

Over 60% of Olympic opening ceremony streaming time occurred on non-TV devices

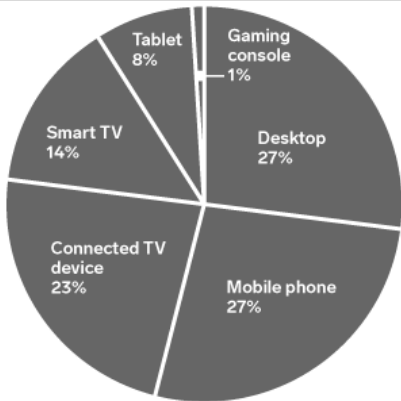
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Around the world, streaming viewers of the Tokyo Olympics opening ceremony spent the most time watching on desktop computers and mobile phones, which captured a combined 54% share of viewing time. TVs were less popular for streaming the festivities: 23% of viewing time happened on connected TV devices and 14% on smart TVs.

Share of Time Spent Viewing Streaming Video of the Tokyo Olympics Opening Ceremony Worldwide, by Device, July 23, 2021

% of total



Note: represents activity tracked by Conviva, broader industry metrics may vary
Source: Conviva, "Tokyo Olympics Preview," July 26, 2021

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