

The Summer Of Sports Reflected On Social



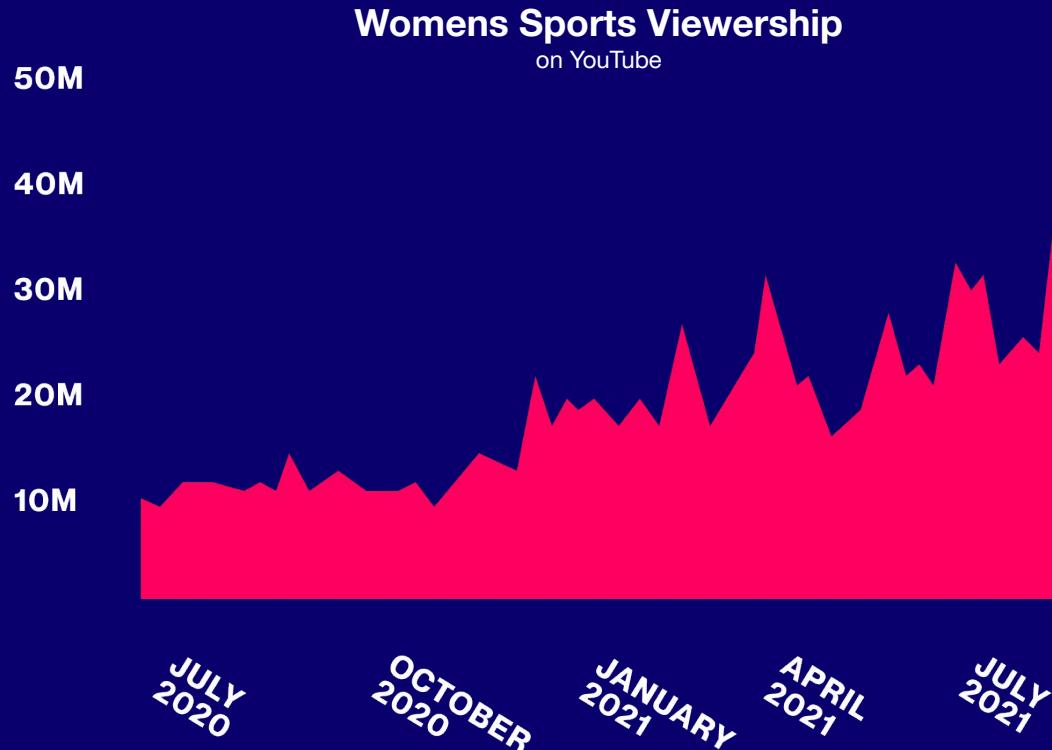
Agenda

- 1.** Summer of Sports Audiences
- 2.** US Open, Tokyo Olympics, Euro 2020 Insights
- 3.** Insights to Action + Q&A

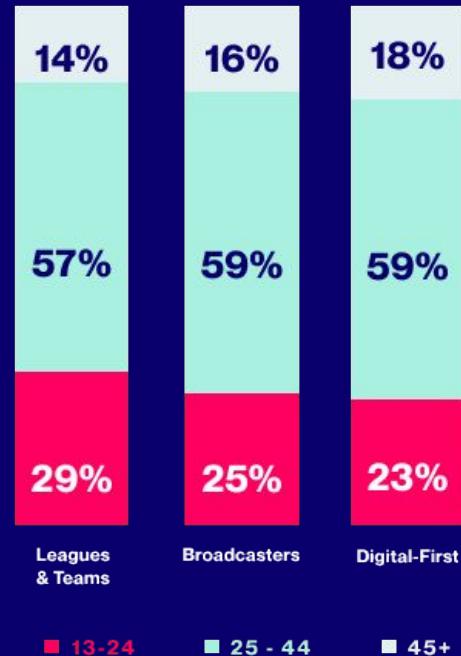




Women's sports increasingly attract audiences across genders.



Audience composition for the Top 10 EMEA sports broadcasters, leagues & teams, and digital-first sports creators.



Digital-first creators in EMEA often turn to non-professional sports and sports entertainment in order to reach their audiences.

Since digital-first creators don't own the rights to professional content, non-professional sports and sports entertainment videos are fundamental to their content strategy.

Non-professional sports or sports entertainment, involving funny or heartwarming moments not directly related to a game, perform really well for digital-first creators (average V30 of 11.1M views).

TOP DIGITAL-FIRST CREATORS BY FORMAT



8.5M AVG V30

Side content, like this dolphin playing with a football from Goal En Español, is the other solution that digital-first creators found to attract audiences, even if they're missing most of the rights to show game content.



Non-professional sports, like this tuktuk racing video from digital-first GiveMeSport are filling the gap for digital-first creators, as they don't have the rights to professional sports content.



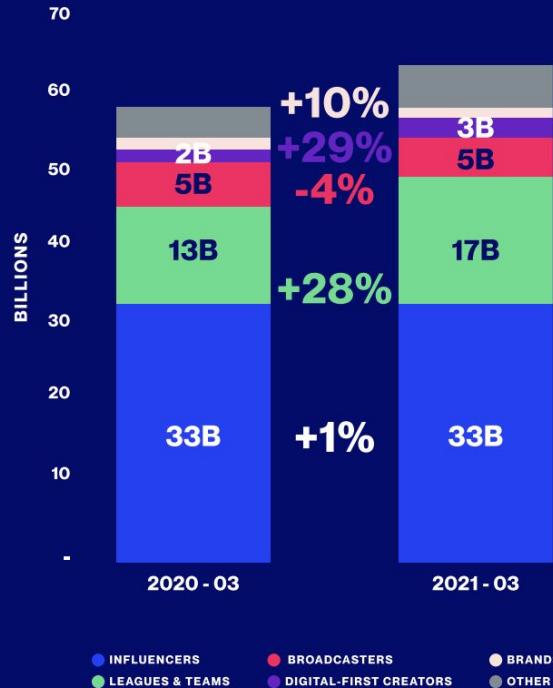
NON - PROFESSIONAL SPORTS
SPORTS ENTERTAINMENT/ SIDE CONTENT
ATHLETE SPOTLIGHT/ INTERVIEW

While sports overall saw watchtime growth on social video over the last year, not all creator types benefited equally.

Without live sports, the pandemic made it hard for sports creators to provide their fans with content. Some creator types, like leagues & teams or digital-first sports influencers, found a way to grow watchtime with their audiences despite the challenges.

Even though live sports are now back, broadcasters have struggled to satisfy the growing demand for sports content on social video.

TOP 1000 SPORTS CREATORS BY TYPE MINUTES WATCHED



Source: Tubular Labs | Audience Ratings | Minutes Watched (Based On 30-Second Views) | Cross-Platform (YouTube+Facebook) |
Top 1000 Sports Creators By Type | March 2021

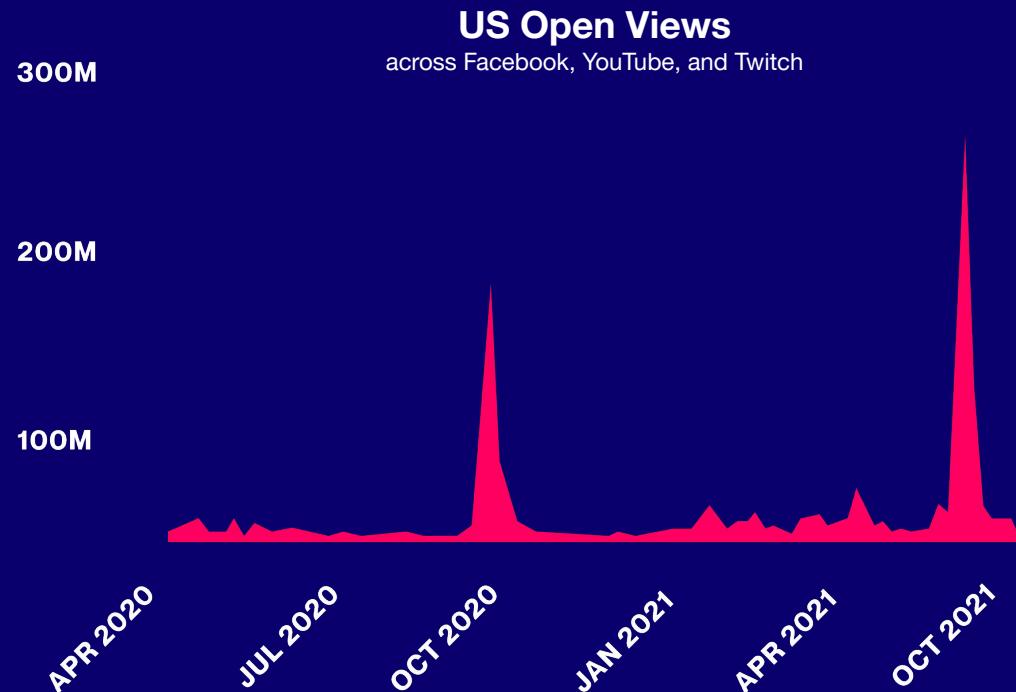
US Open



US Open

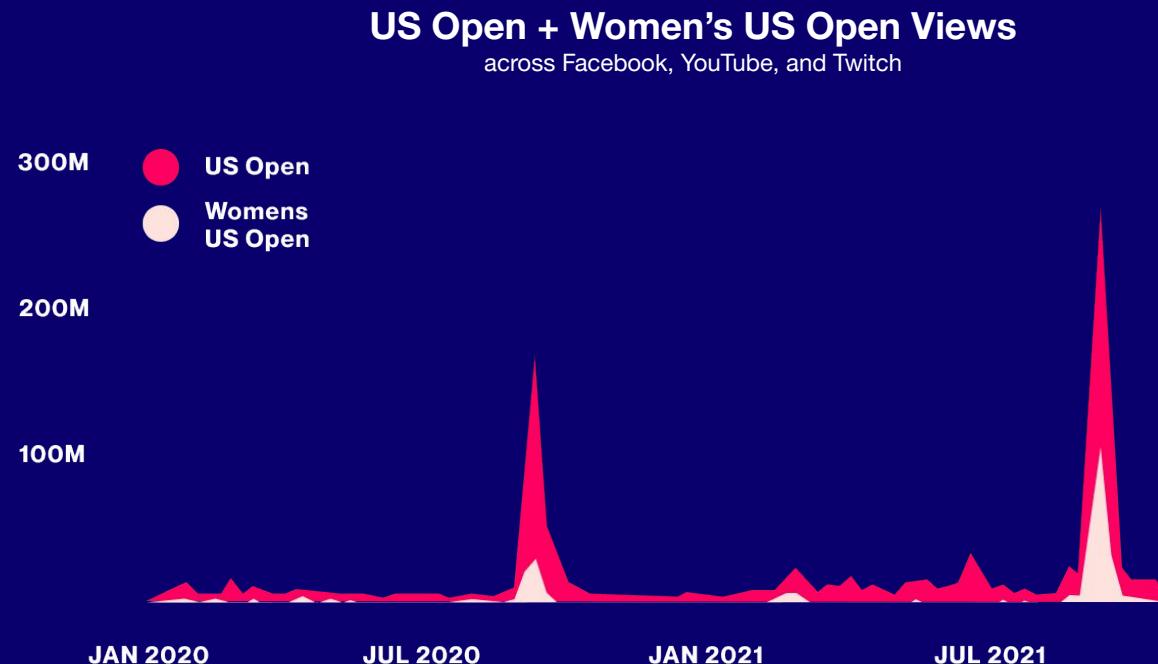


The 2021 US Open saw social media views increase by +65% from 2020.



US Open

The Women's US Open also had stronger social presence year-over-year.





US Open

Emma Raducanu was featured in 8 of the Top 10 most viewed Women's US Open videos on Facebook and YouTube.

1		Emma Raducanu wins the US Open	3M	
2		Emma Raducanu lifts the US Open trophy	1.6M	
3		Emma Raducanu singing along to Sweet Caroline after winning the US Open is the only video you need t...	1.3M	
4		Emma Raducanu wins US Open title at 18 GMA	1.2M	
5		US Open fan high fives Raducanu multiple times	1.1M	
6		Naomi Osaka expressed her frustration with some racket smashing as the second-set tiebreak got away	855k	
7		An unbelievable performance from Shelby Rogers She defeats No. 1 Ashleigh Barty to advance to Ro	824k	
8		Emma Raducanu on winning the US Open in New York	805k	
9		Emma Raducanu wins the US Open	717k	
10		US Open fan high fives Raducanu multiple times	706k	





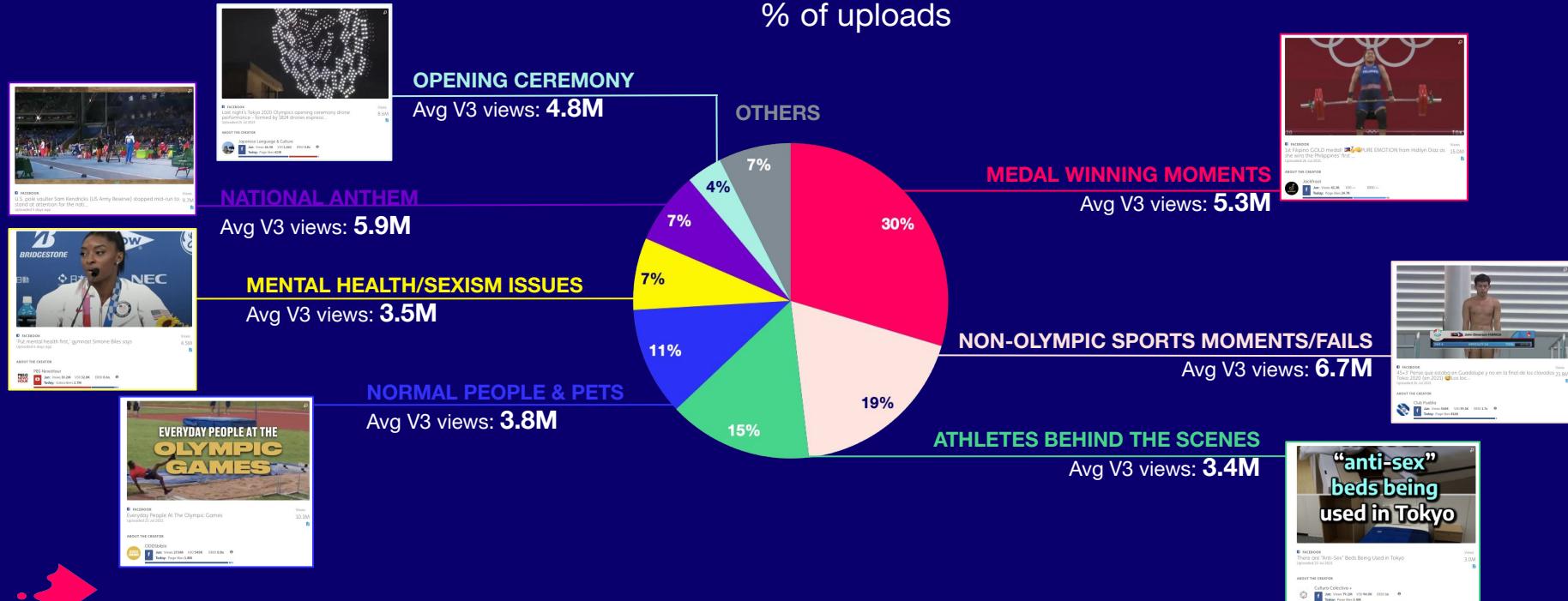
Tokyo Olympics



Medal winning sports moments are the most uploaded content, followed by Non-Olympic sports and Athletes behind the scenes.

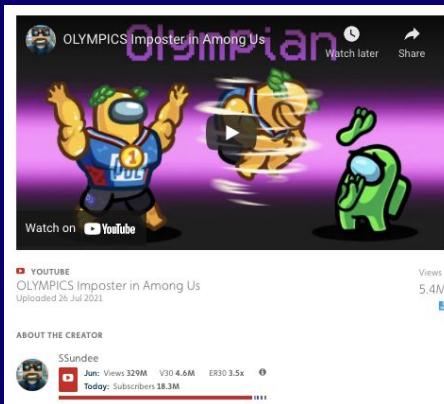


Top 30 Olympic videos on Facebook by topic % of uploads



This year's Olympics were also about athletes sharing their view from behind-the-scenes and influencers making content about the games.

Top selected athletes and influencer videos



British Gold medal winning diver and LGBTQ icon Tom Daley shares private moments from Tokyo and knits a case for his gold medal, receiving 1.9M views on YouTube for his top video.

Gaming influencer SSundee created content about the Olympics in the game Among Us which garnered 5.4M views on YouTube.



French prankster Remi Guillard's video about him doing Olympic sports in everyday settings received 4.7M views on Facebook.



US gymnast Simone Biles sharing a video on Instagram from behind the scenes about team mate Suni Lee coming back with her gold medal, reached over 1M views.

One brand and two UK media newspapers produced the 3 most viral video of the tournament on YouTube



Every penalty from 2012
By SonyLiv

Uploaded on June 4th 2021
6.6M views after 7 days

Brands made the most of the tournament, with this video teasing the start of the tournament. Sony got 6.6M views.



Italy fans celebrate beating England in Euro 2020 final at Wembley

By The Sun

Uploaded on July 11th 2021
4.2M views after 7 days

On the evening of the final, The Sun posted a live stream of the Italian fans celebrating their success in the tournament.



'Drink water': Ronaldo removes Coca-Cola bottles in press conference

By The Telegraph

Uploaded on June 15th 2021
3.9M views after 7 days

Cristiano Ronaldo pushing aside Coca Cola's bottles, official partner of the event, was one of the major non-sport event of the Euro. The Telegraph used it as a news video that got almost 4M views.



Medal winning athletes were at the center of the conversation on social video - including very personal moments.

Top selected athletes in Olympics videos by Facebook Views

Videos uploaded July 23-August 2, Data as of August 3

Hidilyn Diaz
46.1M views

Weight lifter winning the first-ever gold medal for the Philippines - Her moments of victory and celebration, but also private videos of her workout got lots of views.

Mirabai Chanu
30.4M views

Indian weight lifter winning silver - Videos about her performance, but also about fans welcoming her home after her win, gained traction.

Simone Biles
21M views

Speaking up openly about her reasons for pulling out of the Olympic competition created even more views for the US gymnast.

Sam Kendricks
9.7M views

The US pole vaulter went viral for stopping mid-run to stand at attention for the national anthem

Rayssa Leal
3.1M views

13 year old Brazilian Skateboarder brought home a silver medal. The story of the young athlete brought her more than 3M views on Facebook

Sunisa Lee
2.2M views

Her gold medal winning routines, but also stories of her way to the Olympics and her family's reactions to her win got viewers attention on facebook.



Brands can benefit from the Olympic social media buzz, even if they are not official Olympics partners



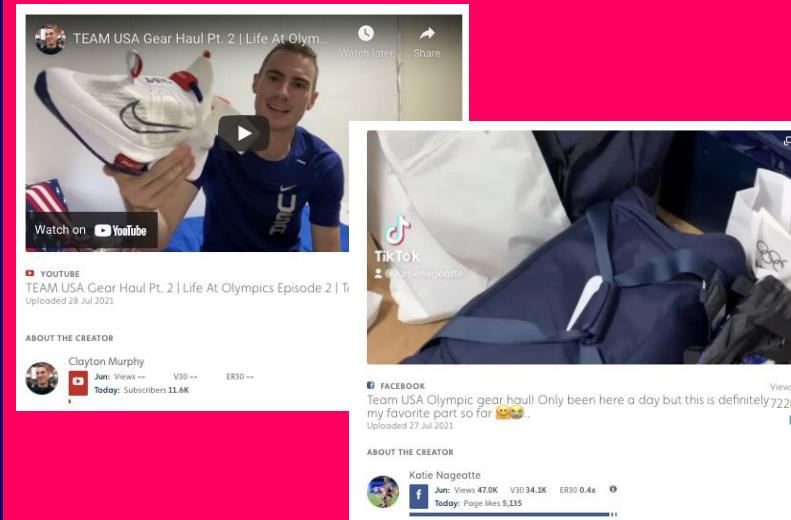
FACEBOOK
What It Looks Like In the Olympic Village
Uploaded 26 Jul 2021

ABOUT THE CREATOR

 FanDuel
Jun: Views 17.2M V30 428K ER30 0.9x
Today: Page likes 1.1M

CONTENT CREATION

Sports betting brand FanDuel is part of the conversation by offering a view behind the curtains at the Olympic village and received **3.3M views** so far.
(in top 50 Olympics videos on Facebook)



ATHLETES HAUL VIDEOS

Athletes unboxing gear they received from brands like Nike, Ralph Lauren or Oakley were popular on various Social Video platforms and made the brands visible to consumers with athletes as brand ambassadors.
Katie Nageotte Pole Vault's video alone received **722k views** on Facebook so far.



OLYMPIC THEMED COMMERCIALS

Vodafone Egypt's Olympic commercial highlights the largest contingency of athletes from Egypt ever sent to the Olympics and sends an encouraging message that together, nothing can stop them - the video received **6.4M views** so far (in top 20 Olympic videos on Facebook)



Top Creators for the EURO 2020 on YouTube.



Brands	Views	Videos	Media	Views	Videos	Others	Views	Videos
 TrueVisions Official	54.4M	58	 Trung Tam Tin Tuc VTV24	64.1M	491	 ESPN FC	61.3M	238
 Getir	18.2M	3	 beIN SPORTS France	48.2M	164	 England Football Team	22.6M	31
 Coca Cola	9.8M	2	 Stadium Astro	33.7M	75	 Oh My Goal	22.3M	64



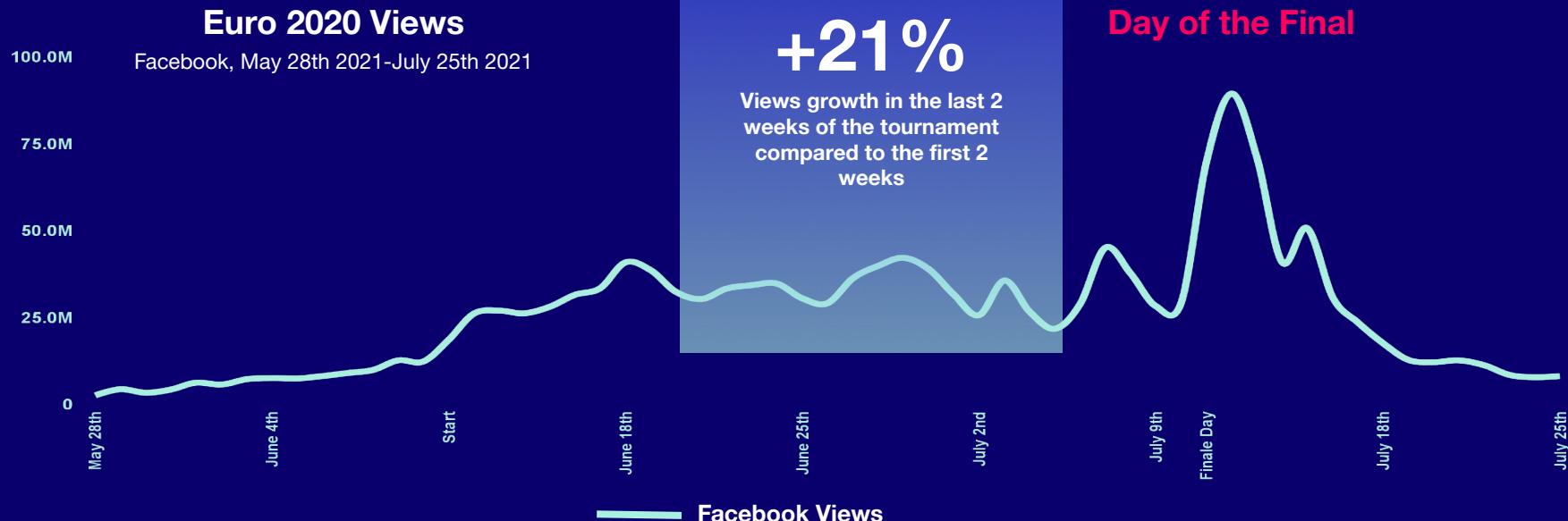
Source: Tubular Labs | Intelligence | Boolean Search euro2020 OR euro2021 OR #euro2020 OR #euro2021 OR "euro 2020" OR "euro 2021" OR "European Football Championship" OR "Europameisterschaft" OR "Eurocopa de fútbol" OR "Eurocopa 2020" | YouTube | Videos posted between May 28th 2021 - July 25th 2021



Euro 2020

Facebook views of Euro content reached 1.5B views

The day following the final produced the most views of the tournament with 89M





Videos from Media Companies achieved the most total of views and were the most performing of the tournament.

Media Companies

991M
Views

71.5K views per
video

Influencers

328M
Views

14.3K views per
video

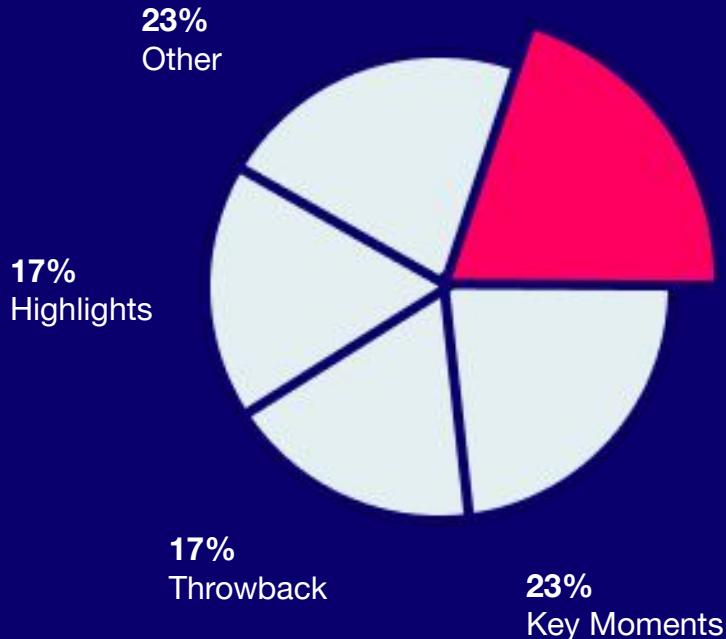
Brands

162M
Views

35.6K views per
video



53% of Euro 2020 Facebook videos were dominated by game content. This varied between key moments, player focus, and highlights.



20% Sideline Content

Videos of interviews and celebrations were a key part of the content strategy.

6.7M Views/Video



Insights to Action

1. Target female fans on social to expand audience reach in the sports arena.
2. Drive engagement throughout massive global events by posting on social.
3. Create alternative content that extends beyond game clips and highlights.

Questions?



