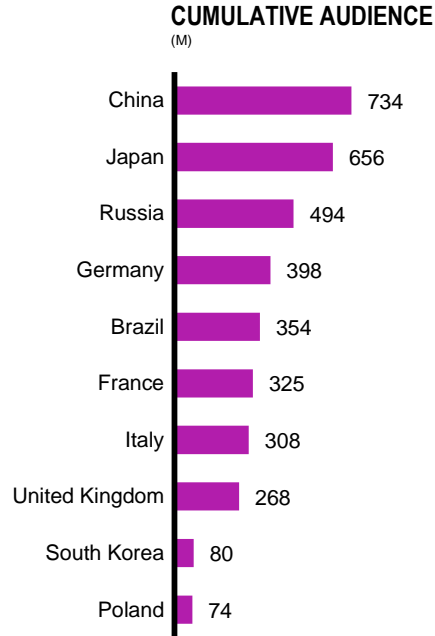
RESULT PRESENTATION

- **TV Media Monitoring**
- OTT Media Monitoring
- TV Brand Exposure Analysis

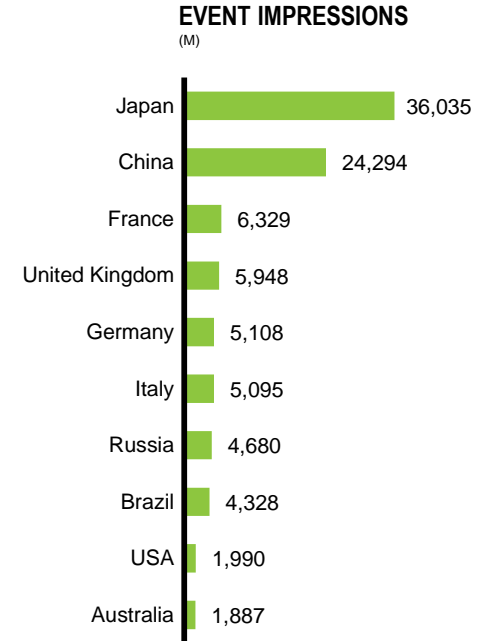
OVERVIEW BY COUNTRY (TOP-10)



TOTAL:
8706:07:11

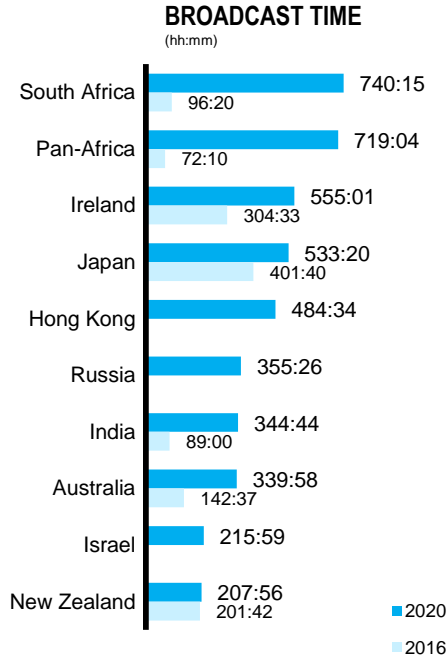


TOTAL:
4,048



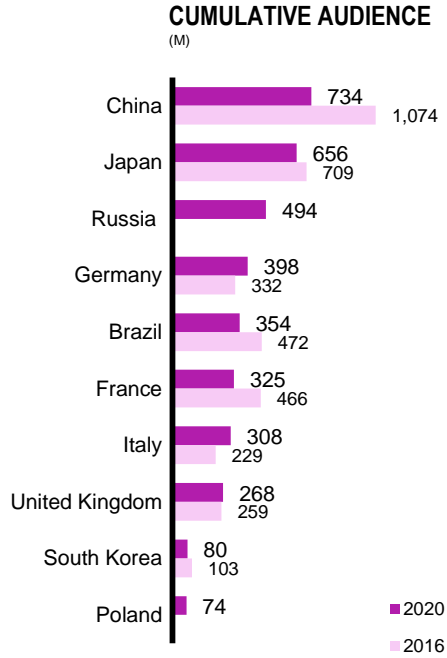
TOTAL:
112,175

OVERVIEW BY COUNTRY (TOP-10) – INCL. YOY COMPARISON



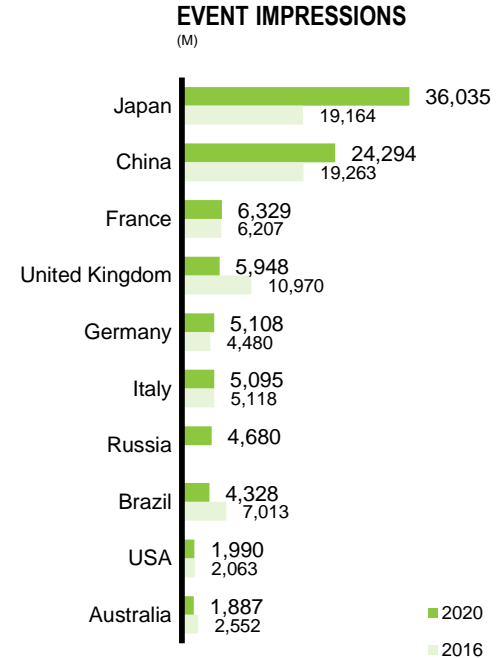
TOTAL: 8706:07
TOTAL: 5109:58

+70%



TOTAL: 4,047.60
TOTAL: 4,113.32

-2%



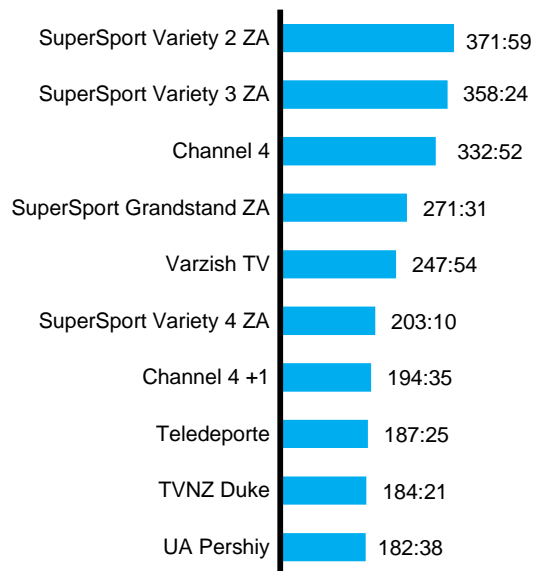
TOTAL: 112,175
TOTAL: 94,631

+19%

OVERVIEW BY CHANNEL (TOP-10)

BROADCAST TIME

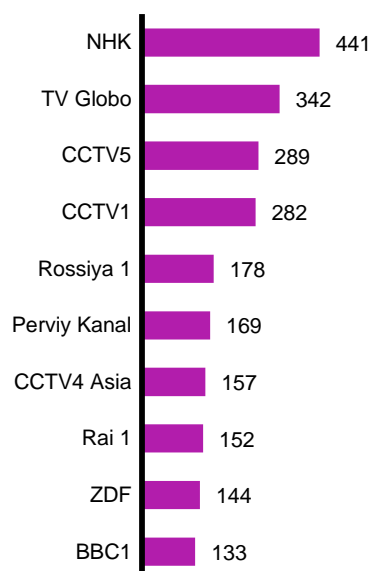
(hh:mm)



TOTAL:
8706:07

CUMULATIVE AUDIENCE

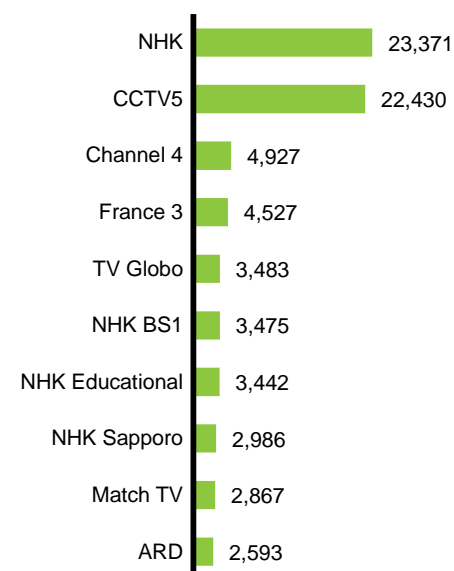
(M)



TOTAL:
4,048

EVENT IMPRESSIONS

(M)

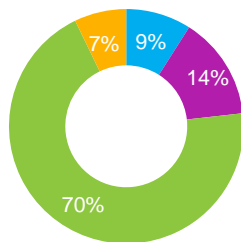


TOTAL:
112,175

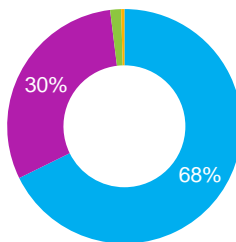
OVERVIEW BY PROGRAMME CATEGORY

PROGRAMME CATEGORY	BROADCASTS (#)	CUMULATIVE AUDIENCE (M)	BROADCAST TIME (h:mm:ss)	EVENT IMPRESSIONS (M)
Live	4,176	364.70	5896:07:22	48,075.32
Relive/ Highlights	3,145	575.21	2639:53:04	48,077.95
News	2,834	2,817.28	131:17:32	13,690.30
Magazine	529	290.42	38:49:11	2,331.21
TOTAL	10,684	4,047.61	8706:07:09	112,174.77

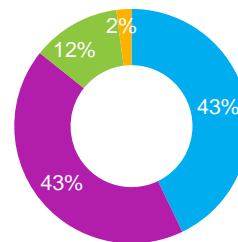
CUM. AUDIENCE



BROADCAST TIME



EVENT IMPRESSIONS



OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Argentina	Television Publica Argentina	11	0.33	7:01:04	23.64
Australia	SEVEN Mate	66	4.48	129:50:52	1,024.09
	Prime7	12	1.48	43:35:42	599.60
	7 TWO	10	0.55	15:50:04	103.06
	Southern Cross	12	0.15	37:16:27	52.05
	SEVEN Mate HD	35	0.21	63:39:29	47.28
	SEVEN Two HD	5	0.25	7:08:22	31.36
	SEVEN Sydney HD	70	0.40	31:38:19	25.05
	SEVEN Brisbane HD	4	0.02	2:17:13	2.13
	SEVEN Perth HD	1	0.00	2:42:11	1.30
	ABC Sydney HD	50	0.23	1:50:52	0.77
	10 Perth	46	0.09	1:47:09	0.43
	NINE Sydney HD	29	0.15	0:22:49	0.19
Fox Sports News AUS	4	0.00	0:59:41	0.05	

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Australia	SEVEN Adelaide HD	1	0.00	0:05:26	0.04
	SEVEN Melbourne HD	2	0.01	0:03:59	0.02
	Fox Sports 503 AUS HD	10	0.02	0:05:43	0.02
	NINE Brisbane HD	1	0.00	0:01:19	0.01
	Fox Sports 505 AUS HD	12	0.00	0:42:10	0.00
	NINE Melbourne HD	1	0.00	0:00:14	0.00
	Fox Sports 506 AUS HD	1	0.00	0:00:30	0.00
Austria	ORF 1	14	0.41	7:09:40	32.78
	ORF Sport+	45	0.13	25:59:43	8.58
Belarus	Match TV	161	5.22	74:20:06	261.43
Belgium	Een	25	3.36	15:44:24	267.55
	Tipik	39	0.72	23:26:20	49.37
	Canvas	4	0.09	1:51:36	4.49
Brazil	TV Globo	99	341.95	11:09:04	3,483.42

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Brazil	SporTV 2 BR	135	11.36	89:06:41	809.65
	SporTV 3 BR	3	0.06	7:31:34	23.48
	SporTV BR	5	0.11	4:01:48	11.29
	Rede Record	7	0.68	0:04:48	1.04
Canada	SRC	26	1.60	57:29:58	433.01
	CBFTMontreal	26	0.65	57:29:58	182.17
	SN One	12	0.12	23:59:59	27.79
China	CCTV5	89	289.35	64:53:40	22,429.95
	CCTV1	52	282.47	1:47:30	858.08
	CCTV5+	12	4.76	10:54:04	518.82
	CCTV4 Asia	53	157.39	1:17:13	487.25
Croatia	HRT 2	7	0.18	11:04:59	33.25
	Sportska Televizija	1	0.00	0:08:39	0.00
Cuba	Tele Rebelde	20	0.45	54:24:59	150.77

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Cyprus	RIK 2	18	0.04	27:37:42	8.42
Czech Republic	CT Sport	31	0.57	38:35:12	83.96
Denmark	DR 2	73	1.29	108:29:34	243.51
	DR 1	12	1.32	3:45:15	49.35
Fiji	Fiji One	2	0.00	5:59:59	1.44
Finland	YLE 2	39	3.05	72:48:30	530.33
France	France 3	74	95.26	68:22:58	4,527.14
	France 4	11	4.59	14:45:36	737.02
	LEquipe	17	2.89	27:16:42	599.42
	France 2	42	102.77	9:09:06	317.08
	TF1	15	77.67	0:09:26	96.69
	M6	24	41.97	0:13:23	52.60
Georgia	1 TV	23	0.58	42:54:59	128.75
	2 TV	5	0.13	7:59:59	24.00

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Germany	ARD	90	114.16	29:15:10	2,592.60
	ZDF	95	144.27	21:59:53	2,269.15
	RTL	14	27.23	0:09:03	36.40
	MDR	58	17.62	1:00:24	35.78
	Bayerisches Fernsehen	42	16.12	0:37:59	30.15
	WDR	35	16.06	0:34:51	29.15
	NDR	44	14.62	0:42:50	28.97
	SWR Fernsehen BW	21	8.63	0:17:54	15.09
	RBB	46	8.12	0:31:42	13.56
	3 SAT D	22	4.70	0:27:13	11.39
	HR Fernsehen	18	5.77	0:11:32	9.24
	n-TV	51	6.60	0:29:07	7.52
	NDR NI	3	1.41	0:05:24	5.19
SWR Fernsehen RP	15	2.24	0:16:33	4.31	

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Germany	Phoenix	8	0.94	0:17:56	4.01
	MDR SN	5	2.02	0:04:14	3.71
	SR Fernsehen	45	2.04	0:38:58	3.67
	NDR HH	6	0.86	0:06:09	1.71
	MDR TH	3	0.57	0:03:38	1.39
	NDR MV	2	0.41	0:02:58	1.31
	WDR Dortmund	3	0.13	0:11:53	1.20
	MDR ST	3	0.42	0:02:57	0.75
	RBB Brandenburg	4	0.90	0:01:18	0.60
	KIKA	2	0.25	0:01:51	0.46
	Sat.1	1	0.55	0:00:22	0.40
	Radio Bremen TV	4	0.17	0:02:45	0.23
	NDR SH	1	0.31	0:00:16	0.17
Sky Sport News DE	3	0.03	0:09:10	0.16	

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Germany	WDR Muenster	1	0.09	0:00:44	0.13
	Eurosport DE	2	0.05	0:01:20	0.08
	WDR Bonn	5	0.15	0:01:16	0.07
	WDR Essen	2	0.13	0:00:26	0.06
	RTL HH SH	1	0.06	0:00:28	0.06
	Tagesschau 24	1	0.06	0:00:26	0.05
	Sat.1 HH-SH	1	0.06	0:00:18	0.04
	Bayerisches Fernsehen Nord	1	0.07	0:00:13	0.03
Greece	ERT 2	53	1.58	105:16:52	444.28
	ERT 3	1	0.06	2:09:56	16.19
Hong Kong	i-cable Sports	64	0.35	153:29:57	118.56
	Now Sports 5	197	0.79	144:34:52	70.84
	Now Sports Prime	157	0.64	112:49:53	57.28
	ViuTVsix	37	0.16	40:59:58	22.56

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Hong Kong	Pearl	25	0.10	24:19:59	11.68
	ViuTV	13	0.05	6:29:59	3.12
	TVB Jade	6	0.04	1:49:59	1.28
Hungary	M4 Sport	24	0.71	20:04:20	68.31
Iceland	RUV	20	0.10	21:34:59	13.94
India	DD Sports	156	4.75	122:54:16	524.56
	Eurosport IN	184	2.68	106:57:57	245.36
	Eurosport IN HD	184	0.31	106:57:44	28.42
	News 24	5	0.00	0:56:46	0.00
	DD National	1	0.00	1:18:49	0.00
	Zee News	8	0.00	2:11:47	0.00
	DD News	5	0.00	3:11:24	0.00
	News 18	3	0.00	0:15:23	0.00
Indonesia	OCHNL	27	0.71	28:20:09	93.80

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Iran	IRIB Sports Channel	65	0.39	164:38:57	117.85
Ireland	RTE 2	26	0.91	65:35:58	197.93
	Channel 4	120	0.22	194:37:55	38.38
	RTE 2 +1	15	0.03	20:27:59	4.55
	More4	33	0.02	79:43:58	3.80
	Channel 4 +1	125	0.00	194:35:55	0.33
Israel	Sport 5 Stars	34	0.20	92:09:58	66.36
	Sport 5	34	0.20	91:04:58	65.58
	Sport 5 Plus	17	0.10	32:44:59	23.22
Italy	Rai 2	110	58.46	106:39:37	2,137.58
	Rai Sport+ HD	58	6.14	78:24:59	2,133.89
	Rai 1	95	152.29	3:16:19	565.46
	Rai 3	81	91.13	2:31:48	258.62
Japan	NHK	240	441.13	122:57:16	23,371.33

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Japan	NHK BS1	107	17.43	165:41:36	3,475.02
	NHK Educational	45	28.25	42:47:56	3,442.33
	NHK Sapporo	124	25.00	109:55:46	2,986.22
	TBS JPN	82	73.14	8:07:15	685.42
	Nippon TV	4	2.51	5:59:59	429.96
	Fuji TV	66	40.47	6:13:10	407.96
	TV Asahi	16	13.74	4:49:59	331.23
	YTV	4	1.09	5:59:59	174.48
	ABC	16	6.85	4:49:59	148.84
	MBS TV	3	0.89	4:08:59	135.72
	TV Tokyo	10	1.20	3:39:59	112.61
	CTV	4	0.42	5:59:59	71.04
	NBN	16	2.97	4:49:59	69.08
KTV	2	0.36	2:54:59	56.88	

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Japan	CBC	3	0.30	4:08:59	45.83
	THK	2	0.23	2:54:59	37.48
	TV Osaka	10	0.19	3:39:59	21.81
	TV Aichi	10	0.22	3:39:59	18.22
	Green Channel	6	0.04	19:59:59	14.40
Kazakhstan	QAZSport	44	0.22	103:04:58	68.10
	Varzish TV	28	0.12	49:34:58	25.62
Kyrgyzstan	Varzish TV	28	0.12	49:34:58	25.62
Latvia	LTV7	20	0.08	20:44:59	12.87
Macau	ViuTVsix	37	0.09	40:59:58	14.16
Malaysia	Astro Arena HD	42	1.81	71:54:16	478.00
	Astro Arena	42	0.48	71:54:16	119.03
	Astro Supersport HD	20	0.17	21:44:39	23.21
	Astro Supersport 3 HD	3	0.00	9:09:56	0.62

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Malaysia	Astro Supersport 3	3	0.00	9:09:56	0.00
Mexico	TUDN MEX	15	0.22	30:04:59	50.29
	Claro Sports	33	0.12	48:29:58	20.17
Montenegro	RTCG2	1	0.01	0:59:59	0.72
Netherlands	NPO 1	129	44.43	16:40:03	485.03
	NPO 2	95	8.18	4:25:59	172.68
	RTL 4	38	13.07	0:59:59	31.72
	SBS 6	40	4.50	0:40:23	10.08
	NPO 3	26	1.71	0:45:03	6.91
New Zealand	TVNZ Duke	643	41.33	184:21:12	1,151.22
	TVNZ 1	76	12.45	5:49:26	106.84
	Three	22	2.56	0:24:00	6.89
	Sky Sport 1 NZL	29	0.08	11:17:19	3.68
	SKY Sport Select NZL	8	0.02	3:59:59	0.96

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
New Zealand	Prime NZL	6	0.36	0:06:20	0.74
	Sky Sport 3 NZL	1	0.00	0:23:33	0.05
	Sky Sport 2 NZL	4	0.00	1:34:28	0.00
Norway	NRK 1	44	0.84	90:30:32	215.17
	NRK 2	4	0.04	5:39:41	4.16
Pan-Africa	SuperSport Variety 3 ZA	116	0.40	176:05:23	96.49
	SuperSport Variety 2 ZA	193	0.44	185:59:34	81.65
	SuperSport Variety 4 ZA	93	0.52	101:35:24	63.07
	SuperSport Grandstand ZA	95	0.17	135:45:43	32.20
	TV5 Monde Afrique	3	0.02	6:28:59	6.22
	SuperSport Variety 1 ZA	44	0.02	85:14:12	3.50
	SuperSport Action ZA	16	0.01	13:48:38	1.59
	SuperSport Tennis ZA	2	0.00	11:04:29	1.15
	SuperSport Football ZA	1	0.00	3:02:01	0.17

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Pan-Latin America	Claro Sports	33	0.29	48:29:58	48.41
Pan-Middle East	BeIN Sports MENA	30	0.54	26:15:58	56.74
	BeIN Sports 7 MENA	25	0.45	25:41:59	55.51
Poland	TVP Sport	200	19.66	77:07:09	848.08
	TVP 1	41	41.11	1:03:22	75.76
	TVN PL	5	7.77	0:02:59	9.60
	TVP 2	9	4.51	0:09:24	7.41
	Polsat	1	1.25	0:00:54	2.26
Portugal	RTP 2	19	0.40	34:49:52	97.19
Puerto Rico	NBC Universo	6	0.00	9:29:53	0.53
	USA Channel	1	0.00	1:59:58	0.00
	Telemundo East Coast USA	2	0.00	2:59:57	0.00
	NBC Sports	32	0.00	150:04:26	0.00
	NBC New York	3	0.00	5:29:56	0.00

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Romania	Look Sport+	15	0.04	17:39:43	6.55
	Look Sport	3	0.00	2:38:17	0.11
Russia	Match TV	161	52.22	73:53:45	2,605.99
	Rossiya 1	82	178.15	2:13:20	894.01
	Perviy Kanal	97	169.49	2:22:39	601.03
	Rossiya 24	183	59.94	9:02:03	291.46
	Match Arena	68	0.48	148:34:57	124.70
	NTV	15	33.51	0:15:15	77.11
	Match Strana	40	0.22	86:24:58	60.94
	Match Igra	21	0.13	32:39:59	24.82
Serbia	RTS 2	18	0.29	19:55:44	42.58
Seychelles	SBC Seychelles	14	0.04	13:10:59	4.75
Slovakia	CT Sport	37	0.30	41:23:00	44.45
Slovenia	RTV SLO 2	25	0.34	15:15:02	27.82

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
South Africa	SABC2	65	20.19	20:28:24	402.52
	SuperSport Variety 3 ZA	109	0.49	182:19:36	120.65
	SuperSport Variety 2 ZA	182	0.54	185:59:45	102.06
	SuperSport Variety 4 ZA	87	0.65	101:35:30	78.83
	SuperSport Grandstand ZA	91	0.21	135:45:47	40.25
	SABC1	4	6.45	0:05:12	13.63
	SABC3	21	3.01	0:51:27	10.97
	SuperSport Variety 1 ZA	41	0.02	85:14:15	4.38
	SuperSport Action ZA	15	0.01	13:48:39	1.98
	SuperSport Tennis ZA	2	0.00	11:04:29	1.44
SuperSport Football ZA	1	0.00	3:02:01	0.22	
South Korea	KBS South Korea	85	62.67	19:33:23	608.29
	MBC South Korea	29	9.00	14:15:56	216.19
	SBS South Korea	29	5.84	5:23:29	77.07

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
South Korea	MBC Sports+	27	0.46	31:33:30	64.32
	KBS2 South Korea	3	0.36	3:57:14	56.28
	KBS N Sports	26	0.20	24:25:28	23.03
	JTBC	4	1.37	0:06:06	3.99
Spain	Teledeporte	201	9.83	187:25:40	980.95
	TVE 1	104	31.23	6:03:38	220.07
	La Sexta	22	12.23	0:16:46	17.71
	TV3	20	6.08	0:13:49	7.82
	TVE 2	12	2.43	0:09:16	4.01
Sweden	SVT 1	74	17.28	61:53:18	722.94
	SVT 2	52	6.46	13:44:44	193.64
	TV4 SE	24	7.32	0:26:26	15.96
	SVT 24	11	0.10	5:04:59	5.41
Switzerland	SRF 2	41	0.63	29:48:43	53.15

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Switzerland	SRF Info	12	0.18	7:00:00	9.85
	RTS Deux	1	0.01	2:55:37	2.88
	RSI LA 2	2	0.00	5:45:40	1.14
Taiwan	PTS HD	27	0.20	59:44:58	53.16
	ELTA Sports 3	33	0.20	53:29:58	42.72
	ELTA Sports 1	14	0.10	36:34:59	32.60
	ELTA Sports 2	5	0.03	8:29:59	6.96
Tajikistan	Varzish TV	28	0.12	49:34:58	25.62
Thailand	PPTV	13	1.11	15:49:03	135.80
	T Sports Channel	54	1.09	51:00:59	132.00
Turkey	TRT Spor Yildiz	154	2.32	162:34:36	313.75
	TRT Spor	71	5.59	16:46:14	131.32
	TRT Haber	65	11.94	2:00:49	40.69
	TRT 1	4	1.17	0:04:54	3.03

OVERVIEW BY COUNTRY & CHANNEL

COUNTRY	CHANNEL	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Turkey	A Haber	5	0.67	0:08:07	1.84
Turkmenistan	Varzish TV	28	0.12	49:34:58	25.62
Ukraine	UA Pershiy	184	15.45	182:38:27	1,836.05
United Kingdom	Channel 4	106	44.88	138:14:11	4,888.18
	BBC1	64	132.50	3:22:16	685.90
USA	ITV 1	71	90.31	2:56:01	374.06
	NBC Sports Network	48	3.35	110:58:47	995.85
	NBC	4	5.24	5:55:59	822.91
	Olympic Channel	17	0.51	38:42:10	149.47
	USA Network	1	0.09	1:58:59	21.90
	NBC (WBTS) Boston	2	0.05	0:01:10	0.06
Uzbekistan	Varzish TV	28	0.12	49:34:58	25.62
Venezuela	TVES Canal 2	16	0.55	37:49:59	176.32
TOTAL		10,684	4,047.61	8706:07:11	112,174.77

OVERVIEW BY SPORTS – EXCL. OPENING AND CLOSING CEREMONY

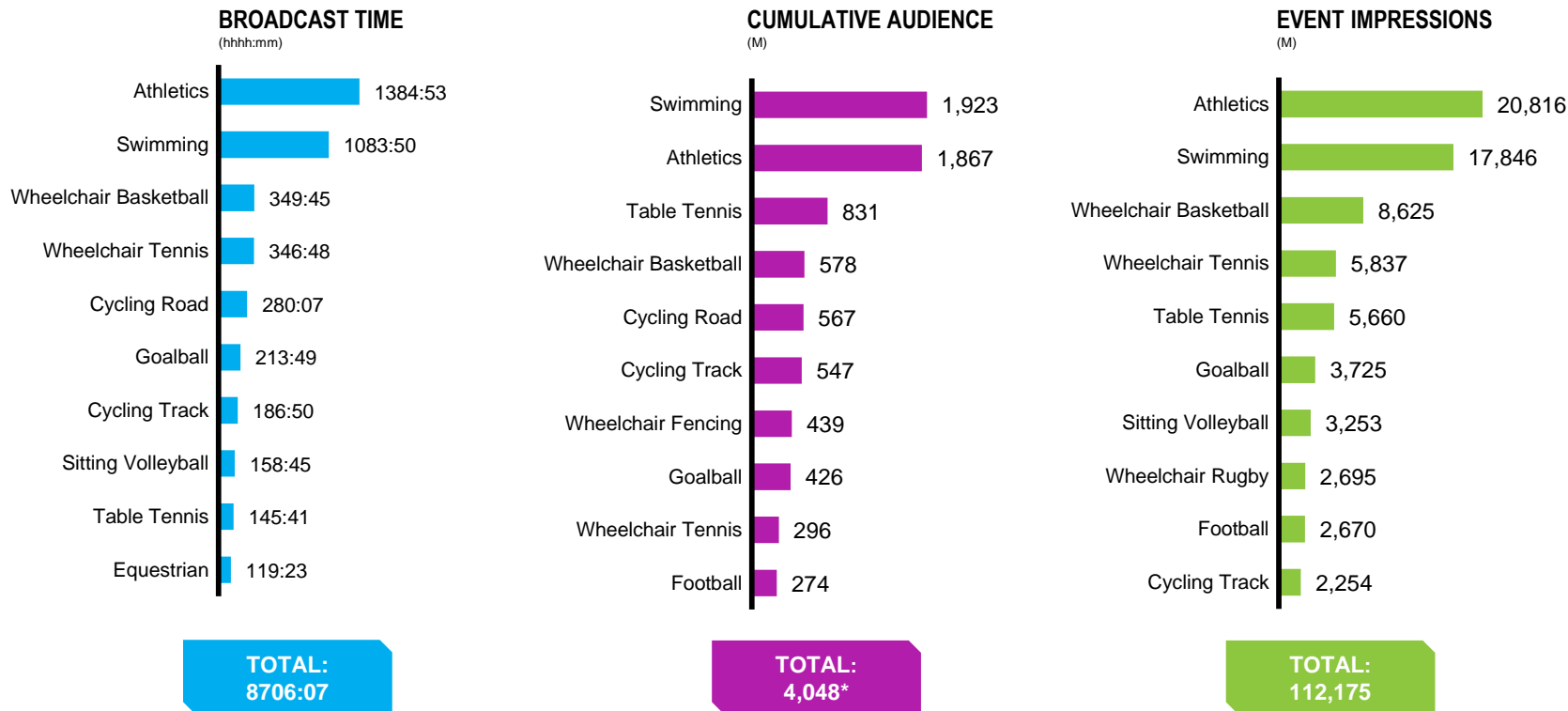
SPORTS	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Archery	297	182.20	34:57:06	580.00
Athletics	3,057	1,866.85	1384:53:18	20,815.90
Badminton	303	207.70	110:05:24	1,469.78
Boccia	299	200.85	70:24:46	1,914.01
Canoe Sprint	298	181.14	28:36:47	491.35
Cycling Road	923	567.10	280:07:20	2,036.29
Cycling Track	685	547.40	186:50:31	2,254.12
Equestrian	249	142.95	119:23:09	620.42
Football	268	274.21	77:21:19	2,669.75
Goalball	662	425.74	213:49:09	3,724.74
Judo	285	207.65	72:14:53	740.80
Powerlifting	142	127.38	2:28:34	162.17
Rowing	182	76.06	86:38:46	437.64
Shooting	376	260.76	83:04:39	858.51

OVERVIEW BY SPORTS – EXCL. OPENING AND CLOSING CEREMONY

SPORTS	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Sitting Volleyball	348	274.14	158:45:14	3,253.31
Swimming	2,965	1,923.31	1083:50:27	17,845.90
Table Tennis	1,064	831.02	145:41:16	5,659.94
Taekwondo	120	99.13	11:32:04	169.38
Triathlon	285	227.13	34:16:36	927.16
Wheelchair Basketball	964	582.62	350:02:04	8,679.89
Wheelchair Fencing	283	439.20	18:02:44	769.32
Wheelchair Rugby	315	175.34	104:58:18	2,695.21
Wheelchair Tennis	660	296.02	346:48:19	5,837.33
TOTAL**	10,684*	4,047.61*	5004:52:43	84,612.92

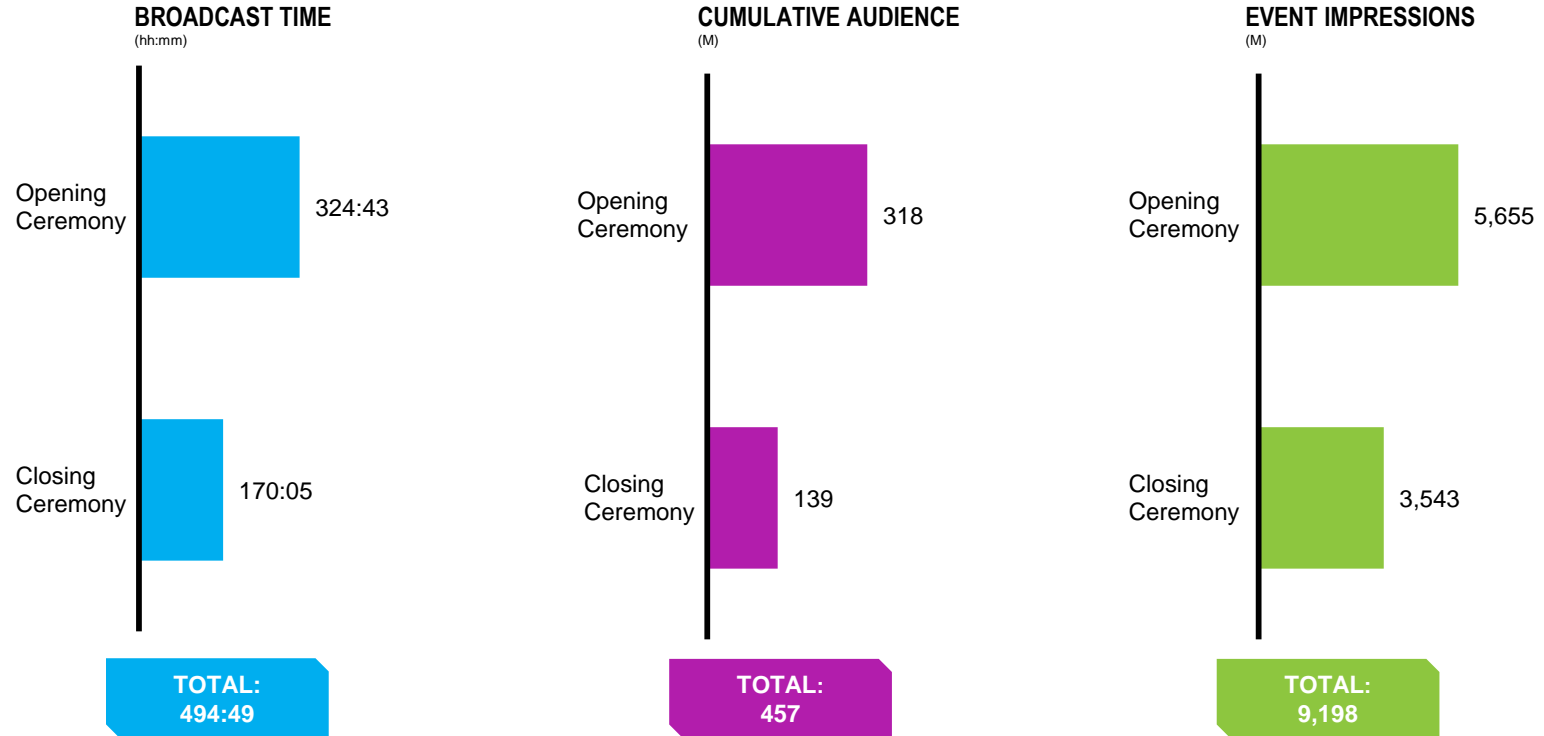
*Net value (some programmes featured more than one sports) | **Broadcasts were the sports could not be assigned via BSR are excluded

OVERVIEW BY SPORTS (TOP-10)



*Net value (some programmes featured more than one sports)

OPENING AND CLOSING CEREMONY



OPENING CEREMONY – TOP 10 RANKED BY EVENT IMPRESSIONS

COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Japan	78	79.48	10:21:51	1,698.97
China	15	44.89	4:56:51	1,204.19
France	7	13.75	2:58:26	412.23
Italy	35	29.76	6:41:08	377.99
United Kingdom	22	21.61	3:57:31	261.40
Brazil	9	25.85	6:14:23	250.14
Germany	33	19.71	3:09:21	198.83
Russia	46	39.38	12:30:25	183.90
Spain	24	5.73	6:06:00	132.67
Netherlands	74	14.13	3:56:49	106.80
<i>Others</i>	219	23.49	263:49:52	827.92
TOTAL	562	317.76	324:42:37	5,655.06

CLOSING CEREMONY – TOP 10 RANKED BY EVENT IMPRESSIONS

COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Japan	21	31.11	7:51:51	1,748.40
China	7	13.33	3:27:08	587.31
Germany	29	12.96	1:57:53	223.99
France	6	9.27	1:49:41	168.87
Brazil	3	3.20	4:18:59	159.23
Russia	21	24.91	6:14:16	113.27
United Kingdom	9	13.56	2:02:25	104.77
Italy	11	12.60	2:57:58	56.97
Belgium	3	0.21	4:20:40	45.12
Netherlands	14	4.72	2:11:18	41.87
<i>Others</i>	126	13.61	132:52:55	293.24
TOTAL	250	139.49	170:05:04	3,543.03

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Archery	Japan	45	33.64	7:10:12	202.05
	Italy	45	31.59	3:27:12	108.32
	China	21	46.99	0:27:18	101.22
	United Kingdom	25	26.72	0:31:54	43.07
	South Korea	19	13.30	4:32:04	31.70
	India	24	0.60	5:42:28	17.55
	France	5	5.94	0:18:13	17.34
	Turkey	63	3.94	6:58:24	15.69
	Poland	4	0.39	1:16:24	14.49
	New Zealand	5	0.26	1:18:44	8.96
TOTAL		297	182.20	34:56:57	580.00

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Athletics	Japan	258	238.27	75:20:06	7,891.18
	China	114	393.68	12:05:59	3,163.95
	Russia	294	255.82	123:56:58	1,472.46
	Germany	303	230.13	12:39:07	1,246.53
	United Kingdom	131	142.95	26:34:03	1,093.33
	France	76	129.71	15:29:13	983.69
	Brazil	102	182.67	26:39:45	876.30
	Italy	147	117.13	32:15:40	831.08
	Ukraine	41	3.68	50:06:40	546.09
	Finland	18	1.17	49:00:06	332.08
TOTAL		3,057	1,866.85	1384:52:51	20,815.90

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Badminton	Japan	71	58.73	12:50:57	669.53
	France	27	35.88	4:32:48	234.45
	China	26	73.22	0:32:36	128.28
	India	75	1.31	56:26:49	126.19
	United Kingdom	25	22.37	3:09:10	102.50
	Germany	11	7.62	1:11:36	78.29
	South Korea	8	1.63	3:18:29	50.27
	Ukraine	5	0.26	4:39:14	23.13
	Denmark	3	0.03	8:50:09	10.98
	South Africa	8	1.75	0:36:31	10.67
TOTAL		303	207.70	110:05:12	1,469.78

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Boccia	Japan	126	100.33	25:47:56	1,439.98
	United Kingdom	16	18.71	1:54:54	113.78
	China	14	17.69	0:34:32	86.95
	South Korea	25	12.76	9:04:32	83.86
	France	11	11.46	0:53:27	53.51
	Thailand	4	0.18	6:19:41	33.95
	Germany	3	2.21	0:08:21	17.02
	Greece	3	0.09	3:53:30	14.46
	South Africa	21	2.47	3:58:42	12.82
	Brazil	8	17.81	0:02:41	11.07
TOTAL		299	200.85	70:24:33	1,914.01

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Canoe Sprint	Germany	78	52.60	1:43:54	133.91
	United Kingdom	37	36.84	2:43:21	88.60
	Japan	19	8.86	2:42:44	75.06
	Brazil	13	25.17	0:49:10	72.35
	France	15	16.09	0:31:01	28.51
	Russia	14	13.86	5:19:30	23.79
	New Zealand	17	3.11	2:54:34	20.67
	Italy	21	19.48	0:24:18	11.63
	Spain	10	0.54	1:38:42	7.93
	Sweden	13	1.96	0:30:04	6.17
TOTAL		298	181.14	28:36:38	491.35

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Cycling Road	United Kingdom	52	50.97	11:43:24	402.41
	Italy	69	64.85	18:09:05	373.46
	France	42	76.24	5:40:30	256.04
	Germany	177	114.64	2:52:25	224.03
	Japan	81	70.17	4:07:45	194.78
	Russia	58	53.90	30:22:37	125.46
	China	24	74.14	0:35:14	107.08
	New Zealand	32	2.21	7:46:34	55.46
	Ukraine	5	0.45	5:20:55	51.65
Spain	54	8.67	15:51:25	49.68	
TOTAL		923	567.10	280:06:57	2,036.29

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Cycling Track	China	40	144.38	1:19:58	596.53
	United Kingdom	92	85.28	12:50:04	466.27
	France	49	100.68	5:33:24	365.39
	Japan	44	37.93	9:41:08	189.39
	Italy	20	6.94	7:06:18	123.07
	Russia	71	77.94	31:34:13	107.09
	Germany	65	45.34	1:06:00	97.38
	New Zealand	25	1.99	13:23:05	87.29
	USA	12	0.99	4:52:29	54.88
Ukraine	5	0.35	6:21:10	51.02	
TOTAL		685	547.40	186:50:18	2,254.12

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Equestrian	United Kingdom	43	52.00	2:49:16	174.76
	Germany	9	7.10	0:54:05	91.54
	Sweden	21	5.19	6:46:51	64.44
	France	7	6.79	0:55:55	62.10
	Italy	43	32.60	1:04:53	41.19
	Japan	25	8.17	20:23:10	39.57
	Denmark	6	0.15	10:38:02	31.18
	Brazil	3	8.47	0:07:22	24.70
	China	5	9.26	0:08:30	22.43
	Finland	2	0.04	4:51:03	13.59
TOTAL		249	142.95	119:22:57	620.42

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Football	Japan	72	47.89	16:20:42	838.41
	Brazil	31	84.05	10:47:15	759.38
	China	39	106.71	1:27:38	405.20
	France	11	7.42	6:02:42	302.39
	Spain	14	1.31	11:41:22	114.04
	Germany	4	3.39	0:35:11	51.92
	United Kingdom	12	10.05	0:49:39	37.62
	Sweden	8	0.68	3:29:33	32.32
	Italy	4	0.78	0:43:01	23.86
	New Zealand	3	0.19	2:55:29	22.35
TOTAL		268	274.21	77:21:08	2,669.75

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Goalball	China	65	197.08	5:34:05	2,016.69
	Japan	95	65.79	14:48:58	695.91
	Brazil	53	97.89	14:26:07	244.62
	Germany	33	31.35	2:17:06	189.40
	Russia	33	7.95	19:08:13	115.30
	Turkey	155	9.13	26:19:58	98.97
	USA	22	1.53	8:17:48	87.69
	Ukraine	7	0.51	6:31:32	53.11
	United Kingdom	10	2.69	2:25:09	46.76
	South Africa	55	3.66	36:22:32	34.81
TOTAL		662	425.74	213:48:47	3,724.74

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Judo	Japan	46	32.98	8:29:01	283.49
	France	19	35.88	0:56:44	81.30
	Ukraine	10	1.13	4:46:56	60.17
	Brazil	10	33.31	0:17:13	58.92
	Russia	26	36.01	3:04:59	56.43
	Germany	23	15.37	0:36:03	48.92
	Turkey	63	5.31	17:47:30	42.53
	China	4	7.61	0:10:13	27.65
	United Kingdom	11	16.24	0:25:41	22.41
Kazakhstan	6	0.04	18:19:59	13.20	
TOTAL		285	207.65	72:14:41	740.80

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Powerlifting	China	31	84.14	0:25:26	102.81
	United Kingdom	15	11.51	0:16:54	20.87
	France	9	14.02	0:05:03	9.30
	Japan	10	4.85	0:07:36	8.46
	Italy	3	0.73	0:10:32	6.91
	South Africa	8	1.31	0:21:44	6.83
	Turkey	46	3.47	0:56:50	4.39
	Poland	4	4.01	0:00:52	1.57
	Russia	3	1.54	0:00:23	0.40
	Spain	9	0.34	0:02:20	0.28
TOTAL		142	127.38	2:28:30	162.17

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Rowing	France	11	12.21	2:01:28	113.61
	United Kingdom	18	19.52	2:02:11	90.50
	Poland	12	1.54	5:07:10	56.96
	Ukraine	13	0.84	7:39:44	50.95
	Japan	13	12.59	0:10:50	24.43
	Italy	8	1.99	1:48:20	23.11
	Kazakhstan	12	0.06	35:19:59	23.04
	South Korea	2	0.23	0:33:59	8.79
	China	1	4.91	0:00:44	7.22
	USA	5	0.23	0:51:33	6.78
TOTAL		182	76.06	86:38:32	437.64

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Shooting	China	38	122.30	1:46:46	365.50
	Ukraine	13	0.99	10:05:42	92.60
	Germany	85	57.45	0:58:36	83.57
	Italy	20	19.79	3:03:04	72.96
	Japan	18	13.15	1:05:43	51.99
	India	29	0.69	15:03:25	47.63
	South Korea	19	15.81	1:24:51	28.34
	France	6	4.58	0:19:04	18.98
	United Kingdom	8	8.59	0:34:01	18.49
	Sweden	33	7.74	0:44:25	13.14
TOTAL		376	260.76	83:04:26	858.51

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Sitting Volleyball	China	50	151.92	6:34:19	1,977.58
	Italy	37	13.76	13:59:46	299.00
	Brazil	21	39.16	8:29:31	286.06
	Japan	38	23.77	9:41:00	284.64
	Russia	31	11.72	24:26:03	121.77
	USA	19	1.04	11:20:29	75.44
	Germany	29	18.96	0:51:44	66.92
	France	4	2.21	1:18:34	49.82
	New Zealand	4	0.18	3:20:11	18.01
	South Africa	29	2.60	18:13:31	16.44
TOTAL		348	274.14	158:44:56	3,253.31

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Swimming	Japan	306	274.62	67:42:35	4,963.54
	China	143	462.32	17:10:38	4,838.24
	Russia	259	274.22	89:33:42	1,570.59
	Italy	244	217.72	47:16:37	1,429.51
	United Kingdom	130	128.12	19:47:02	835.05
	Brazil	121	220.78	21:48:50	827.42
	Ukraine	43	3.68	50:27:21	569.84
	France	53	80.44	8:18:52	452.58
	Germany	176	121.34	4:55:14	431.18
	New Zealand	294	28.38	35:56:59	347.50
TOTAL		2,965	1,923.31	1083:50:05	17,845.90

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Table Tennis	China	80	244.49	6:47:20	2,639.05
	Germany	167	131.62	7:01:24	604.23
	Japan	84	67.51	13:47:11	544.59
	France	58	93.64	9:12:45	532.92
	South Korea	101	56.30	19:38:51	293.64
	United Kingdom	60	45.50	7:43:35	246.47
	Italy	45	14.34	11:51:50	239.67
	Sweden	70	12.36	19:28:37	230.11
	Brazil	27	50.69	3:59:29	75.83
	Turkey	118	8.79	14:39:50	43.73
TOTAL		1,064	831.02	145:41:04	5,659.94

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Taekwondo	China	13	39.38	0:08:17	55.02
	Italy	4	0.49	1:01:37	22.91
	Japan	17	9.26	0:14:39	19.93
	Croatia	5	0.13	5:02:59	15.15
	France	6	6.21	0:07:40	12.44
	South Korea	9	8.45	0:03:19	9.49
	Brazil	5	17.19	0:02:29	8.98
	Turkey	32	2.41	1:45:24	7.21
	Russia	9	9.65	0:05:31	7.15
	United Kingdom	7	4.28	0:04:44	4.32
TOTAL		120	99.13	11:31:55	169.38

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Triathlon	Japan	50	42.63	7:57:57	243.45
	United Kingdom	16	8.47	4:41:19	169.40
	Italy	49	51.33	4:37:37	140.76
	France	24	41.47	1:20:36	116.97
	Germany	34	28.19	0:52:19	109.88
	Spain	42	8.74	8:22:06	69.32
	Brazil	6	16.98	0:05:56	37.14
	China	6	19.94	0:02:54	14.04
	USA	7	0.40	1:27:46	11.65
Netherlands	23	4.33	0:12:04	7.01	
TOTAL		285	227.13	34:16:29	927.16

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Wheelchair Basketball	China	73	225.86	9:01:51	3,847.05
	Japan	136	111.97	34:08:46	2,544.90
	Germany	172	128.57	9:07:05	730.74
	United Kingdom	58	37.86	10:56:24	348.59
	France	12	10.90	5:37:15	336.84
	Italy	8	1.75	7:40:20	127.47
	USA	38	2.27	18:17:32	124.32
	Spain	66	7.49	28:25:00	111.76
	Netherlands	66	21.25	2:30:57	80.99
	South Africa	66	4.32	67:30:06	73.64
TOTAL		965	578.43	349:44:52	8,625.03

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Wheelchair Fencing	China	64	234.24	0:45:40	317.02
	Italy	80	63.09	14:20:09	308.80
	Russia	34	49.83	0:09:59	42.57
	Japan	28	29.06	0:21:14	25.78
	United Kingdom	21	22.60	0:10:03	16.49
	Poland	10	6.19	0:42:30	13.55
	France	7	9.12	0:10:10	13.13
	USA	4	0.29	0:51:46	12.54
	Brazil	4	18.45	0:01:05	9.08
	Germany	9	4.52	0:04:42	5.39
TOTAL		283	439.20	18:02:39	769.32

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Wheelchair Rugby	Japan	98	82.68	22:41:03	1,543.28
	France	17	16.66	5:57:16	450.99
	United Kingdom	37	32.33	6:14:33	248.38
	USA	19	1.39	17:16:40	148.42
	New Zealand	31	3.34	16:41:21	102.46
	Germany	9	11.23	0:36:13	80.36
	China	10	24.19	0:20:13	71.44
	Denmark	11	0.14	17:53:06	28.57
	Sweden	8	0.93	3:44:51	28.40
Finland	1	0.07	1:59:10	15.71	
TOTAL		318	181.94	105:17:00	2,750.13

OVERVIEW BY SPORTS AND COUNTRY – TOP 10

SPORTS	COUNTRY	BROADCASTS	CUMULATIVE AUDIENCE	BROADCAST TIME	EVENT IMPRESSIONS
		(#)	(M)	(h:mm:ss)	(M)
Wheelchair Tennis	Japan	177	137.57	65:36:43	4,569.24
	United Kingdom	57	32.46	11:06:49	332.54
	France	27	39.62	4:49:01	239.48
	China	20	36.55	0:43:32	132.58
	Ukraine	11	0.76	12:26:42	106.27
	Poland	10	1.12	6:34:23	89.90
	USA	14	0.99	8:58:49	65.71
	Italy	16	15.57	3:07:05	60.88
	Netherlands	64	16.41	1:41:33	50.07
Sweden	15	2.42	3:59:31	41.96	
TOTAL		660	296.02	346:48:08	5,837.33



RESULT PRESENTATION

- TV Media Monitoring
- **OTT Media Monitoring**
- Brand Exposure Analysis

OVERVIEW BY PLATFORM

PLATFORM	BROADCASTS	CUMULATIVE AUDIENCE* (AGGREGATED VIEWS)	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
7plus	696	2.18	501:19:26	120.59
CCTV**	126	2.62	256:35:55	591.94
Channel 4	222	5.31	8:16:51	23.91
France TV	646	17.93	900:06:34	1,957.22
Miguvideo	89	84.83	3:22:17	390.58
NBCOlympics	294	15.95	680:24:21	3,167.40
olympics.com	11	0.10	0:36:00	0.67
paralympic.org	11	0.02	0:34:46	0.15
Rai	97	0.00	30:51:56	0.09
sportschau.de	287	0.77	68:21:45	19.28
YouTube IPC	660	15.19	1218:43:35	3,771.24
TOTAL	3,139	144.90	3669:13:25	10,043.09

*Estimations by Nielsen Sports | **Data provided by IPC

OVERVIEW BY SPORTS

SPORTS	BROADCASTS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Archery	46	0.77	78:55:52	191.93
Athletics	660	42.07	540:54:22	1,825.97
Badminton	65	1.92	190:54:53	727.90
Boccia	69	0.94	172:08:11	314.82
Canoe Sprint	68	4.28	42:23:03	53.29
Cycling Road	117	3.29	127:21:44	245.79
Cycling Track	133	4.59	100:58:00	387.59
Equestrian	67	1.35	112:49:43	348.53
Football	84	1.90	112:04:07	170.42
Goalball	133	3.96	213:34:21	560.84
Judo	73	1.86	91:17:14	325.04
Powerlifting	20	0.51	0:41:08	1.50
Rowing	38	0.80	33:06:26	95.53
Shooting	54	2.09	32:11:17	65.13

*Estimations by Nielsen Sports

OVERVIEW BY SPORTS





SPORTS	BROADCASTS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(#)	(M)	(h:mm:ss)	(M)
Sitting Volleyball	95	2.43	151:13:16	304.62
Swimming	604	35.70	317:40:08	1,013.15
Table Tennis	271	8.91	470:38:41	997.08
Taekwondo	20	0.47	1:06:39	1.56
Triathlon	52	1.28	45:33:30	142.59
Wheelchair Basketball	190	12.50	354:32:59	817.74
Wheelchair Fencing	19	2.02	2:33:12	14.56
Wheelchair Rugby	66	2.32	110:17:33	453.35
Wheelchair Tennis	126	2.34	336:25:58	750.18
TOTAL	3,070	138.28	3639:22:19	9,809.11

*Estimations by Nielsen Sports







METHODOLOGY

PANEL SOCIAL MEDIA VALUATION

				 YouTube
Paralympics	https://www.facebook.com/paralympics/	https://twitter.com/Paralympics	https://www.instagram.com/paralympics/	https://www.youtube.com/User/Paralympics
Tokyo2020	https://www.facebook.com/tokyo2020	https://twitter.com/tokyo2020	https://www.instagram.com/tokyo2020/	
Team USA	https://www.facebook.com/TeamUSA/	https://twitter.com/TeamUSA		
NBC Olympics	https://www.facebook.com/nbcolympics/	https://twitter.com/NBCOlympics		
BBC Sport	https://www.facebook.com/BBCSport/	https://twitter.com/BBCSport		
7Sports		https://twitter.com/7Sport		
China Xinhua Sports	https://www.facebook.com/xhsports/			
Sportskeeda India	https://www.facebook.com/Sportskeeda			
Reuters		https://twitter.com/Reuters		
Pensamientos		https://twitter.com/FraseSimple		
NHK News		https://twitter.com/nhk_news		
The guardian		https://twitter.com/guardian		
Yomiuri Online		https://twitter.com/yomiuri_online		
Japan today	https://www.facebook.com/JapanToday/			
SportTV			https://www.instagram.com/sportv/?hl=en	
Jiji Press		https://twitter.com/jijicom		
NHK 2020	https://www.facebook.com/nhkworld/	https://twitter.com/nhk_2020		
Devin Heroux		https://twitter.com/Devin_Heroux		
Channel 4		https://twitter.com/Channel4		

PANEL SOCIAL MEDIA VALUATION

				 YouTube
ZDF Sportstudio		https://twitter.com/sportstudio		
Sportschau		https://twitter.com/sportschau	https://www.instagram.com/sportschau	
SVT Sport		https://twitter.com/SVTSport	https://www.instagram.com/svtsport	
RAI Sport	https://www.facebook.com/RaiSport/	https://twitter.com/RaiSport		
NOS Sport		https://twitter.com/nossport		
TVP Sport	https://www.facebook.com/tvpsport/	https://twitter.com/sport_tvpl		
SABC Sport	https://www.facebook.com/SABCSport/	https://twitter.com/SPORTATSABC		
Match TV		https://twitter.com/matchtv		
RTVE Deportes	https://www.facebook.com/rtve/	https://twitter.com/deportes_rtve		
Teledportes	https://www.facebook.com/teledporteRTVE/			
TRT Spor	https://www.facebook.com/TRTSpor/	https://twitter.com/trtspor		
Panasonic		https://twitter.com/panasonic		
Toyota		https://twitter.com/toyotamotorcorp		
Bridgestone		https://twitter.com/Bridgestone		
Para Athletics	https://www.facebook.com/ParaAthletics	https://twitter.com/ParaAthletics		
Para Swimming	https://www.facebook.com/paraswimming	https://twitter.com/Para_swimming		

MEDIA MONITORING

Media monitoring is the analysis of broadcast coverage content. It involves the data coding of events, teams and/or fixtures, which World Cup, etc. is reported on in the various programmes. It requires physical recording footage of the TV broadcast to execute.

BROADCAST SCHEDULE AUDIT (BSA)

The TV programme of a channel is researched online or compiled on the basis of TAM protocols (audience ratings).

Note: Due to the type of data collection, only the specific event coverage can be attributed not secondary coverage(news, etc.).

PROGRAMME TYPES

DEDICATED COVERAGE

Live	Live broadcast
Delayed	Near-live, first broadcast airing
Re-live	Repeat of a live / delayed broadcast
Highlights	Sports programme showing event reports and summaries as well as background information and interviews

SECONDARY COVERAGE

Magazines / Sportmagazine	Programme with minimal sporting content or sport mix programmes
News	Features in news programmes

TIME CODING

Broadcast Time (BT)

The Broadcast Time is the total duration of team, league or event coverage, without commercials.

Actual Playing Time (APT)

This is the portion of Broadcast Time containing competition footage only.

AUDIENCE ANALYSIS

Audience (Average Audience)

The average number of members of a specified population (e.g. target group of individuals or households) viewing a TV channel over a given interval (e.g. programme, daypart).

Cumulative (average) Audience

Cumulative Audience is the aggregate total of all individual programme audiences (not the unique total individuals reached). Sometimes called Gross Audience. Not to be confused with Reach, Cover or Cume

Market Share

Viewing of a specified population, whether households or individuals, that is tuned to a particular programme or station during a given time interval, and expressed as a percentage of the total TV audience during that interval.

Audience data sources

Programme ratings are sourced from official Television Audience Measurement (TAM) providers such as Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup, etc.

Audience Estimation

For channels where no official audience measurement is in place, estimated ratings are calculated using a quantitative estimation model.

To calculate an estimate, the following information is included: Technical universe or number of subscribers, day and time of the program, content of the program, interest in the sport in the broadcasting country.

Important note: The result represents an approximation of the TV viewing potential.

EVENT IMPRESSIONS

Event Impressions are a measure of media impact or rate of audience delivery, event impressions relate the television broadcast time of an event programme to its audience ratings, with one impression being equal to one person's viewing of 30 seconds of programming.

Broadcast time is converted to the number of 30-second units and then multiplied by the average audience

Event impressions are an important measure for the delivery of media coverage and audience exposed to this media coverage of a platform, as well as for benchmarking purposes with other events / leagues / clubs.

Formula:

$$\frac{\text{Broadcast Time in Sek.} \times \text{Sehbeteiligung in Mio.}}{30 \text{ Sekunden}}$$

Example:

60 seconds of coverage in a broadcast with 5m viewers:
(60 seconds x 5m) / 30 seconds = 10M Event Impressions

BRAND EXPOSURE ANALYSIS

Measurement of brand exposure differentiated by source. An exposure is counted on the condition that it is legible and at least 80% visible on-screen. An exposure can be either a brand, claim, logo or product likeness.

ASSET VISIBILITY ANALYSIS

Measurement of tool exposure differentiated by sponsor regardless of brand legibility. An exposure is counted on the condition that the tool source is at least 80% visible on-screen, and has an on-screen-share of 0,5% or higher.

Note: If under 80% of the tool is visible, but the brand exposed is legible, the exposure will be count towards the result.

This can also be adapted to tracking of a space that does not have a signage placement.

SPONSORSHIP IMPRESSIONS

Sponsorship impressions are a measure of sponsorship impact or rate of audience exposure to sponsorship. Sponsorship Impressions relate the brand visibility duration in a television broadcast to its audience ratings, with one impression being equal to one person's exposure to 30 seconds of brand visibility.

Brand exposure is converted into the number of 30-second units and then multiplied by the average audience. Not to be confused with Event Impressions

Formula:

$$\frac{\text{Visibility in } S \times \text{Audience in } M}{30 \text{ Seconds}}$$

Example:

$(120 \text{ seconds} \times 4m) / 30 \text{ seconds} = 16M \text{ Sponsorship Impressions.}$

SPONSORSHIP CPT

Calculation of a CPT based on delivery of sponsorship impressions against a set sponsorship fee. This metric demonstrates what price the sponsor paid to reach 1,000 viewer impressions people based on their sponsorship visibility.

$$\frac{\text{Sponsorship fee } \times 1,000}{\text{Sponsorship impressions}}$$

Example:

A sponsor pays 1,2m EUR for a sponsorship which generates 600m sponsorship impressions:
 $(1,2M \text{ EUR} \times 1.000) / 600m = 2 \text{ EUR}$

100% MEDIA VALUE

Also known as "advertising value equivalency" (AVE), each brand exposure is valued by equalating it against the commercial airtime rate of the programme it is captured in. The rates are either sourced from the broadcasters official rate cards or calculated with a 30' Second advertising CPT and the corresponding audience of the programme that the exposure was captured in.

Note: This measure is the cash equivalent "cost" of a media exposure, not its market value

$$\frac{\text{Visibility in } S \times \text{CPT in EUR} \times \text{Audience in } M}{30 \text{ Seconds} \times 1.000}$$

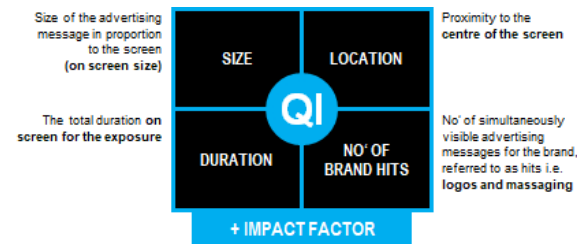
$$\frac{\text{Visibility in } S \times \text{Ad rate } 30 \text{ S in EUR}}{30 \text{ Seconds}}$$

Example:

120 seconds of visibility in a programme with a commercial airtime rate of 2,000 EUR for a 30-second advertisement:
 $(120 \text{ seconds} \times 2,000 \text{ EUR}) / 30 \text{ seconds} = 8,000 \text{ EUR}$

QUALITY INDEXED MEDIA VALUE

The Quality Index Score (QI Score) is a comparison of the actual exposure quality and impact between and logos and properties, based on four factors that influence visual impact: size, location on Screen, brand hits & duration per exposure, and the impact of the asset itself (impact factor). The QI Media Value combines the 100% Media Value and the QI Score to a QI weighted Media Value.



Example:

Brand exposure with a 100% Media Equivalency of 1,000 EUR and a QI Score of 27.5 would equal 275 EUR

The Nielsen logo is centered on a vibrant blue background with a wavy, undulating pattern. The word "nielsen" is written in a white, lowercase, serif font. Below the letters, there is a horizontal line of nine white dots, with the first dot positioned under the 'i' and the last dot under the 'n'.

nielsen

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