

# SOCHI 2014 WINTER OLYMPIC GAMES IN MEDIA

## Cross-media study 2/7-2/23 2014

### Time spent watching the Olympic Games by an average Czech

**more than 16 hours of TV**  
(TV Olympic broadcast)



**and more than 1 hour online**  
(news from the Olympics, live online streaming)

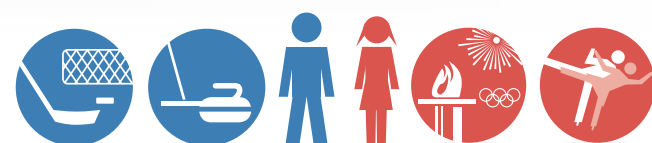


Source: ATO-MEDIARESEARCH, SPIR - Gemius - other partners

### Change in structure of TV viewers thanks to the Olympic broadcast

**45%** Total TV – non-olympic period  
**71%** ČT sport – non-olympic period  
**56%** 2014 Olympics on ČT

**55%** Men  
**29%** Women  
**44%** Women



### The largest representation of men or women among viewers



Source: ATO-MEDIARESEARCH - General population 4+

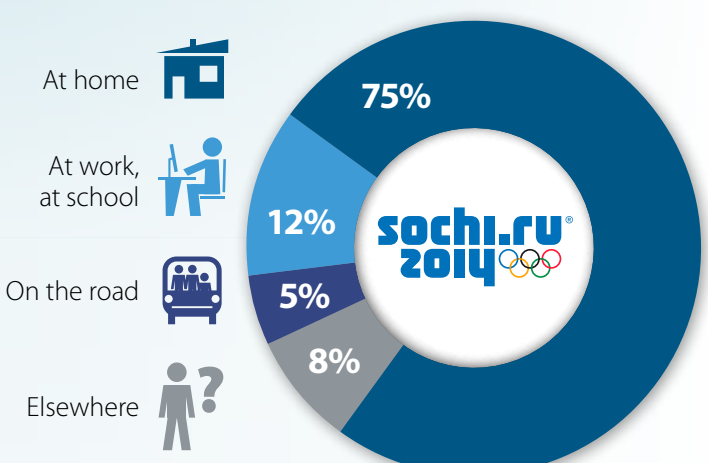
### How interesting were the Olympics for the Internet population?

**93%** followed the Olympics  
**30%** adjusted their daily routine to the Olympics schedule

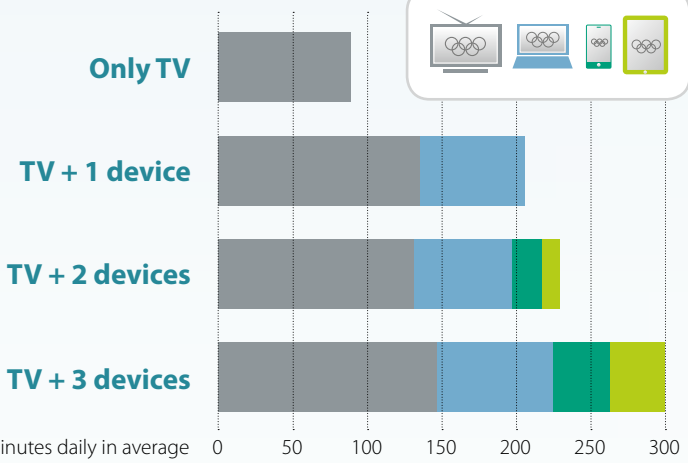


Source: MEDIARESEARCH, ČNP - Internet population CR 15+, N = 506.

### Where were the Olympics watched? (all media types)

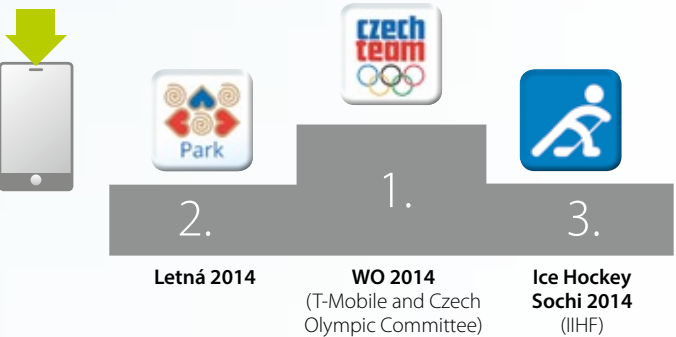


### Following the Olympics on more devices = more time with the Olympics



### The most downloaded applications by smartphone or tablet users

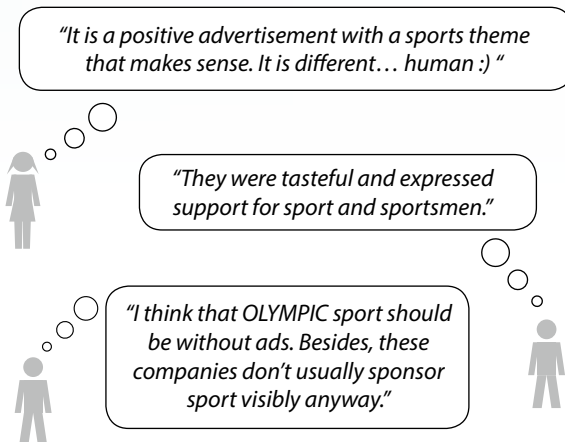
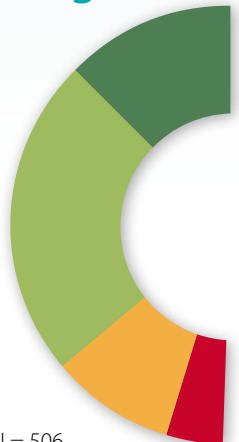
**22%** downloaded a mobile application dedicated to Olympics 2014  
**58%** did not download such application but knew that such application existed



### Feast of sport = feast of advertising

Do you like the advertisements of the brands with Olympic theme related to the Olympics 2014?

Definitely like **23%**  
Rather like **55%**  
Rather dislike **16%**  
Definitely don't like **6%**

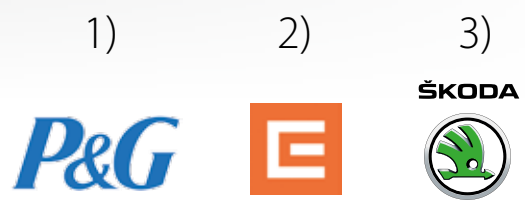


Source: MEDIARESEARCH, ČNP - Internet population CR 15+, N = 506.

### The biggest advertisers

Who placed Olympic related advertisements at the biggest pricelist value before and during the Olympic games?

Source: Admosphere, s.r.o. (monitoring of the INTERNET, source: SPIR-MEDIARESEARCH, a.s., prices of TV according to the audience: ATO-MEDIARESEARCH, a.s.)



Source: Cross-media consumption project 2014, MEDIARESEARCH, Czech television, ATO and partners

