



Reklamkraft.tv



**PRESS RELEASE FOR IMMEDIATE RELEASE**

# TV TAKES GOLD IN RIO

**Huge audiences around the world enjoy the Olympic Games on TV and online**

**29 August 2016, Brussels – This year’s Olympic Games in Rio were a massive TV and online hit in every corner of the globe. Nine countries have put together TV viewing data for the opening and closing ceremonies and for high performing Olympic moments.**

Different countries tuned in to different moments depending on the involvement of their own competitors. For example, Andre de Grasse winning the silver medal for the 200 meter sprint athletics for Canada was watched by 7.2 million Canadians, and Germany playing Brazil in the football final attracted 8.3 million German fans. And, although live TV audiences for the opening and closing ceremonies were lower than for the London Olympics due to time differences, millions still watched at all hours of the day.

Rio was a much bigger online hit than London. Most countries reached new online records. BBC Sport’s coverage reached 102 million unique browsers globally, with 68 million coming from the UK. This represents the biggest success ever for BBC Sport’s digital service. 150 million videos from France Télévisions were watched on its websites, apps and external platforms such as Facebook, YouTube and Instagram – six times more than the London Games. The Netherlands also set online records with a total audience of 6.5 million unique visitors on the online platforms of NPO, a growth of 27% compared to London.

Katty Roberfroid, Director General of egta comments on behalf of PEPPTV: *“The Olympic Games in Rio once again proved the power of live TV and its capacity to bring people together. Broadcasters throughout Europe have reasons to be proud of the audience figures achieved during the Games in Brazil. The Games evidently prove that live events – and especially sport events – are the biggest asset for TV broadcasters. This is what makes TV so relevant, so appealing to massive audiences and so social. There is no alternative medium that reaches and impacts such a big crowd as TV does.”*

	Opening ceremony	Closing ceremony	Audience peak
Australia	2.3 mio viewers, 74% AS	889K viewers, 53% AS	2.7 mio viewers - Swimming, Women's 4 x 100m final freestyle relay
Canada	3.9 mio viewers, 38% AS	4.1 mio viewers, 39% AS	7.2 mio viewers (20% AS) - Men's 200m athletics
Finland	148K viewers, 75% AS	48K viewers, 75% AS	870K viewers (66% AS) - Men's 100m athletics
France	1.4 mio viewers, 29% AS	518K viewers, 23% AS	6.2 mio viewers - Men's judo finals
Germany	2.0 mio viewers, 30% AS	850K viewers, 17% AS	8.3 mio views (44% AS) - Men's Football final BR-DE
Netherlands	623K viewers, 57.5% AS	321K viewers, 41% AS	3.2 mio viewers (65% AS) - Women's hockey final NL-GB
Spain	914K viewers, 21.8% AS	618K viewers, 13% AS	4.0 mio viewers (36% AS) - Men's Basketball semifinal Spain-USA
Sweden	181K viewers, 43.1% AS	61K viewers, 26% AS	1.8 mio viewers (61% AS) - Women's football final SE-DE
UK	2.5 mio viewers, 52% AS	1.2 mio viewers, 33% AS	11.4 mio viewers (48% AS) - Women's omnium (track cycling)

AS = Audience Share: viewers is average rating in absolute numbers; all figures based on common currency from national television audience measurement

-- ends --

## PRESS CONTACTS / ABOUT:

**PEPPTV is an informal grouping of broadcasters' trade bodies and sales houses, active at EU level and worldwide for the promotion of television. [www.pepp.tv](http://www.pepp.tv)**

-----  
**Katty Roberfroid**

Director General, egta

E-mail: [katty.roberfroid@egta.com](mailto:katty.roberfroid@egta.com)

**Anne-Laure Dreyfus**

Director TV, egta

Phone: +32 2 290 31 34

E-mail: [annelaure.dreyfus@egta.com](mailto:annelaure.dreyfus@egta.com)

**egta** is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media, etc. During its over 40 years of existence, egta has become the reference centre for television and radio advertising in Europe. egta counts 130 members operating across 38 countries.

[www.egta.com](http://www.egta.com)  
-----

**ABMA** is the Belgian Association for Audiovisual Media.

For more information, please see [www.abma-bvam.be/](http://www.abma-bvam.be/)

-----  
**Simon Tunstill**

Head of Communications, Thinkbox

Phone: +44 (0)20 7630 2326

E-mail: [simon.tunstill@thinkbox.tv](mailto:simon.tunstill@thinkbox.tv)

**Thinkbox** is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, London Live, RTL Group, TalkTalk, TAM Ireland, Think TV (Australia), thinktv (Canada), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Networks UK & Ireland and STV also give direct financial support.

[www.thinkbox.tv](http://www.thinkbox.tv)  
-----

Virginie Mary

Deputy Director, SNPTV

Phone: + 33 (0)1 41 41 43 21

E-mail: [vmary@snptv.org](mailto:vmary@snptv.org)

SNPTV (The Syndicat National de la Publicité TéléVisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, Canal+ Régie, France Télévisions Publicité, Lagardère Publicité, Next Régie, Be Viacom). SNPTV's main mission is to collect the evidence, through collective studies, that television is the undeniable media for advertisers and for their TV ads in terms of return on investment, construction of brand, fame, image.

[www.snptv.org](http://www.snptv.org)

-----  
**Andreas Kühner**

Screenforce DACH

Phone: +49 89 12 71 06 96

GSM: +49 160 586 40 03

E-mail: [presse@screenforce.de](mailto:presse@screenforce.de)

**Screenforce** is the initiative of the TV Sales houses for television and online video in Germany, Austria and Switzerland. The thirteen partners of Screenforce represent more than 95% of the German and Austrian TV advertising markets.

[www.screenforce.de](http://www.screenforce.de)

-----  
**Michel Van Der Voort**

Managing Director, Screenforce Netherlands

Phone: +31 (0)20 40 44 271

E-mail: [vandervoort@screenforce.nl](mailto:vandervoort@screenforce.nl)

**Screenforce** represents the strength of premium video content on all screens. Content which is measured in an accurate and transparent way. Outside the Netherlands countries like Germany, Finland, Austria and Switzerland also have a TV marketing body under the name of Screenforce. With them and also with other strong international TV markets, we always look for more cooperation and joining forces. Always with the purpose to enable advertisers to achieve their marketing objectives with premium video content on all available platforms.

[www.screenforce.nl](http://www.screenforce.nl)

-----  
**Robert Svensson**

Spokesperson, Reklamkraft

**Reklamkraft Sweden** is a virtual organisation that is run by a steering group consisting of members from the commercial broadcasting companies. The daily operations and communications work is outsourced to a PR agency in Stockholm. Reklamkraft's members commercialise 90% of the TV market in Sweden.

Press contact: [robert.svensson@lennoxpr.se](mailto:robert.svensson@lennoxpr.se)

-----  
**Laura Baehr**

VP Marketing, thinktv

Email: [lbaehr@thinktv.ca](mailto:lbaehr@thinktv.ca)

Phone: +1 416 413 3885

**thinktv Canada** is the trusted and authoritative voice advancing the power of television advertising in Canada. Through leading-edge research and education, thinktv helps marketers optimize their use of television to achieve their business objectives. thinktv's members are local and national broadcast and specialty networks covering over 95% of the Canadian TV market. [www.thinktv.ca](http://www.thinktv.ca)

-----  
**Sanna Wester**

Screenforce Finland

+358 40 754 4584

[sanna.wester@screenforce.fi](mailto:sanna.wester@screenforce.fi)  
[www.screenforce.fi](http://www.screenforce.fi)

**Screenforce Finland** represents the four commercial television companies in Finland: MTV, Nelonen Media, Fox International Channels and Discovery Networks Finland. [www.screenforce.fi](http://www.screenforce.fi)

-----

**Rhonda Brown**  
ThinkTV  
Director of Marketing  
[rbrown@thinktv.com.au](mailto:rbrown@thinktv.com.au)

ThinkTV is a marketing initiative of the Australian commercial television industry, helping the advertising and marketing community get the best out of today's television. Think TV represents both free-to-air and subscription TV broadcasters.