



## Olympic Facts

The torch will be lit in Paris for the Summer Games! Check out some interesting facts that you might not have known about the Olympics.



### The Olympic Games have been around for a long time

The first Olympic Games took place in the 8th century B.C. in Olympia, Greece and were held for 12 centuries. Then, in the 4th century A.D., all pagan festivals were banned by Emperor Theodosius I and the Olympics were no more. The first modern Olympics were held in 1896 in Greece.



### Ever wondered what the Olympic logo represents?

The five rings of the Olympic logo – designed by Baron Pierre de Coubertin, co-founder of the modern Olympic Games – represent the continents of the world. The six colors – blue, yellow, black, green, red, and the white background – were chosen because every nation's flag contains at least one of them.



### Women in the Olympics

Women have been allowed to compete in the Olympics since 1900. Only four athletes have ever won medals in both the Winter and the Summer Olympics. Only one of them, East German speed skater and cyclist Christa Luding-Rothenburger, won medals in the same year (1988).



### Interesting sports that were part of the games

The following sports are no longer part of the Olympics: solo synchronized swimming, tug of war, rope climbing, hot air ballooning, dueling pistol, tandem bicycle, swimming obstacle race, and plunge for distance. Luckily, live pigeon shooting was a one-shot and only part of the 1900 Olympics in Paris.

Source: <https://www.ef.edu/blog/language/24-facts-about-the-olympics/>

To learn more, visit [effectv.com](https://www.effectv.com) or call us at 888.877.9799

©2023 Comcast. All rights reserved. Comcast confidential and proprietary information.





## Audience Value

The immense scale makes it the media's most impactful sporting and entertainment event.<sup>1</sup>

#1

The Summer Games in Tokyo were the largest go-to mass audience event of 2021 & 2022

4x

Streaming minutes projected for Paris vs. Tokyo

#1

In female & multicultural fandom vs. other major pro & college sports leagues

## Impact & Environment

The Olympic Games have consistently delivered ad-impact results with lasting power throughout purchase funnel.<sup>2</sup>

+42%

Message memorability vs. prior year brand norm

+47%

Search engagement vs. competitive TV norm

**OLYMPIC VIEWING IS STRONG<sup>3</sup>**

6H

of Olympics viewing on Cable Networks per HH on average

100M+

hours of Olympics viewing in Comcast HHs

78%

of Comcast Households tuned in for Olympic programming

Source: 1) Nielsen. Adobe Analytics. 2021- 4Q 2022 Adobe Analytics MRI, F18+MRI Spring 2022 Survey, P18+, multicultural = non-white. 2) Message Memorability: Phoenix MI: Tokyo Olympics NBC Prime vs Prior Year broadcast/cable norm, P18-49 Search engagement: EDO: Tokyo Olympics NBC Prime vs Competitive Prior Year broadcast/cable norm 3) Comcast Aggregated Viewership Data. Dates: 2/4/22 - 2/23/22, HHs that tuned into Olympics programming.

To learn more, visit [effectv.com](https://effectv.com) or call us at 888.877.9799

©2023 Comcast. All rights reserved. Comcast confidential and proprietary information.

