

Which #Rio2016 sports had the most engaged fans on Twitter

We analysed Kantar Twitter TV Ratings data across a key week of the Olympics (9 – 15 August) to see which sports received the most engagement on Twitter, plus what and who drove that engagement in the UK, Spain, the Philippines, Turkey and host nation Brazil. Marketers running campaigns throughout sporting events can leverage the passion of fans for greater targeting.

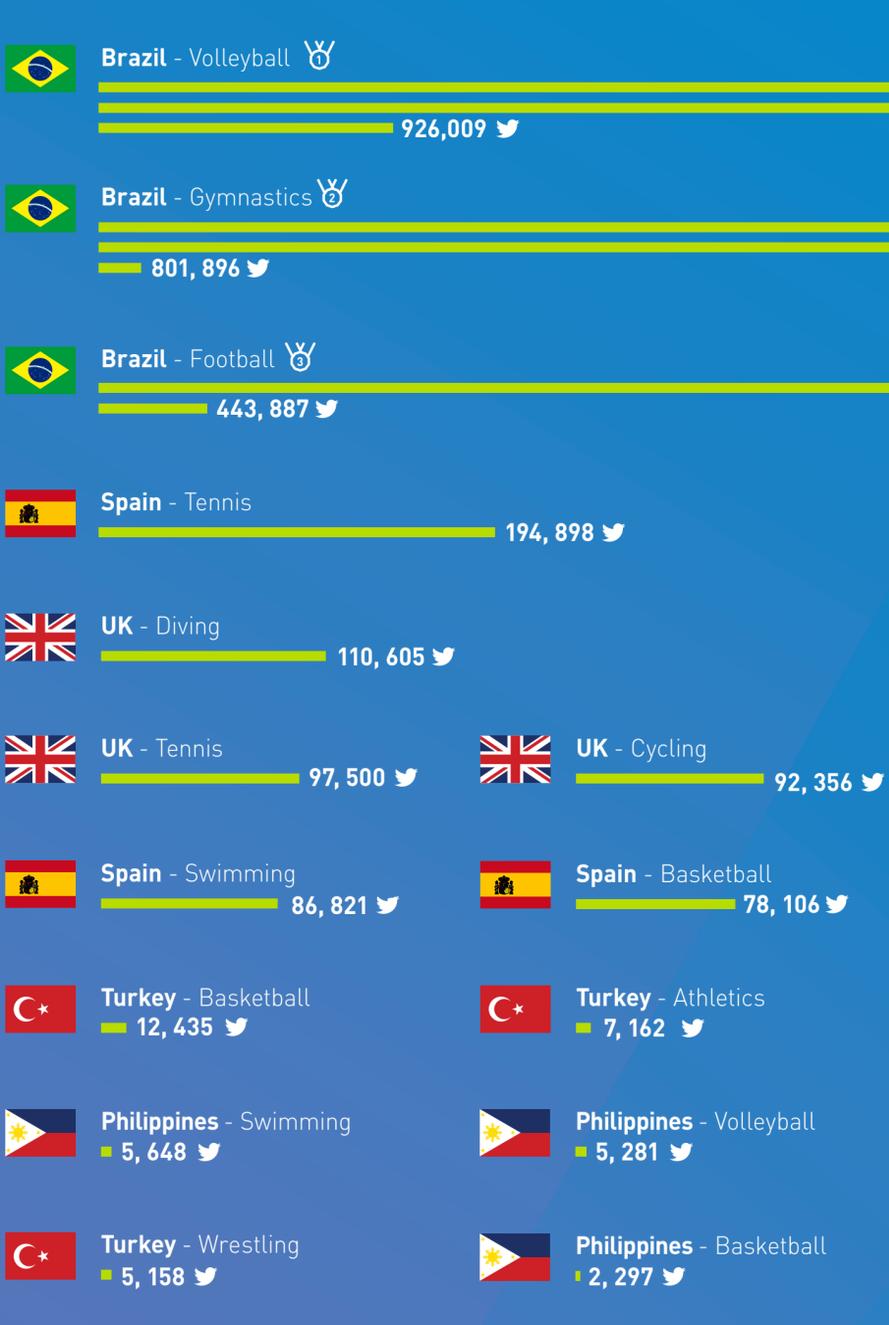
→ Tweets are measured when they include the name of the sport or relevant hashtags.

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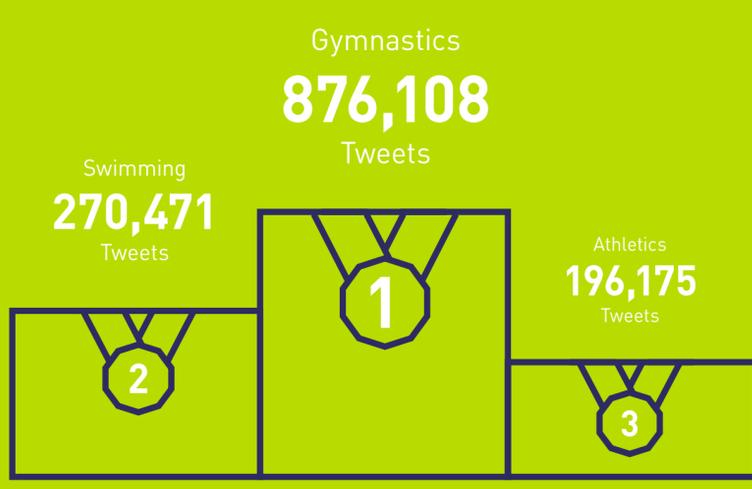
Powering Informed Decisions

Which Olympic sports took Gold, Silver and Bronze in Social TV?

Measured in number of Tweets sent, when Tweets included the name of the sport or sport hashtag – e.g. **swimming** or **#swimming**

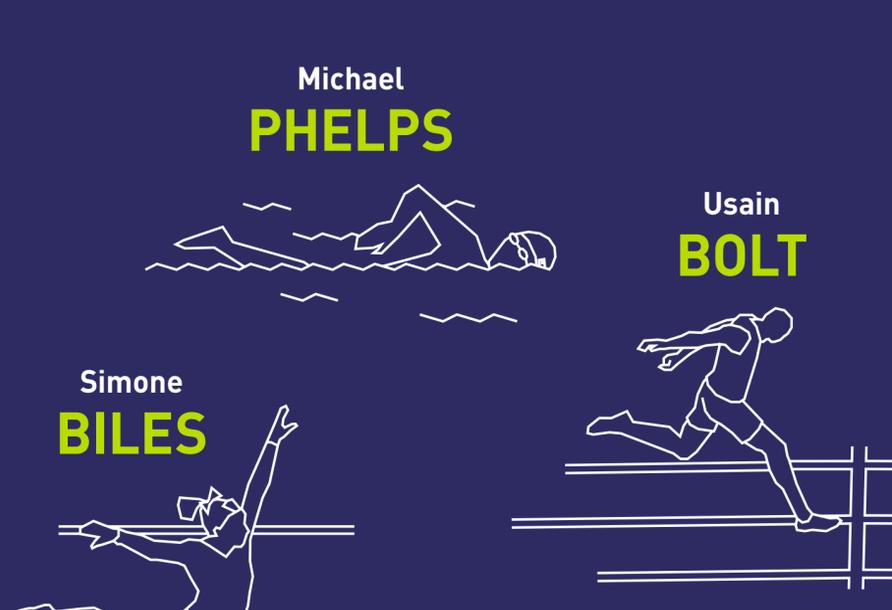


Which sports featured in the top ten most engaged sports across all five markets?



Total number of Tweets for each Olympic Sport

Which sports stars transcended their own nation's popularity to gain support across the world on Twitter?



Which emotions were most evident in Tweets across the UK, Spain and Brazil?

- Admiration was the number one most evident emotion across all three of these markets.
- Laughs, Joy, Expectation and Criticism also featured heavily in these markets

Admiration
Laughs
Joy
Expectation
Criticism

What drove the highest peaks of Twitter activity in a single minute? (All three highest peaks occurred in Brazil)

- 21,635 Tweets** on Monday the 15th when the **Brazilian men's volleyball team won** their match against France.
- 19,542 Tweets** on Friday the 12th when **Brazil won at penalties in the women's football** match against Australia to qualify for the semi-final.
- 16,056 Tweets** on Sunday the 14th when **Brazilian athletes Diego Hypólito and Arthur Nory won** silver and bronze medals in the men's gymnastics final.
- Andy Murray winning** his gold medal caused the biggest spike in the UK, with **8,535 Tweets** in one minute.
- Rafa Nadal and Marc López winning** the gold medal on Men's Tennis Doubles caused the biggest spike in Spain, with **8,560 Tweets** in a single minute.

