ANOC

Beijing 2022 Report

contents

introduction

The Association of National Olympic Committees (ANOC) held its second Digital Accelerator Workshop, led by Redtorch, in November 2021.

This interactive workshop aimed to equip National Olympic Committees (NOCs) with the knowledge and tools to enhance their social media performance in the lead-up to Beijing 2022.

The following Report analyses how NOCs fared on 5 social channels (Facebook, Instagram, Twitter, YouTube, TikTok) during the 2022 Winter Olympic Games and highlights best-performing NOCs across different metrics.

Photos from Wander Roberto & William Lucas (Inovafoto) / ANOC

introduction

Overall monitoring period: 28 January – 27 February 2022

- **Pre-Games**: 28 January – 3 February

- **During Games**: 4 February – 20 February

- **Post-Games:** 21 February – 27 February

Engagements = comments, likes, reactions, shares, retweets.

Video views not available on Twitter.

Some numbers are rounded to 1 decimal place
- m = millions
- k = thousands

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 6 groups, based on the number of Beijing 2022 Olympians (later in the Report, the number of NOCs refers to those with profiles on each channel).

- **Group A:** 100+ Olympians (18 NOCs)
- **Group B:** 26 – 99 Olympians (14 NOCs)
- **Group C:** 7 – 25 Olympians (21 NOCs)
- **Group D:** 3 – 9 Olympians (18 NOCs)
- **Group E:** 1 – 2 Olympians (29 NOCs)
- **No Olympians** (105 NOCs)

headlines

headlines

1.5m
new fans

across all NOC social media channels taking the total to **40.9m**

65.7m
engagements

and **149.2m** video views generated from **36.2k** posts

1.2m
new fans from Group A

NOCs with more Olympians typically amassed more new fans, **82%** of total growth came from 18 NOCs with 100+ Olympians

ROC
highest growth & engagements

ROC generated the highest growth **(+332.0k)** and most engagements **(15.4m)**; USA generated the 2nd highest growth **(+301.4k)**

Slovakia
highest growth rate

Slovakia experienced the highest growth rate **(+111%)** generating **24.1k** new fans

growth

platform breakdown

- The total number of fans on NOC social media channels grew by **1.5m** (from **39.4m** to **40.9m, +3.7**%): **46%** came from Instagram (**679.4k**), **33%** from TikTok (**481.9k**), and **9%** from both Twitter (**136.8k**) and Facebook (**135.4k**)
- TikTok experienced the highest growth rate (**10.2%**), followed by Instagram (**9.9%**)
- Facebook experienced the lowest growth rate (**0.7%**) but represented **48%** of total fans (**19.7m**)

continental breakdown

- **49%** of growth (**726.1k**) came from EOC; **29%** of growth (**430.4k**) came from Panam Sports
- OCA grew **276.8k** overall; ANOCA and ONOC each generated **17k** new fans

country breakdown

- ROC amassed more fans (**+332.0k**) than any other NOC, followed by the USA (**+301.4k**) and Japan (**+257.6k**)
- The top 5 NOCs by growth rate were: (1) Slovakia (**+111%; 24.1k** new fans); (2) ROC (**+66%; 332.0k** new fans); (3) Andorra (**+26%; +776** new fans); (4) Finland (**+23%; 28.5k** new fans); (5) the Netherlands (**+22%; 85.3k** new fans)

other trends

- **89%** of total growth came during the Games, **8%** pre-Games, **2%** post-Games
- There was a positive correlation between growth and the NOCs with more Beijing 2022 Olympians
  - **82%** of growth (**1.2m**) came from the 18 NOCs with 100+ Olympians
  - **11%** of growth (**162.1k**) came from the 14 NOCs with 26 – 99 Olympians
  - **1%** of growth (**10.2k**) came from the 29 NOCs with fewer than 3 Olympians

performance

platform breakdown

- **36.2k** posts generated a total of **65.7m** engagements and **149.2m** video views
- **33%** of posts came from Facebook, which accounted for **22%** of video views (**33.4m**) and **19%** of total engagements (**12.7m**)
- **8.8k** posts on Instagram accounted for **61%** of engagements (**39.9m**) and **19%** of video views (**28.9m**)
- **39%** of content was published on Twitter (**14.3k** tweets), which generated **6.1m** engagements (**9%** of the total)
- **1.2%** of posts came from TikTok (**452**), however the platform generated **52%** of total video views (**77.4m**) and **10%** of total engagements (**6.8m**)

continental and country breakdown

- EOC generated a cumulative **36.6m** engagements and **63.5m** video views – more than any other continental association
- Panam Sports generated the 2nd highest number of engagements (**50.5m**) and video views (**18.5m**); **57%** of engagements (**10.5m**) and **59%** of video views (**29.7m**) came from the USA
- OCA produced **13%** of total posts (**4.7k**) but accounted for **20%** of total video views (**30.2m**), **95%** of which came from Japan (**28.7m**)
- ONOC produced a total of **1.9k** posts; ANOCA produced a total of **1.2k**, the lowest of all continental associations
- ROC generated most engagements (**10.5m**); the USA had the most video views (**29.7m**)

other trends

- **73%** of content was produced during the Games, representing **88%** of total engagements and **75%** of video views
- There was **61%** more content produced pre-Games (**6.0k**) than post-Games (**3.7k**) and this resulted in **4.1x** more video views (**29.7m** vs **7.2m**)

overall

performance

overall performance (vs figures of the Tokyo 2020 report)

total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
40,918,583	1,467,524	3.7%	36,161	149,173,201	65,736,069	1,818

vs Tokyo 2020*

total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
34,379,896	4,908,252	16.7%	85,199	178,547,484	162,715,047	1,910

*the Beijing 2022 Report includes TikTok data, while the Tokyo 2020 did not

Redtorch research, digital and social media agency

overall performance by platform

platform	total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
Facebook	19,708,550	135,374	0.7%	11,935	33,369,987	12,674,934	1,062
Instagram	7,521,368	679,369	9.9%	8,758	28,908,499	39,870,630	4,552
Twitter	7,822,453	136,775	1.8%	14,254	-	6,051,492	425
YouTube	663,389	34,088	5.4%	762	9,461,377	291,648	383
TikTok	5,202,823	481,918	10.2%	452	77,433,338	6,847,365	15,149
	40,918,583	**1,467,524**	**3.7%**	**36,161**	**149,173,201**	**65,736,069**	**1,818**

overall performance by continental association

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continental association	total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
ANOCA	1,174,029	16,913	1.5%	1,213	58,324	105,029	87
EOC	11,925,407	726,058	6.5%	18,163	63,490,390	36,634,891	2,017
OCA	5,400,948	276,832	5.4%	4,700	30,169,771	8,606,654	1,831
ONOC	1,566,850	17,287	1.1%	1,926	4,959,852	1,917,497	996
Panam Sports	20,851,349	430,434	2.1%	10,159	50,494,864	18,471,998	1,818
	40,918,583	**1,467,524**	**3.7%**	**36,161**	**149,173,201**	**65,736,069**	**1,818**

overall performance by Beijing 2022 Olympians

Olympian size	total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
Group A	18,628,673	1,198,523	6.9%	15,676	119,937,605	52,214,579	3,331
Group B	6,354,278	162,077	2.6%	7,738	21,581,152	9,039,376	1,168
Group C	7,559,692	61,734	0.8%	3,633	4,553,089	3,035,500	836
Group D	1,951,913	16,879	0.9%	1,750	1,231,397	543,522	311
Group E	2,737,617	10,218	0.4%	3,271	970,704	606,681	185
No Olympians	3,686,410	18,093	0.5%	4,093	899,254	296,411	72
	40,918,583	**1,467,524**	**3.7%**	**36,161**	**149,173,201**	**65,736,069**	**1,818**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26-99 Olympians (14 NOCs) **Group C:** 7-25 Olympians (21 NOCs)
Group D: 3- 9 Olympians (18 NOCs) **Group E:** 1-2 Olympians (29 NOCs)

overall performance by period

	period	total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
	pre-Games	39,569,241	118,182	0.3%	5,983	29,746,285	4,667,526	780
	during Games	40,880,541	1,257,913	3.2%	26,478	112,196,835	57,771,271	2,182
	post-Games	40,918,583	32,602	0.1%	3,700	7,261,611	3,300,032	892

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

pre-Games: 28 January–3 February;   **during Games**: 4 February–20 February;   **post-Games:** 21 February–27 February

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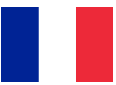
overall performance by daily average

period	absolute growth	posts	video views	engagements
pre-Games	16,883	855	4,249,469	666,789
during Games	73,995	1,558	6,599,814	3,398,310
post-Games	4,657	529	1,037,373	471,433

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

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overall performance: top 10 NOCs

	NOC	absolute growth	growth rate
	ROC	**+332.0k**	+66%
	USA	**+301.4k**	+3%
	Japan	**+257.6k**	+18%
	Netherlands	**+85.3k**	+22%
	Canada	**+66.3k**	+3%
	Czech Republic	**+59.5k**	+8%
	Mexico	**+52.5k**	+7%
	Italy	**+42.6k**	+4%
	France	**+30.1k**	+4%
	Finland	**+28.5k**	+23%

	NOC	growth rate	absolute growth
	Slovakia	**+111%**	+24.1k
	ROC	**+66%**	+332.0k
	Andorra	**+26%**	+776
	Finland	**+23%**	+28.5k
	Netherlands	**+22%**	+85.3k
	Japan	**+18%**	+257.6k
	Norway	**+12%**	+7.1k
	Belarus	**+12%**	+2.9k
	Hungary	**+11%**	+13.9k
	Mauritania*	**+10%**	+400

*NOC had no Olympians at Beijing 2022

growth rate includes only NOCs with 1,000+ followers

overall performance: top 10 NOCs

	NOC	total engagements
	ROC	15.4m
	USA	10.5m
	Japan	7.7m
	Canada	5.6m
	Czech Republic	4.5m
	Great Britain	2.2m
	Netherlands	1.7m
	France	1.6m
	Italy	1.6m
	Finland	1.5m

	NOC	total video views
	USA	29.7m
	ROC	29.0m
	Japan	28.7m
	Canada	16.2m
	Czech Republic	8.9m
	Great Britain	7.2m
	Netherlands	4.4m
	Australia	3.5m
	Italy	2.3m
	Hungary	2.3m

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Facebook

Facebook overall performance (vs figures of the Tokyo 2020 report)

total page likes	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
19,708,550	135,374	0.7%	11,935	33,369,987	12,674,934	1,062

vs Tokyo 2020

total page likes	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
19,340,042	1,206,693	6.7%	20,784	115,452,309	46,134,238	1,122

growth

overview

- The total size of NOC audiences on Facebook grew **+0.7%** (from **19.6m** to **19.7m**)
- **84%** of total growth came during the Games; **11%** pre-Games; **4%** post-Games

continental breakdown

- **50%** of growth came from Panam Sports (**+67.8k**); **27%** from EOC (**+36.9k**)
- ANOCA had the highest growth rate (**1.6%**) of all continental associations and grew by **16.0k** fans
- ONOC experienced the lowest growth on Facebook (**+4.9k**)

country breakdown

- Mexico amassed a total of **46.0k** new fans, more than any other NOC, accounting for **34%** of Facebook's total growth
- The top 5 NOCs by growth rate were: (1) Mexico (**+11.9%; 46.0k** new fans): (2) Solomon Islands (**+10.7%; 162** new fans): (3) Mauritania (**+9.5%; 374** new fans); (4) Hungary (**+7.9%; 2.7k** new fans); (5) ROC (**+5.3%; 2.0k** new fans)

Olympian breakdown

- There was generally a positive correlation between growth and the NOCs with a higher number of Beijing 2022 Olympians, although Group C generated the most growth as a result of Mexico's performance
  - **32%** of growth (**+43.6k**) came from the 18 NOCs with 100+ Olympians
  - **36%** of growth (**+48.9k**) came from the 14 NOCs with 26–99 Olympians
  - **3%** of growth (**+4.4k**) came from the 29 NOCs with 1–2 Olympians

performance

overview

- A total of **11.9k** posts generated **12.7m** engagements and **33.4m** video views
- **71%** of content was produced during the Games, representing **87%** of total engagements and **72%** of video views
- **64%** more content was produced pre-Games (**2.1k**) than post-Games (**1.3k**)

content type

- **65%** of all posts were photos; **18%** contained website links; **16%** were videos; **%** were statuses
- Photo posts had the highest average engagement rate (**0.7%**), followed by links (**0.5%**) and videos (**0.5%**)

continental breakdown

- EOC generated a cumulative **15.3m** video views and engagements (**6.3m**), more than any other continental association
- Panam Sports generated the 2nd highest number of engagements (**4.8m**), with an average of **1.6k** engagements per post, more than any other continental association
- ONOC produced the least content on Facebook (**643**) but generated **2.9m** video views: only EOC and Panam Sports had more
- ANOCA generated **55.2k** video views and **92.9k** engagements, the lowest of all continental associations

country breakdown

- Canada produced more content on Facebook than any other NOC (**1.2k**), followed by Czech Republic (**681**), ROC (**464**), Austria (**458**) and Australia (**388**)
- Mexico produced the highest average engagements per post (**9.6k**), followed by the USA (**9.0k**) and Great Britain (**4.6k**)
- Of the NOCs that produced 10+ posts, Peru generated the highest average engagement rate (**4.3%**), followed by Norway (**4.2%**) and Hungary (**3.3%**)

Facebook by continental association

continental association	total page likes	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
ANOCA	1,009,422	15,974	1.6%	656	55,170	92,904	142
EOC	5,249,860	36,864	0.7%	5,895	15,307,452	6,300,363	1,069
OCA	3,215,936	9,796	0.3%	1,675	1,305,497	658,202	393
ONOC	750,326	4,928	0.7%	643	2,925,475	784,421	1,220
Panam Sports	9,483,006	67,812	0.7%	3,066	13,776,393	4,839,044	1,578
	19,708,550	**135,374**	**0.7%**	**11,935**	**33,369,987**	**12,674,934**	**1,062**

Facebook by Beijing 2022 Olympians

Olympian size	total page likes	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
Group A	7,328,733	43,645	0.6%	4,634	17,015,141	7,855,603	1,695
Group B	2,975,764	15,412	0.5%	2,296	12,303,035	2,746,365	1,196
Group C	3,838,866	48,897	1.3%	1,383	2,080,632	1,371,535	992
Group D	1,101,686	11,534	1.1%	802	735,779	238,806	298
Group E	1,704,780	4,436	0.3%	1,158	736,535	325,717	281
No Olympians	2,758,721	11,450	0.4%	1,662	498,865	136,908	82
	19,708,550	**135,374**	**0.7%**	**11,935**	**33,369,987**	**12,674,934**	**1,062**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26-99 Olympians (14 NOCs); **Group C:** 7-25 Olympians (21 NOCs)
Group D: 3-9 Olympians (18 NOCs); **Group E:** 1-2 Olympians (29 NOCs)

Redtorch research, digital and social media agency

Facebook by period

period	total page likes	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
pre-Games	19,587,274	14,098	0.1%	2,113	7,311,441	1,076,076	509
during Games	19,700,786	105,458	0.5%	8,533	23,927,110	11,020,138	1,291
post-Games	19,708,550	5,415	0.03%	1,289	2,088,793	578,436	449

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

pre-Games: 28 January–3 February; **during Games**: 4 February–20 February; **post-Games:** 21 February–27 February

Redtorch research, digital and social media agency

Facebook performance by daily average

period	growth	posts	video views	engagements
pre-Games	2,014	302	1,044,492	153,725
during Games	6,203	502	1,407,477	648,243
post-Games	774	184	298,399	82,634

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

Redtorch research, digital and social media agency

Facebook top 10 NOCs

	NOC	absolute growth	growth rate
	Mexico	**+46.0k**	+12%
	Canada	**+9.3k**	+1%
	USA	**+9.3k**	+0.2%
	Morocco	**+8.8k**	+4%
	France	**+5.5k**	+1%
	Czech Republic	**+4.1k**	+1%
	Italy	**+3.8k**	+1%
	Jordan*	**+3.4k**	+0.3%
	Japan	**+3.3k**	+1%
	Australia	**+2.9k**	+1%

	NOC	growth rate	absolute growth
	Mexico	**+11.9%**	+46.0k
	Solomon Islands*	**+10.7%**	+162
	Mauritania*	**+9.5%**	+374
	Hungary	**+7.9%**	+2.7k
	ROC	**+5.3%**	+2.0k
	Latvia	**+5.0%**	+489
	Cote d'Ivoire*	**+4.4%**	+157
	Norway	**+4.4%**	+1.1k
	Mali*	**+4.3%**	+2.6k
	Morocco	**+4.3%**	+8.8k

*NOC had no Olympians at Beijing 2022

growth rate includes only NOCs with 1,000+ followers

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Facebook top 10 NOCs

	NOC	total video views
	Canada	10.8m
	Great Britain	5.1m
	Australia	2.4m
	Czech Republic	2.4m
	Netherlands	2.0m
	Greece	1.2m
	Japan	863.9k
	Chile	734.9k
	Austria	729.1k
	Italy	617.9k

	NOC	total engagements
	USA	2.2m
	Canada	1.5m
	Czech Republic	1.1m
	Great Britain	1.0m
	Italy	782.2k
	Mexico	595.5k
	France	579.5k
	Japan	505.3k
	Australia	460.1k
	Austria	334.5k

Facebook top 10 NOCs

engagement rate:

- number of engagements divided by account size (followers) at the time of posting
- refers to average engagement rate of each NOC during monitoring period
- includes only NOCs with 1,000+ followers and 10+ posts

	NOC	engagements per post (avg.)
	Mexico	9.6k
	USA	9.0k
	Great Britain	4.6k
	France	3.1k
	New Zealand	2.8k
	Italy	2.6k
	Chile	2.5k
	Belgium	2.4k
	Netherlands	2.1k
	Peru	2.0k

	NOC	engagement rate
	Peru	4.3%
	Norway	4.2%
	Hungary	3.3%
	San Marino	3.1%
	Belgium	3.0%
	Finland	2.7%
	Latvia	2.7%
	Zimbabwe*	2.5%
	Bulgaria	2.4%
	Turkey	2.4%

*NOC had no Olympians at Beijing 2022

Facebook example content
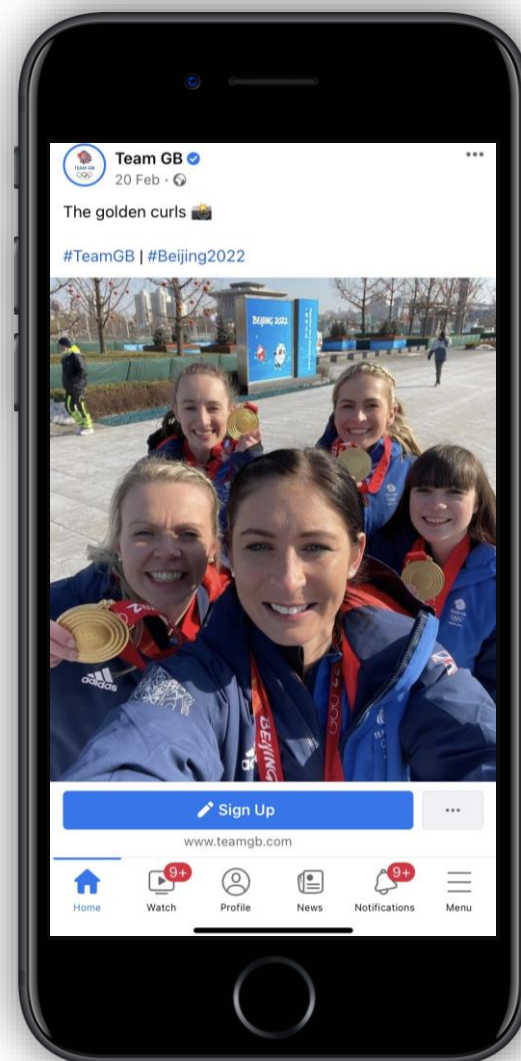
Facebook example content
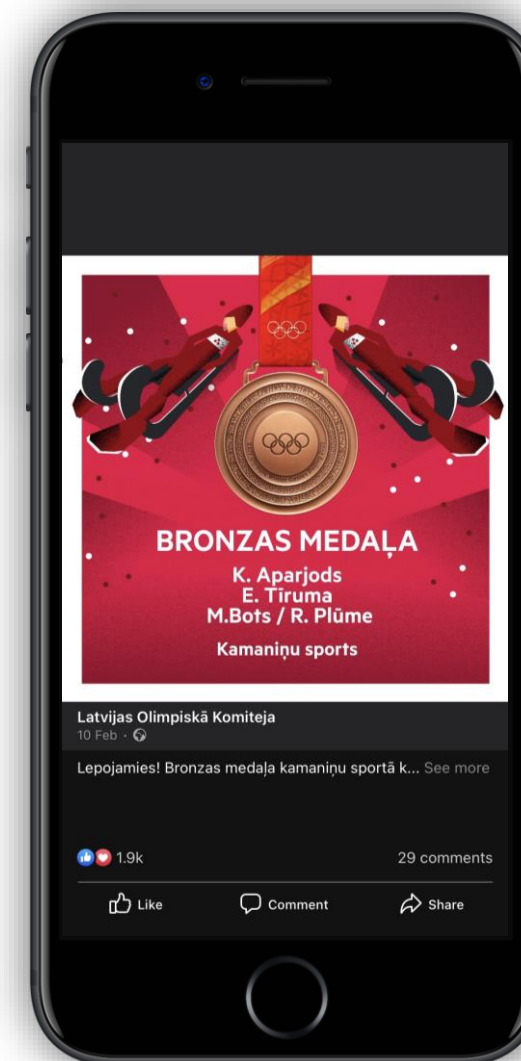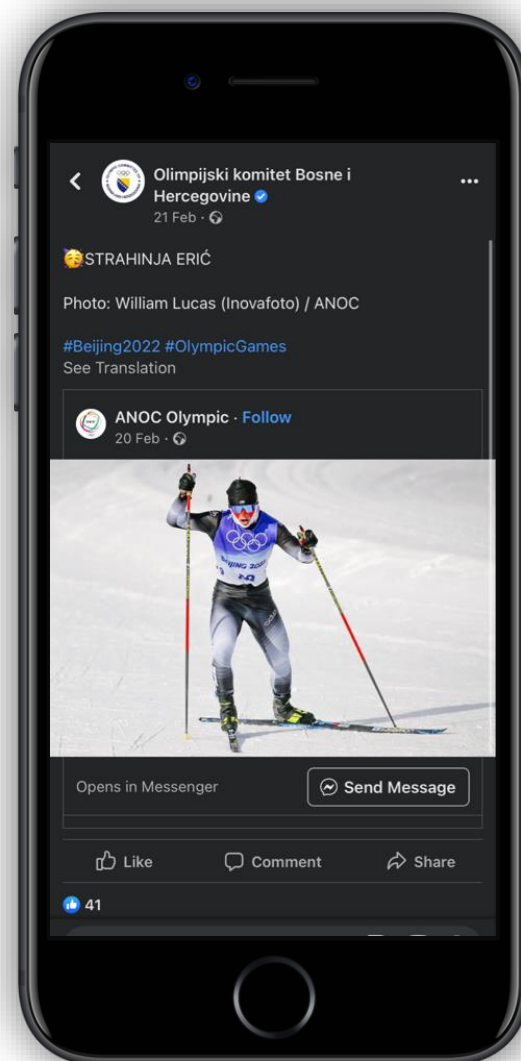
Instagram

Instagram overall performance (vs figures of the Tokyo 2020 report)

total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
7,521,368	679,369	9.9%	8,758	28,908,499	39,870,630	4,552

vs Tokyo 2020

total fans	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
6,861,457	2,713,195	65.4%	15,022	51,769,283	93,559,224	1,965

Redtorch research, digital and social media agency
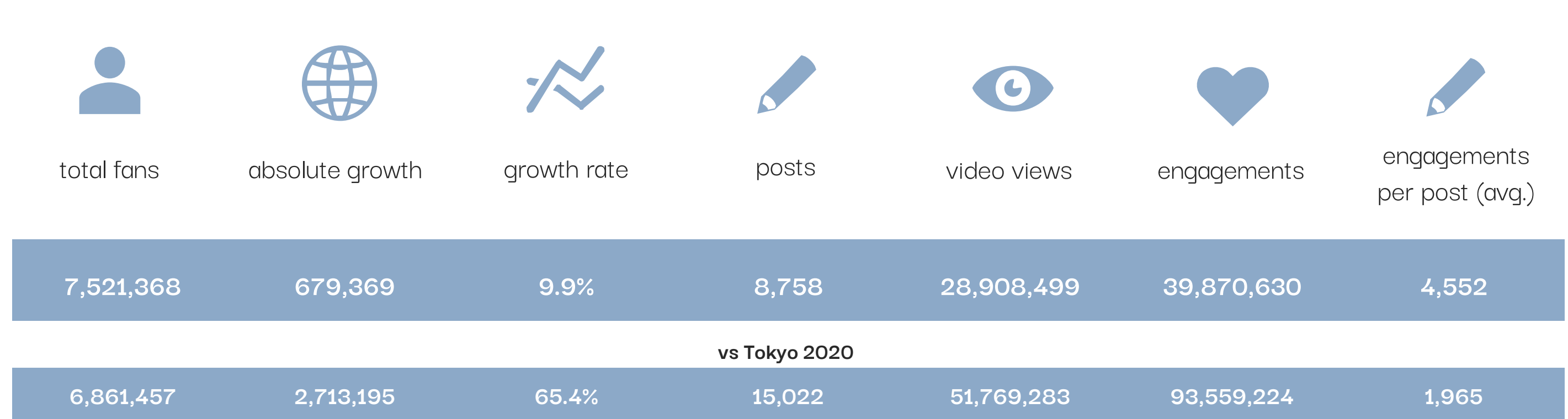
growth

overview

- Total size of NOC audiences on Instagram grew **+9.9%** (from **6.8m** to **7.5m**)
- **90%** of the total growth came during the Games (**566.0k**); **10%** came pre-Games (**61.7k**)

continental breakdown

- EOC collectively generated the highest growth (**409.1k**), accounting for **60%** of the total
- OCA amassed **146.8k** new fans (a growth rate of **18.8%**), the highest of any continental association
- ANOCA experienced the lowest growth on Instagram (**+482**)

country breakdown

- ROC amassed more new fans (**178.8k**) than any other NOC, followed by Japan (**+137.9k**) and the Netherlands (**+69.5k**)
- The top 5 NOCs by growth rate were: (1) Slovakia (**+117%; 24.0k** new fans); (2) ROC (**+91%; 178.8k** new fans); (3) Japan (**+81%; 137.9k** new fans); (4) Finland (**+68%; 24.4k** new fans); (5) Andorra (**+50%; 777** new fans)

Olympian breakdown

- There was a positive correlation between growth and the NOCs with a higher number of Beijing 2022 Olympians
  - **83%** of growth (**+561.6k**) came from the 18 NOCs with 100+ Olympians
  - **15%** of growth (**+103.2k**) came from the 14 NOCs with 26-99 Olympians
  - **0.6%** of growth (**+4.4k**) came from the 21 NOCs with 7-25 Olympians
  - **0.5%** of growth (**+3.2k**) came from the 18 NOCs with 3-9 Olympians
  - **0.7%** of growth (**+2.4k**) came from the 29 NOCs with fewer than 3 Olympians

performance

overview

- A total of **8.8k** posts generated **39.9m** engagements and **28.9m** video views
- **73%** of content was produced during the Games, representing **89%** of total engagements and **71%** of video views
- **57%** more content was produced pre-Games (**1.4k**) than post-Games (**912**)
- **42%** of posts came from NOCs with 100+ Olympians, accounting for **81%** of video views (**23.4m**) and **83%** of engagements (**33.0m**)

content type

- Overall, **49%** of posts were photos, **37%** were carousels, **14%** were videos
- Carousels produced the highest average engagement rate (**8.0%**), followed by photos (**5.5%**) and videos (**4.5%**)

continental breakdown

- EOC generated a cumulative **26.3m** engagements and **20.3m** video views, more than any other continental association
- Panam Sports had the 2nd highest number of engagements (**8.5m**) and video views (**7.0m**)
- ANOCA and ONOC each produced fewer than **400** posts

country breakdown

- ROC posted more content on Instagram (**702**) than any other NOC, followed by Canada (**592**), the Czech Republic (**363**), Italy (**278**), and the USA (**264**)
- ROC produced the most average engagements per post (**19.3k**), followed by the USA (**15.7k**) and Japan (**13.7k**)
- Finland generated the highest average engagement rate of all NOCs (**21.1%**); Slovakia had the 2nd highest (**12.2%**)

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Instagram by continental association

continental association	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
ANOCA	42,703	482	1.1%	198	2,471	7,649	39
EOC	2,726,486	409,097	17.7%	5,003	20,295,588	26,261,520	5,249
OCA	927,230	146,780	18.8%	1,408	1,048,866	4,219,613	2,997
ONOC	339,310	5,714	1.7%	368	602,686	923,780	2,510
Panam Sports	3,485,639	117,296	3.5%	1,781	6,958,888	8,458,068	4,749
	7,521,368	**679,369**	**9.9%**	**8,758**	**28,908,499**	**39,870,630**	**4,552**

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Instagram by Beijing 2022 Olympians

Olympian size	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
Group A	3,163,086	561,555	21.6%	3,697	23,409,195	32,968,678	8,918
Group B	1,396,423	103,222	8.0%	1,924	4,120,027	5,092,356	2,647
Group C	1,523,571	4,371	0.3%	876	501,484	1,154,832	1,318
Group D	508,736	3,157	0.6%	516	354,727	279,723	542
Group E	393,584	2,410	0.6%	918	216,037	233,296	254
No Olympians	535,968	4,654	0.9%	827	307,029	141,745	171
	7,521,368	**679,369**	**9.9%**	**8,758**	**28,908,499**	**39,870,630**	**4,552**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26-99 Olympians (14 NOCs); **Group C:** 7-25 Olympians (21 NOCs)
Group D: 3- 9 Olympians (18 NOCs); **Group E:** 1-2 Olympians (29 NOCs)

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Instagram by period

period	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
pre-Games	6,903,659	61,660	0.9%	1,436	4,430,043	2,265,638	1,578
during Games	7,514,958	565,966	8.1%	6,410	20,531,718	35,265,822	5,502
post-Games	7,521,368	3,319	0.04%	912	3,946,977	2,339,169	2,565

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

pre-Games: 28 January–3 February;   **during Games**: 4 February–20 February;   **post-Games:** 21 February–27 February

Instagram performance by daily average

period	absolute growth	posts	video views	engagements
pre-Games	8,809	205	632,863	323,663
during Games	33,292	377	1,207,748	2,074,460
post-Games	474	130	563,854	334,167

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

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Instagram top 10 NOCs

	NOC	absolute growth	growth rate
	ROC	+178.8k	+91%
	Japan	+137.9k	+81%
	Netherlands	+69.5k	+41%
	USA	+68.7k	+6%
	Canada	+41.8k	+11%
	Czech Republic	+31.8k	+18%
	Finland	+24.4k	+68%
	Slovakia	+24.0k	+117%
	France	+16.6k	+11%
	Sweden	+11.1k	+26%

	NOC	growth rate	absolute growth
	Slovakia	+117%	+24.0k
	ROC	+91%	+178.8k
	Japan	+81%	+137.9k
	Finland	+68%	+24.4k
	Andorra	+50%	+777
	Netherlands	+41%	+69.5k
	Norway	+27%	+6.0k
	Sweden	+26%	+11.1k
	Republic of Korea	+24%	+5.5k
	Belarus	+23%	+2.9k

growth rate includes only NOCs with 1,000+ followers

Instagram top 10 NOCs

	NOC	total video views
	ROC	14.3m
	Canada	5.4m
	Netherlands	1.7m
	Czech Republic	1.2m
	USA	674.3k
	Australia	532.3k
	Sweden	417.0k
	Japan	386.5k
	Republic of Korea	336.2k
	Austria	322.9k

	NOC	total engagements
	ROC	13.5m
	USA	4.2m
	Japan	3.5m
	Canada	3.4m
	Czech Republic	3.0m
	Netherlands	1.3m
	Finland	1.2m
	Slovakia	995.7k
	Great Britain	727.1k
	France	711.3k

Instagram top 10 NOCs

engagement rate:

- number of engagements divided by account size (followers) at the time of posting
- refers to average engagement rate of each NOC during monitoring period
- includes only NOCs with 1,000+ followers and 10+ posts

	NOC	engagements per post (avg.)
	ROC	19.3k
	USA	15.7k
	Japan	13.7k
	Netherlands	12.2k
	Finland	10.1k
	France	9.4k
	Czech Republic	8.2k
	Mexico	6.0k
	Canada	5.7k
	Sweden	4.7k

	NOC	engagement rate
	Finland	21.1%
	Slovakia	12.2%
	Hungary	11.0%
	Norway	9.8%
	Sweden	9.7%
	Latvia	8.1%
	Republic of Korea	7.6%
	Andorra	7.5%
	Bosnia and Herzegovina	7.4%
	ROC	6.8%

Instagram example content
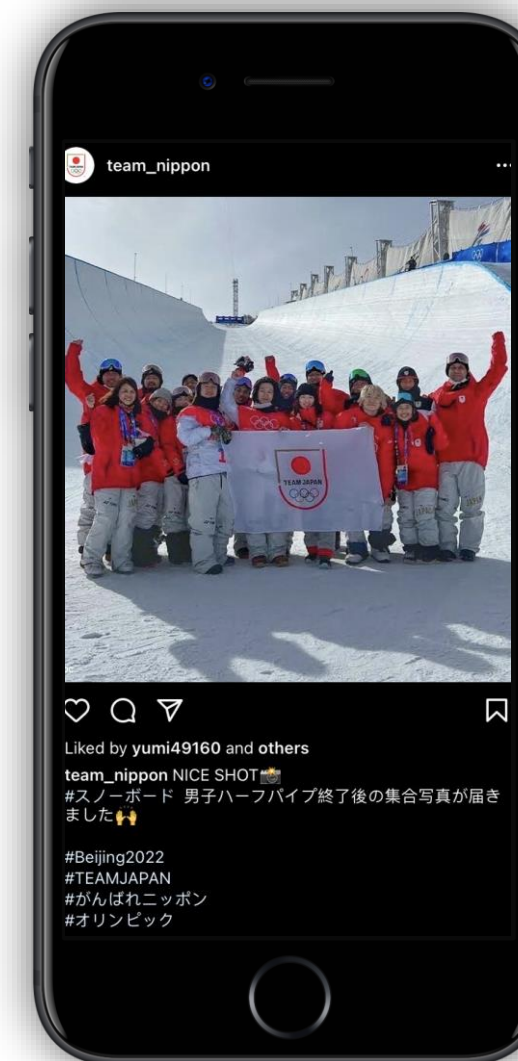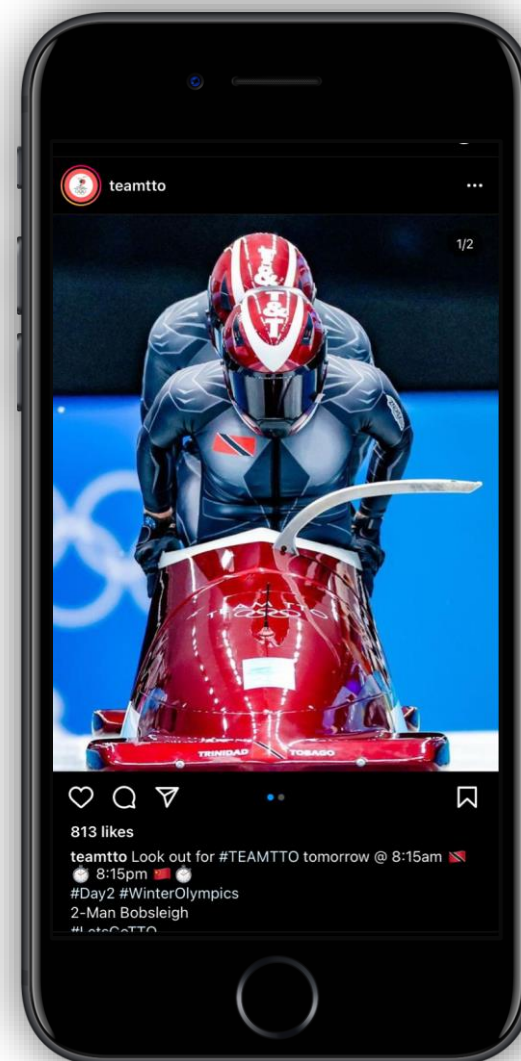
Instagram example content
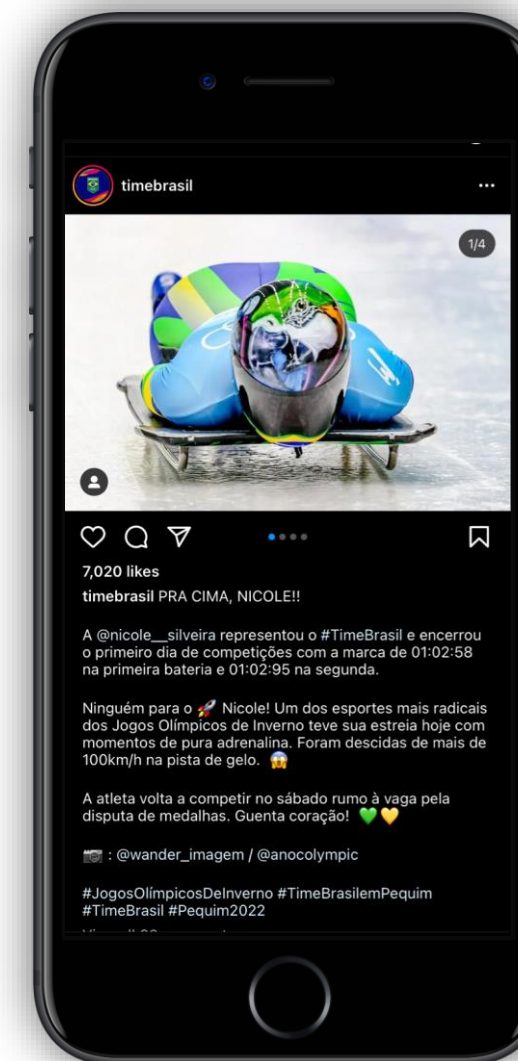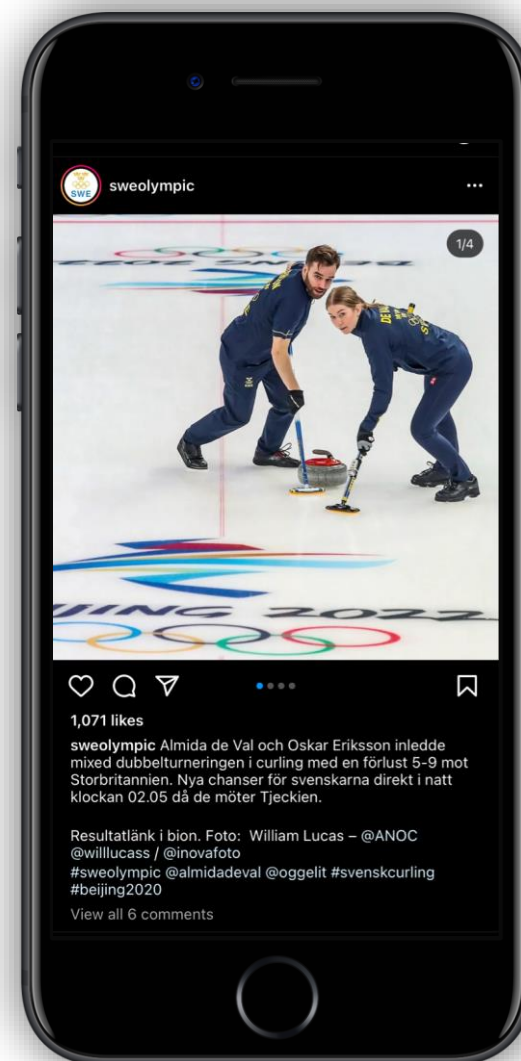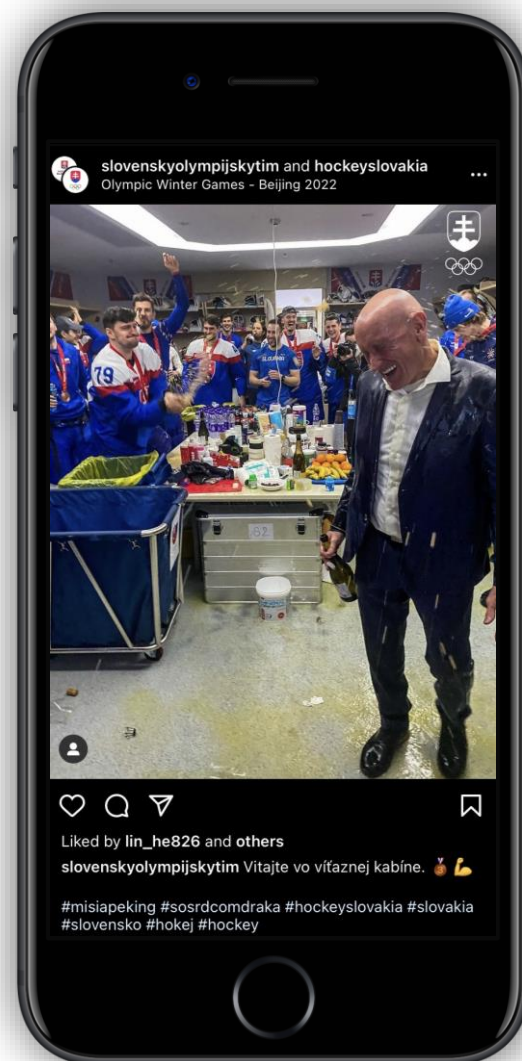
Instagram example content
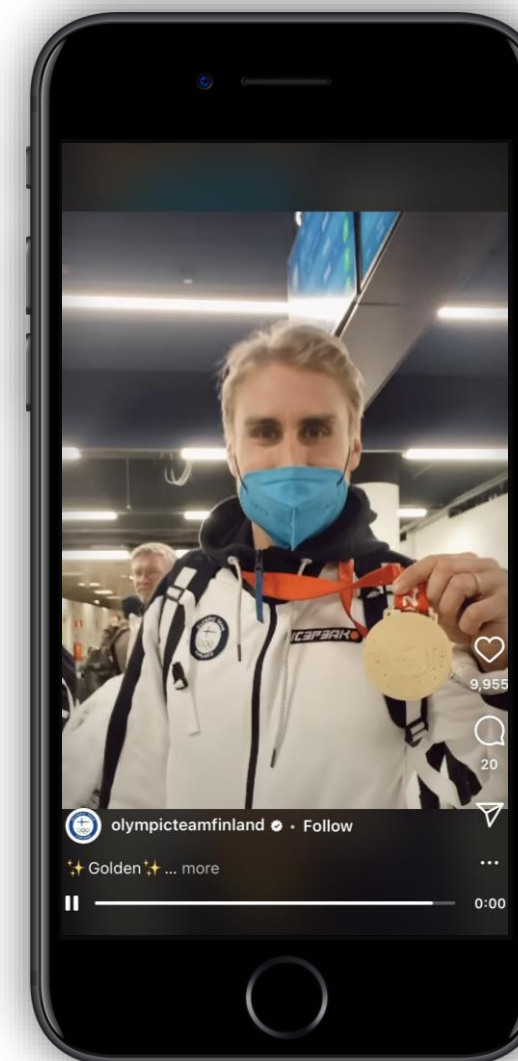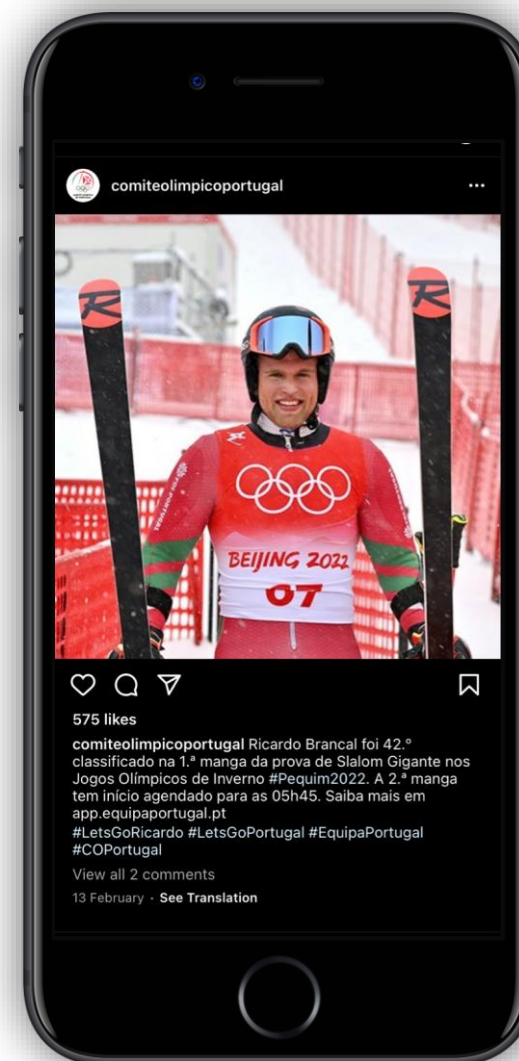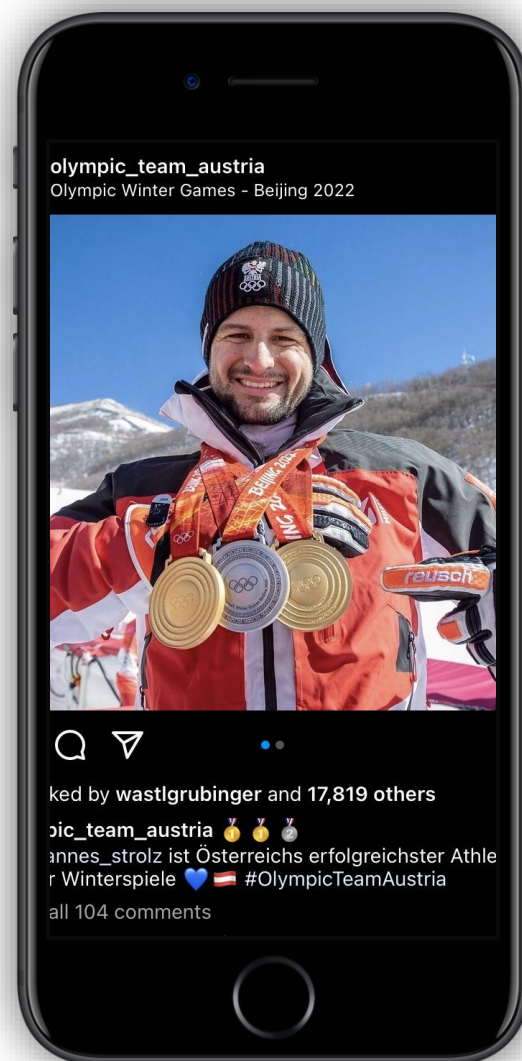
Twitter

Twitter overall performance (vs figures of the Tokyo 2020 report)

total fans	absolute growth	growth rate	posts	engagements	engagements per post (avg.)
7,822,453	136,775	1.8%	14,254	6,051,492	425

vs Tokyo 2020

total fans	absolute growth	growth rate	posts	engagements	engagements per post (avg.)
7,626,214	938,019	14.0%	48,254	22,879,244	183

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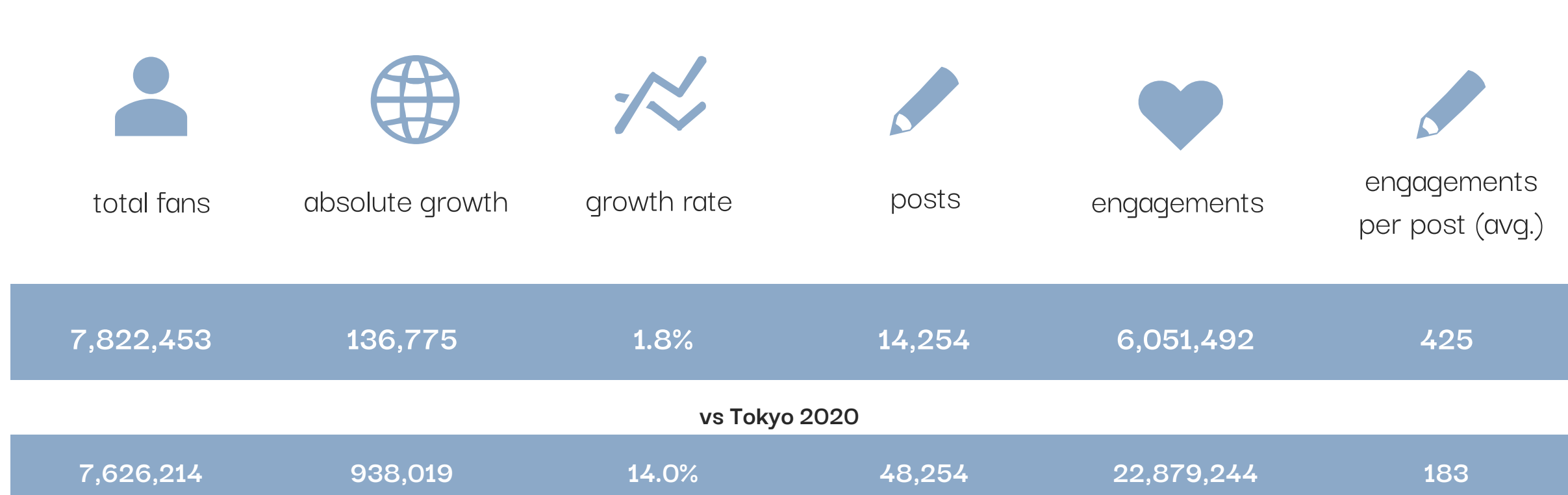
growth

overview

- Total size of NOC audiences on Twitter grew **+1.8%** (from **7.7m** to **7.8m**)
- **83%** of total growth came during the Games; **10%** pre-Games; **7%** post-Games

continental breakdown

- OCA had highest growth rate (**5.6%**) and generated the most new fans (**51.7k**); Japan accounted for **95%** of this growth (**49.0k**)
- **31%** of growth came from Panam Sports (**+42.7k** new fans); **30%** from EOC (+**40.4k** new fans)
- ANOCA (**375**) and ONOC (**1.6k**) had the smallest growth

Country Breakdown

- Japan amassed more new fans (**49.0k**) than any other NOC, followed by the USA (**+22.4k**) and Canada (**+14.8k**)
- The top 5 NOCs by growth rate were: (1) Poland (**+24%: 2.3k** new fans); (2) Japan (**+10%; 49.0k** new fans); (3) Chinese Taipei (**+9.4%; 116** new fans); (4) Finland (**+9.3%, 3.3k** new fans); (5) Sweden (**8.6%, 646** new fans)

Olympian breakdown

- The 18 NOCs with 100+ Olympians (Group A) accounted for **82%** of total growth (+**112.4k**)
- NOCs with 26–99 Olympians (Group B) generated **14.1k** new fans, of which **39%** came from Great Britain and **35%** from the Netherlands
- The 29 NOCs with fewer than 3 Olympians (Group E) generated **3.0k** new fans; Saudi Arabia accounted for **48%** of these (**1.4k**)

performance

overview

- A total of **14.3k** posts (more than any other platform) generated **6.1m** engagements
- **75%** of content was produced during the Games, representing **90%** of total engagements (**5.4m**)
- **2.2k** posts were produced pre-Games, which was **62%** higher than the post-Games total (**1.4k**)
- **47%** of posts came from NOCs with 100+ Olympians (Group A) and accounted for **80%** of engagements

continental breakdown

- OCA and Panam Sports each generated **2.2m** engagements, more than any other continental association
- EOC produced the most posts (**6.6k**) and accounted for **26%** of total engagements (**1.6m**)
- OCA generated an average of **1.6k** engagements per post, **3.6x** more than any other continental association

country breakdown

- The USA produced more content on Twitter (**1.6k**) than any other NOC, followed by Canada (**1.4k**), the Czech Republic (**838**), Australia (**704**), and Great Britain (**672**)
- Japan produced the highest average engagements per post (**4.1k**), followed by France (**777**) and the USA (**765**)
- Of NOCs who produced 10+ posts, Kazakhstan had the highest average engagement rate (**5.6%**), followed by Belgium (**1.4%**) and Kosovo (**1.3%**)

Twitter by continental association

continental association	total followers	absolute growth	growth rate	posts	engagements	engagements per post (avg.)
ANOCA	113,970	375	0.3%	338	4,447	13
EOC	2,337,866	40,414	1.8%	6,554	1,563,291	239
OCA	970,670	51,739	5.6%	1,403	2,218,402	1,581
ONOC	151,220	1,561	1.0%	855	51,028	60
Panam Sports	4,248,727	42,686	1.0%	5,104	2,214,324	434
	7,822,453	**136,775**	**1.8%**	**14,254**	**6,051,492**	**425**

Twitter by Beijing 2022 Olympians

Olympian size	total followers	absolute growth	growth rate	posts	engagements	engagements per post (avg.)
Group A	4,284,834	112,448	2.7%	6,716	4,836,155	720
Group B	1,378,790	14,146	1.0%	3,273	795,688	243
Group C	930,053	5,257	0.6%	1,240	338,351	273
Group D	270,579	928	0.3%	392	20,169	51
Group E	613,800	2,997	0.5%	1,158	46,544	40
No Olympians	344,397	999	0.3%	1,475	14,585	10
	7,822,453	**136,775**	**1.8%**	**14,254**	**6,051,492**	**425**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26-99 Olympians (14 NOCs); **Group C:** 7-25 Olympians (21 NOCs)
Group D: 3-9 Olympians (18 NOCs); **Group E:** 1-2 Olympians (29 NOCs)

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Twitter by period

period	total followers	absolute growth	growth rate	posts	engagements	engagements per post (avg.)
pre-Games	7,699,231	13,553	0.2%	2,195	360,735	164
during Games	7,813,181	113,950	1.5%	10,704	5,426,166	507
post-Games	7,822,453	9,272	0.1%	1,355	264,591	195

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

pre-Games: 28 January–3 February;   **during Games**: 4 February–20 February;   **post-Games:** 21 February–27 February

Twitter performance by daily average

period	growth	posts	engagements
pre-Games	1,936	314	51,534
during Games	6,703	630	319,186
post-Games	1,325	194	37,799

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

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Twitter top 10 NOCs

	NOC	absolute growth	growth rate
	Japan	+49.0k	+10%
	USA	+22.4k	+1%
	Canada	+14.8k	+2%
	France	+7.6k	+3%
	ROC	+7.3k	+8%
	Great Britain	+5.5k	+1%
	Netherlands	+5.0k	+6%
	Mexico	+3.8k	+2%
	Finland	+3.3k	+9%
	Czech Republic	+2.6k	+7%

	NOC	growth rate	absolute growth
	Poland	+24.1%	+2.3k
	Japan	+10.3%	+49.0k
	Chinese Taipei	+9.4%	+116
	Finland	+9.3%	+3.3k
	Sweden	+8.6%	+646
	ROC	+8.0%	+7.3k
	Czech Republic	+7.5%	+2.6k
	Netherlands	+5.9%	+5.0k
	Jamaica	+4.7%	+82
	Ukraine	+3.3%	+159

growth rate includes only NOCs with 1,000+ followers

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Twitter top 10 NOCs

	NOC	total engagements
🇯🇵	Japan	2.2m
🇺🇸	USA	1.2m
🇨🇦	Canada	667.3k
🇬🇧	Great Britain	368.5k
🇫🇷	France	293.7k
🇧🇷	Brazil	185.9k
🇪🇸	Spain	180.1k
🇳🇱	Netherlands	163.5k
🇫🇮	Finland	141.1k
	ROC	136.0k

Twitter top 10 NOCs

engagement rate:

- number of engagements divided by account size (followers) at the time of posting
- refers to average engagement rate of each NOC during monitoring period
- includes only NOCs with 1,000+ followers and 20+ posts

NOC	engagements per post (avg.)
Japan	4.1k
France	777
USA	765
Brazil	661
Mexico	557
Great Britain	548
Canada	482
ROC	479
Spain	339
Italy	311

NOC	engagement rate
Kazakhstan	5.6%
Belgium	1.4%
Kosovo	1.3%
Peru	1.2%
Poland	0.9%
Ukraine	0.9%
Denmark	0.9%
Japan	0.8%
Sweden	0.8%
Jamaica	0.7%

Twitter example content
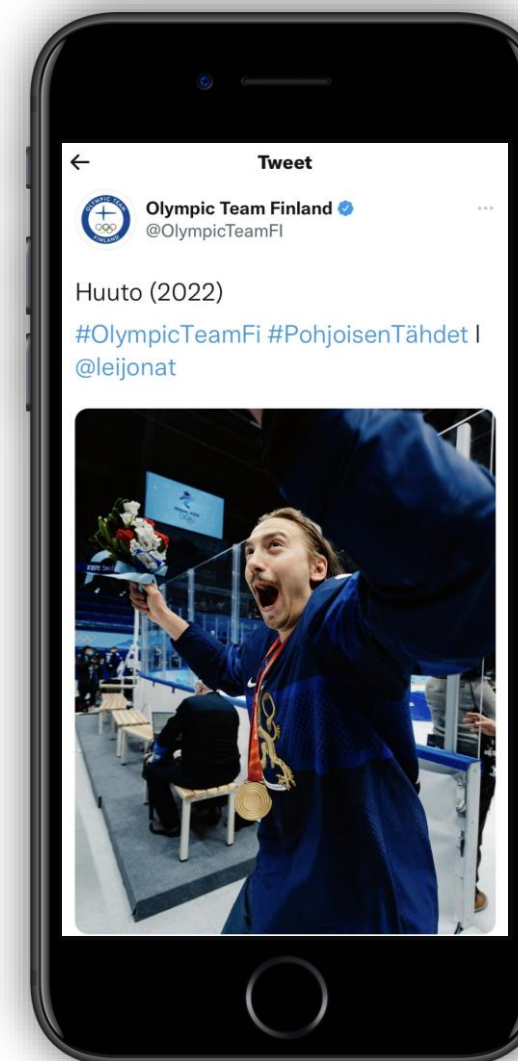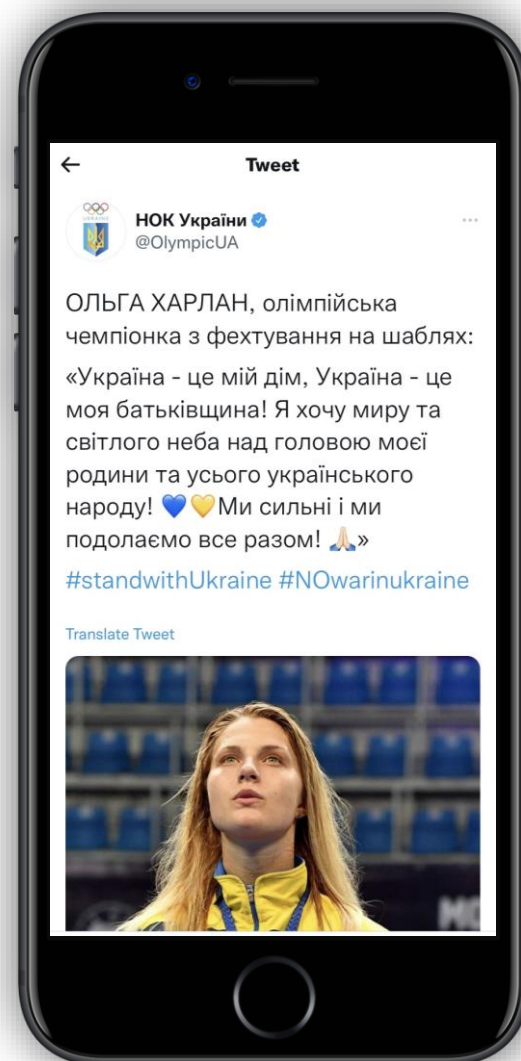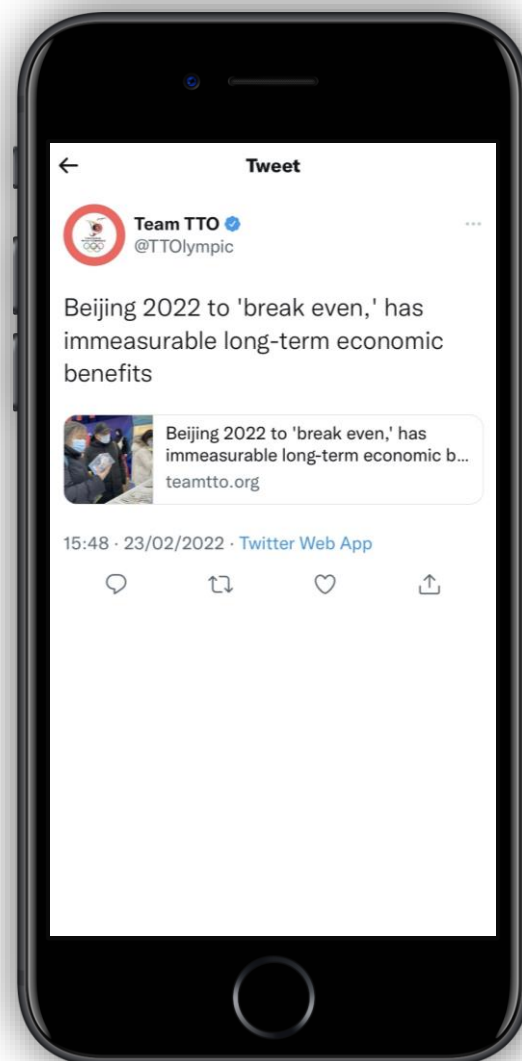
Twitter example content

YouTube

YouTube overall performance (vs figures of the Tokyo 2020 report)

total subscribers	absolute growth	growth rate	videos	video views	engagements	views per video (avg.)
663,389	34,088	5.4%	762	9,461,377	291,648	12,417

vs Tokyo 2020

| 552,183 | 50,345 | 10.0% | 1,139 | 11,325,892 | 142,341 | 9,944 |

growth

overview

- Total size of NOC audiences on YouTube grew **+5.4%** (from **629.3k** to **663.4k**)
- **68%** of total growth came during the Games, **7%** pre-Games; **25%** post-Games

continental breakdown

- **68%** of growth came from OCA (**+23.3k**); **24%** from EOC (**+8.3k**); **6%** from Panam Sports (+**2.2k**)
- OCA had the highest growth rate (**36.7%**), followed by EOC (**3.7%**)
- ANOCA experienced the lowest growth (**+80**) whilst Panam Sports had the lowest growth rate (**0.7%**)

country breakdown

- Japan amassed more new subscribers (**22.9k**) than any other NOC, followed by the Netherlands (+**2.9k**) and the Czech Republic (**+2.4k**)
- The top 5 NOCs by growth rate were: (1) Japan (**+87%: 22.9k** new subscribers); (2) Netherlands (**+42%; 2.9k** new subscribers); (3) Romania (**+15%; 88** new subscribers); (4) Slovakia (**+11%; 110** new subscribers); (5) Belgium (**+10%; 98** new subscribers)

Olympian breakdown

- There was a positive correlation between growth and the NOCs with a higher number of Beijing 2022 Olympians
  - **81%** of growth (**+27.7k**) came from the 18 NOCs with 100+ Olympians
  - **14%** of growth (**+4.8k)** came from the 14 NOCs with 26–99 Olympians
  - **2%** of growth (**+742**) came from the 21 NOCs with 7–25 Olympians
  - **0.8%** of growth (+**260**) came from the 18 NOCs with 3–9 Olympians
  - **0.7%** of growth (+**243**) came from the 29 NOCs with fewer than 5 Olympians

performance

overview

- A total of **762** videos generated **9.5m** video views and **291.6k** engagements
- **68%** of content was produced during the Games, representing **86%** of total engagements (**252.0k**) and **89%** of video views (**8.4m**)
- **40%** more content was produced pre-Games (**144**) than post-Games (**103**)
- **46%** of videos came from NOCs with 100+ Olympians (Group A), accounting for **94%** of video views and **97%** of engagements

continental breakdown

- OCA generated a cumulative **6.9m** video views and **238.0k** engagements, more than any other continental association
- Japan accounted for **99.7%** of OCA's video views and **99.8%** of engagements – **93%** of their videos were YouTube Shorts*
- EOC generated the 2nd highest number of video views (**2.5m**) and engagements (**52.1k**)
- ONOC (**27**) and ANOCA (**21**) produced the fewest videos of all continental associations

country breakdown

- The Czech Republic produced more videos on YouTube than any other NOC (**142**), followed by Austria (**81**), Japan (**74**), Spain (**42**), and Bahrain (**33**)
- Japan produced the highest average views per video (**92.8k** from **74** videos), followed by the Netherlands (**36.4k; 8** videos), the Czech Republic (**13.6k, 142** videos), Slovakia (**10.4k, 3** videos), and Hungary (**7.8k, 6** videos)

*YouTube Shorts, globally released in July 2021, resembles TikTok with a 15-60 second video in portrait mode. Content creators on YouTube have placed greater emphasis on this format of content as a more effective way of reaching non-subscribers

YouTube by continental association

continental association	total subscribers	absolute growth	growth rate	videos	video views	views per video (avg.)	engagements
ANOCA	7,924	80	1.0%	21	683	33	29
EOC	230,926	8,345	3.7%	471	2,528,226	5,368	52,058
OCA	86,761	23,305	36.7%	124	6,886,330	55,535	237,976
ONOC	11,433	200	1.8%	27	12,027	445	208
Panam Sports	326,345	2,158	0.7%	119	34,111	287	1,377
	663,389	**34,088**	**5.4%**	**762**	**9,461,377**	**12,417**	**291,648**

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YouTube by Beijing 2022 Olympians

Olympian size	total subscribers	absolute growth	growth rate	videos	video views	views per video (avg.)	engagements
Group A	434,121	27,665	6.8%	352	8,933,714	25,380	283,743
Group B	105,146	4,797	4.8%	151	441,297	2,922	6,020
Group C	52,021	742	1.4%	87	61,214	704	1,219
Group D	13,712	260	1.9%	29	9,489	327	265
Group E	21,033	243	1.2%	28	8,703	311	146
No Olympians	37,356	381	1.0%	115	6,960	61	255
	663,389	**34,088**	**5.4%**	**762**	**9,461,377**	**12,417**	**291,648**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26-99 Olympians (14 NOCs); **Group C:** 7-25 Olympians (21 NOCs)
Group D: 3- 9 Olympians (18 NOCs) **Group E:** 1-2 Olympians (29 NOCs)

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YouTube by period

period	total subscribers	absolute growth	growth rate	videos	video views	views per video (avg.)	engagements
pre-Games	631,757	2,456	0.4%	144	632,878	4,395	13,446
during Games	655,046	23,289	3.7%	515	8,440,226	16,389	252,021
post-Games	663,389	8,343	1.3%	103	412,646	4,006	26,181

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

pre-Games: 28 January–3 February;   **during Games**: 4 February–20 February;   **post-Games:** 21 February–27 February

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YouTube performance by daily average

period	absolute growth	posts	video views	engagements
pre-Games	351	21	90,411	1,921
during Games	1,370	30	496,484	14,825
post-Games	1,192	15	58,949	3,740

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

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YouTube top 10 NOCs

NOC	absolute growth	growth rate
Japan	+22.9k	+87%
Netherlands	+2.9k	+42%
Czech Republic	+2.4k	+3%
USA	+1.0k	+0.4%
Hungary	+800	+3%
France	+460	+6%
Great Britain	+400	+2%
Canada	+400	+2%
Republic of Korea	+200	+1%
Brazil	+200	+2%

NOC	growth rate	absolute growth
Japan	+87%	+22.9k
Netherlands	+42%	+2.9k
Romania	+15%	+88
Slovakia	+11%	+110
Belgium	+10%	+98
Austria	+10%	+170
France	+6%	+460
Lithuania	+5%	+130
North Macedonia	+4%	+29
Azerbaijan	+3%	+70

growth rate includes only NOCs with 500+ followers

YouTube top 10 NOCs

	NOC	total video views
	Japan	6.9m
	Czech Republic	1.9m
	Netherlands	290.9k
	Austria	72.3k
	Hungary	46.6k
	Great Britain	41.0k
	Lithuania	33.8k
	Slovakia	31.1k
	France	16.7k
	Belgium	16.4k

	NOC	views per video (avg.)
	Japan	92.8k
	Netherlands	36.4k
	Czech Republic	13.6k
	Slovakia	10.4k
	Hungary	7.8k
	Republic of Korea	7.1k
	Turkey	3.3k
	Belgium	2.7k
	Lithuania	2.4k
	France	1.7k

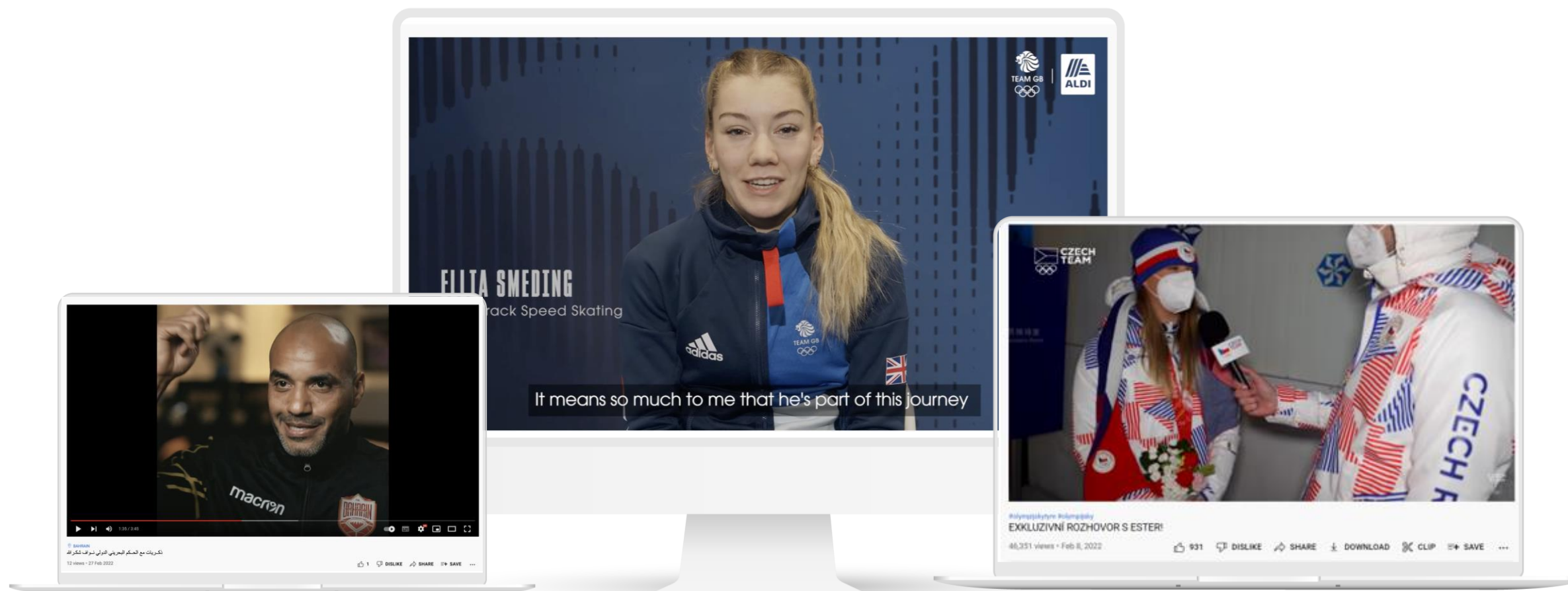*NOC had no Olympians at Beijing 2022

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YouTube example content
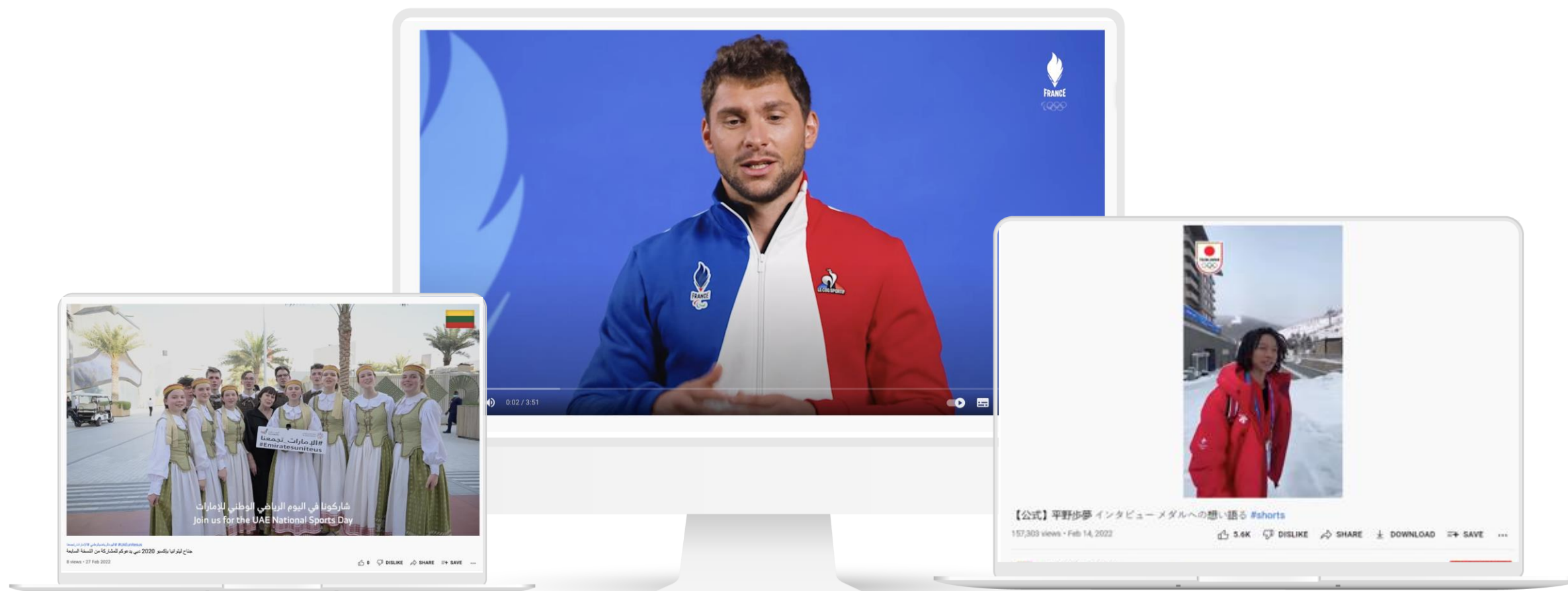
YouTube example content

TikTok

TikTok overall performance

total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
5,202,823	481,918	10.2%	452	77,433,338	6,847,365	15,149

growth

overview

- Total size of NOC audiences on TikTok grew **+10.2%** (from **4.7m** to **5.2m**), the highest growth rate of any platform
- **93%** of total growth came during the Games; **5%** pre-Games; **1%** post-Games

continental breakdown

- **48%** of growth came from EOC (**+231.3k**) and **42%** from Panam Sports (**+200.5k**)
- OCA had the highest growth rate (**29.1%**) of all continental associations
- OCA grew by a collective **45.2k** fans; ONOC (**+4.9k**) and ANOCA (**+2**) had the smallest growth

country breakdown

- The USA amassed more new fans (**+200.0k**) than any other NOC, followed by ROC (**+143.8k**) and Japan (**+44.5k**)
- The top 5 NOCs by growth rate were: (1) ROC (**+87%: 143.8k** new fans); (2) Czech Republic (**+58%; 18.6k** new fans); (3) Japan (**+35%; 44.5k** new fans); (4) Jordan (**+33%, 488** new fans); (5) Netherlands (**19%, 5.1k** new fans)

Olympian breakdown

- There was a positive correlation between growth and the NOCs with a higher number of Beijing 2022 Olympians
  - **94%** of growth (**+453.2k**) came from the 18 NOCs with 100+ Olympians (Group A)
  - **5%** of growth (**+24.5k**) came from the 14 NOCs with 26–99 Olympians (Group B)
  - **1%** of growth (**+2.5k**) came from the 21 NOCs with 7–25 Olympians (Group C)
  - **0.2%** of growth (**+1.0k**) came from the 18 NOCs with 3–9 Olympians (Group D)
  - **0.03%** of growth (**+132**) came from the 29 NOCs with fewer than 3 Olympians (Group E)

performance

overview

- A total of **452** posts generated **77.4m** video views and **6.8m** engagements
- **70%** of content was produced during the Games, representing **77%** of total video views (**59.3m**) and **85%** of total engagements (**5.8m**)
- **2.3x** more content was produced pre-Games (**95**) than post-Games (**41**)
- **61%** of posts came from NOCs with 100+ Olympians and accounted for **91%** of video views and **92%** of engagements

continental breakdown

- Panam Sports generated the most video views (**29.7m**), followed by EOC (**25.4m**) and OCA (**20.9m**)
- Panam Sports had an average of **33.2k** engagements per post, the highest of all continental associations
- OCA generated an average of **232.5k** views per post – only Panam Sports had more (**334.0k**)

country breakdown

- Japan produced more videos on TikTok (**68**) than any other NOC, followed by the USA (**55**), the Czech Republic (**51**), Germany (**38**), and ROC (**37**)
- The USA generated the most video views (**28.7m**), followed by Japan (**20.6m**) and ROC (**14.6m**)
- Of NOCs with more than 5+ posts and 1,000+ followers, Hungary had the highest average engagement rate (**25.9%**) and generated **161.2k** engagements from **19** posts

TikTok by continental association

	👤	🌐	📈	✏️	👁️	❤️	❤️
continental association	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
ANOCA	10	2	25.0%	0	0	0	0
EOC	1,380,269	231,338	20.1%	240	25,359,124	2,457,659	10,240
OCA	200,351	45,212	29.1%	90	20,929,078	1,272,461	14,138
ONOC	314,561	4,884	1.6%	33	1,419,664	158,060	4,790
Panam Sports	3,307,632	200,482	6.5%	89	29,725,472	2,959,185	33,249
	5,202,823	**481,918**	**10.2%**	**452**	**77,433,338**	**6,847,365**	**15,149**

TikTok by Beijing 2022 Olympians

Olympian size	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
Group A	3,417,899	453,210	15.3%	277	70,579,555	6,270,400	22,637
Group B	498,155	24,500	5.2%	94	4,716,793	398,947	4,244
Group C	1,215,181	2,467	0.2%	47	1,909,759	169,563	3,608
Group D	57,200	1,000	1.8%	11	131,402	4,559	414
Group E	4,420	132	3.1%	9	9,429	978	109
No Olympians	9,968	609	6.5%	14	86,400	2,918	208
	5,202,823	**481,918**	**10.2%**	**452**	**77,433,338**	**6,847,365**	**15,149**

Group A: 100+ Olympians (18 NOCs); **Group B:** 26–99 Olympians (14 NOCs); **Group C:** 7–25 Olympians (21 NOCs)
Group D: 3- 9 Olympians (18 NOCs); **Group E:** 1-2 Olympians (29 NOCs)

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TikTok by period

period	total followers	absolute growth	growth rate	posts	video views	engagements	engagements per post (avg.)
pre-Games	4,747,320	26,415	0.6%	95	17,371,923	951,631	10,017
during Games	5,196,570	449,250	9.5%	316	59,297,781	5,807,124	18,377
post-Games	5,202,823	6,253	0.1%	41	813,195	91,655	2,235

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

pre-Games: 28 January–3 February;   **during Games**: 4 February–20 February;   **post-Games:** 21 February–27 February

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TikTok performance by daily average

period	absolute growth	posts	video views	engagements
pre-Games	3,774	14	2,481,703	135,947
during Games	26,426	19	3,488,105	341,596
post-Games	893	6	116,171	13,094

pre-Games: 28 January – 3 February (7 days)
during Games: 4 February – 20 February (17 days)
post-Games: 21 February – 27 February (7 days)

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TikTok top 10 NOCs

	NOC	absolute growth	growth rate
	USA	+200.0k	+10%
	ROC	+143.8k	+89%
	Japan	+44.5k	+35%
	Italy	+33.9k	+7%
	Czech Republic	+18.6k	+58%
	Germany	+12.1k	+14%
	Great Britain	+11.8k	+5%
	Netherlands	+5.1k	+19%
	Hungary	+4.8k	+16%
	Australia	+2.6k	+2%

	NOC	growth rate	absolute growth
	ROC	+88.6%	+143.8k
	Czech Republic	+57.9%	+18.6k
	Japan	+35.4%	+44.5k
	Jordan*	+32.9%	+488
	Netherlands	+19.2%	+5.1k
	Hungary	+15.6%	+4.8k
	Germany	+13.7%	+12.1k
	USA	+9.5%	+200.0k
	Italy	+7.4%	+33.9k
	Azerbaijan	+7.1%	+1.1k

*NOC had no Olympians at Beijing 2022

growth rate includes only NOCs with 500+ followers

TikTok top 10 NOCs

engagement rate:

- number of engagements divided by account size (followers) at the time of posting
- refers to average engagement rate of each NOC during monitoring period
- includes only NOCs with 500+ followers and 5+ posts

	NOC	total video views
	USA	28.7m
	Japan	20.6m
	ROC	14.6m
	Czech Republic	3.4m
	Hungary	1.9m
	Great Britain	1.8m
	Italy	1.6m
	Germany	1.6m
	Brazil	980.7k
	New Zealand	925.1k

	NOC	engagement rate
	Hungary	25.9%
	ROC	16.7%
	Czech Republic	16.1%
	Jordan*	15.5%
	Japan	12.7%
	Kazakhstan	10.5%
	Germany	6.8%
	Netherlands	6.6%
	Nepal*	4.4%
	New Zealand	3.9%

*NOC had no Olympians at Beijing 2022

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TikTok top 10 NOCs

NOC	total engagements
USA	2.9m
ROC	1.4m
Japan	1.3m
Czech Republic	342.8k
Germany	249.9k
Hungary	161.2k
Great Britain	142.9k
New Zealand	102.1k
Italy	95.0k
Brazil	67.2k

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TikTok example content
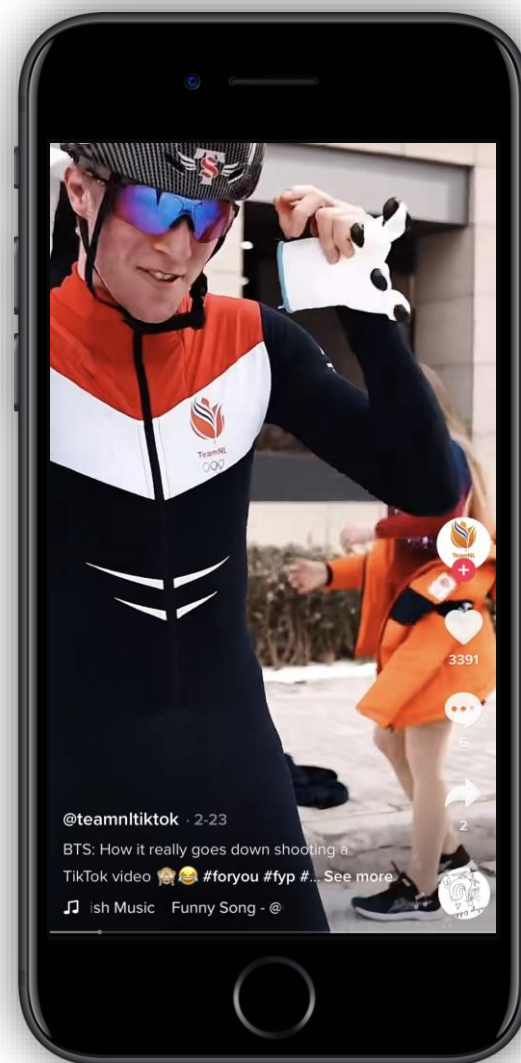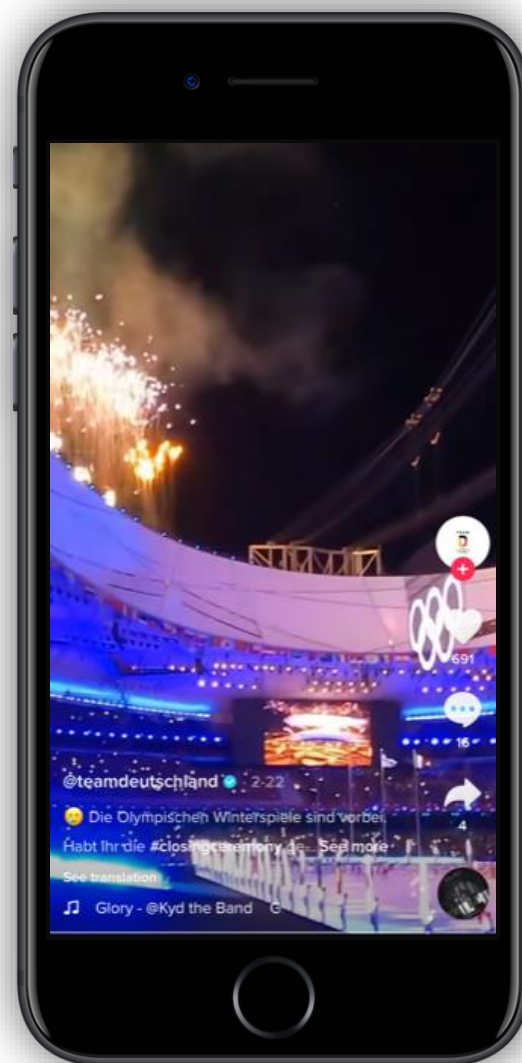
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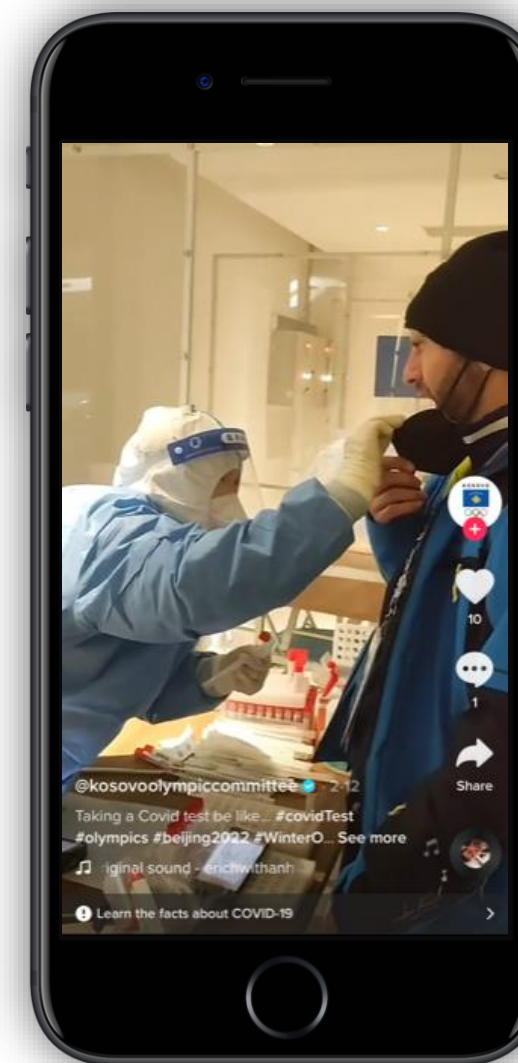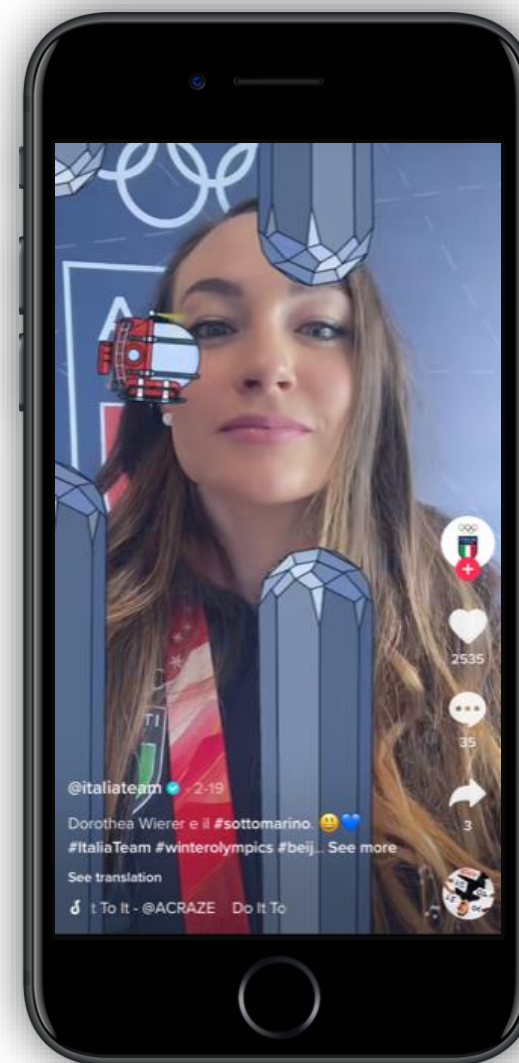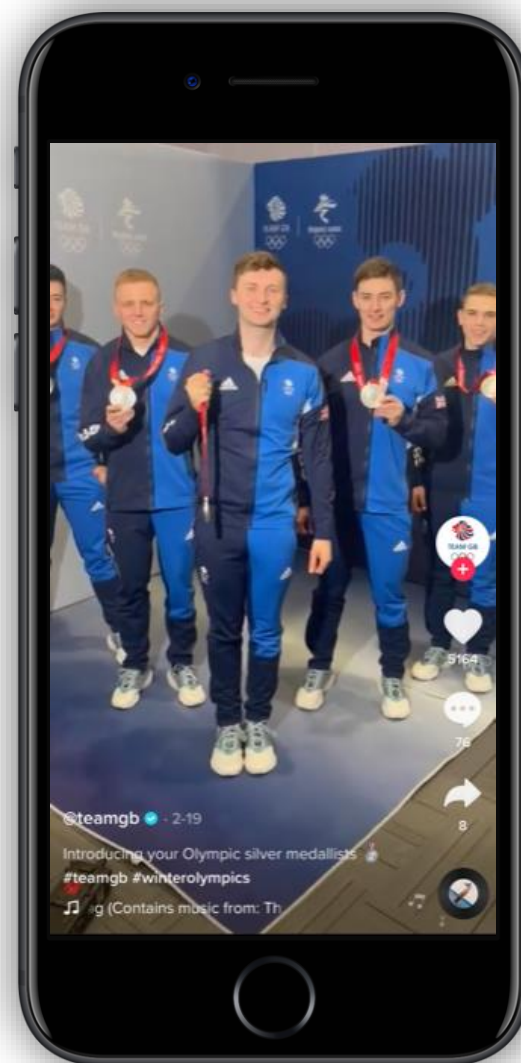
Thank

you

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