

2016 Summer Olympics Consumer Pulse Sports Poll

June 2016



Key Findings

1. Rio de Janeiro will be the first truly 24/7, always on Olympics.

- No one television station or online outlet will control the narrative as fans turn to live blogs, mobile video, sports websites and social media for real-time updates.
- Most (3 in 5) sports fans plan to follow the Olympics online.

2. Millennial Followers are leading the digital pack.

- They are twice as likely to consume Olympics content on their mobile device (71% v. 31%) and nearly 8 out of 10 (79%) will watch the Olympics live online.

3. Second screen presents a second chance for gold.

- As television advertising for the Olympics reaches a premium, 57% of Olympic followers note they have a second screen open when watching sports some of the time.
- And Millennial Olympic fans are more than twice as likely to have a second screen open “most or all of the time” compared to Non-Millennials (82% vs. 48%).

4. The fans are in control.

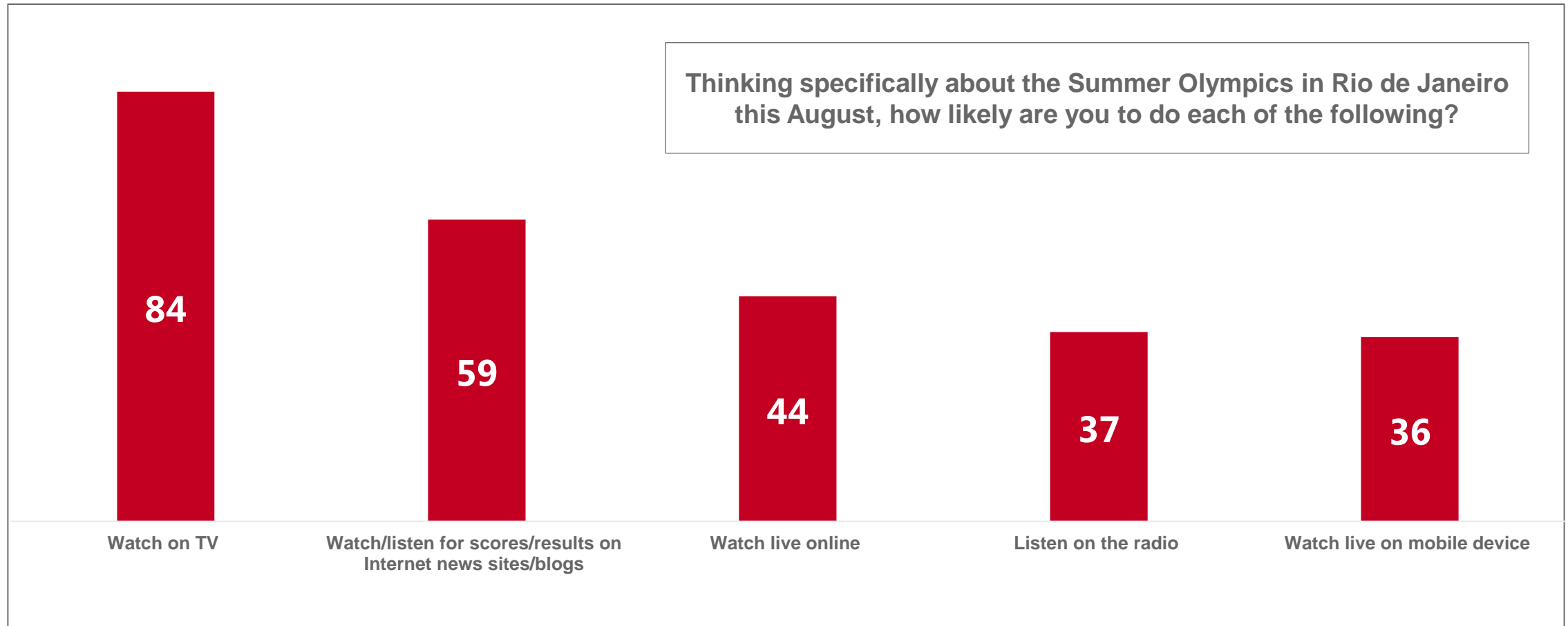
- The rise of the “always on” sports fan enables content consumption at any time, on any device from a near infinite number of content sources.
- 3 out of 10 regularly watch sports from work; while most (69%) will watch the Olympics during prime time coverage, a near majority plan to consumer content late into the evening with nearly 7 out of 10 planning to watch on both weekdays and weekends.

5. Those who watch the Olympics are higher educated and have higher incomes and are more digitally inclined than those who don't watch.

- Over 50% of Olympic Followers have an annual household income above \$50K (57% vs. 32% Non-Followers) and a college or graduate degree (51% vs. 28%).
- Three times as many watch sports online daily (21% v. 7%) and they are nearly twice as likely to make purchases online weekly (32% v. 15%).

Fans Take Control of Where They Turn to for Olympics Coverage

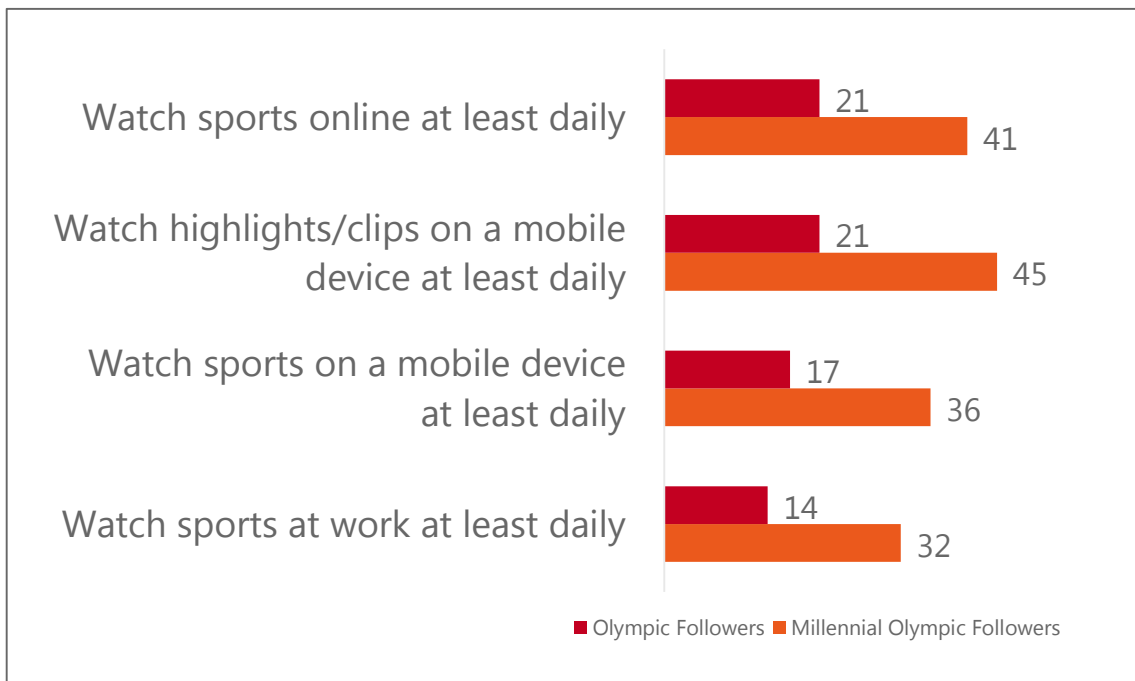
*Nearly **3 in 5** sports fans will be watching for Olympic results online and nearly half will be cutting the cord and streaming live online*



Olympic Followers are More Digitally Inclined Than Non-Followers When It Comes to Watching Sports... and Millennials Lead The Digital Charge

More than 1 in 5 Olympic Followers watch sports online at least daily and are watching highlights on a mobile device at least daily

WATCHING HABITS

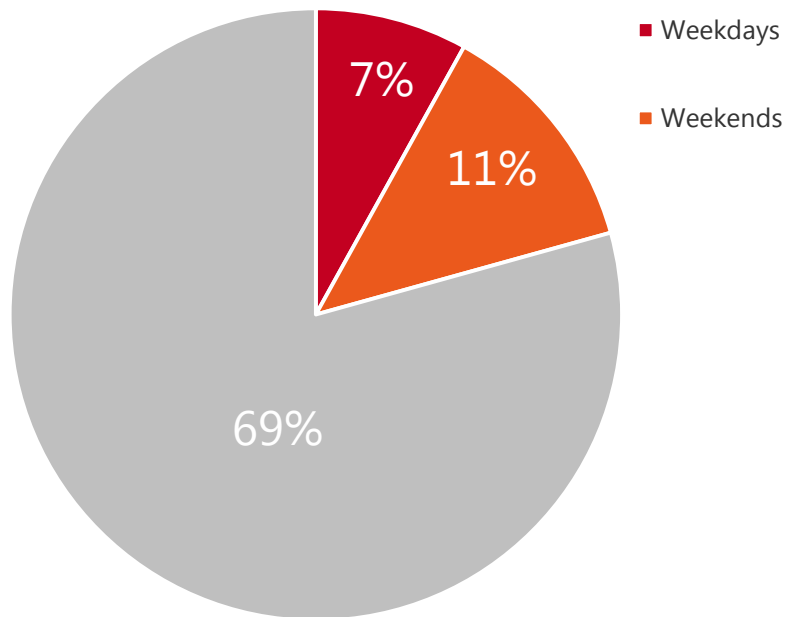


Millennials are **twice as likely** to consume sports content online and on mobile devices and while at work each day than any other age group

Rio de Janeiro will be the 24/7, always on Olympics

69% of Olympic Followers will be watching both weekdays and weekends primarily after 5pm local time

WHAT DAYS FOLLOWERS WATCH



WHAT TIMES FOLLOWERS WATCH



59%

Evening
(5pm-8pm)



42%

Late Evening
(8pm-Midnight)



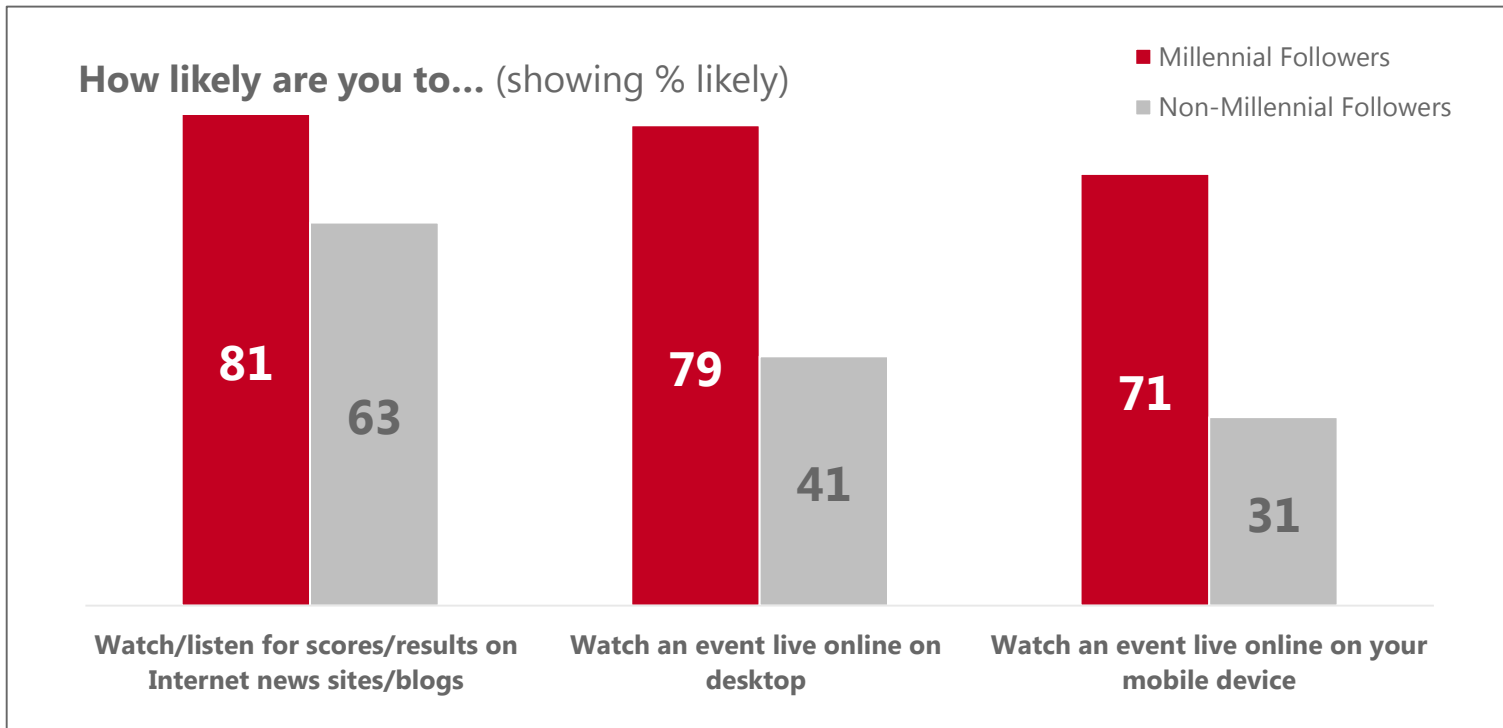
41%

Late Afternoon
(2pm-5pm)

Millennials are leading the 24/7 pack and are most likely to stream the Olympics

Millennial Followers are glued to their devices – 81% will be scouring the Internet for news, 79% will be watching on their computers, and 71% will be streaming on their phones

OLYMPIC WATCHING HABITS



1/3 of Millennials watch sports daily from work

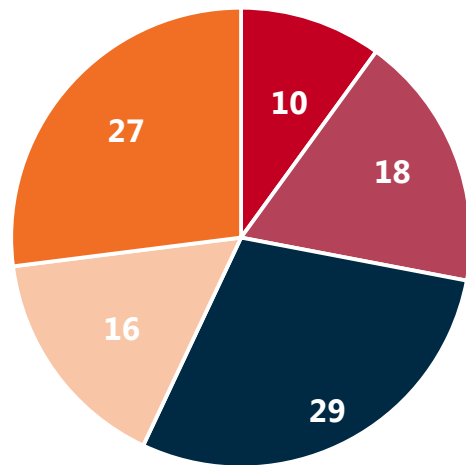
Millennials are dominating the Olympics digitally:

The majority of Millennial Followers will be watching on their computers (79%) and mobile devices (71%) – They're **nearly twice as likely to watch on their computers** and **over twice as likely to stream on their mobile devices**

57% of Olympic Followers Have a 2nd Screen Open At Least Some of the Time When Watching Sports

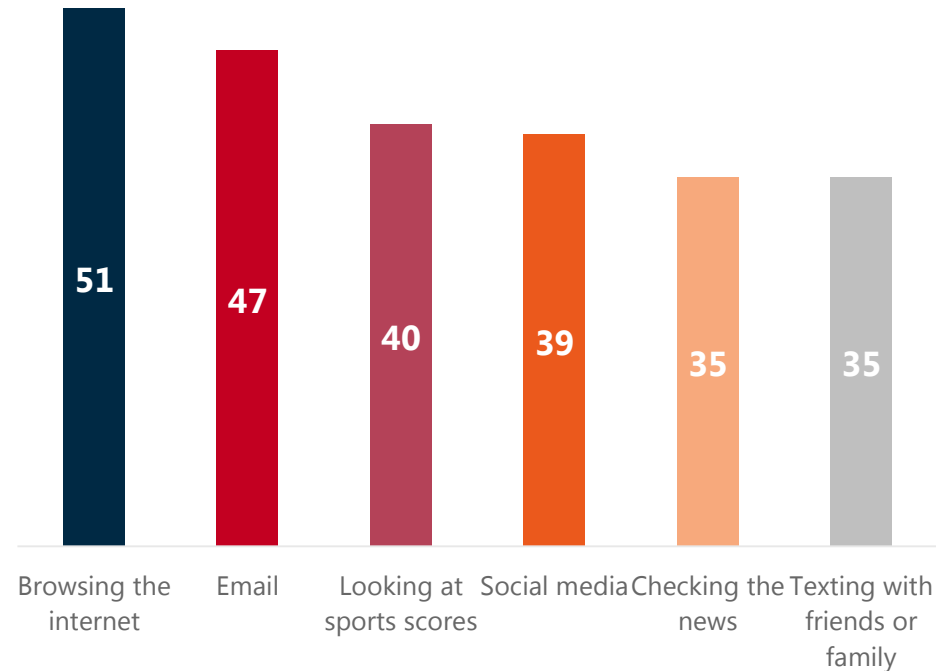
Most of the time (53%) it's related to what they are watching.

% WHO HAVE A SECOND SCREEN OPEN

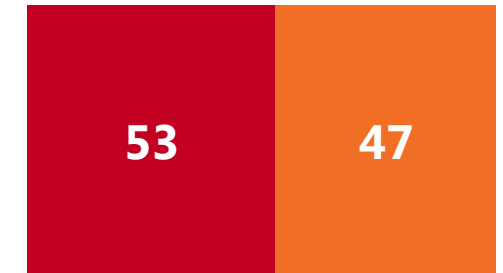


- Always
- Most of the time
- Sometimes
- Rarely
- Never

SECOND SCREEN ACTIVITY



SECOND SCREEN RELATION



- Yes, the 2nd screen it is related to the event I am watching
- No, it is not related to the event I am watching

Millennial Followers are More than Twice as Likely to Have a Second Screen Open

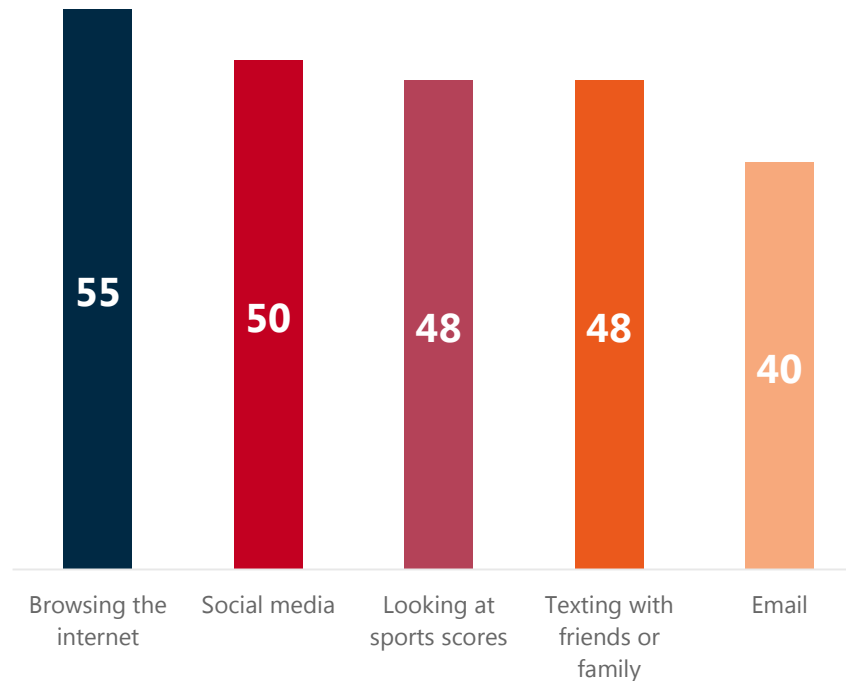
MILLENNIALS WHO HAVE A SECOND SCREEN OPEN

Millennial Followers
are **over**

2x

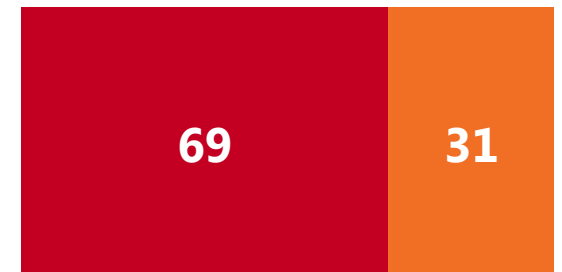
as likely to have
a second screen open
most of the time
than other age groups

SECOND SCREEN ACTIVITY



SECOND SCREEN RELATION

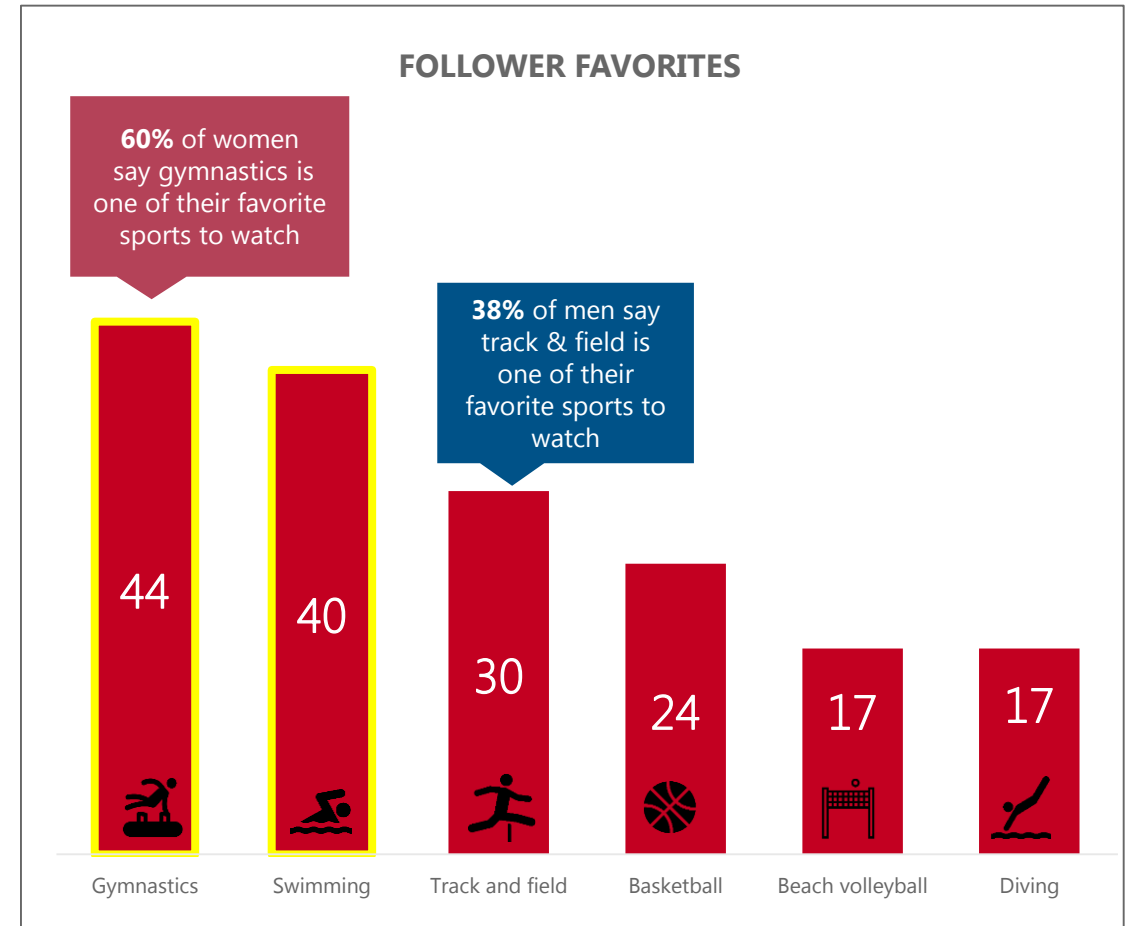
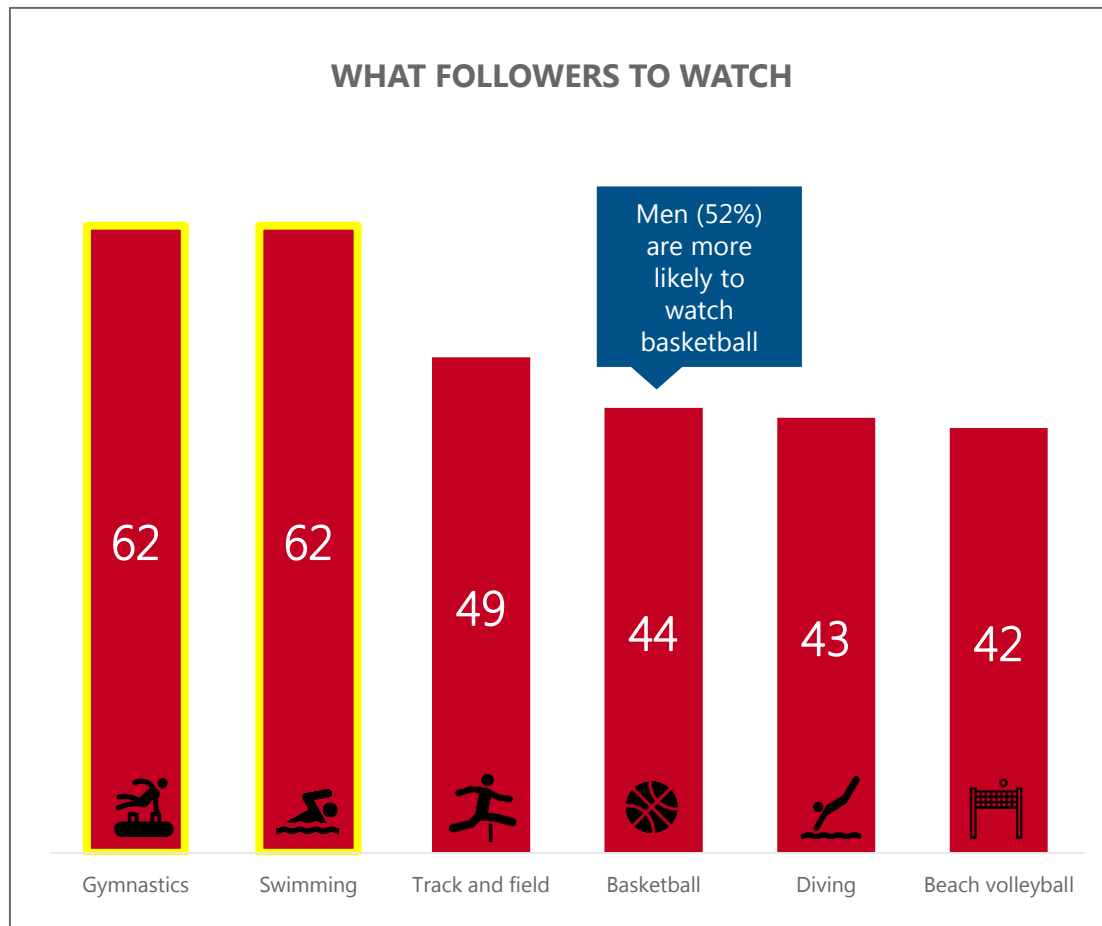
Nearly 7 times out of 10,
Millennials are on their second screens doing things related to what they're watching on TV
presenting advertisers a significant
opportunity for deeper and more
personalized engagement



- Yes, it is related to the event I am watching
- No, it is not related to the event I am watching

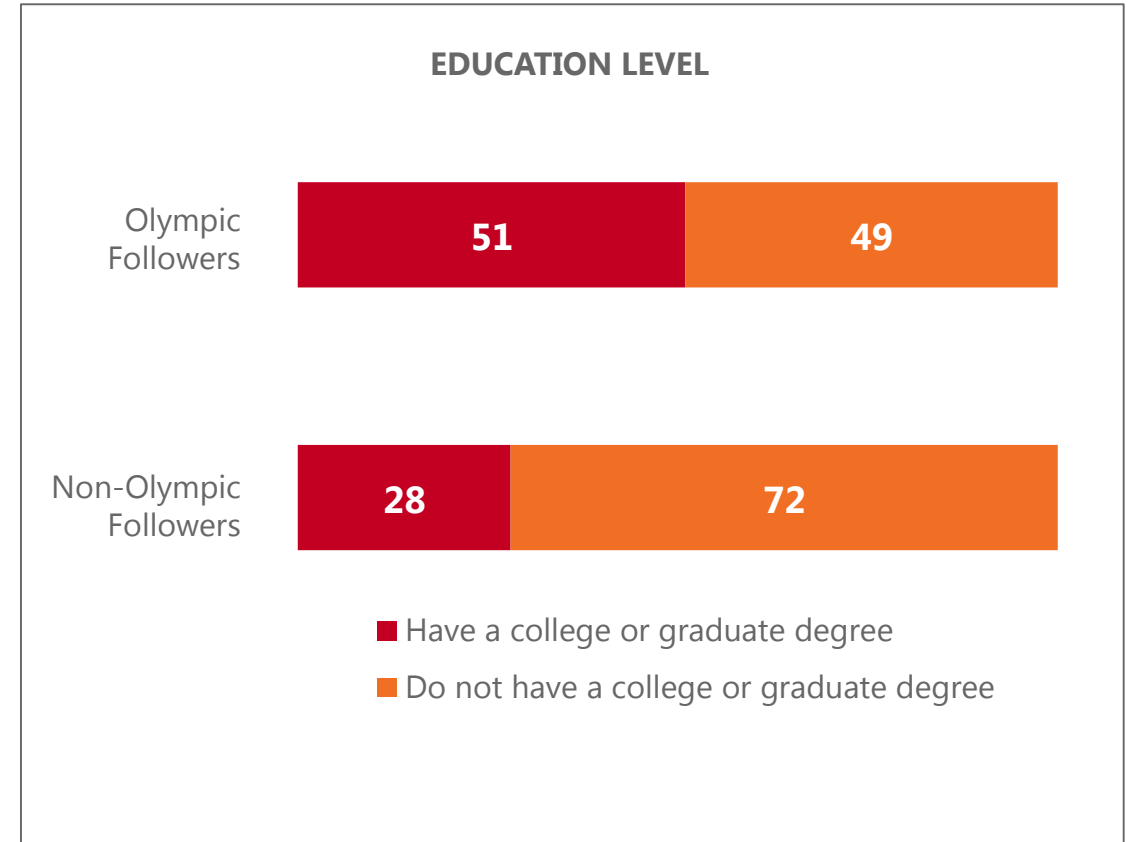
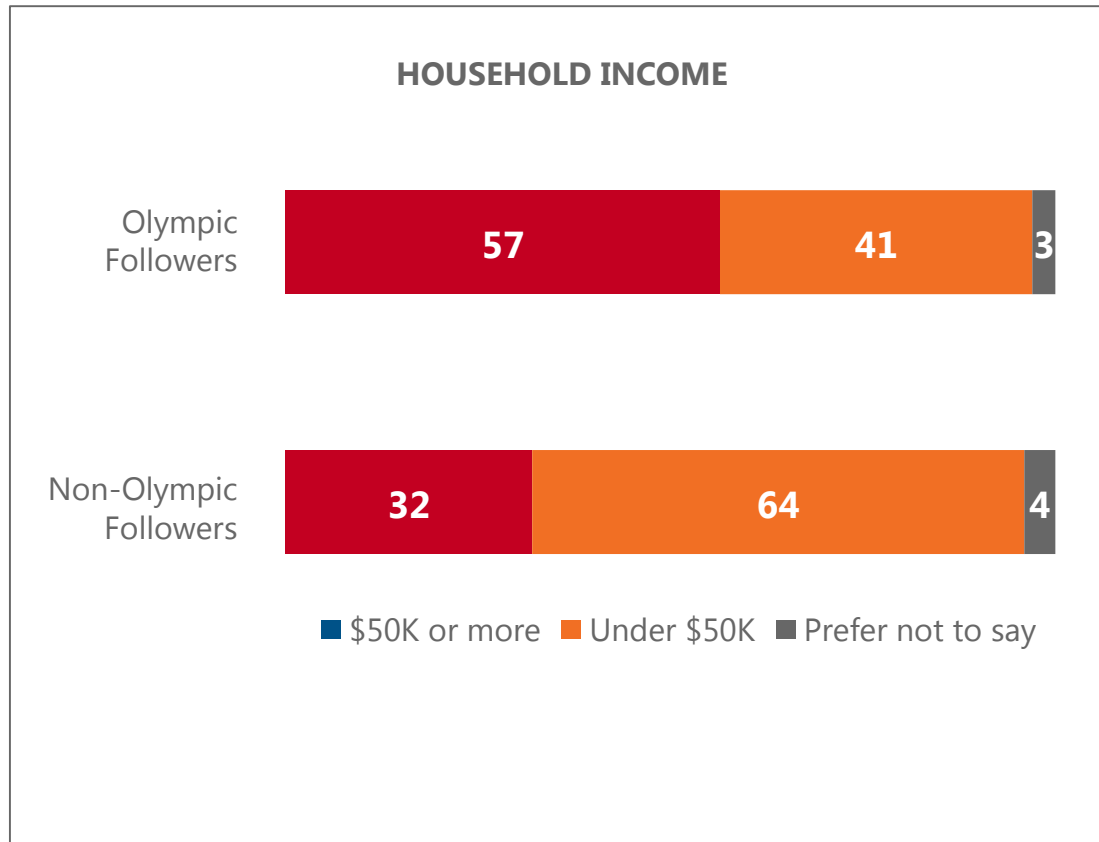
Rio de Janeiro will be the 24/7, always on Olympics

62% of Olympic Followers watch both and 44% prefer Gymnastics compared to 40% who prefer Swimming



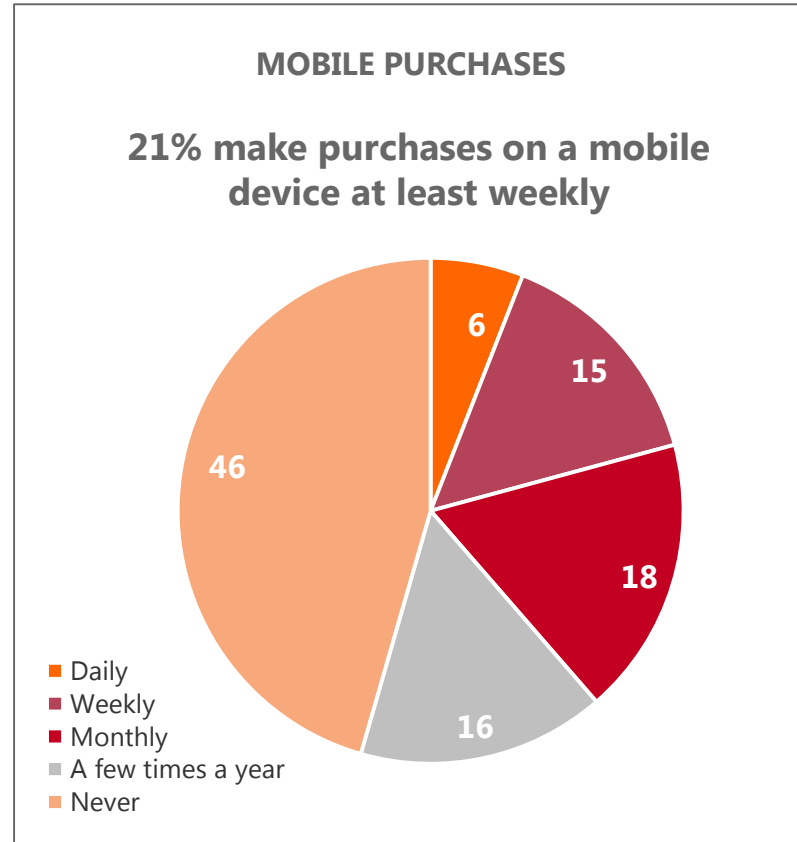
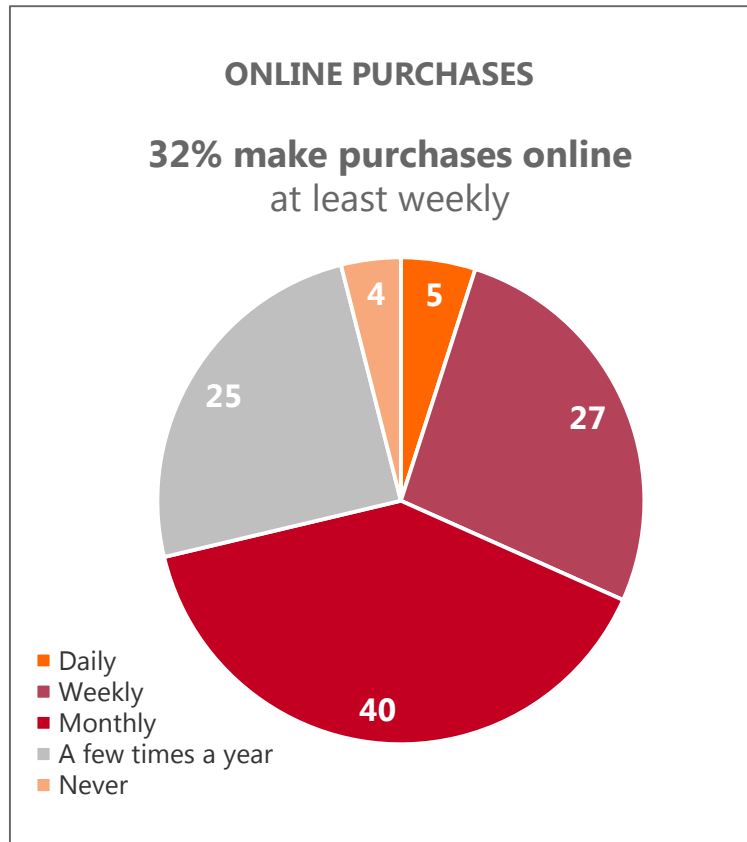
Those Who Watch the Olympics are More Educated and Have Higher Incomes than Those Who Don't Watch

57% of Olympic Followers have an annual household income of \$50K or more vs. Non-Followers (32%) and a college or graduate degree (51% vs. 28%)



And Olympic Followers are More Likely Make Online and Mobile Purchases Frequently

About **1 in 3** Olympics Followers makes online purchases at least weekly, and about **1 in 5** makes purchases on a mobile device weekly



Olympic Followers are **more than twice as likely** (32% v. 15%) to make purchases online at least weekly than Non-Olympic Followers and **more than 3 times as likely** to make mobile purchases weekly