

# Olympics viewership surge signals strong demand for premium live events

Article

**The news:** The **2024 Summer Olympics** in Paris delivered a viewership bonanza for NBCUniversal, attracting an average of **30.6 million viewers** across its platforms—an **82%**

**increase from the Tokyo Games.** This success underscores the enduring appeal of major live events in today's fragmented media landscape.

Key highlights:

- Viewers streamed a record-breaking **23.5 billion minutes** of Olympic content.
- **Peacock** had eight of its 10 highest streaming days during the Olympics.
- NBC's primetime coverage drew an impressive 4.1 million daily viewers.

NBCU's planning clearly contributed to this triumph:

- The company seamlessly integrated streaming and traditional broadcasts.
- NBCU updated its viewership data presentation to better reflect modern consumption habits.
- The network leveraged celebrity-driven coverage to boost audience interest.

**Why it matters:** For media companies, the success of the Olympics underline the importance of securing rights to major sporting events. These properties not only drive viewership and ad revenues but also provide platforms to promote other content and services.

For advertisers, these events are key moments to enter the zeitgeist.

**Looking ahead:** This Olympic success story parallels the robust advertiser demand for other premium live events. Case in point: **Fox has nearly sold out its commercial inventory for the 2025 Super Bowl**, with 30-second spots fetching over **\$7 million** each.

The trend highlights a key insight for advertisers: Major sporting events continue to offer unparalleled opportunities to reach large, engaged audiences. As viewers fragment across platforms and content types, these tentpole moments become even more valuable.

Advertisers are taking note:

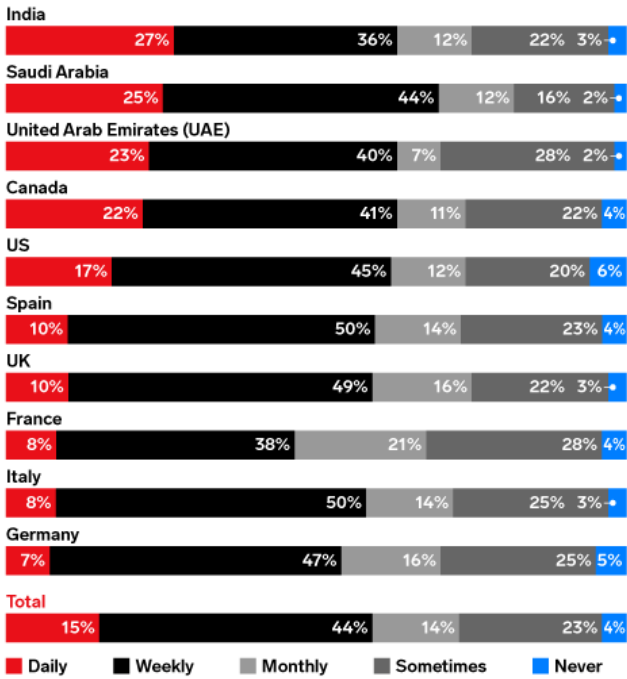
- Companies are willing to pay premium prices for Super Bowl spots.
- Comprehensive packages that include other high-profile events draw increased interest.
- Marketers are recognizing the "halo effect" of these events on broader efforts.

**Our take:** The ability to deliver large, attentive audiences during live events remains a powerful differentiator for both broadcasters and advertisers. The challenge as the media

landscape evolves is maintaining this appeal while adapting to changing viewer habits and expectations.

### Frequency With Which Sports Fans in Select Countries Watch Live Sports, May 2024

% of respondents



Note: n=18,082 ages 18+ who are at least average sports fans (5 or higher on a scale of 0-10); numbers may not add up to 100% due to rounding  
 Source: IBM, "Global Sports Attitudes and Behaviors" conducted by Morning Consult, June 26, 2024

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