

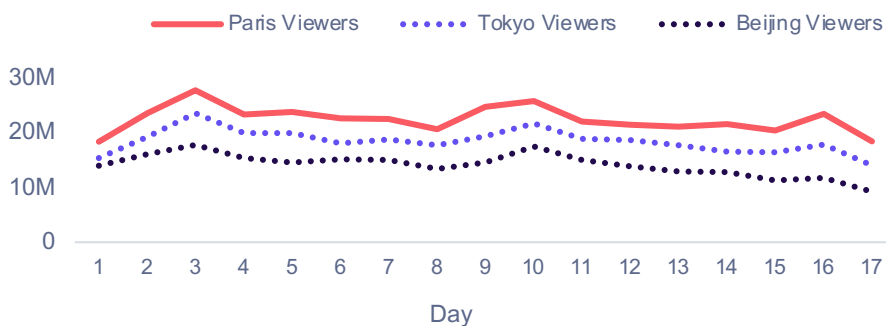


INSIGHTS FROM SAMBA TV

Paris 2024 Summer Olympics

The 2024 Paris Olympics was historic in terms of how viewers could watch the games on TV in the U.S., with all events streaming on Peacock to complement the NBC broadcast. The ability to pick and choose which games to watch and when helped propel viewership to new heights, with **59.4M** U.S. households - or roughly half the population - watching across linear and streaming. With superstar athletes setting world records to lesser-known competitors going viral, it was a memorable Olympics both in Paris and on the internet, bolstered by memes and social media driving relevance and viewership.

U.S. | Daily household reach of Paris 2024 vs. Beijing 2022 & Tokyo 2020 Olympics



+11% U.S. household reach of Paris 2024 vs. Tokyo 2020

+25% U.S. household reach of Paris 2024 vs. Beijing 2022

Top 10 reaching U.S. linear & OTT Olympics advertisers | Household reach

- | | |
|------------------------|-------------------------|
| 1. TOYOTA 49M | 6. Google 42M |
| 2. xfinity 46M | 7. Lilly 42M |
| 3. DELTA 43M | 8. UNIVERSAL 41M |
| 4. Allstate 43M | 9. Apple 41M |
| 5. NIKE 42M | 10. VISA 40M |

Women's gymnastics brought in massive viewership within U.S. market

With Simone Biles leading the U.S. team as the most decorated gymnast in history, it's no surprise that U.S. viewers turned out in droves to watch on July 28, August 3, and August 4. Swimming and track and field competitions on those days also helped drive in views.

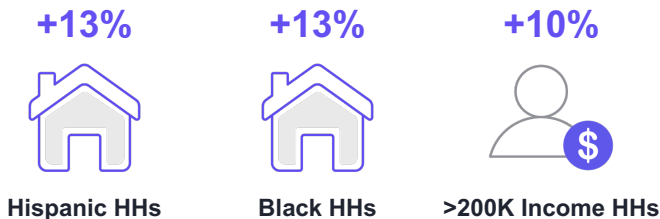
U.S. | Top 3 days by Olympics viewership

<p>#1 July 28 (Day 3) 27.8M U.S. HHs</p>	<p>#2 August 4 (Day 10) 25.7M U.S. HHs</p>	<p>#3 August 3 (Day 9) 24.7M U.S. HHs</p>
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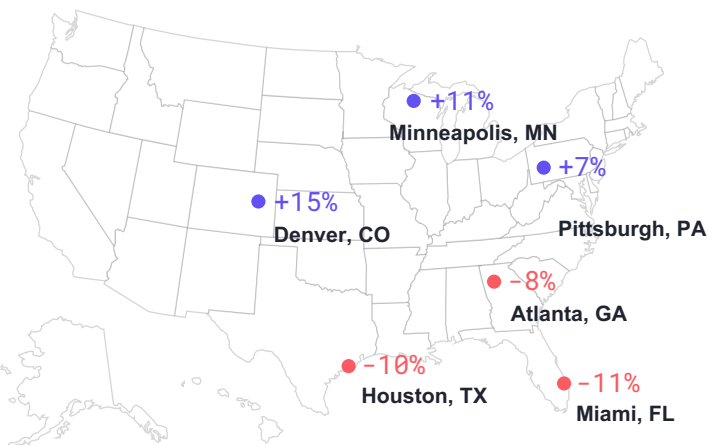
Personalized viewing drove more diverse and high income households to watch

The new era of personalized viewing experiences has ushered in new Olympics viewers. Compared with the Beijing 2022 Olympics, there was a sharp uptick in viewership from Hispanic and Black households, with each group comprising 13% more of the games' total audience in Paris than Beijing. There was also a small 3% increase among millennial households and a 10% increase among households in the highest income bracket. For advertisers that want to engage these viewers post-Olympics, check out samba.tv/audiences to implement a campaign in minutes that targets age ranges, income ranges, ethnic groups, Olympics viewers, and more.

Increase in U.S. audience composition for Paris 2024 versus Beijing 2022



Viewership by DMA, compared to U.S. overall (top 3 and bottom 3 DMAs, within top 25)



Travel and restaurant advertisers dominated in the U.K. and Australia

With the Olympics bringing together athletes from across the globe, it's no wonder that travel advertisers leaned into the opportunity to promote their services, with Turkish Airlines and Turkey dominating in the U.K., and booking websites like Booking.com and TripADeal making the top 10 in Australia. Restaurants like McDonalds and Hungry Jack's also served a high volume of impressions throughout the games.

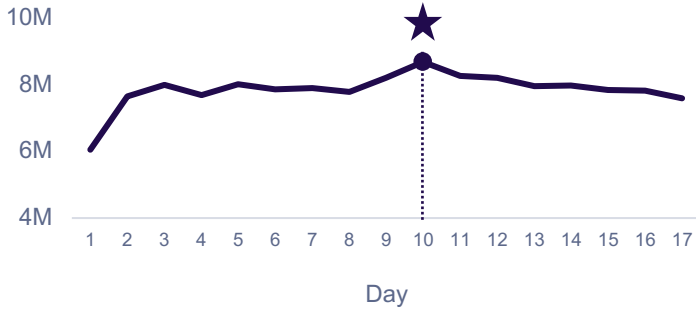
Top 10 advertisers based on ad impressions across commercial broadcasters: Across full 2024 Paris Olympics

Rank	U.K.	Australia
1.	BRIDGESTONE	TOYOTA
2.	McDonald's	<u>Harvey Norman</u>
3.	eTORO	QANTAS
4.	SAMSUNG	NRMA
5.	TIGER BALM	Telstra
6.	TURKISH AIRLINES	Woolworths
7.	Türkiye	Booking.com
8.	new balance	CHEMIST WAREHOUSE
9.	Compeed	HUNGRY JACK'S
10.	THE NATIONAL LOTTERY	TripADeal

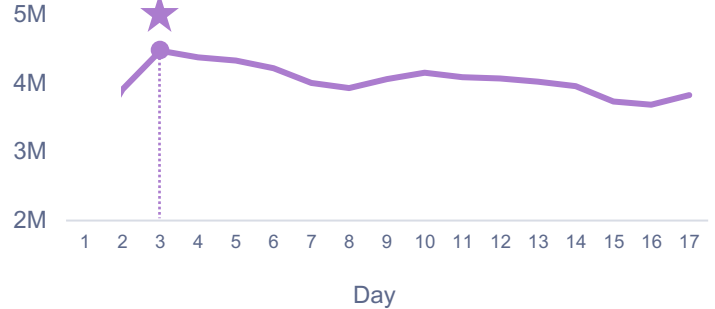
Viewership started out with a bang in Australia, while U.K. fans flocked to the TV after week one

Early rounds of swimming featuring stars like Ariarne Titmus and Emma McKeon brought Australia viewers to the TV at the onset of the Olympics, with days 3-5 driving the highest viewership. In the U.K., however, viewership heated up as the games progressed, with track and field events featuring stars like Keely Hodgkinson and Josh Kerr bringing in high viewership on days 10-12.

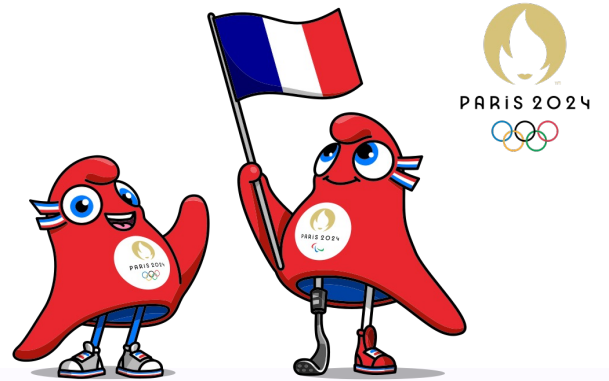
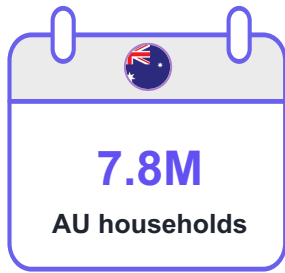
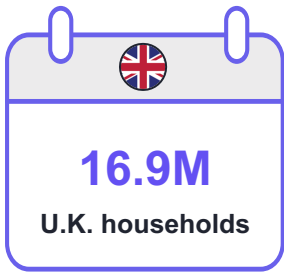
U.K. | Daily household reach of Paris 2024 Olympics 



AU | Daily household reach of Paris 2024 Olympics 

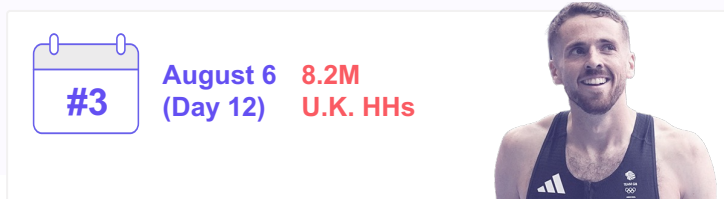
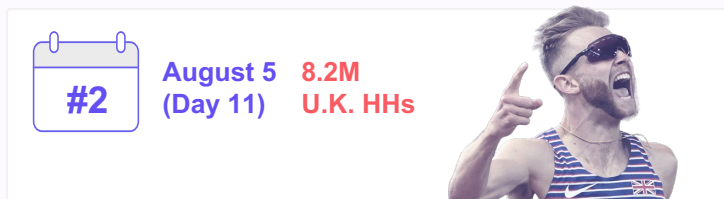
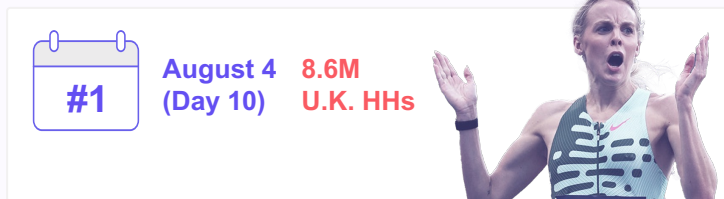


U.K. & Australia | Total household reach: Across full Olympic games



Track & field stars drove viewership in the U.K., while Australia favored its swimmers

U.K. | Top 3 days by Olympics viewership



Australia | Top 3 days by Olympics viewership

