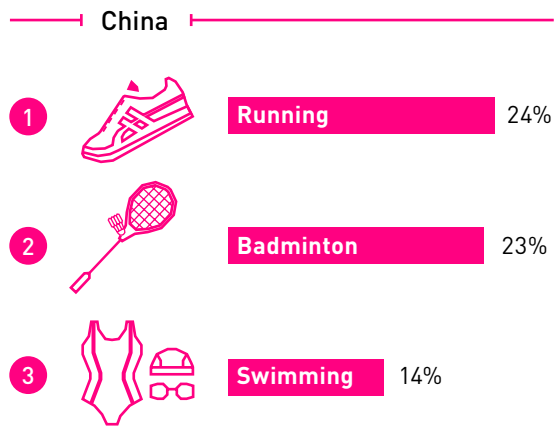
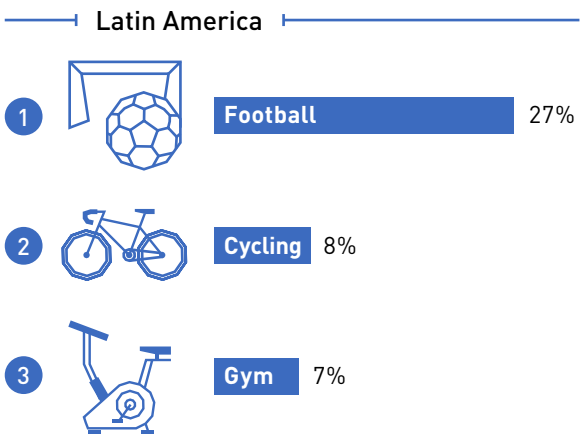
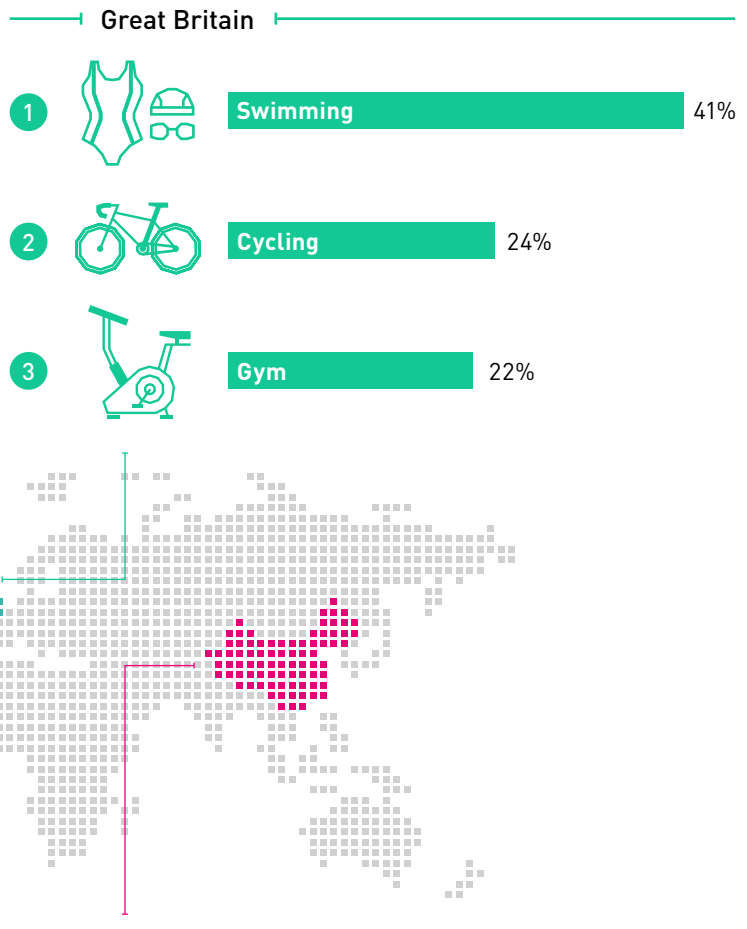
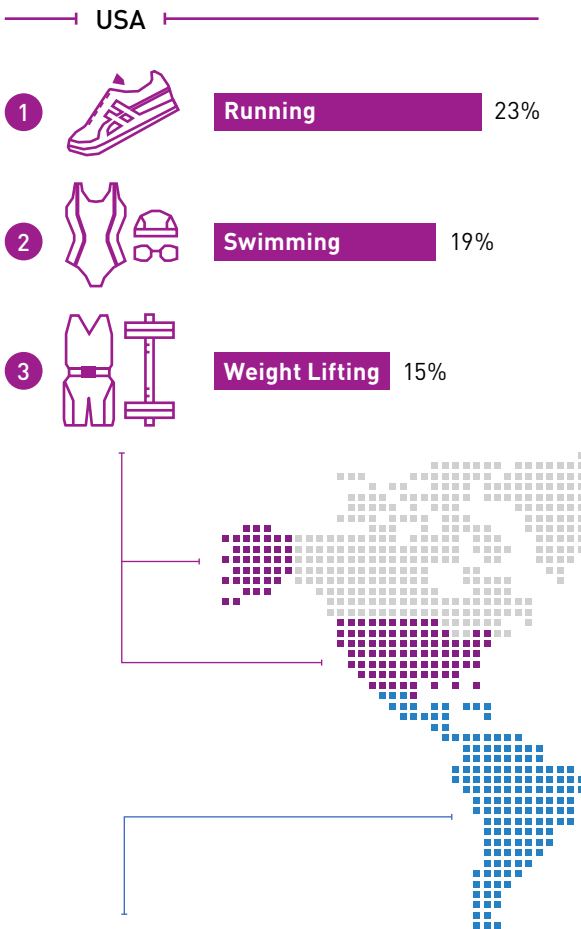




Engaging Olympics fans through what they love – sport

Targeting Olympics fans based on the sports the love to play will better engage them.

The most popular sport played by Olympics fans fluctuates significantly by market. In Latin America, football is especially popular, reflecting its importance in these countries generally. Other countries reveal a mix, with swimming particularly popular in Britain, but running the number one sport activity in the USA and China.



Source: TGI Latina Y16 w1+w2, GB TGI 2016 Q1 (October 2014 – September 2015), USA TGI 2015 (July 2014 – June 2015), China CNRS 2015 - 36 cities