Tokyo 2020 overview
methodology

Platforms
- Facebook
- Instagram
- Twitter
- YouTube

Metrics
- Total Fans
- Absolute Growth
- Growth Rate
- Posts
- Video Views (not available for Twitter)
- Engagements (Comments, likes, reactions, shares, retweets)
- Engagements per Post

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
growth

Total Growth
4.9m

Average Growth per NOC
2.3k

Absolute Growth

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>2.7m</td>
</tr>
<tr>
<td>Facebook</td>
<td>1.2m</td>
</tr>
<tr>
<td>Twitter</td>
<td>938.0k</td>
</tr>
<tr>
<td>YouTube</td>
<td>50.3k</td>
</tr>
</tbody>
</table>

Growth Rate

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>65.4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14.0%</td>
</tr>
<tr>
<td>YouTube</td>
<td>10.0%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6.7%</td>
</tr>
</tbody>
</table>
types of content

Total Posts
85.2k

Posts by Platform
- Twitter: 48.3k
- Facebook: 20.8k
- Instagram: 15.0k
- YouTube: 1.1k

Posts by Period
- Pre-Games: 67.7k
- During Games: 14.5k
- Post-Games: 3.0k
engagements & video views

Engagements
162.7m

Video Views
178.5m

Instagram: 93.6m
Facebook: 46.1m
Twitter: 22.9m
YouTube: 142.3k

Facebook: 115.5m
Instagram: 51.8m
YouTube: 11.3m
6 ways to combat no live video

• Pre-prepared video content gathered at other events

• Producing athlete interviews at events prior to the Games

• Focus on photos, graphics and stories

• Use archive content to build hype around rivalries / upcoming matches

• Utilising influencers and UGC campaigns

• Tapping into pop culture and memes
thank you

Redtorch is an award-winning research, digital and social media agency trusted by the biggest brands in sport to grow and activate global audiences.

+44 (0)207 036 8080
hello@redtorch.co

Redtorch
Unit 37
Tileyard Studios
Tileyard Road
London N7 9AH
COPUR DIGITAL EN LOS JUEGOS OLÍMPICOS TOKIO 2020
COPUR DIGITAL AT TOKYO 2020 OLYMPIC GAMES

Estudio de la presencia mediática del Comité Olímpico de Puerto Rico en los Juegos Olímpicos de Tokio 2020

Case study from NOC Puerto Rico’s Media Presence in Tokyo 2020 Olympics
Nuestra Historia
Our History

2009 - Twitter
2011 - Facebook
2012 - Instagram
Inicio de nuestras plataformas sociales.
Beginning of our social media platforms

Veracruz
2014
Juegos Centroamericanos y del Caribe
Central American and Caribbean Games
Primeras estrategias de exposición en redes sociales.
First strategies of exposure in social media

2015 - 2017
Desarrollo de la marca y estilo de las redes sociales.
Social Media branding and styling.
Mayor enfoque en televisión.
Major focus in television.

Barranquilla
2018
Juegos Centroamericanos y del Caribe
Central American and Caribbean Games
Enfoque en trabajo en redes con uso de imágenes y videos cortos.
Focus on media work with the use of images and short videos.

Lima
2019
Juegos Panamericanos
Panamerican Games
Inicio de COPUR Digital.
The beginning of COPUR Digital.

Tokio
2020
Juegos Olímpicos
Olympic Games
Masificación de las redes sociales a base de volumen y diversidad de contenido.
Massification of social networks based on volume and diversity of content.

2009 - Twitter
2011 - Facebook
2012 - Instagram
Inicio de nuestras plataformas sociales.
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2020
Juegos Olímpicos
Olympic Games
Masificación de las redes sociales a base de volumen y diversidad de contenido.
Massification of social networks based on volume and diversity of content.
Puntos claves para nuestra evolución

Key points in our evolution
Puntos claves para crear la MARCA COPUR

Key points to create the COPUR BRAND

CONEXIÓN
Connection

PRODUCCIÓN
Production

OPORTUNIDAD
Opportunity
Crear conexión del público con la Presidenta
Creating a connection between the public and the president

Presentar a nuestros Atletas
Present our Atlethes

Ratificar nuestro compromiso con los fans del deporte
Ratifying our commitment to sports fans

Contacto con el pueblo no deportista
Contact with non-sports people

Confianza con la Prensa
Building trust with the Press
PRODUCCIÓN

- Diversificación de contenido
- Énfasis en contenido gráfico
- Desarrollo de contenido en video
- Campañas Comunitarias y Educativas
- Programación virtual - Conexión PUR

Content diversification
Emphasis on graphic content
Video content development
Community and educational campaigns
Virtual programming creation
Retar la imaginación constantemente
Constantly challenging the imagination
Maximización de conceptos en medios y redes
Maximization of media and network concepts
Creación y promoción de eventos nacionales e internacionales
Creation and promotion of national and international events
Considerar propuestas e ideas de auspiciadores
Consider proposals and ideas from sponsors
Solidificar la identidad cultural y el sentido de país.
Solidify cultural identity and sense of country.
ANTES DE ATERRIZAR EN TOKIO
BEFORE LANDING IN TOKYO

Preparación mental y física del equipo de comunicación. Mental and physical preparation of the communications team.

Seguimiento de los manuales de trabajo del Comité Organizador de Tokio 2020. Follow-up of the work manuals of the Tokyo 2020 Organizing Committee.

Creación de plan de trabajo riguroso. Creation of rigorous work plan.
**Programación Digital**

**Digital Programming**

- Cobertura a todos los eventos previos
  Coverage of all previous events
- Vamo´ Arriba Mi Gente - Podcast Presidenta
- Conexión PUR
- Los Atletas Live
- Estrategas del Deporte

**Creación de Guía Olímpica de Puerto Rico**

**Creation of Olympic Guide Puerto Rico**

- Perfiles de Atletas
  Athlete Profiles
- Trasfondo Histórico Deportivo
  Historical Sports Background
- Calendario de Competencia
  Competition Schedule

**Conteo Regresivo a Tokio**

**Countdown to Tokio**

- Uso de gráficos con imágenes de los atletas
  Graphic arts with images of the athletes
- Videos hechos por los atletas con mensajes positivos
  Videos made by athletes with positive messages

**Videos de los Entrenamientos**

**Training Videos**

- Cobertura de entrenamientos individuales
  Coverage of individual trainings
- Campamento de Entrenamiento en Finlandia
  Training Camp in Finlandia
Puerto Rico en Tokio

Puerto Rico at Tokyo
Claves del Éxito en la Redes Sociales

Keys to Success in Social Networks

- Planificación y agenda de contenido
  Planning and scheduling of content
- Uniformidad en todas las redes
  Uniformity across all platforms
- Calidad de imagen y video
  Quality of images and videos
- Colores y marcas definidas
  Definition of colors and branding
- Inmediatez, Actualidad, Continuidad
  Immediacy, Actuality, Continuity
- Educación y Diversidad
  Education and Diversity
- Cantidad
  Quantity
Planificación y agenda de contenido
Planning and scheduling of content

- Puro trabajo en equipo
  Pure teamwork
- Compromiso con la Institución
  Commitment to the institution
- Compromiso con su trabajo
  Commitment to their work
- Integración de roles
  Role integration
- Comunicación 24/7
  24/7 Communication
- Creatividad
  Creativity
- Sentido de urgencia
  Sense of urgency
Uniformidad en todas las redes
Uniformity across all platforms

Calidad de imagen y video
Quality of images and videos

Colores y marcas definidas
Definition of colors and branding

Inmediatez, Actualidad, Continuidad
Immediacy, Actuality, Continuity

- Patrón de diseño
  Design pattern
- Contenido uniforme y consistente
  Uniform and consistent content
- Defensa y exposición de nuestra marca
  Brand awareness and exposure
- Producción y edición de alta calidad
  High quality production and editing
- Prontitud y atención constante
  Promptness and constant attention
El legado de Utuado trasciende en ADRIANA Y BRIAN

"Valle bendito el de mi Utuado, mundo de verde, de azul y sol; tierra del pítrirro y del guajanguero; caliz y altar de mi amor."

Utuado, con diversidad étnica, étnica y racial, y en su rico suelo, ha llegado a los más altos y notables lugares con el alto de la misma riqueza. Es un hecho de una familia que ha jugado a su disposición como un servicio de amor para que una nueva puerta que se abra en el valle del Chivaco.

"Es de mi patria su corazón. Es el fiel guardián de su tradición. Es el permanente y firmar botín del alma de mi país."

Adriana y Brian han dedicado su vida, su coraje y su fuerza por la patria desde un centro de entrenamiento en el que se ha dedicado a la mañana, el centro Jardín Nuevo Andino. Un fiero batir deportivo para ellos, y el futuro tenemos del Puerto Rico.

Sus logros han sido únicos y significativos para la historia olímpica de su disciplina y del deportismo de Puerto Rico.

"Utúado, amado Utuado, ¿cómo no has de estar en mi? Si creció mi alma en tus campos, ¡vísperas sientes acuía el Vérti!"
una medalla
Crecimiento de nuestras redes durante Tokio 2020

Growth of our networks during Tokyo 2020

Contenido y distribución
100% orgánico

Videos Virales
Viral Videos

Atletas claves
Key Athletes

Incremento de seguidores
Increase in followers

Respaldo de TV
Promoción
TV Back-up
Promotion

100% organic

Content and distribution

Quantity
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minutes Viewed</td>
<td>3.3M</td>
</tr>
<tr>
<td>1-Minute Video Views</td>
<td>769.2K</td>
</tr>
<tr>
<td>3-Second Video Views</td>
<td>4.5M</td>
</tr>
<tr>
<td>Video Engagement</td>
<td>421.7K</td>
</tr>
<tr>
<td>Net Followers</td>
<td>19.5K</td>
</tr>
<tr>
<td>Live</td>
<td>9.16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stage</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Reached</td>
<td>3,235,470</td>
</tr>
<tr>
<td>Engagement</td>
<td>3,304,331</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>131,604</td>
</tr>
<tr>
<td>Comments</td>
<td>92,484</td>
</tr>
<tr>
<td>Shares</td>
<td>103,165</td>
</tr>
<tr>
<td>Reactions</td>
<td>1,103,906</td>
</tr>
<tr>
<td>Photo Views</td>
<td>66,276</td>
</tr>
<tr>
<td>New Followers</td>
<td>21,574</td>
</tr>
<tr>
<td>Net Followers</td>
<td>19,618</td>
</tr>
</tbody>
</table>
### Accounts Reached

717,330 Accounts Reached
0.7% from ads and promotions
+395% vs Apr 9 - Jul 7

### Followers

105,733 Followers
+16% vs Jul 7

### Content Interactions

968,115 Content Interactions
0% from ads and promotions
-- vs Apr 9 - Jul 7

#### Growth

- **Overall**: 14,662
- **Follows**: 18,314
- **Unfollows**: 3,652

#### Post Interactions

- **Likes**: 733,146
- **Comments**: 9,800
- **Saves**: 12,317
- **Shares**: 33,361

#### Story Interactions

- **Impressions**: 22,407,893
  +543%

#### Content Type

- **Posts**: 564K
- **IGTV Videos**: 438K
- **Reels**: 174K
- **Stories**: 51.9K
- **Live Videos**: 11.7K

#### Top Posts

- Jul 27
- Jul 23
- Aug 17
- Jul 30
Respaldos de la Diáspora a nuestros atletas

Puertorriqueños en la Isla:
2,755,885

Puertorriqueños en USA:
5.83 millones

Respaldos de la Diáspora a nuestros atletas.
Maximise Your Success This Winter
Speakers

**Nick Shaw**
Lead, Leagues & Federations,
@Meta

**Gabby Vidal Castillo**
Partner Solutions, Sports
Partnerships @Meta
Agenda

1. Sports @ Meta
2. Video on Facebook & Instagram
3. Building and executing a content strategy
4. Driving incremental revenue through ads and branded content
5. Key takeaways
We focus on developing and executing four key “business solutions” to best support Facebook’s top strategic objectives in a way that drives sustainable partner value.
02 Video on Facebook & Instagram
The Meta family of apps supports audience growth along the content engagement funnel.
There’s now lots of different surfaces to focus on

On-the-go

Captivated viewing
There’s now lots of different surfaces to focus on

On-the-go

- FB Stories
  - A low pressure bingeable format. Full screen, ephemeral & fast, the perfect destination for fun, playful, interactive experiences.
- IG Stories
  - A new way to create entertaining short videos that last, reach new audiences, and be part of cultural, trending moments on Instagram.
- Reels
  - The heart of video discovery delivering highly personalised content that is consumed in different contexts and moments throughout the day.
  - Often the starting point for ‘on the go’ consumption with some visits fleeting and others leading to captivated, long viewing sessions.
- IG Video
- FB Feed
- Watch
  - Dedicated video destinations for intentional, captivated consumption where people effortlessly discover videos they love, personalized based on interests and social connections.
- IG Live
- FB Live

Captivated viewing

Easily connect and interact with your community in an authentic way and receive comments and questions from your followers in real-time.
03 Building and Executing a Content Strategy
The Sweet Spots for Publishing Strategy

### Stories
- A low pressure bingeable format.
- Full screen, ephemeral & fast, the perfect destination for fun, playful, interactive experiences.
- **On-the-go**
- **Objective**: Snackable content
- **Metric**: Reach & awareness
- **Uploading (Weekly)**: 3-6

### Reels
- A new way to create entertaining short videos that last, reach new audiences, and be part of cultural, trending moments on Instagram.
- **On-the-go**
- **Objective**: Snackable content
- **Metric**: Reach & awareness
- **Uploading (Weekly)**: 3-6

### IG Video
- The heart of video discovery delivering highly personalized content that is consumed in different contexts and moments throughout the day.
- Often the starting point for ‘on the go’ consumption with some visits fleeting and others leading to captivated, long viewing sessions.
- **Captivated viewing**
- **Objective**: Deeper storytelling
- **Metric**: Loyalty & time spent
- **Uploading (Weekly)**: 3-6

### FB Feed
- Dedicated video destination for intentional, captivated consumption where people effortlessly discover videos they love, personalized based on interests and social connections.
- **Captivated viewing**
- **Objective**: Deeper storytelling
- **Metric**: Loyalty & time spent
- **Uploading (Weekly)**: 1-2 (per week)

### Watch
- Easily connect and interact with your community in an authentic way and receive comments and questions from your followers in real-time.
- **Captivated viewing**
- **Objective**: Deeper storytelling
- **Metric**: Loyalty & time spent
- **Uploading (Weekly)**: 1-2 (per week)

---

### Timing

<table>
<thead>
<tr>
<th>Format</th>
<th>3-6</th>
<th>3-6</th>
<th>3-6</th>
<th>15s-10 mins</th>
<th>10+ mins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stories</td>
<td>5-15 secs</td>
<td>10-60 secs</td>
<td>15s-10 mins</td>
<td>10+ mins</td>
<td></td>
</tr>
<tr>
<td>Reels</td>
<td>3-6</td>
<td>3-6</td>
<td>3-6</td>
<td>10+ mins</td>
<td></td>
</tr>
<tr>
<td>IG Video</td>
<td>15s-10 mins</td>
<td>10+ mins</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FB Feed</td>
<td>3-6</td>
<td>3-6</td>
<td>3-6</td>
<td>1 minute views &amp; watch time</td>
<td></td>
</tr>
<tr>
<td>Watch</td>
<td>3-6</td>
<td>3-6</td>
<td>3-6</td>
<td>1-2 (per week)</td>
<td></td>
</tr>
<tr>
<td>Live</td>
<td>3-6</td>
<td>3-6</td>
<td>3-6</td>
<td>1-2 (per week)</td>
<td></td>
</tr>
</tbody>
</table>
### The Sweet Spots for Content Strategy*

<table>
<thead>
<tr>
<th>On-the-go</th>
<th>Captivated viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FB &amp; IG Stories</strong></td>
<td><strong>Reels</strong></td>
</tr>
<tr>
<td>5-15 secs</td>
<td>10-60 secs</td>
</tr>
<tr>
<td>High frequency snackable content</td>
<td>Medium frequency deeper storytelling</td>
</tr>
</tbody>
</table>

#### Authentic insider's view
- Not often seen with traditional content
- Behind-the-scenes of everyday
- In-the-moment updates
- Interactivity

#### Get closer to the action
- Add new & creative angles to:
  - Big moments
  - Iconic clips
  - Funny incidents
  - Fan reactions

#### Lead-in & catch up clips:*
- Match action/compilations from previous week, player/coach/pundit focus, analysis & stats

#### Archive clips:**
- Compilations, exciting plays & skills, top 10’s, player focus, classic matches

#### Broadcast style:
- Free-to-air
- Host-led pre & post match/event shows, training, press conferences, kit launch/ events, gaming tournaments, classic matches

#### Longer storytelling:
- Going deeper with your audience with episodic, serialised content, TV Shows / clipping

---

*Note: Rights-restrictions dependent*
The opportunity around tentpole events
More content is consumed across our platforms during tentpole events

Source: Facebook Internal Data
04 Driving incremental revenue
The Meta family of apps supports audience growth along the content engagement funnel.
1 In-Stream: How it works
AD FORMATS

Pre-roll

Mid-Roll

Image Ads

Designed to deliver INCREMENTAL REVENUE

- Video ads 5-15 secs long
- No mid-roll in first 60 secs
- No ads appear within boosted content

SHARE:

REVENUE SHARE:

55% Publisher

45% Facebook

ELIGIBLE CONTENT

+ 3min video, 30s-180s video*, Live video*

NOT ELIGIBLE on branded content

* currently testing
Across our Sports Partners’ content, In-Stream ads aren’t impacting negatively videos retention

*Across Sports Industry - Worldwide - Last 90 days from 6/7/2020

<table>
<thead>
<tr>
<th></th>
<th>Videos w/ In-Stream Ad inserted</th>
<th>Videos w/o In-Stream Ad inserted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-min views</td>
<td>56.6%</td>
<td>57.5%*</td>
</tr>
<tr>
<td>+1’30-min view</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Less than 1% difference between content with in-stream ad inserted VS content w/o in-stream ad inserted
You can block categories and specific pages to ensure your commercial partners are protected.
Branded Content
Why Branded Content with Facebook & Instagram?
Why Branded Content?

Value Exchange

What you receive:

- Incremental revenue
- Incremental reach
- Offset content production costs
- Content flexibility
- Measurable impact

What your sponsor receives:

- Your reach, audience, and voice
- Content/IP and brand sentiment alignment
- Custom creative and content resources
- Content flexibility
- Measurable impact
Principles of successful branded content
<table>
<thead>
<tr>
<th>1. <strong>TELL A STORY</strong></th>
<th>2. <strong>DESIGN FOR RETENTIVE CONSUMPTION</strong></th>
<th>3. <strong>FORMAT FOR MOBILE</strong></th>
<th>4. <strong>OPTIMIZE &amp; MEASURE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Is content engaging your audience to the same level as you would ordinarily desire? Does it have a beginning, middle and end that fans can relate to?</td>
<td>Whether it is short or long form content, fans want to watch content that is engaging and captivating</td>
<td>Bear in mind content being consumed across numerous surfaces when going into production</td>
<td>Understand how posts are performing and optimise accordingly</td>
</tr>
</tbody>
</table>
Execution
Maximising your branded content delivery
Three minute video execution on Facebook

**Title Card**
- After 3 seconds
- Animates into screen with the title of the series
- Lightweight ‘presented by’ execution
- Clear and direct products messaging

**Interstitials**
- Delivered after 0:45, 1:30 and 2:25
- Running for less than three seconds
- Dropped into natural breaks in the action to avoid negative consumer sentiment

**End Card**
- Closes out video with animation and fade in
- Double screen lock-up for lasting association
Three minute video execution on Facebook

**Persistent Watermark**
- Included in the top right hand corner throughout the whole video
- Integrated alongside publisher logo for maximum impact

**Badging**
- Badging content themes
- Partner logo appears as part of the introduction

**Static Image**
- Non-intrusive partner logo for maximum impact across impactful static content such as results, line-ups or fixtures
05 Key Takeaways
Takeaways

1. Develop an audience engagement approach by mapping out the fan journey.

2. Establish an audience development strategy that will allow to monetise content effectively on platform.

3. Maintain your authenticity when engaging with your fans, including through Branded Content.
Thank you.
Questions?
ANOC Workshop

Athletes & Social Media

November 2021
Introduction

Katie Williams
Director of Strategic Accounts, Greenfly

- Greenfly works with sports organizations around the world to manage digital media flow
- Managed partnership with IOC around the Athlete365 Social Media Program for Tokyo 2020
- Expanding this program for Beijing 2022
Athletes are Brands

The sports landscape has changed

- Athletes are now accessible by fans through social media
- Fans prefer following their favorite athletes vs. teams or organizations

Athletes are connected directly to fans

- Their brand is built through stories told to the world; a brand is not a marketing tactic

Athletes are influencers

- They can be a significant promoter for their sport, their country, their team, and their sponsors by sharing on social media
### Athlete Marketability

#### Social Media
- Frequency
- Reach
- Engagement

#### Audience
- Fan Demographic
- Fan Attractiveness

<table>
<thead>
<tr>
<th>Name</th>
<th>Nationality</th>
<th>Age</th>
<th>Sport</th>
<th>Gender</th>
<th>Influencer Score</th>
<th>Frequency</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simone Biles</td>
<td>American</td>
<td>24</td>
<td>Gymnastics</td>
<td>Female</td>
<td>183</td>
<td>9</td>
<td>50</td>
<td>27</td>
</tr>
<tr>
<td>Naomi Osaka</td>
<td>Japanese</td>
<td>23</td>
<td>Tennis</td>
<td>Female</td>
<td>179</td>
<td>11</td>
<td>55</td>
<td>27</td>
</tr>
<tr>
<td>Ashlyn Harris</td>
<td>American</td>
<td>35</td>
<td>Soccer</td>
<td>Female</td>
<td>178</td>
<td>10</td>
<td>39</td>
<td>37</td>
</tr>
<tr>
<td>Canelo Alvarez</td>
<td>Mexican</td>
<td>31</td>
<td>Boxing</td>
<td>Male</td>
<td>177</td>
<td>12</td>
<td>55</td>
<td>37</td>
</tr>
<tr>
<td>Paulo Dybala</td>
<td>Argentine</td>
<td>27</td>
<td>Soccer</td>
<td>Male</td>
<td>176</td>
<td>6</td>
<td>58</td>
<td>35</td>
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<tr>
<td>Cristiano Ronaldo</td>
<td>Portuguese</td>
<td>36</td>
<td>Soccer</td>
<td>Male</td>
<td>174</td>
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<tr>
<td>Ali Krieger</td>
<td>American</td>
<td>37</td>
<td>Soccer</td>
<td>Female</td>
<td>174</td>
<td>10</td>
<td>42</td>
<td>37</td>
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<tr>
<td>Stefanos Tsitsipas</td>
<td>Greek</td>
<td>23</td>
<td>Tennis</td>
<td>Male</td>
<td>173</td>
<td>11</td>
<td>42</td>
<td>38</td>
</tr>
</tbody>
</table>
Challenges Facing Athletes

No Media to Share
- Athletes can’t capture content while competing

No Permissions to Use
- Licenses images are protected, use will be prosecuted
- Clipping highlights of TV coverage is off limits

Not Easy to Immediate Recognize Value
- Some athletes aren’t natural storytellers
- Growing social media reach & engagement takes time

….It’s up to us to help!
IOC Goals

1. Provide professional media and usage rights to athletes to share on social media at no charge
2. Generate general awareness and positive sentiment around the Olympic Games
3. Strengthen and solidify relationships and engagement between athletes and the IOC
4. Collect content from athletes for use on IOC’s owned and operated channels
Content & Engagement Results

- Integrating Getty via Greenfly’s +Connect delivered incredible scale of content to participating Athletes:
  - 139,355 Unique Assets Distributed
  - 89,464 Asset Views by Athletes

- Athletes were eager to access content during and after the Olympic Games:
  - 1,210 Total Active Users
  - 373 Active Users per day during the Games
  - 619 Total Active Users in the days since the Games ended (Aug. 9 – 30)
  - 22,365 total downloads + shares by athletes (1,096 average downloads + shares every day during the Games)
Benefits of Athlete Social Programs

- **Extend Reach**
  Increase in addressable audience of 10-30X

- **Find New Audiences**
  Producing more funds for training, facilities, etc.

- **Increase Fan Engagement**
  Typical increase of 100% - 300%

- **Increase Sponsor Reach, Impressions & Exposure**
  Generating larger partnerships

- **Improve Your Relationship with Athletes!**
Greenfly can enable NOCs to harness the power of digital media to transform their athletes into influencers and drive more awareness.

hello@greenfly.com
The Athlete365 Program

GET READY

For the Olympic Winter Games Beijing 2022

- Open to every athlete from every country
- Access and use of content, direct from Getty Images
- This is an entirely free benefit
- Athletes should join before they depart for China!

https://olympics.com/athlete365
ANOC Social Media Workshop 2
Working with Athletes
Context

- Established in 1953
- Located in Kuala Lumpur
- 14 Employees
- Games participation at the Olympic Games approximately 30 athletes
PAGE STATISTICS: PRE-OLYMPIC GAMES
Pre-Olympic Games Tokyo 2020

• Corporate-based news
  • Well-wishes
  • Condolences
  • Meetings
• Similar posting for all platforms
PAGE STATISTICS: PRE-OLYMPIC GAMES

2.8K Followers
1.5K Followers
8.8K Follow

Subscribe
Know Your Audience
Strategy for Olympic Games Tokyo 2020

• Focus on the athletes / Work with Athletes
• Focus on the needs of fans
• Be the first with news / results / schedule / etc.
Challenges

• Unfamiliar role for the NOC Malaysia
• Minimal relationship with athletes on media / communications aspect
• Minimal resources (financially and personnel)
  • In Malaysia
  • In Tokyo
Operational Structure for Tokyo 2020

Social media

- Content
  - A: 3 ++
  - Tokyo
  - KL (1)

- Photos
  - B: +/- 4
  - Tokyo

- Graphics
  - C: 1
  - KL

- Video
  - D: 1
  - KL
Preparation for Olympic Games Tokyo 2020

- Connect with athletes from a social media point of view:
  - Collected social medial information of athletes
- Connect with Coaches / team officials
- Maximisation of resources
  - Photographers in Tokyo
  - Existing NOC Staff members
  - Coaches and Officials in Tokyo
- Engage with a media partner in Kuala Lumpur
01 Athletes
- Showcase our Athletes
- Facts
- Emotions

02 Be First
- Be a Source

03 Tag
- Utilise athletes to publicise NOC’s account
WORKING WITH ATHLETES

Some Examples
Athlete’s departure to Tokyo
Athlete’s arrival in Kuala Lumpur

Our silver medalist, Pocket Rocket Man, arrived safely at KLIA today from Tokyo.

Have a good rest our Heroics! ♥️

@malaysianjojoejojo
@pendsela and @ninahidawati5

Add a comment...

Post
Athlete’s Quote

“Jeremiah has done and gave it all his best in the competition. The last minute confirmation of his entry into the Olympic Games meant that we had an extremely short preparation time particularly to focus on his routines. However, this is a good experience for him to compete for the first time at the Olympic Games.”
Updates from Tokyo (Video)

By Welson Sim Wee Sheng, Men's 200m and 400m Freestyle (Swimming)
Working with Templates
Working with Templates

- https://www.instagram.com/tv/CRtzLhBphNI/?utm_source=ig_web_copy_link
- https://www.instagram.com/tv/CRty_p7Jc17/?utm_source=ig_web_copy_link
Working with Templates
Athletes Results

RESULT

Thursday, 29/7/2021

Badminton Men’s Singles (Round of 16)

Lee Zii Jia (MAS)  21  19  5
Chen Long (CHN)     8  21  21
Behind the Scenes
Behind the Scenes

Athlete arrival at Olympic Village

Opening Ceremony
Behind the Scenes

https://www.facebook.com/watch/?v=381410146709182
SUMMARY
PAGE STATISTICS: POST-OLYMPIC GAMES

2.8K
Followers

1.5K
Followers

8.8K
Follow

6.2K

16.5K

59.3K

35
What did we learn?

• Focus
  • Role
  • Time / Schedule
  • Templates

• Take advantage of technological advancement
Working with and using social media in China during the Winter Olympic & Paralympic Games – initial ideas
China has its own perspective, way of thinking and doing things and its own deep seated cultural beliefs.

Nothing illustrates that better than the humble chopsticks.
Where do Chinese consume winter sports?

Source: Nielsen China audience research 2019 – on-line survey – most recent available
How is social media used in China?
An overview of China social media platforms

Monthly active users

- Weibo: 523 million
- WeChat: 1,213 million
- Douyin: 550 million
- Bilibili: 200 million
Demographic overview of China’s key social media platforms

User Gender Ratio

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEIBO</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>DOU YIN</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>BILIBILI</td>
<td>44%</td>
<td></td>
</tr>
</tbody>
</table>

Age Groups

- 18-22=27.6%, 23-30=38.6%
- 24-30=40%
- 15-19=9.5%, 20-24=53.6%

Evenly distributed amongst gender and age groups
What is Weibo?

微博 wēi bō

Launched by Sina in 2009, Weibo is one of the largest public communication platforms in China (and in the world) with 230 million Daily Average Users (DAU) and 520 million Monthly Average Users (MAU) as of January 2021.

From a western standpoint, Weibo is closest to Twitter and Facebook Newsfeed, with micro-blogging, trending topics and news which makes it attractive to individuals, organisations and brands.

Source: KAWO
Douyin is a short-form, video-sharing app that allows users to create and share 15-second videos on any topic. Douyin & TikTok are mostly the same and developed and owned by the company Byte Dance. Douyin has over **900 million** active monthly users currently.

Douyin platform works with sports content producers to expand reach and influence.

Short video is the biggest and fastest growing form of media content in sports, it is expected to have 90.5% growth in 2021. By October 2020, **350 million** Douyin users are interested in sports genre.

Target Group Index: 18-23 years old and their interest tags are: running, snowboard/skiing, basketball, weight training, volleyball
WeChat is a Chinese multi-purpose instant messaging, social media and mobile payment app developed by Tencent. First released in 2011, it became the world's largest standalone mobile app in 2018 with over 1 billion monthly active users. WeChat provides text messaging, hold-to-talk voice messaging, broadcast messaging, video conferencing, video games, sharing of photographs and videos and location sharing.
The popular youth-oriented video streaming and sharing giant Bilibili is considered to be the platform most similar to Youtube. However, Bilibili’s defining features and unique community culture differentiate it from its western counterparts. One such feature is “Danmu (弹幕)” or “bullet chat”: a form of video commentary used on online videos. Danmus are comments that appear directly on the video in real-time, sliding from right to left.

Bilibili is a platform with a younger skew hosting and an array of creative content and colloquialisms unique to its members - the average user is just 21 years old. For brands wanting to scale on this platform, it’s imperative to learn and immerse with the language and behaviour of audiences and the dynamics at play.
What can NOC’s do?
What can NOC’s do?

Official footage?

Audio-visual broadcast of competition footage usage will be as per Tokyo 2020 rules – you’ll be limited to re-posts of digital links from the rightsholders in your territory but not able to use the actual footage. Ask your national rightsholders in advance to look out for coverage of all competing athletes.

Prepare for interviews

Ensure family members of athletes at home are able to 1) pre-record audio-visual messages and be available 2) post event for interviews should there be a good news story. This not only works for social media content but also is attractive content for public service media broadcast. The BBC excelled at this.
What can NOC’s do?

Social Media and Communications

China social media channel registration is possible, although there is a strict security process. If time and budgets are limited, consider using/sharing with your national tourism board for Weibo with shared content.

Prepare Content Beforehand

- A team greeting
- A Chinese New Year greeting in mandarin
- An interview with Olympians from past Games
What can NOC’s do?

**VPN and communications**

Download a VPN service and ensure it is installed prior to arrival in China. Be fully aware that apps and services that are commonplace on western platforms are blocked in China. Everything from Google to Twitter, Facebook to WhatsApp to YouTube are inaccessible, without a VPN. Skype does work without VPN.

**What about WeChat App?**

WeChat is available on western app stores and works as a communication and social platform. It’s popular with Chinese citizens or those who engage with China for social and business reasons. It has a free call/conference call function like WhatsApp and Skype. It is probably the best way to keep in contact with your team.
What can NOC’s do?

Pooling resources – stills and video

NOC’s or IF’s working together to pool content and share resources of the official photographer(s). Also consider using fan generated content from friends and associates who are regular non-accredited ticket holders.

If you are lucky enough to have a license with Getty Images or similar accredited photographers, this also gives you a rich vein of stills content. You can combine stills and create montages to celebrate athlete and team performance.
We produce tailored sports media content, from our offices in Lausanne and Beijing for international rights-holders wishing to connect with fans in new markets.
Client: Eurovision Sports/Swiss-Ski

Task: Expand audiences for their client Swiss-Ski in the China market through:
1) live-streaming of FIS competitions staged in Switzerland and
2) launch and manage a Chinese language social media platform and measure impact
谢谢大家 20 万粉丝
Relevant Projects

Client: International Skating Union (since 2018)
Chinese Social Media Management

- H&A Media manages ISU’s China market digital strategy and implementation. We create and re-purpose multi-media content relating for all skating disciplines.
- Our Beijing office sends camera crews to all China based events and undertakes interviews and features for Chinese and global social media with the athletes as well as consumer competitions.
- Now entering our fourth year of cooperation, ISU social media reached 25 million+ impressions with 220,000 followers on ISU’s Weibo account.

- For more information on ISU Weibo visit: https://bit.ly/ISUweibo
- For creative work examples, visit: https://bit.ly/ISUSSteaserWeibo
- For #UpAgain videos, visit: https://bit.ly/UpAgain2021v3CC
- For education videos, visit: https://bit.ly/DrylandtrainingCC
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