ANOC
TOKYO 2020 REPORT

OCTOBER 2021

REDTORCH

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INTRODUCTION

The Association of National Olympic Committees (ANOC) held its first-ever Digital Accelerator workshop, led by Redtorch, in June 2021.

This interactive workshop aimed to equip the NOCs with the knowledge and tools to enhance their social media performance.

The following Report analyses how NOCs have fared on 4 social channels (Facebook, Instagram, Twitter, YouTube) during the 2020 Olympic Games in Tokyo and highlights best-performing NOCs across different metrics.

METHODOLOGY

Overall monitoring period: 16 July – 15 August

- **Pre-Games**: 16 July – 22 July
- **During Games**: 23 July – 8 August
- **Post-Games:** 9 August – 15 August

- engagements = comments, likes, reactions, shares, retweets

- video views are not available on Twitter

Data was also analysed by continental Olympic associations:

1. **ANOCA** (Association of National Olympic Committees of Africa)
2. **Panam Sports** (Pan American Sports Organization)
3. **OCA** (Olympic Council of Asia)
4. **ONOC** (Oceania National Olympic Committees)
5. **EOC** (European Olympic Committees)

Each NOC was ranked and distributed into 5 groups, based on the number of Tokyo 2020 Olympians (later in the Report, the number of NOCs refers to those with profiles on each channel)

- **Group A:** 100+ Olympians (32 NOCs)
- **Group B:** 30 – 99 Olympians (42 NOCs)
- **Group C:** 10 – 29 Olympians (31 NOCs)
- **Group D:** 5 – 9 Olympians (31 NOCs)
- **Group E:** 1 – 4 Olympians (68 NOCs)

HEADLINES

HEADLINES

- **4.9m** new fans across all NOC social media channels
  taking the total number to **34.4m** fans

- **162.7m** engagements and **178.5m** video views generated
  from **85.2k** posts

- NOCs with more Olympians typically amassed more new fans
  72% of growth (**3.5m**) came from the 32 NOCs with 100+ Olympians

- Brazil generated the highest growth (**+855.6k**) and most engagements (**23.73m**)
  Great Britain generated the 2nd highest growth (**+303.6k**) and the United States generated the 2nd highest number of engagements (**23.70m**)

GROWTH

Platform Breakdown

- The total number of fans on NOC social media channels grew by **4.9m** (from **29.5m** to **34.4m**) during the monitoring period (**+16.7%**): **55%** came from Instagram (**2.7m**), **25%** from Facebook (**1.2m**), **19%** from Twitter (**0.9m**)
- Instagram experienced the highest growth rate (**65.4%**), followed by Twitter (**14.0%**)
- Facebook experienced the lowest growth rate (**6.7%**) but represented **56%** of total fans (**19.3m**)

Continental Breakdown

- **43%** of growth (**+2.1m**) came from Panam Sports; **28%** of growth (**1.4m**) came from EOC
- OCA grew **0.8m** overall; ANOCA and ONOC each generated **0.3m** new fans

Country Breakdown

- Brazil amassed more fans (**+855.6k**) than any other NOC, followed by Great Britain (**+303.6k**) and the United States (**+299.0k**)
- The top 5 NOCs by growth rate were (1) Malaysia (**+458%; 62.9k** new fans), (2) Mauritius (**+217%; 3.2k** new fans), (3) Uruguay (**+151%; 15.1k** new fans), (4) Namibia (**+144%; 5.5k** new fans), and (5) Madagascar (**+134%; 2.9k** new fans)

Other Trends

- **91%** of total growth came during the Games, **8%** pre-Games, and **1%** post-Games
- There was a positive correlation between growth and the NOCs with more Tokyo 2020 Olympians
  - **72%** of growth (**3.5m**) came from the 32 NOCs with 100+ Olympians
  - **18%** of growth (**895.6k**) came from the 42 NOCs with 30 – 99 Olympians
  - **1%** of growth (**56.5k**) came from the 68 NOCs with fewer than 5 Olympians

PERFORMANCE

Platform Breakdown

- **85.2k** posts generated a total of **162.7m** engagements and **178.5m** video views
- **24%** of posts came from Facebook, which accounted for **65%** of video views (**115.5m**) and **28%** of total engagements (**46.1m**)
- **15.0k** posts on Instagram accounted for **58%** of engagements (**93.6m**) and **29%** of video views (**51.8m**)
- **57%** of content was published on Twitter (**48.3k** tweets), which generated **22.9m** engagements (**14%** of the total)

Continental and Country Breakdown

- EOC generated a cumulative **76.8m** video views – more than any other continental association
- Panam Sports generated a total of **71.9m** engagements – more than any other continental association – of which **66%** came from Brazil (**23.7m**) and the United States (**23.7m**) (the top 2 NOCs by engagement)
- OCA produced the most content (**30.4k**), **75%** of which came from Japan; no other country produced more posts than the Olympic host (**22.7k**)
- ONOC produced a total of **5.1k**; ANOCA produced a total of **5.0k** – the lowest of all continental associations
- Great Britain generated the most video views (**32.4m**), followed by India (**15.0m**), Japan (**11.4m**) and the Czech Republic (**9.5m**)

Other Trends

- **80%** of content was produced during the Games, representing **93%** of total engagements and **80%** of video views
- There was **4.7x** more content produced pre-Games (**14.5k**) than post-Games (**3.0k**)

OVERALL
PERFORMANCE

OVERALL PERFORMANCE

Total Fans	Absolute Growth	Growth Rate	Posts	Video Views	Engagements
34,379,896	4,908,252	16.7%	85,199	178,547,484	162,715,047

OVERALL PERFORMANCE: BY PLATFORM

Platform	Total Fans	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Facebook	19,340,042	1,206,693	6.7%	20,784	115,452,309	46,134,238	1,122
Instagram	6,861,457	2,713,195	65.4%	15,022	51,769,283	93,559,224	1,965
Twitter	7,626,214	938,019	14.0%	48,254	-	22,879,244	183
YouTube	552,183	50,345	10.0%	1,139	11,325,892	142,341	-
	34,379,896	**4,908,252**	**16.7%**	**85,199**	**178,547,484**	**162,715,047**	**1,087**

OVERALL PERFORMANCE: BY CONTINENTAL ASSOCIATION

Continental Association	Total Fans	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
ANOCA	1,000,990	279,106	38.7%	4,950	5,747,962	2,305,191	136
EOC	9,710,948	1,392,033	16.7%	25,073	76,790,847	62,867,845	1,617
OCA	5,027,360	845,700	20.2%	30,448	37,402,322	16,337,546	1,014
ONOC	1,265,244	288,138	29.5%	5,115	10,015,857	9,277,123	709
Panam Sports	17,375,354	2,103,275	13.8%	19,613	48,590,496	71,927,342	1,854
	34,379,896	**4,908,252**	**16.7%**	**85,199**	**178,547,484**	**162,715,047**	**1,087**

OVERALL PERFORMANCE: BY TOKYO 2020 OLYMPIANS

Olympian Size	Total Fans	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Group A	25,803,784	3,525,328	15.8%	52,435	124,425,499	127,667,182	4,376
Group B	4,791,788	895,637	23.0%	19,618	36,909,095	26,872,823	1,208
Group C	2,700,100	335,652	14.2%	6,951	12,632,155	6,421,187	472
Group D	455,165	95,129	26.4%	2,960	3,883,365	1,331,972	141
Group E	629,059	56,506	9.9%	3,235	697,370	421,883	61
	34,379,896	**4,908,252**	**16.7%**	**85,199**	**178,547,484**	**162,715,047**	**1,087**

Group A: 100+ Olympians (32 NOCs)

Group B: 30 – 99 Olympians (42 NOCs)

Group C: 10 - 29 Olympians (31 NOCs)

Group D: 5 -9 Olympians (31 NOCs)

Group E: 1 - 4 Olympians (68 NOCs)

OVERALL PERFORMANCE: BY PERIOD

Period	Total Fans	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Pre-Games	29,861,539	389,895	1.3%	14,486	28,830,424	5,877,690	296
During Games	34,339,889	4,091,562	13.5%	67,696	143,845,527	151,597,774	1,193
Post-Games	34,379,896	28,984	0.1%	3,019	6,051,912	5,239,587	665

Note: slight discrepancies between some total numbers on this page and overall numbers due to timestamps when downloading third-party data

pre-Games: 16 July – 22 July

during Games: 23 July – 8 August

post-Games: 9 August – 15 August

OVERALL PERFORMANCE: TOP 10 NOCS

	NOC	Absolute Growth	Growth Rate
	Brazil	+855.6k	+29%
	Great Britain	+303.6k	+11%
	United States	+299.0k	+4%
	Mexico	+251.1k	+52%
	Japan	+217.3k	+19%
	Australia	+191.3k	+37%
	India	+163.1k	+28%
	Chinese Taipei	+148.6k	+117%
	Argentina	+139.8k	+69%
	Spain	+135.6k	+43%

	NOC	Growth Rate	Absolute Growth
	Malaysia	+458%	+62.9k
	Mauritius	+217%	+3.2k
	Uruguay	+151%	+15.1k
	Namibia	+144%	+5.5k
	Madagascar	+134%	+2.9k
	Pakistan	+130%	+20.7k
	Tunisia	+117%	+39.9k
	Chinese Taipei	+117%	+148.6k
	Philippines	+115%	+23.0k
	Jamaica	+96%	+2.3k

Growth Rate: only includes NOCs with minimum 1000 followers

OVERALL PERFORMANCE: TOP 10 NOCs

	NOC	Total Engagements
🇧🇷	Brazil	23.7m
🇺🇸	United States	23.7m
🇬🇧	Great Britain	13.9m
🇷🇺	Russia	8.5m
🇯🇵	Japan	7.0m
🇮🇹	Italy	5.7m
🇦🇺	Australia	5.7m
🇨🇦	Canada	5.5m
🇨🇿	Czech Republic	5.3m
🇪🇸	Spain	5.0m

	NOC	Total Video Views
🇬🇧	Great Britain	32.4m
🇮🇳	India	15.0m
🇯🇵	Japan	11.4m
🇨🇿	Czech Republic	9.5m
🇬🇷	Greece	8.3m
🇨🇦	Canada	7.5m
🇺🇸	United States	7.4m
🇪🇸	Spain	6.6m
🇧🇷	Brazil	5.6m
🇵🇷	Puerto Rico	4.8m
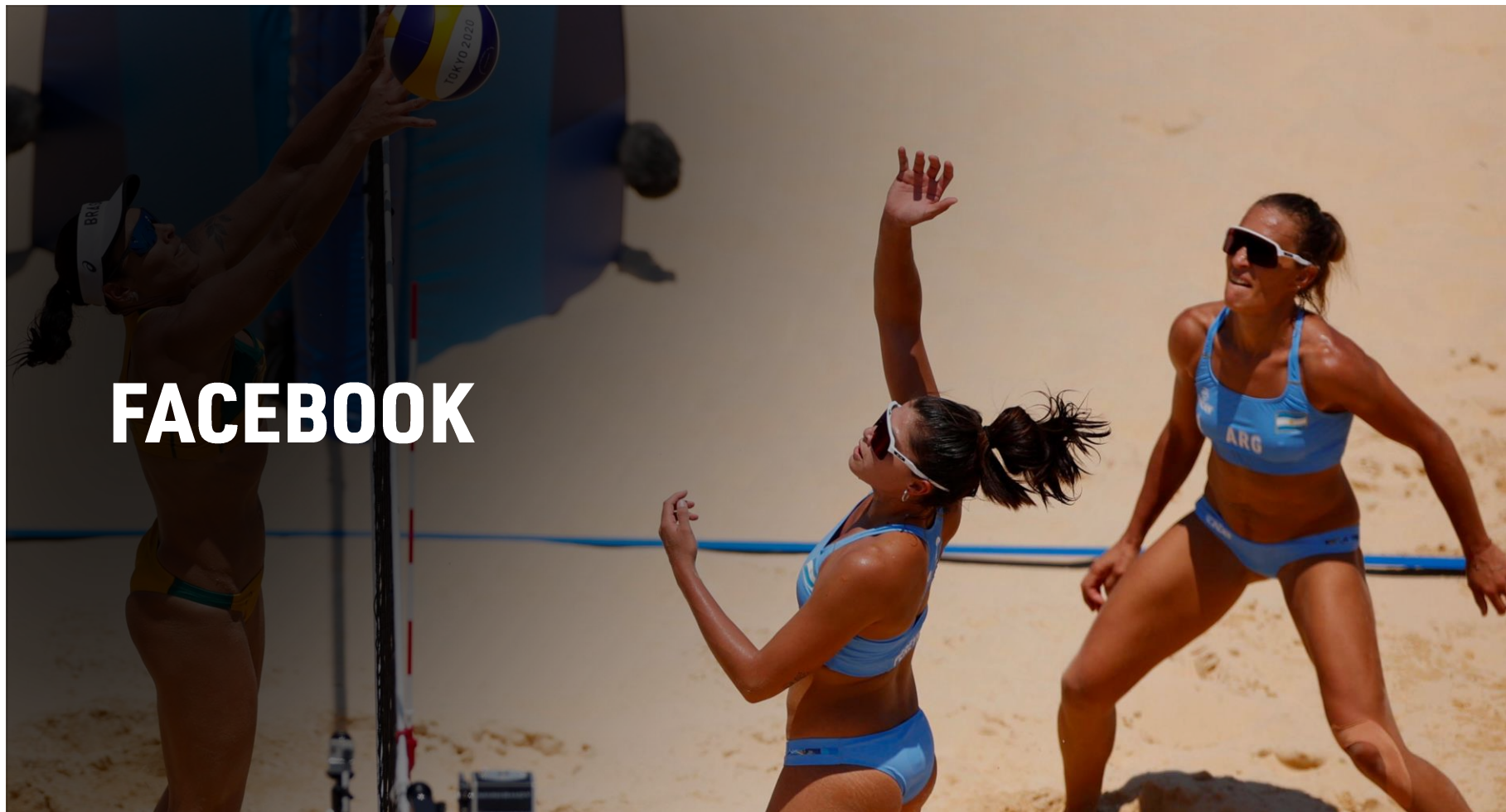
FACEBOOK

GROWTH

Overview

- The total size of NOC audiences on Facebook grew **+6.7%** (from **18.1m** to **19.3m**) during the monitoring period
- **93%** of total growth came during the Games, **6%** pre-Games and **1%** post-Games

Continental Breakdown

- **28%** of growth came from Panam Sports (**+341.3k**) and **27%** from EOC (**+322.7k**)
- ANOCA grew by a collective **231.7k** fans, slightly more than OCA (**+230.9k**)
- ONOC experienced the lowest growth on Facebook (**+80.0k**)

Country Breakdown

- Mexico amassed a total of **93.9k** new fans, more than any other NOC, followed by Great Britain (**+78.8k**) and Guatemala (**+55.3k**)
- The top 5 NOCs by growth rate were (1) Malaysia (**+488%; 44.5k** new fans), (2) Mauritius (**+220%; 2.3k** new fans), (3) Namibia (**+150%; 5.5k** new fans), (4) Uruguay (**+146%; 1.8k** new fans), and (5) South Africa (**+136%; 54.0k** new fans)

Olympian Breakdown

- There was a positive correlation between growth and the NOCs with more Tokyo 2020 Olympians
  - **46%** of growth (**+55.4k**) came from the 31 NOCs with 100+ Olympians
  - **28%** of growth (**336.4k)** came from the 39 NOCs with 30 – 99 Olympians
  - **17%** of growth (**+204.6k**) came from the 27 NOCs with 10 – 29 Olympians
  - **5%** of growth (**+63.5k**) came from the 29 NOCs with 5 – 9 Olympians
  - **4%** of growth (**46.8k**) came from the 63 NOCs with fewer than 5 Olympians

PERFORMANCE

Overview

- A total of **20.8k** posts generated **46.1m** engagements and **115.5m** video views
- **78%** of content was produced during the Games, representing **93%** of total engagements and **78%** of video views
- **3.2x** more content was produced pre-Games (**3.6k**) than post-Games (**1.1k**)

Content Type

- **70%** of all posts were photos, whilst **18%** were videos, **9%** contained website links and **3%** were statuses
- Posts with website links had the highest average engagement rate (**1.9%**) followed by photos (**1.7%**) and videos (**1.6%**)

Continental Breakdown

- EOC generated a cumulative **58.2m** video views – more than any other continental association
- EOC generated the highest number of total engagements (**19.4m**), followed by Panam Sports (**17.6m**)
- Panam Sports generated **22.8m** video views, slightly more than OCA (**22.4m**)
- ANOCA generated **4.4m** video views, the lowest of all continental associations
- ONOC collectively produced the least amount of content on Facebook (**1.2k**)

Country Breakdown

- The Czech Republic produced more content on Facebook than any other NOC (**692**), followed by Russia (**592**), Kenya (**463**), Puerto Rico (**457**) and Japan (**457**).
- The United States produced the highest average engagements per post (**20.9k**), followed by Great Britain (**16.6k**) and Chinese Taipei (**8.6k**)
- Mauritius generated the highest average engagement rate (**11.7%**), followed by Pakistan (**11.2%**) and the Philippines (**9.9%**)

FACEBOOK: BY CONTINENTAL ASSOCIATION

Continental Association	Total Page Likes	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
ANOCA	847,152	231,729	37.7%	2,461	4,428,377	1,819,591	380
EOC	5,103,041	322,728	6.8%	8,265	58,183,149	19,392,641	1,603
OCA	3,218,813	230,933	7.7%	3,515	22,414,497	4,201,966	937
ONOC	744,096	79,998	12.0%	1,234	7,640,804	3,139,734	727
Panam Sports	9,426,940	341,305	3.8%	5,309	22,785,482	17,580,306	1,637
	19,340,042	**1,206,693**	**6.7%**	**20,784**	**115,452,309**	**46,134,238**	**1,122**

FACEBOOK: BY TOKYO 2020 OLYMPIANS

Olympian Size	Total Page Likes	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Group A	13,610,387	555,439	4.3%	7,659	79,562,639	32,145,266	3,421
Group B	2,738,142	336,366	14.0%	7,001	22,217,928	9,021,324	1,185
Group C	2,123,333	204,583	10.7%	2,894	9,798,892	3,886,371	937
Group D	342,878	63,537	22.7%	1,456	3,233,031	789,581	306
Group E	525,302	46,768	9.8%	1,774	639,819	291,696	160
	19,340,042	**1,206,693**	**6.7%**	**20,784**	**115,452,309**	**46,134,238**	**1,122**

Group A: 100+ Olympians (31 NOCs)

Group B: 30 – 99 Olympians (39 NOCs)

Group C: 10 - 29 Olympians (27 NOCs)

Group D: 5 -9 Olympians (29 NOCs)

Group E: 1 - 4 Olympians (63 NOCs)

FACEBOOK: BY PERIOD

Period	Total Page Likes	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Pre-Games	18,205,711	72,362	0.4%	3,570	23,503,753	1,975,821	352
During Games	19,316,227	1,001,377	5.5%	16,125	90,256,298	42,692,906	1,075
Post-Games	19,340,042	11,194	0.1%	1,091	1,872,637	1,465,515	446

Note: slight discrepancies between some total numbers on this page and overall numbers due to timestamps when downloading third-party data

pre-Games: 16 July – 22 July

during Games: 23 July – 8 August

post-Games: 9 August – 15 August

FACEBOOK: TOP 10 NOCs

	NOC	Absolute Growth	Growth Rate		NOC	Growth Rate	Absolute Growth
	Mexico	+93.9k	+32%		Malaysia	+488%	+44.5k
	Great Britain	+78.8k	+5%		Mauritius	+200%	+2.3k
	Guatemala	+55.3k	+23%		Namibia	+150%	+5.5k
	South Africa	+54.0k	+136%		Uruguay	+146%	+1.8k
	Chinese Taipei	+53.6k	+50%		South Africa	+136%	+54.0k
	Malaysia	+44.5k	+488%		Madagascar	+134%	+2.9k
	Australia	+42.4k	+14%		Pakistan	+131%	+18.3k
	Tunisia	+39.9k	+117%		Tunisia	+117%	+39.9k
	Italy	+39.1k	+17%		Fiji	+89%	+11.4k
	United States	+38.8k	+1%		Sri Lanka	+86%	+25.9k

Growth Rate: only includes NOCs with minimum 1000 followers

FACEBOOK: TOP 10 NOCs

	NOC	Engagements per Post		NOC	Engagement Rate
🇺🇸	United States	20.9k	🇲🇺	Mauritius	11.7%
🇬🇧	Great Britain	16.6k	🇵🇰	Pakistan	11.2%
	Chinese Taipei	8.6k	🇵🇭	Philippines	9.9%
🇪🇸	Spain	7.2k	🇩🇲	Dominica	9.6%
🇫🇷	France	6.2k	🇺🇾	Uruguay	7.7%
🇬🇹	Guatemala	6.0k		Chinese Taipei	6.5%
🇮🇹	Italy	6.0k	🇸🇾	Syria	6.4%
🇧🇷	Brazil	4.7k	🇧🇬	Bulgaria	6.1%
🇦🇺	Australia	4.1k	🇩🇰	Denmark	5.8%
🇳🇿	New Zealand	3.8k	🇿🇦	South Africa	5.6%

Engagement Rate:
- The number of engagements divided by the account size (followers) at the time of posting
- Refers to the average engagement rate of each NOC over the monitoring period
- Only includes NOCs with minimum 1000 followers and 20 posts
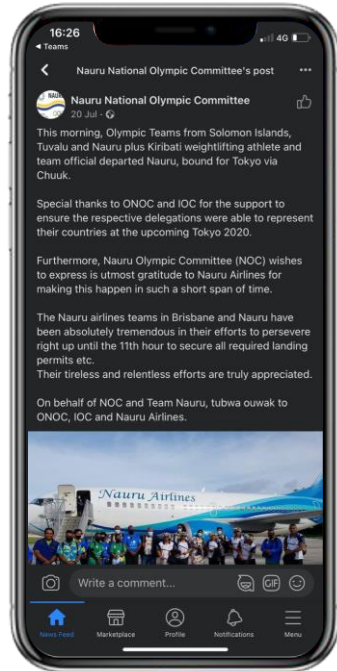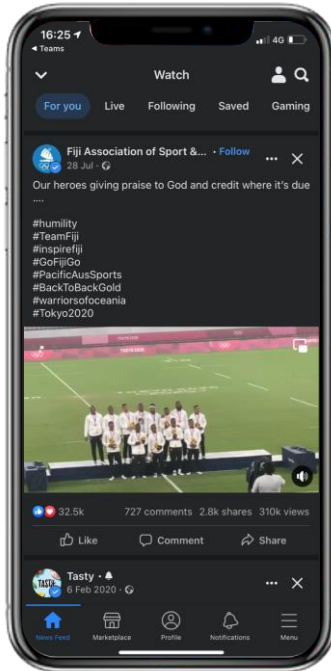
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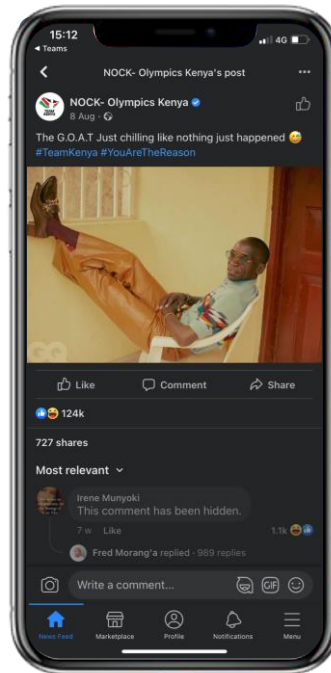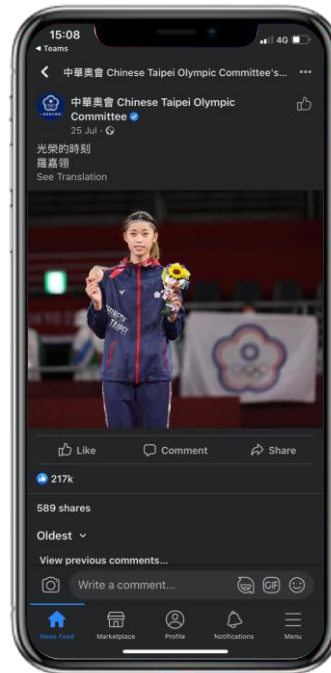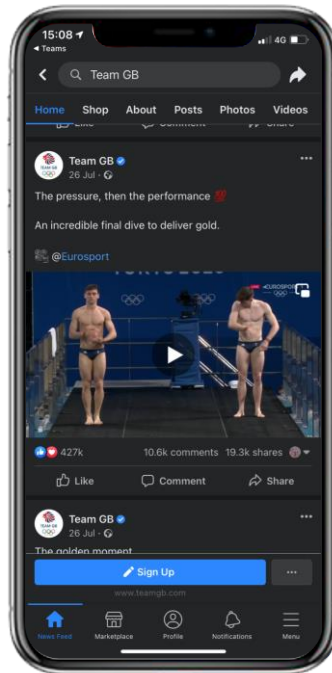
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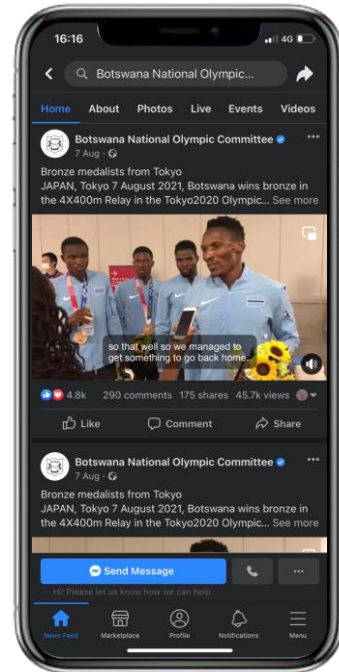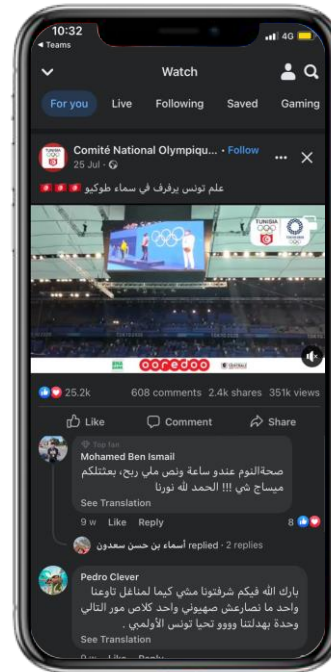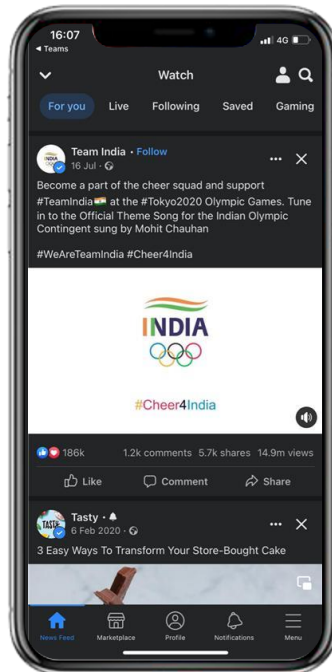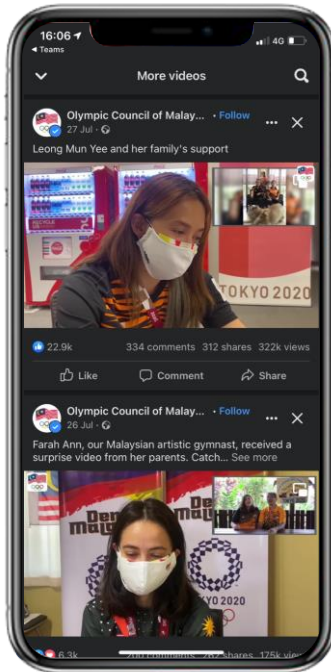
FACEBOOK: EXAMPLE CONTENT

INSTAGRAM

GROWTH

Overview

- The total size of NOC audiences on Instagram grew **+65.4%** (from **4.1m** to **6.9m**) during the monitoring period
- **91%** of total growth came during the Games and **9%** pre-Games

Continental Breakdown

- OCA achieved the 3rd highest growth (**404.2k** new fans)
- ANOCA experienced the lowest growth on Instagram (**+13.7k**)
- **48%** of growth came from Panam Sports (**+1.3m**) and **30%** from EOC (**+802.5k**)

Country Breakdown

- Brazil amassed more new fans (**654.4k**) than any other NOC, followed by the United States (**+163.6k**) and Great Britain (**+151.7k**)
- The top 5 NOCs by growth rate were (1) India (**+1053%; 76.1k** new fans), (2) Malaysia (**+869%; 15.0k** new fans), (3) the Philippines (**+566%; 6.7k** new fans), (4) Chinese Taipei (**+469%; 94.2k** new fans), and (5) Sri Lanka (**+266%; 2.8k** new fans)

Olympian Breakdown

- There was a positive correlation between growth and the NOCs with more Tokyo 2020 Olympians
  - **79%** of growth (**+2.1m**) came from the 29 NOCs with 100+ Olympians
  - **16%** of growth (**437.8k)** came from the 37 NOCs with 30 – 99 Olympians
  - **4%** of growth (**+102.9k**) came from the 21 NOCs with 10 – 29 Olympians
  - **1%** of growth (**+26.4k**) came from the 15 NOCs with 5 – 9 Olympians
  - **0.2%** of growth (**6.4k**) came from the 25 NOCs with fewer than 5 Olympians

PERFORMANCE

Overview

- A total of **15.0k** posts generated **93.6m** engagements and **51.7m** video views
- **79%** of content was produced during the Games, representing **93%** of total engagements and **84%** of video views
- **3.4x** more content was produced pre-Games (**2.4k**) than post-Games (**712**)
- **41%** of posts came from NOCs with 100+ Olympians, accounting for **70%** of video views and **80%** of engagements

Content Type

- Overall, **49%** of content were photos, **33%** carousels, **12%** videos and **6%** IGTV
- Carousels produced the highest average engagement rate (**12.7%**), followed by photos (**10.2%**) and videos (**6.6%**)

Continental Breakdown

- Panam Sports generated a cumulative **25.4m** video views – more than any other continental association – and also the most engagements (**41.2m**)
- EOC generated the 2nd highest number of both video views (**16.3m**) and engagements (**37.1m**)
- ANOCA and ONOC each produced fewer than **600** posts

Country Breakdown

- Russia posted more content on Instagram (**683**) than any other NOC, followed by Canada (**515**), Venezuela (**468**), Italy (**417**), and Japan (**414**)
- Brazil produced the highest average engagements per post (**39.9k**), followed by the United States (**33.5k**) and India (**31.2k**) – although the latter produced only **10** posts, compared to the United States (**344**) and India (**371**)
- Pakistan generated the highest average engagement rate (**40.2%**), followed by Mauritius (**32.6%**), and Bosnia & Herzegovina (**28.1%**)

INSTAGRAM: BY CONTINENTAL ASSOCIATION

Continental Association	Total Followers	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
ANOCA	39,221	13,670	53.5%	570	130,580	190,521	75
EOC	2,170,031	802,548	58.7%	6,569	16,334,346	37,059,656	3,035
OCA	847,780	404,208	91.1%	2,556	7,920,311	9,308,778	1,816
ONOC	361,998	182,250	101.4%	572	2,025,125	5,787,385	1,393
Panam Sports	3,442,427	1,310,519	61.5%	4,755	25,358,921	41,212,884	3,543
	6,861,457	**2,713,195**	**65.4%**	**15,022**	**51,769,283**	**93,559,224**	**1,965**

INSTAGRAM: BY TOKYO 2020 OLYMPIANS

Olympian Size	Total Followers	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Group A	5,156,560	2,139,749	70.9%	6,247	36,133,254	74,920,640	9,017
Group B	1,245,840	437,815	54.2%	5,700	13,355,883	15,931,409	2,096
Group C	335,456	102,859	44.2%	1,609	1,599,729	2,119,175	532
Group D	77,602	26,405	51.6%	856	626,385	485,436	157
Group E	45,999	6,367	16.1%	610	54,032	102,564	41
	6,861,457	**2,713,195**	**65.4%**	**15,022**	**51,769,283**	**93,559,224**	**1,965**

Group A: 100+ Olympians (29 NOCs)

Group B: 30 – 99 Olympians (37 NOCs)

Group C: 10 - 29 Olympians (21 NOCs)

Group D: 5 -9 Olympians (15 NOCs)

Group E: 1 - 4 Olympians (25 NOCs)

INSTAGRAM: BY PERIOD

Period	Total Followers	Absolute Growth	Growth Rate	Posts	Video Views	Engagements	Engagements per Post
Pre-Games	4,367,283	219,021	5.3%	2,417	4,651,028	3,295,945	498
During Games	6,873,895	2,228,963	48.0%	11,893	43,448,492	87,116,744	2,301
Post-Games	6,861,457	-10,840	-0.2%	712	3,669,763	3,146,535	1,476

Note: slight discrepancies between some total numbers on this page and overall numbers due to timestamps when downloading third-party data

Pre-Games: 16 July – 22 July

During Games: 23 July – 8 August

Post-Games: 9 August – 15 August

INSTAGRAM: TOP 10 NOCs

	NOC	Absolute Growth	Growth Rate		NOC	Growth Rate	Absolute Growth
	Brazil	+654.4k	+226%		India	+1053%	+76.1k
	United States	+163.6k	+18%		Malaysia	+869%	+15.0k
	Great Britain	+151.7k	+45%		Philippines	+566%	+6.7k
	Australia	+127.6k	+102%		Chinese Taipei	+469%	+94.2k
	Russia	+115.9k	+133%		Sri Lanka	+266%	+2.8k
	Japan	+114.8k	+143%		Uruguay	+240%	+11.3k
	Argentina	+108.6k	+236%		Argentina	+236%	+108.6k
	Mexico	+106.5k	+186%		Brazil	+226%	+654.4k
	Chinese Taipei	+94.2k	+469%		Mauritius	+208%	+830
	India	+76.1k	+1053%		Costa Rica	+200%	+15.6k

Growth Rate: only includes NOCs with minimum 1000 followers

INSTAGRAM: TOP 10 NOCs

NOC	Engagements per Post
Brazil	39.9k
United States	33.5k
India	31.2k
Great Britain	18.3k
Australia	18.1k
Chinese Taipei	17.4k
France	14.3k
Argentina	14.2k
Turkey	13.5k
Czech Republic	13.4k

| NOC	Engagement Rate
Pakistan	40.2%
Mauritius	32.6%
Bosnia and Herzegovina	28.1%
Estonia	27.2%
Chinese Taipei	25.9%
Cayman Islands	22.6%
Malaysia	20.0%
Sri Lanka	19.6%
Serbia	18.6%
Republic of Korea	18.0%

Engagement Rate:
- The number of engagements divided by the account size (followers) at the time of posting
- Refers to the average engagement rate of each NOC over the monitoring period
- Only includes NOCs with minimum 1000 followers and 20 posts

INSTAGRAM: EXAMPLE CONTENT
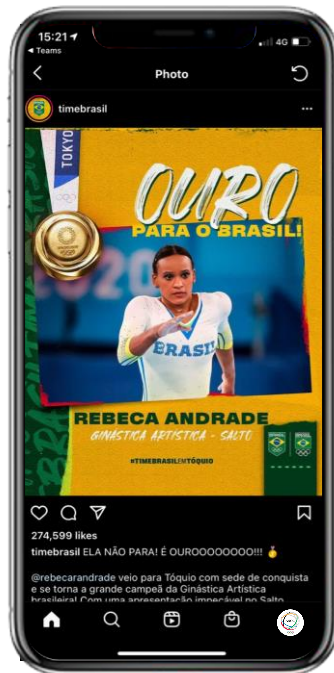
INSTAGRAM: EXAMPLE CONTENT

INSTAGRAM: EXAMPLE CONTENT

TWITTER

TOKYO 2020
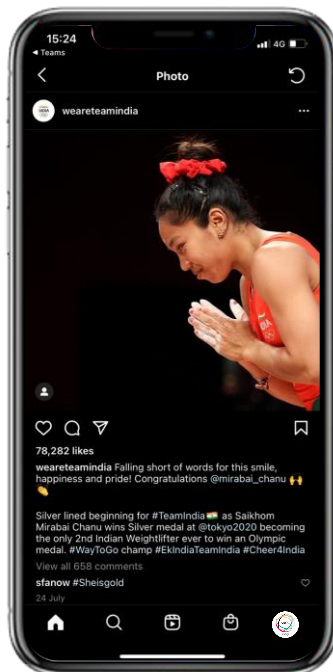
GROWTH

Overview

- The total size of NOC audiences on Twitter grew **+14.0%** (from **6.9m** to **7.6m**) during the monitoring period
- **88%** of total growth came during the Games, **10%** pre-Games, and **2%** post-Games

Continental Breakdown

- **47%** of growth came from Panam Sports (**+439.2k**) and **27%** from EOC (**+254.0k**)
- OCA grew by a collective **191.8k** fans; ANOCA (**+29.3k**) and ONOC (**+23.7k**) had the smallest growth

Country Breakdown

- Brazil amassed more new fans (**190.3k**) than any other NOC, followed by the United States (**+91.6k**) and Japan (**+78.5k**)
- The top 5 NOCs by growth rate were (1) Kazakhstan (**+419%: 2.3k** new fans), (2) the Philippines (**+306%; 1.5k** new fans), (3) Jamaica (**+236%; 1.1k** new fans), (4) Portugal (**+199%, 4.8k** new fans), and (5) India (**153%, 74.3k** new fans)

Olympian Breakdown

- There was a positive correlation between growth and the NOCs with more Tokyo 2020 Olympians
  - **85%** of growth (**+793.5k**) came from the 29 NOCs with 100+ Olympians
  - **12%** of growth (**+114.4k)** came from the 31 NOCs with 30 – 99 Olympians
  - **2%** of growth (**+22.4k**) came from the 24 NOCs with 10 – 29 Olympians
  - **0.5%** of growth (**+4.4k**) came from the 17 NOCs with 5 – 9 Olympians
  - **0.4%** of growth (**+3.3k**) came from the 38 NOCs with fewer than 5 Olympians

PERFORMANCE

Overview

- A total of **48.3k** posts generated **22.9m** engagements
- **80%** of content was produced during the Games, representing **95%** of total engagements
- **7.2x** more content was produced pre-Games (**8.3k**) than post-Games (**1.2k**)
- **79%** of posts came from NOCs with 100+ Olympians and accounted for **90%** of engagements

Continental Breakdown

- Panam Sports generated the most engagements (**13.1m**), followed by EOC (**6.4m**)
- OCA produced **24.3k** posts – **50%** of the total – which generated **2.8m** engagements

Country Breakdown

- Japan produced more content on Twitter (**21.2k**) than any other NOC, followed by Australia (**2.4k**), the United States (**1.8k**), Great Britain (**1.3k**), and Brazil (**1.1k**)
- Brazil produced the highest average engagements per post (**7.6k**), followed by Great Britain (**1.6k**) and Spain (**1.4k**)
- Malaysia generated the highest average engagement rate (**10.8%**), followed by Chinese Taipei (**10.6%**) and Portugal (**6.6%**)

TWITTER: BY CONTINENTAL ASSOCIATION

Continental Association	Total Followers	Absolute Growth	Growth Rate	Posts	Engagements	Engagements per Post
ANOCA	108,067	29,335	37.3%	1,826	290,345	22
EOC	2,254,892	253,998	12.7%	9,585	6,364,439	211
OCA	918,634	191,784	26.4%	24,275	2,753,696	264
ONOC	148,484	23,673	19.0%	3,234	344,742	12
Panam Sports	4,196,137	439,229	11.7%	9,334	13,126,022	345
	7,626,214	**938,019**	**14.0%**	**48,254**	**22,879,244**	**183**

TWITTER: BY TOKYO 2020 OLYMPIANS

Olympian Size	Total Followers	Absolute Growth	Growth Rate	Posts	Engagements	Engagements per Post
Group A	6,555,447	793,496	13.8%	37,905	20,564,740	631
Group B	768,445	114,448	17.5%	6,610	1,898,815	338
Group C	214,855	22,376	11.6%	2,288	343,991	68
Group D	31,625	4,402	16.2%	616	46,795	8
Group E	55,842	3,297	6.3%	835	24,903	6
	7,626,214	**938,019**	**14.0%**	**48,254**	**22,879,244**	**183**

Group A: 100+ Olympians (29 NOCs)

Group B: 30 – 99 Olympians (31 NOCs)

Group C: 10 - 29 Olympians (24 NOCs)

Group D: 5 -9 Olympians (17 NOCs)

Group E: 1 - 4 Olympians (38 NOCs)

TWITTER: BY PERIOD

Period	Total Followers	Absolute Growth	Growth Rate	Posts	Engagements	Engagements per Post
Pre-Games	6,783,048	94,853	1.4%	8,265	598,898	37
During Games	7,607,264	824,216	12.2%	38,838	21,660,623	201
Post-Games	7,626,214	18,950	0.2%	1,151	619,723	73

Note: slight discrepancies between some total numbers on this page and overall numbers due to timestamps when downloading third-party data

pre-Games: 16 July – 22 July

during Games: 23 July – 8 August

post-Games: 9 August – 15 August

TWITTER: TOP 10 NOCs

NOC	Absolute Growth	Growth Rate		NOC	Growth Rate	Absolute Growth
Brazil	+190.3k	+51%		Kazakhstan	+419%	+2.3k
United States	+91.6k	+5%		Philippines	+306%	+1.5k
Japan	+78.5k	+19%		Jamaica	+236%	+1.1k
India	+74.3k	+153%		Portugal	+199%	+4.8k
Great Britain	+68.3k	+8%		India	+153%	+74.3k
Spain	+51.5k	+57%		Kenya	+144%	+6.4k
Mexico	+50.1k	+40%		Malaysia	+116%	+3.3k
France	+42.3k	+23%		Pakistan	+115%	+1.5k
Ireland	+29.8k	+83%		Turkey	+84%	+15.6k
Colombia	+29.7k	+25%		Ireland	+83%	+29.8k

TWITTER: TOP 10 NOCs

NOC	Engagements per Post		NOC	Engagement Rate
Brazil	7.6k		Malaysia	10.8%
Great Britain	1.6k		Chinese Taipei	10.6%
Spain	1.4k		Portugal	6.6%
United States	1.3k		Philippines	6.2%
France	1.3k		Jamaica	5.3%
Italy	1.2k		Greece	5.1%
Turkey	1.2k		Ghana	5.1%
Colombia	1.0k		Pakistan	4.6%
Argentina	0.9k		Kosovo	4.5%
Serbia	0.8k		Turkey	3.9%

Engagement Rate:
- The number of engagements divided by the account size (followers) at the time of posting
- Refers to the average engagement rate of each NOC over the monitoring period
- Only includes NOCs with minimum 1000 followers and 20 posts

TWITTER: EXAMPLE CONTENT
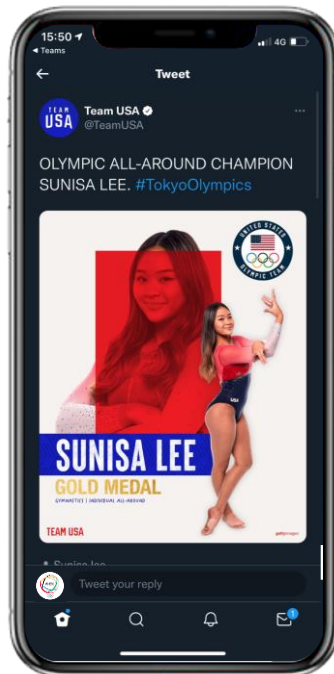
TWITTER: EXAMPLE CONTENT

YOUTUBE

GROWTH

Overview

- The total size of NOC audiences on YouTube grew **+10.0%** (from **501.8k** to **552.2k**) during the monitoring period
- **74%** of total growth came during the Games, **7%** pre-Games, and **19%** post-Games

Continental Breakdown

- **37%** of growth came from OCA (**+18.8k**); **25%** from EOC (**+12.8k**) – slightly more than Panam Sports (**+12.2k**)
- ONOC experienced the lowest growth on YouTube (**+2.2k**)

Country Breakdown

- Japan amassed more new subscribers (**17.1k**) than any other NOC, followed by the United States (+**5.0k**) and Great Britain (**+4.8k**)
- The top 5 NOCs by growth rate were (1) Uganda (**+6303%: 3.3k** new subscribers), (2) Japan (**+214%; 17.1k** new subscribers), (3) Sri Lanka (**+90%; 631** new subscribers), (4) Greece (**+72%; 730** new subscribers), and (5) Puerto Rico (**+61%; 2.4k** new subscribers)

Olympian Breakdown

- There was a positive correlation between growth and the NOCs with more Tokyo 2020 Olympians
  - **73%** of growth (**+36.6k**) came from the 25 NOCs with 100+ Olympians
  - **14%** of growth (**+7.0k)** came from the 31 NOCs with 30 – 99 Olympians
  - **12%** of growth (**+5.8k**) came from the 20 NOCs with 10 – 29 Olympians
  - **2%** of growth (+**785**) came from the 11 NOCs with 5 – 9 Olympians
  - **0.1%** of growth (+**74**) came from the 21 NOCs with fewer than 5 Olympians

PERFORMANCE

Overview

- A total of **1.1k** videos generated **11.3m** video views and **142.3k** engagements
- **74%** of content was produced during the Games, representing **90%** of total engagements and **90%** of video views
- **3.6x** more content was produced pre-Games (**234**) than post-Games (**65**)
- **55%** of videos came from NOCs with 100+ Olympians, accounting for **77%** of video views and **26%** of engagements
- NOCs with 10 – 29 Olympians produced a collective **1.2m** video views as well as **71.7k** engagements – **3.3x** more engagements than NOCs with 30 – 99 Olympians – despite producing half the amount of content and largely as a result of a strong performance from Jordan

Continental Breakdown

- OCA generated a cumulative **7.1m** video views – more than any other continental association – and also the most engagements (**73.1k**)
- EOC generated the 2nd highest video views (**2.3m**), followed by ANOCA (**1.2m**)
- ONOC produced 75 videos, the fewest of all continental associations

Country Breakdown

- The Czech Republic produced more videos on YouTube than any other NOC (**172**), followed by Spain (**101**), Greece (**73**), Uganda (**70**), and Japan (**69**)
- Japan produced the highest average views per video (**101.8k** from **69** videos), followed by Lithuania (**58.1k; 3** videos), Uganda (**15.9k, 70** videos), Morocco (**11.6k, 6** videos), and Great Britain (**9.4k, 51** videos)

YOUTUBE: BY CONTINENTAL ASSOCIATION

Continental Association	Total Subscribers	Absolute Growth	Growth Rate	Videos	Video Views	Views per Video	Engagements
ANOCA	6,550	4,372	200.7%	93	1,189,005	522	4,734
EOC	182,984	12,759	7.5%	654	2,273,352	2,085	51,109
OCA	42,133	18,775	80.4%	102	7,067,514	2,545	73,106
ONOC	10,666	2,217	26.2%	75	349,928	529	5,262
Panam Sports	309,850	12,222	4.1%	215	446,093	400	8,130
	552,183	**50,345**	**10.0%**	**1,139**	**11,325,892**	**1,304**	**142,341**

YOUTUBE: BY TOKYO 2020 OLYMPIANS

Olympian Size	Total Subscribers	Absolute Growth	Growth Rate	Videos	Video Views	Views per Video	Engagements
Group A	481,390	36,644	8.2%	624	8,729,606	522	36,536
Group B	39,361	7,008	21.7%	307	1,335,284	2,085	21,275
Group C	26,456	5,834	28.3%	160	1,233,534	2,545	71,650
Group D	3,060	785	34.5%	32	23,949	529	10,160
Group E	1,916	74	4.0%	16	3,519	400	2,720
	552,183	**50,345**	**10.0%**	**1,139**	**11,325,892**	**1,304**	**142,341**

Group A: 100+ Olympians (25 NOCs)

Group B: 30 – 99 Olympians (31 NOCs)

Group C: 10 - 29 Olympians (20 NOCs)

Group D: 5 -9 Olympians (11 NOCs)

Group E: 1 - 4 Olympians (23 NOCs)

YOUTUBE: BY PERIOD

Period	Total Subscribers	Absolute Growth	Growth Rate	Videos	Video Views	Views per Video	Engagements
Pre-Games	505,497	3,659	0.7%	234	675,643	1,183	7,026
During Games	542,503	37,006	7.3%	840	10,140,737	1,167	127,501
Post-Games	552,183	9,680	1.8%	65	509,512	672	7,814

Note: slight discrepancies between some total numbers on this page and overall numbers due to timestamps when downloading third-party data

pre-Games: 16 July – 22 July

during Games: 23 July – 8 August

post-Games: 9 August – 15 August

YOUTUBE: TOP 10 NOCs

	NOC	Absolute Growth	Growth Rate		NOC	Growth Rate	Absolute Growth
🇯🇵	Japan	+17.1k	+214%	🇺🇬	Uganda	+6304%	+3.3k
🇺🇸	United States	+5.0k	+2%	🇯🇵	Japan	+214%	+17.1k
🇬🇧	Great Britain	+4.8k	+25%	🇱🇰	Sri Lanka	+90%	+631
🇺🇬	Uganda	+3.3k	+6304%	🇬🇷	Greece	+72%	+730
🇨🇿	Czech Republic	+2.7k	+3%	🇵🇷	Puerto Rico	+61%	+2.4k
🇵🇷	Puerto Rico	+2.4k	+61%	🇲🇦	Morocco	+60%	+890
🇦🇺	Australia	+1.5k	+43%	🇦🇺	Australia	+43%	+1.5k
🇬🇹	Guatemala	+1.4k	+20%	🇦🇿	Azerbaijan	+27%	+470
🇧🇷	Brazil	+1.1k	+10%	🇬🇧	Great Britain	+25%	+4.8k
🇹🇷	Turkey	+1.0k	+10%	🇦🇹	Austria	+23%	+310

Growth Rate: Minimum 1000 subscribers

YOUTUBE: TOP 10 NOCs

	NOC	Views per Video
🇯🇵	Japan	101.8k
🇱🇹	Lithuania	58.1k
🇺🇬	Uganda	15.9k
🇲🇦	Morocco	11.6k
🇬🇧	Great Britain	9.4k
🇵🇷	Puerto Rico	7.5k
🇦🇺	Australia	5.8k
🇦🇹	Austria	5.2k
🇨🇿	Czech Republic	4.0k
🇬🇷	Greece	3.9k

Views per Video
The average is calculated by dividing the total views by the total videos over the monitoring period
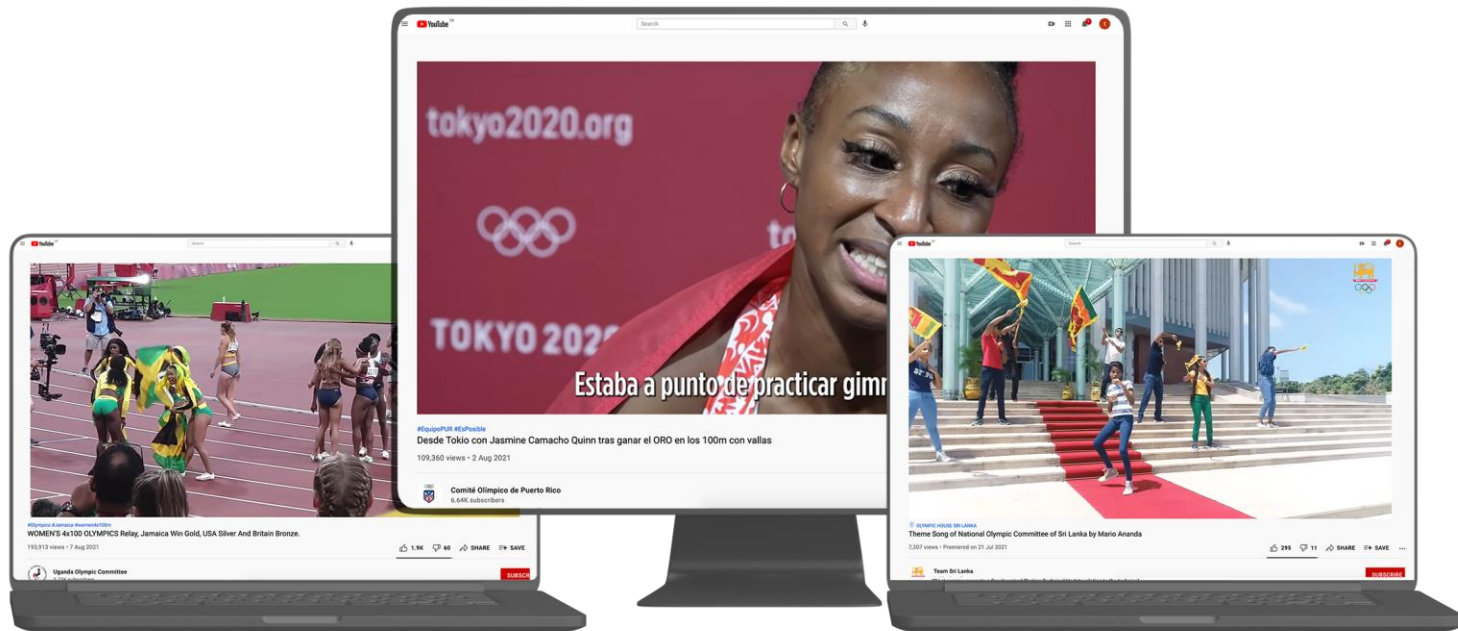
YOUTUBE: EXAMPLE CONTENT
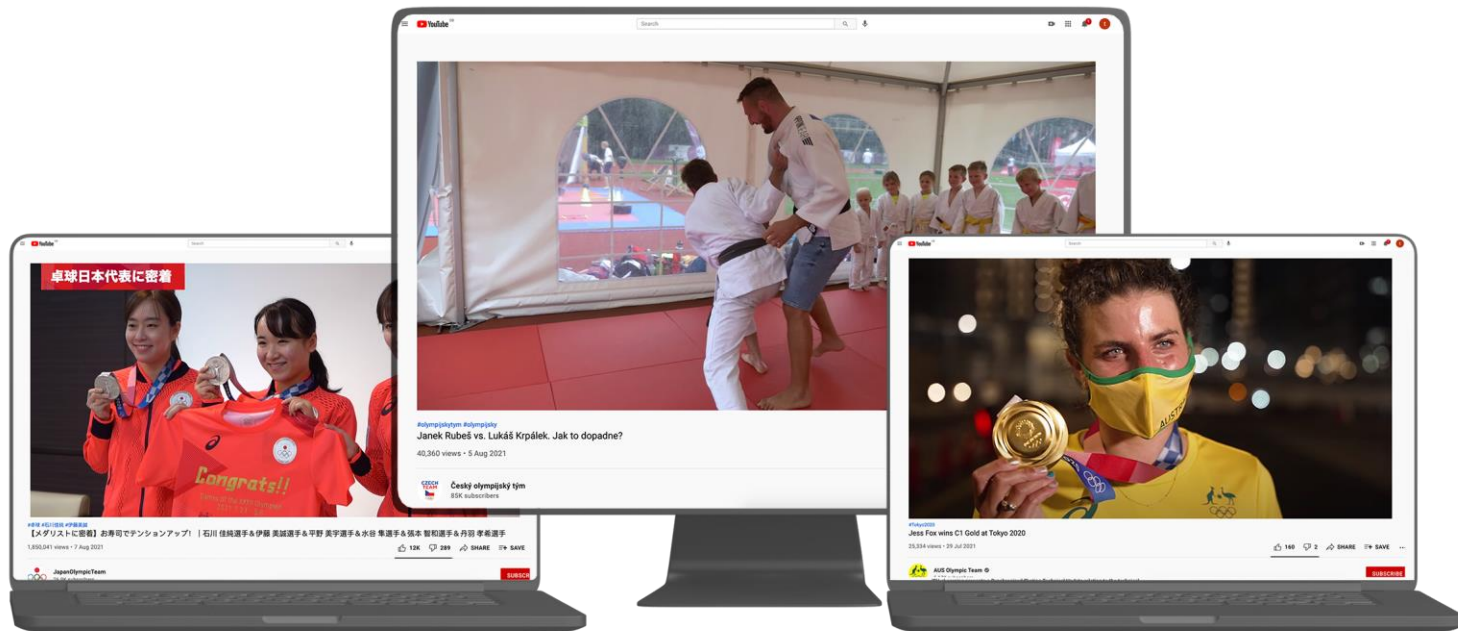
YOUTUBE: EXAMPLE CONTENT

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