



# London 2012 Olympic Games Global Broadcast Report



Sponsorship  
intelligence

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## 1. Introduction

This report details the levels of television and multi-media coverage and audiences achieved by rights-holding broadcasters of the London 2012 Olympic Games. The report is based on media research independently conducted by Sponsorship Intelligence, commissioned by the IOC.

London 2012 was held between 27<sup>th</sup> July and 12 August 2012. The Games hosted 10,820 athletes from, 204 National Olympic Committees. These athletes competed for 970 medals at purpose built and historical venues across London and the South of England.

There were 5,600 hours of footage produced by OBS and made available to the rights holding broadcasters. This footage was aired by more than 500 television stations which aired coverage of the Games in 220 territories.

Broadcast coverage of the Games was also available on more than 190 websites and multiple mobile telephone and tablet applications. Consumers in every region of the world were able enjoy Games coverage wherever they were 24 hours a day.

References and comparisons with previous Games coverage and audience levels have been made, though this is done with the understanding that this data got the Athens 2004 Games was not originally supplied by Sponsorship Intelligence and, as such, no responsibility can be taken for this information. The levels of coverage and audiences achieved by each of the Games sports have also been documented where possible.



## 2. Executive Summary

### 2.1 Television Coverage

- London 2012 Olympic Games was broadcast on television in over 220 territories
- Olympic broadcasters had the potential audience of 4.8 billion viewers, an increase of 0.5 billion compared with Beijing 2008
- There were 99,982 hours of television coverage of the Games, the equivalent of over eleven years of broadcasting
- London 2012 received over 60% more broadcast hours than Beijing 2008 and well over double that of Athens 2004
- 47% of coverage (46,949 hours) was aired on free-to-air terrestrial channels
- 17% of confirmed television coverage (17,376 hours) was aired during prime viewing hours (19:00 -23:00)

**Fig 2.1.1**

Global Population	6.8 billion
RHB Universe	4.8 billion
London 2012 Reach	3.6 billion
Number of Broadcast Channels	506

### 2.2 Unique Audience Reach

- A projected 3.6 billion viewers saw at least one minute of London 2012 coverage on television (76% of the potential global audience)
- SI's projections indicate a 2.5% increase in the number of viewers having watched the London Games on TV, versus Beijing 2008
- 74.4% of Viewers that saw one minute of coverage continuing to watch for at least 15 consecutive minutes. Compared with 84.2% for Beijing 2008



### **2.3 Average Minute Rating**

- The average minute of London 2012 free-to-air coverage was watched by 102.5 million viewers, the AMR of free-to-air coverage of Beijing 2008 was 135.8 million viewers
- The average minute of primetime coverage (between 19:00 – 23:00) was watched by 197.9 million viewers

### **2.4 Consumption**

- There were a total of 27.9 billion hours of London 2012 television coverage watched by all viewers globally (Beijing 2008, there was a total of 37.3 billion hours consumed)
- The average viewer consumed 7.5 hours of coverage

### **2.6 On-line**

- London 2012 broadcast content was carried by over 190 official Games RHB/broadcaster websites was available to 2.4 billion people
- There were a total of 8.5 billion page views from 621 million unique visitors
- 81,500 hours of London 2012 video content was made available online
- The sites delivered 1.5 billion video views, totalling over 425.5 million hours of content watched

### **2.7 Mobile Devices**

- Data was made available for 36 different Apps and Mobile websites in 27 national markets and two pan-regional markets
- There were a total of 1.1 billion page views from 38.7 million unique visitors
- The sites delivered 376.5 million video views, totalling over 21.3 million hours of content watched