

Historic Results Point to a Positive Future

As the **can't-miss programming** of the season, the Olympics draw a diverse audience, giving businesses who advertise during the Olympics the unique opportunity to reach more customers. While we anticipate the excitement of the 2024 Paris Olympics, let's look back at the impressive results from the 2020 Tokyo Olympics:

3.05 Billion TV and Digital Viewers

33% Increase in TV Coverage from 2016

The Most-Streamed Olympics

2020 Tokyo Olympics Data

Strengthen Relationships with Your Customers

The Olympic Games attract a passionate audience. Brands that align themselves with the Olympics see:

49%

Higher Customer Loyalty

54%

Greater Differentiation

39%

More Relevance

Coming Soon on:



Connect with your Cox Media consultant today to learn more about how to align your business with the Olympics!