



YouTube
Trends Report
2016

The YouTube Summer Games Report

Though the 2016 Summer Games have yet to commence, the sports that will take centre stage—like basketball, swimming, gymnastics and yes, modern pentathlon—already see millions of hours of watch time on YouTube globally. The YouTube Summer Games Report offers insights into fans' favourite sports from around the world, including how they watch and what's driving their excitement.*

*This report is for purely informational purposes and it is not sponsored nor endorsed by IOC, Rio 2016 local committee or the national teams.

Google

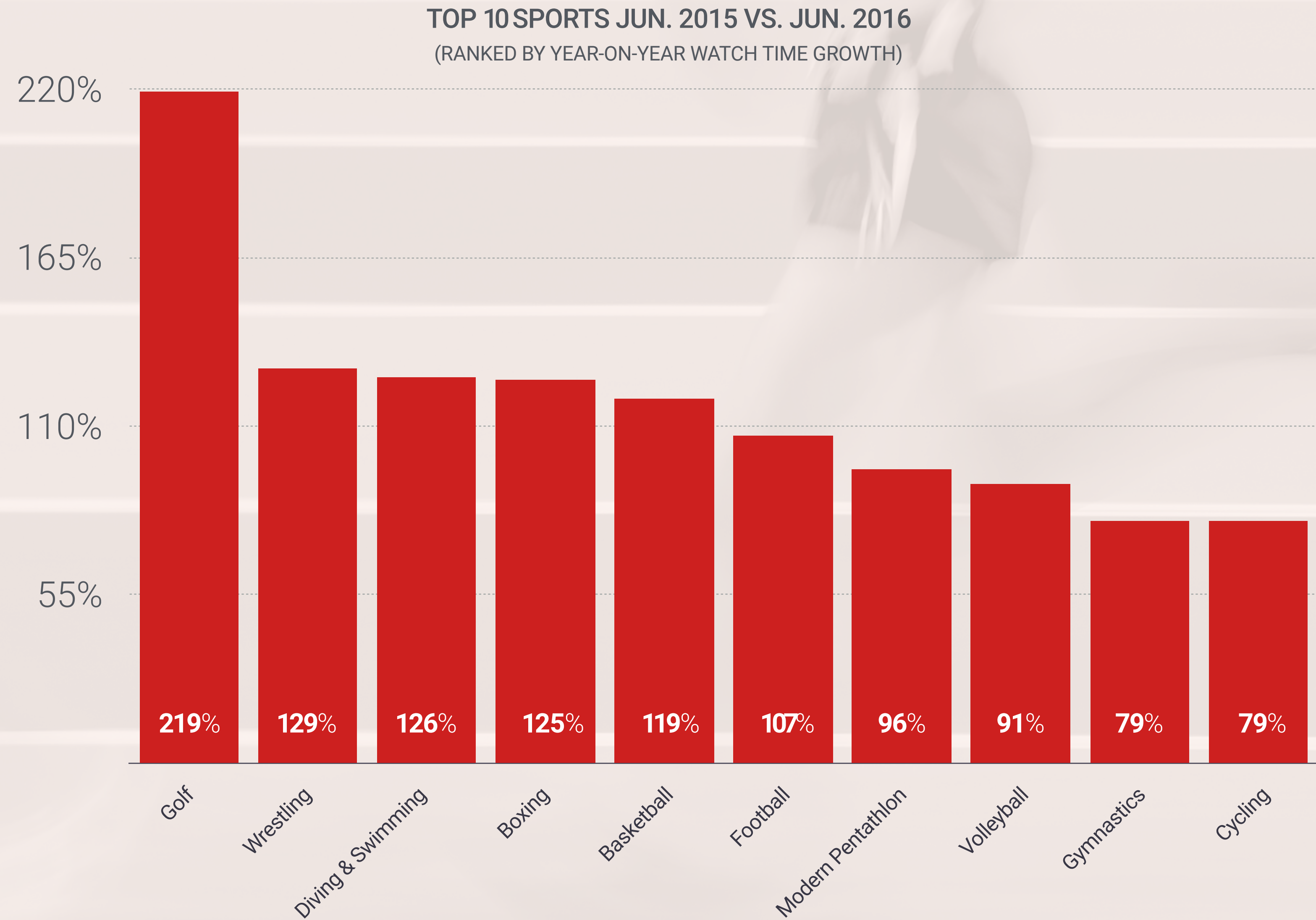


In the last 12 months alone, over 23,000 years of content have been watched on YouTube for athletics, diving and swimming, gymnastics, and volleyball. To put this in perspective, that's the equivalent of someone watching all 17 days of the Summer Games, 24 hours a day, not once, but over half a million times.



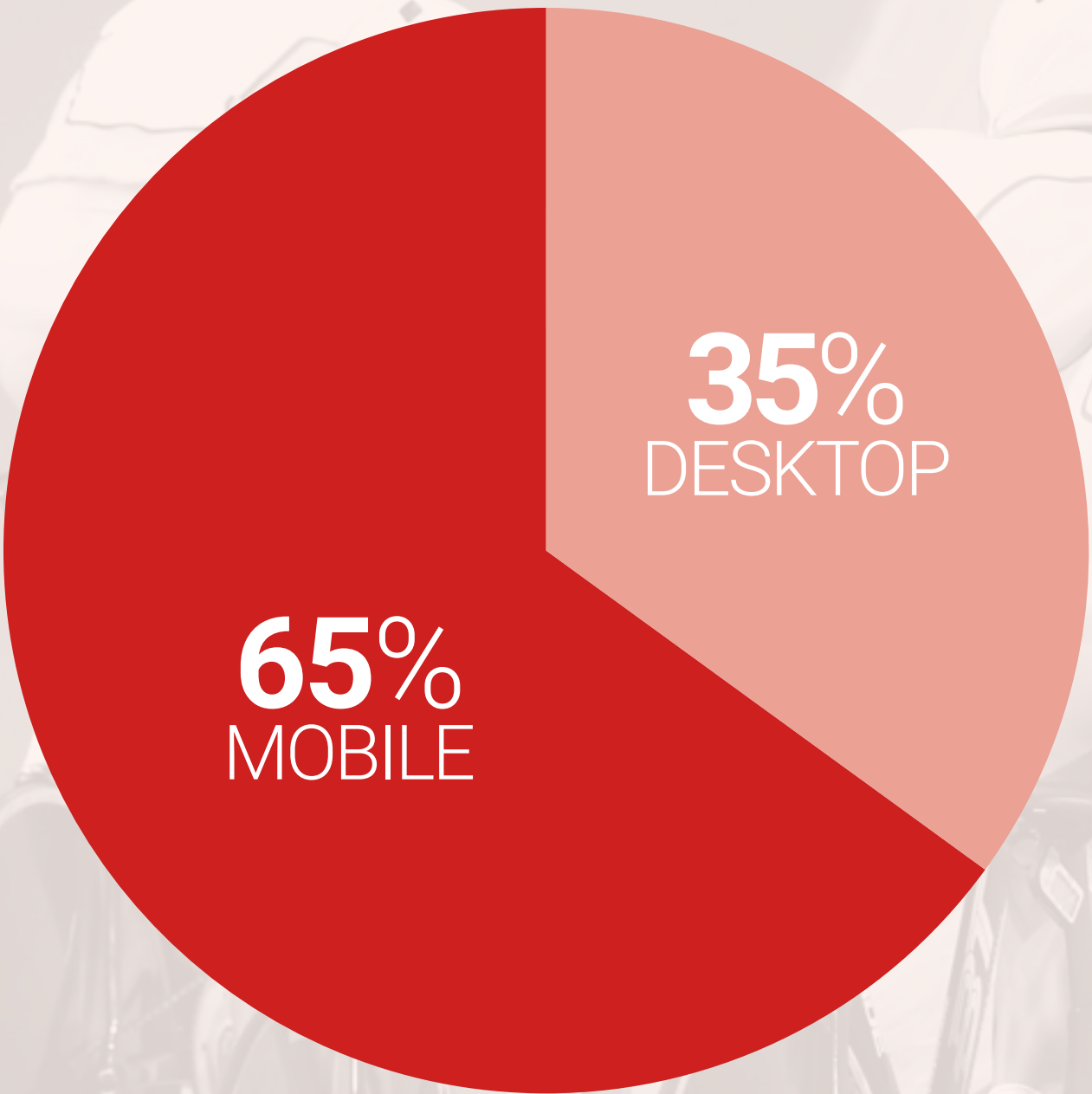
Source: Google Data, worldwide, classification as a "athletics" "gymnastics," "diving and swimming," or "volleyball" video was based on public data such as headlines and tags, and may not account for every such video available on YouTube, Jul. 2015–Jun. 2016.

As fans gear up for the games, watch time for sports is growing on YouTube. Most notably, golf, which makes its return to the games this summer, saw the greatest lift in watch time among all sports played at the Summer Games.



Source: YouTube Data, worldwide, classification was based on public data such as headlines and tags, and may not account for every such video available on YouTube, Jun. 2015 vs. Jun. 2016.

The majority of time spent watching sports content happens on mobile. In the past 12 months, mobile devices accounted for 65% of Olympic sports videos global watch time.



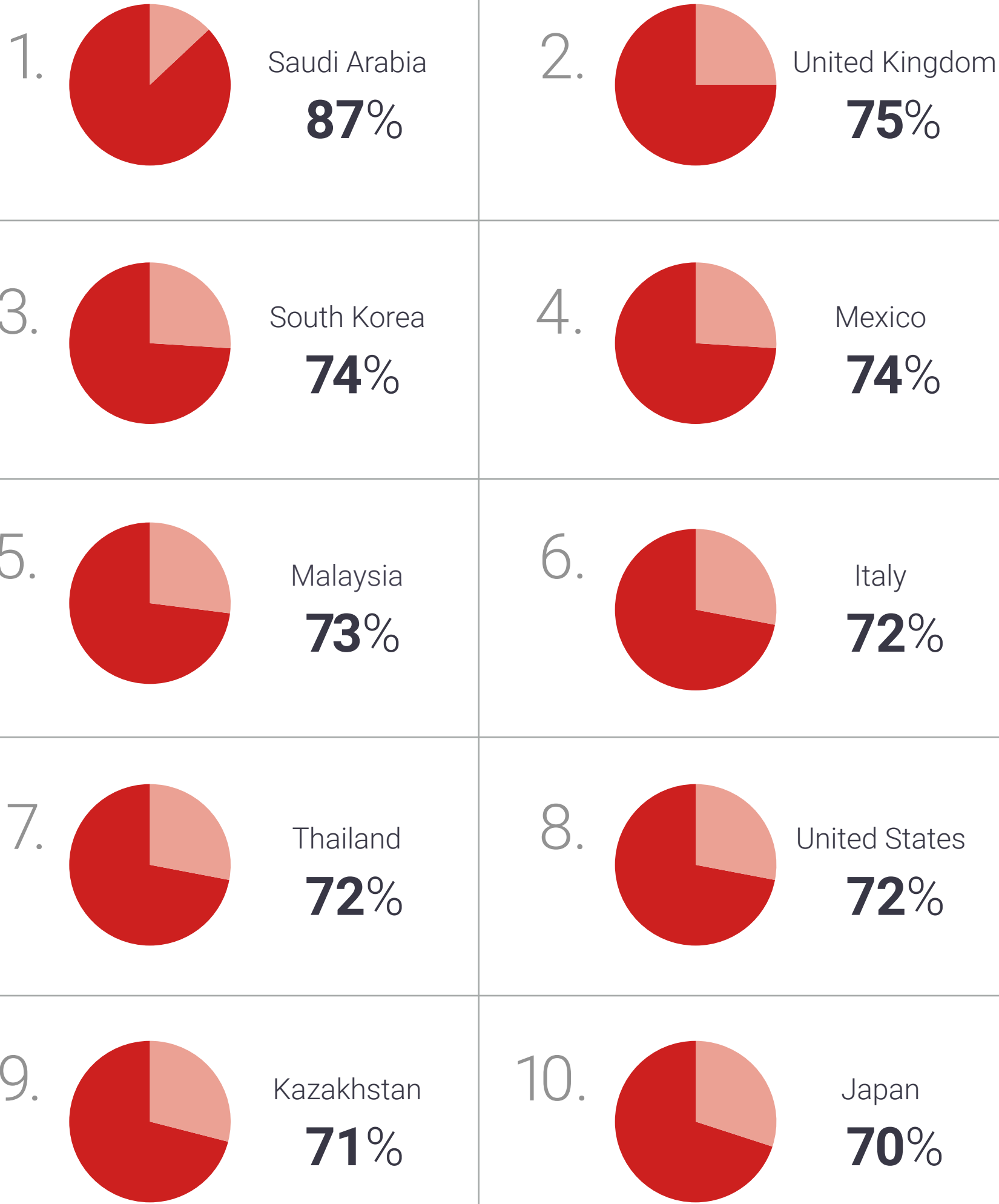
OLYMPIC SPORTS VIDEOS
GLOBAL WATCH TIME

*Full list of countries included can be found in the appendix.

Source: YouTube Data, worldwide and countries with Olympic sport interest, classification was based on Olympic relevance and public data such as headlines and tags, and may not account for every such video available on YouTube, Jul. 2015–Jun. 2016.

SHARE OF MOBILE DEVICE WATCH TIME

TOP 10 COUNTRIES*



Fans around the world turn to YouTube to watch their favourite sports. Here's a look at a few of the sports that are played at the Summer Games and where they're popular, based on share of YouTube sports watch time in each country.*

*Full list of sports and countries included in the ranking can be found in the appendix.

Source: YouTube Data, countries with Olympic sport interest, classification was based on Olympic relevance and public data such as headlines and tags, and may not account for every such video available on YouTube, Jul. 2015–Jun. 2016.


Basketball may be a fan favourite in the U.S., with TV viewers tuning into the NBA Finals in record numbers earlier this year, but the Philippines has the largest share of basketball watch time on YouTube.**

- BASKETBALL**
- | | | | | | | | | |
|----|---|-------------|----|---|---------------|----|---|--------|
| 1. |  | Philippines | 2. |  | United States | 3. |  | Canada |
|----|---|-------------|----|---|---------------|----|---|--------|

Not surprisingly, Europe has a strong showing when it comes to share of football watch time but Argentina takes the top slot.

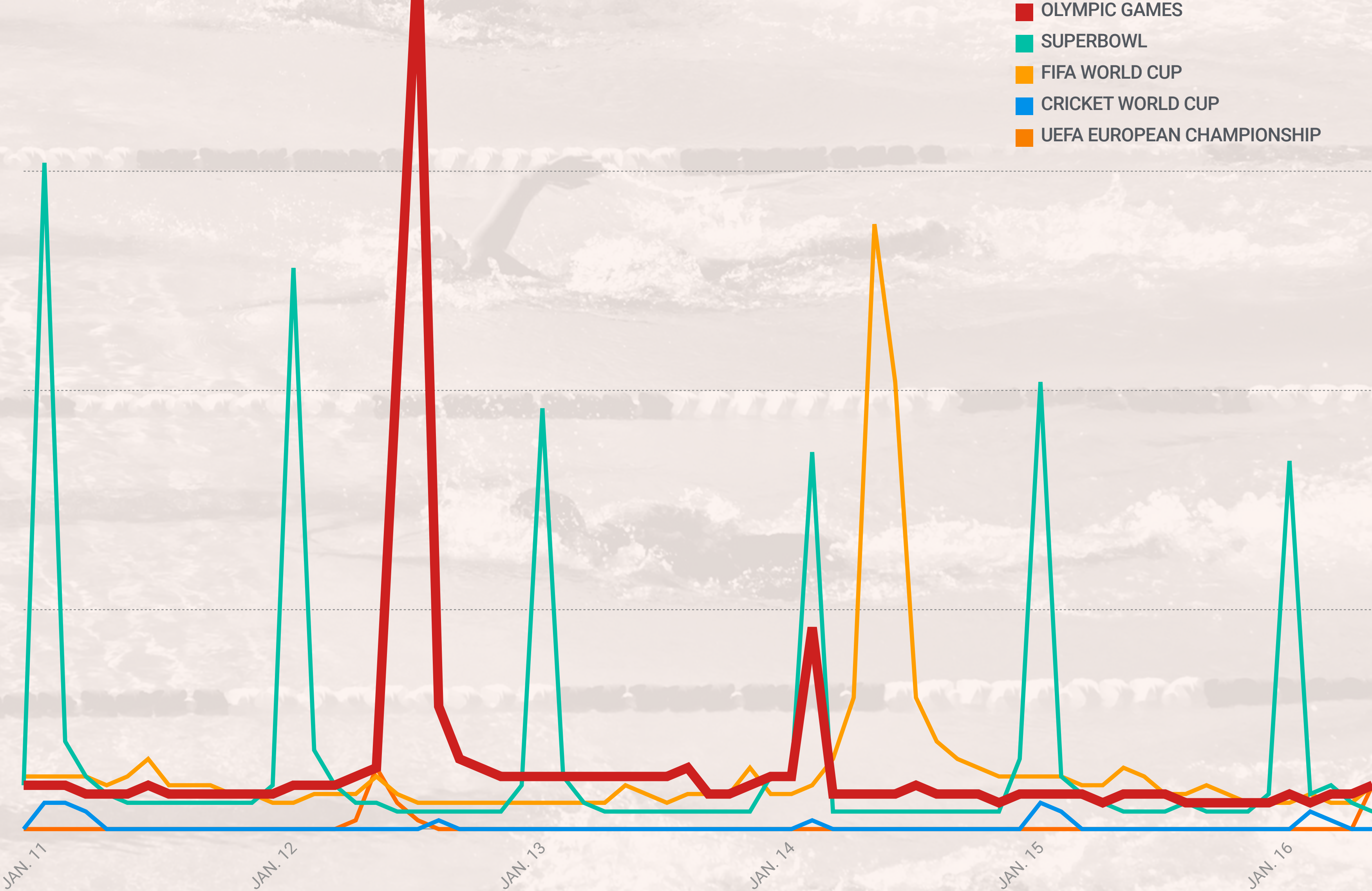
- FOOTBALL**
- | | | | | | | | | |
|----|---|-----------|----|---|-------|----|---|--------|
| 1. |  | Argentina | 2. |  | Italy | 3. |  | Poland |
|----|---|-----------|----|---|-------|----|---|--------|

Japan, the home of the 2019 Rugby World Cup, “wins” for the third largest share of rugby watch time on YouTube, behind France and Australia.

- RUGBY**
- | | | | | | | | | |
|----|---|-----------|----|---|--------|----|---|-------|
| 1. |  | Australia | 2. |  | France | 3. |  | Japan |
|----|---|-----------|----|---|--------|----|---|-------|

**<http://variety.com/2016/tv/ratings/tv-ratings-nba-finals-game-7-record-1201799138/>

While sports account for millions of hours of watch time on YouTube, they also drive fans to search. In fact, the Summer Games have driven the most search interest on YouTube, when compared to global sports fans' favourites like the last World Cup and past two UEFA European Championships.




Source: Google Trends, YouTube search, worldwide, monthly, Jan. 2011–Jun. 2016.


From epic wins to all-star performances, fans' favourite moments encompass both the sports and culture around the Summer Games.

TOP 10 VIDEOS FROM THE 2012 SUMMER GAMES
(RANKED BY OFFICIAL OLYMPIC CHANNEL VIEWS)


1.




Usain Bolt Wins Olympic 100m Gold - London 2012 Olympics
2.




Spice Girls London 2012 Performance
3.




USA v Nigeria - USA Break Olympic Points Record Men's Basketball Group A I London 2012 Olympics
4.




Mr. Bean / Rowan Atkinson London 2012 Performance
5.




James Bond and The Queen London 2012 Performance
6.




Usain Bolt Wins 200m Final - London 2012 Olympics
7.




Jamaica Break Mens 4x100m World Record - London 2012 Olympics
8.



Michael Phelps Wins Gold - Men's 100m Butterfly Full Event I London 2012 Olympics
9.



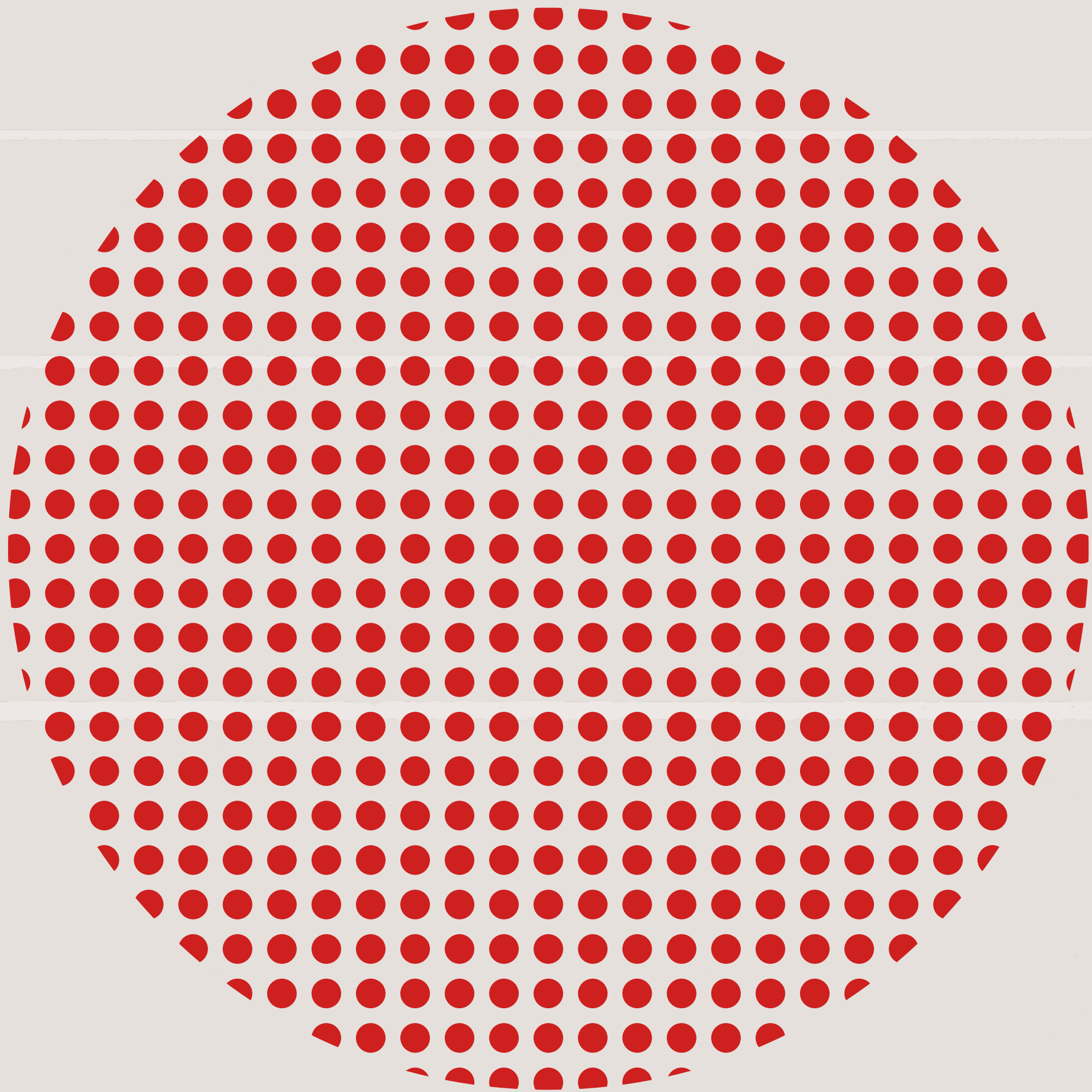
Women's Beam Final - London 2012 Olympics
10.



The Complete London 2012 Opening Ceremony I London 2012 Olympic Games

Brands are already uploading ads celebrating the athletes, culture, and passion around the Summer Games—and viewers are taking notice. From April 2016 through to June 2016, Olympic sponsors’ ads have already received the equivalent of over 400 years worth of watch time. Here’s a look at a few of the top ads so far.

OVER 400 YEARS OF AD WATCH TIME
FOR 2016 OLYMPIC SPONSORS’ ADS



APR. 2016–JUN. 2016

● ONE YEAR OF AD WATCH TIME

SAMPLE OF TOP ADS



Always
Always #LikeAGirl – Keep Playing
Creative Agency: Leo Burnett



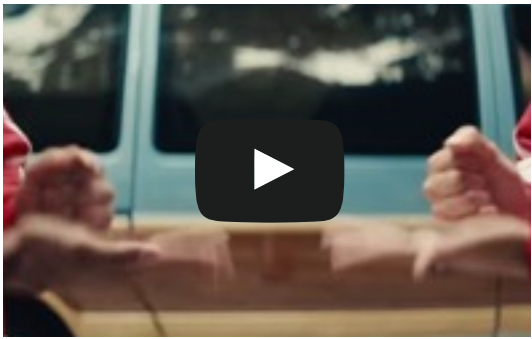
Minute Maid
Minute Maid #doingood I See What U.S. Olympian Missy Franklin Has To Say
Creative Agency: Doner



P&G
P&G Thank You, Mom - Strong I Rio 2016 Olympic Games
Creative Agency: Wieden+Kennedy



Samsung
Samsung Official TVC: "The Chant" Rio 2016 Olympic Games
Creative Agency: Leo Burnett



Visa
Visa | The Carpool to Rio - featuring Team Visa Olympians
Creative Agency: BBDO

Source: YouTube data, worldwide, classification of sponsors' Olympics ads was based on public data such as headlines and tags, and may not account for every such video available on YouTube, Apr. 2016–Jun. 2016.

Appendix















































TOP THREE COUNTRIES WHERE EACH SPORT HAS THE LARGEST SHARE OF SPORTS WATCH TIME

ARCHERY	1.  Canada	2.  United States	3.  Hungary
ATHLETICS	1.  Japan	2.  Canada	3.  India
BADMINTON	1.  Malaysia	2.  Indonesia	3.  South Korea
BASKETBALL	1.  Philippines	2.  United States	3.  Canada
BOXING	1.  Kazakhstan	2.  Czech Republic	3.  Thailand
CANOEING	1.  Czech Republic	2.  Canada	3.  United States
CYCLING	1.  Czech Republic	2.  Colombia	3.  France
DIVING & SWIMMING	1.  Netherlands	2.  Turkey	3.  Russia
EQUESTRIANISM	1.  Hungary	2.  Ukraine	3.  Czech Republic
FENCING	1.  Hungary	2.  Vietnam	3.  Czech Republic
FIELD HOCKEY	1.  Netherlands	2.  Argentina	3.  India
FOOTBALL	1.  Argentina	2.  Italy	3.  Poland
GOLF	1.  Japan	2.  South Korea	3.  Canada
GYMNASTICS	1.  United States	2.  Australia	3.  Canada
HANDBALL	1.  Hungary	2.  Poland	3.  France

Source: YouTube Data, countries with Olympic sport interest, classification was based on Olympic relevance and public data such as headlines and tags, and may not account for every such video available on YouTube, Jul. 2015–Jun. 2016.

TOP THREE COUNTRIES WHERE EACH SPORT HAS THE LARGEST SHARE OF SPORTS WATCH TIME

JUDO	1.  Japan	2.  South Korea	3.  Kazakhstan
MODERN PENTATHLON	1.  Czech Republic	2.  Hungary	3.  Poland
ROWING	1.  Vietnam	2.  Thailand	3.  South Korea
RUGBY	1.  Australia	2.  France	3.  Japan
SAILING	1.  Canada	2.  Australia	3.  Netherlands
SHOOTING	1.  United States	2.  Russia	3.  Czech Republic
SYNCHRONIZED SWIMMING	1.  Spain	2.  Netherlands	3.  Canada
TABLE TENNIS	1.  South Korea	2.  Japan	3.  Indonesia
TAEKWONDO	1.  South Korea	2.  Vietnam	3.  Indonesia
TENNIS	1.  Japan	2.  South Korea	3.  India
TRIATHLON	1.  Spain	2.  Germany	3.  France
VOLLEYBALL	1.  Thailand	2.  Philippines	3.  Vietnam
WATER POLO	1.  Hungary	2.  Netherlands	3.  Japan
WEIGHTLIFTING	1.  Czech Republic	2.  Russia	3.  Kazakhstan
WRESTLING	1.  India	2.  Malaysia	3.  Saudi Arabia

Source: YouTube Data, countries with Olympic sport interest, classification was based on Olympic relevance and public data such as headlines and tags, and may not account for every such video available on YouTube, Jul. 2015–Jun. 2016.