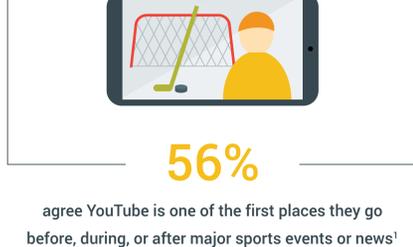


Canadian Sports Fans Turn to YouTube for the Full Olympic Experience

Sports fandom today extends far beyond scheduled TV broadcasts. Canadian fans turn to YouTube for deeper engagement with their favourite sports, events, and athletes—especially during events like the upcoming Summer Olympics in Rio.



To understand more about the strength of sports fandom in the digital age, we gathered research on Canadian sports fans who use YouTube at least monthly and found:



agree YouTube is one of the first places they go before, during, or after major sports events or news¹



agree YouTube is one of their most-trusted sources of sports news¹

It's More Than a Game

For today's connected fans, sports are about more than just wins and losses: They're about getting to know the players, tracking stats, sharing highlights with friends, and experiencing practically every angle of the game right alongside the athletes.



61%

agree they can get a closer, more personal look at athletes or sports teams on YouTube than they can get elsewhere¹

Canadian fans turn to YouTube to experience every major sport, including this summer's Olympic Games. 206 countries and 10,500 athletes will participate in the Rio 2016 Olympics, with a projected global audience of more than 7.5 million fans watching the 17-day event.² The event will kick off a cultural experience for all kinds of fans and are slated to be the most mobile games to date.



1 in 3

Canadians who rarely or never watch sports content plan to watch the Rio 2016 Olympics³

Pre-Game: Setting the Stage

Before the game clock starts ticking, fans jump on YouTube to get informed and share the excitement with fellow supporters before their favourite events.

Canadians turn to YouTube first for the following:



to get a behind-the-scenes view of a sports or fitness activity¹



to learn about athletes¹



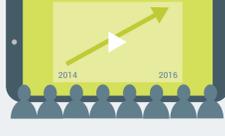
to connect with people who have shared interests in sports or fitness¹

When Olympic fever rises, competition is only part of the conversation—searches also ramp up for the host country's culture, hot spots, and hometown heroes.

Search interest on YouTube for the London 2012 Olympics was higher than that of the 2014 World Cup tournament, as well as each of the last four Super Bowls,⁴ and we expect to see that interest climb even higher this year.

+26%

Mobile video penetration will have grown 26% from the time of the Sochi 2014 Winter Olympics,⁵ resulting in

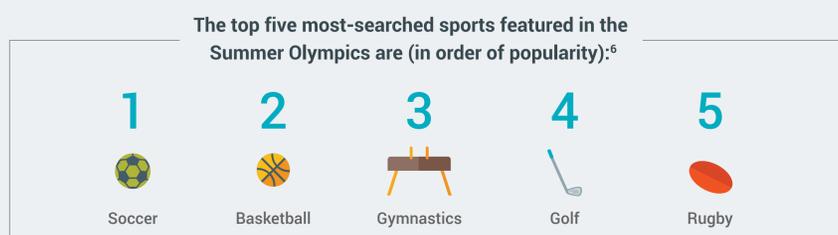


Almost 12M

Canadians seeking mobile video content by the time of the Rio 2016 Olympics⁵



The top five most-searched sports featured in the Summer Olympics are (in order of popularity):⁶



During the Game: Embracing the Spectacle

Whether today's sports fans are catching missed content, reliving remarkable moments, or sharing impactful stories online, YouTube gives fans a panoramic view of their small-screen broadcasts.



watch sports or fitness videos on YouTube while also watching live sports on TV¹



have shared or told others about sports or fitness videos after watching them on YouTube¹

The magic of the opening ceremonies. Past highlights and athletes' biographies. Real-time stats. Fans on YouTube can catch it all, from missed moments to the simply unmissable.



Canadians say they watch Olympic games, highlights, and athlete profiles on YouTube¹



Post-Game: Reliving the Moments

The game stays fresh on many viewers' minds long after the final whistle is blown. Post-game breakdowns and unmissable moments are always rolling on YouTube.

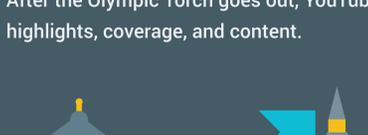


watch sports or fitness content on YouTube while watching post-event coverage on TV¹



agree they can find sports or fitness video content on YouTube that they cannot find elsewhere¹

After the Olympic Torch goes out, YouTube allows fans to revisit a bottomless time capsule of highlights, coverage, and content.



+225%

YouTube search interest for the Olympics' closing ceremonies increased by 225% from the Beijing 2008 Olympics to the London 2012 Olympics⁸

The Olympic fire keeps burning long after the ceremony. Fans can go on YouTube to bask in the afterglow of the games until the next Olympic torch relay is underway!



SOURCES

- 1 Google/Ipsos Connect, "Sports Fandom on YouTube," May 2016, n=5,005 online Canadian respondents ages 18–54.
- 2 <https://www.rio2016.com/en/olympic-games>
- 3 Google Consumer Surveys, May 2016, n=391, online Canadians 18+.
- 4 Google Trends, YouTube search, Jan 2011–Mar 2016, Canada.
- 5 eMarketer, "Mobile Phone Video Viewers and Penetration in Canada," 2013–2019, June 19 2015, projected growth from 2014 (year of Sochi) to 2016 (year of Rio).
- 6 Google Internal Data, Apr 2015–Mar 2016, Canada, Methodology: YouTube searches related to each sport based on searches containing the sport.
- 7 Google Trends, YouTube search, Jan 2012–Mar 2016, Canada.
- 8 Google Trends, YouTube search, August 2008–August 2012, Canada.