

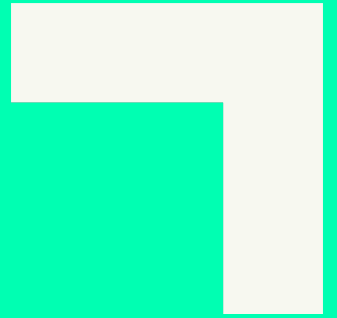
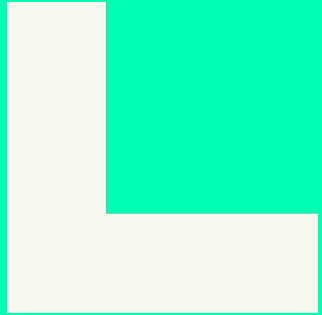
The Paris Games 2024

The Pathway to Growth.



Australians' interest in the Paris Games.

What does this unifying moment mean to
Australians in 2024?



01



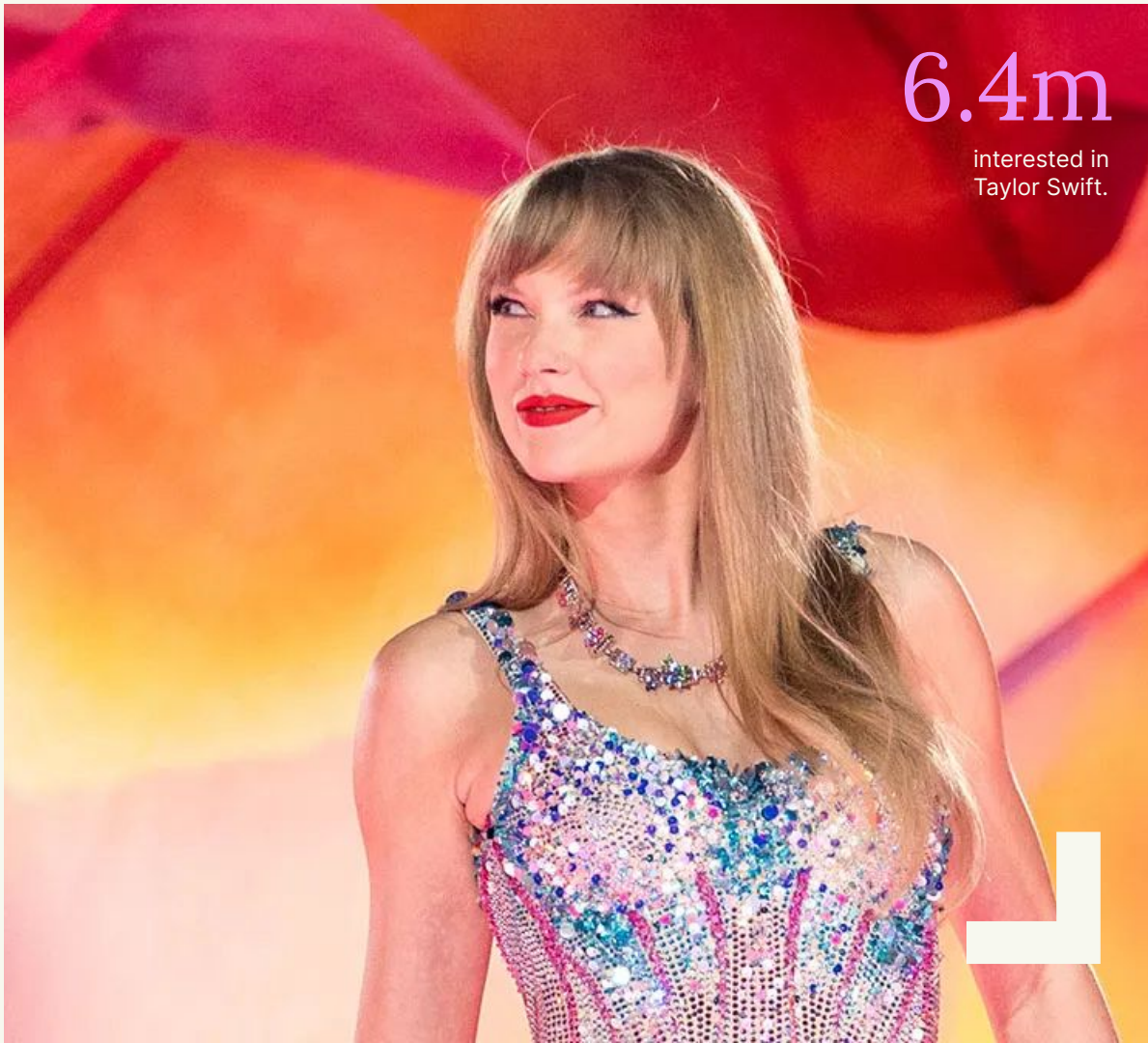
The Paris Games is
the biggest event
of the year, with
14.8m Aussies
interested in it.

The
Olympics
outshines
Tay Tay.

2.3X Bigger
than Taylor
Swift.

6.4m

interested in
Taylor Swift.



Interest in the Games transcends all major events.



Commonwealth Games

13.4m (64%*)



AFL & NRL Grand Finals

12.7m (AFL 61%*)

10.4m (NRL 50%*)



Australian Open

12.3m (61%*)



Super Bowl

7.3m (35%*)

Plus, there has
never been a
better time to
unite the country...



2 in 3

Believe the Olympics has
the unique role of **building
camaraderie and unity**
amongst people.

And be **the antidote** to
lift people out of any
negativity.

1 in 2

State the Olympics will **lift
their spirits & be a relief**
from current world events,
detox from heavy news.



Women's sport has never
been so popular!

7 in 10

Aussies are **keen to follow the women's events & athletes** (#1 agreed statement on Olympics content).

+6 pts

Tracked uplift since the **Tokyo 2021 Games** on Aussies wanting 'more women's focused sports coverage'.

9 in 10

State their **interest in women's sports has held** (58%) or **grown** in interest (33%).

All eyes will be on the Matildas once again...

68%

of all Aussies will specifically be **watching the Matildas** play these Games.

In the **Top 3**

athletes people want to follow are **Matilda players***.

#1 Sam Kerr (albeit injured)
#3 Mary Fowler

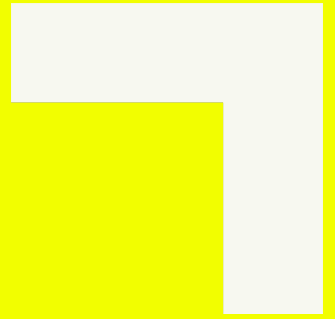
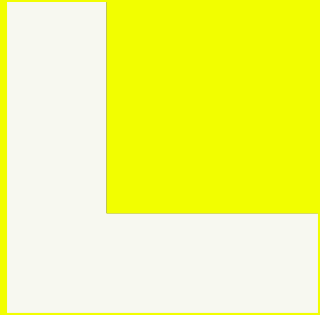
#1

reason given by people who have an **increased interest in women's sports, is attributed to the Matilda's Effect:** 'inspiring Matilda's performance in the FIFA World Cup' (51%).



The Olympics' gravitational pull on audiences.

Identifying significant audience cohorts
brands can tap into.



Aussies are pumped to back their country.

60%

want to **show support** for Australia.

(Nett Agree)

7in10

are **very interested** to follow the Australian team.

3in5

are interested in the performance of **Aussie athletes regardless if they win or not.**



The Olympics presents a **golden opportunity** to excite at scale.

64%

of **all Aussies** will engage with **content** on the Games (to read, listen or watch content).¹

The Olympics will pull in audiences **regardless of their sports fandom**, whether you are major sports fanatic or someone who doesn't typically follow sports.



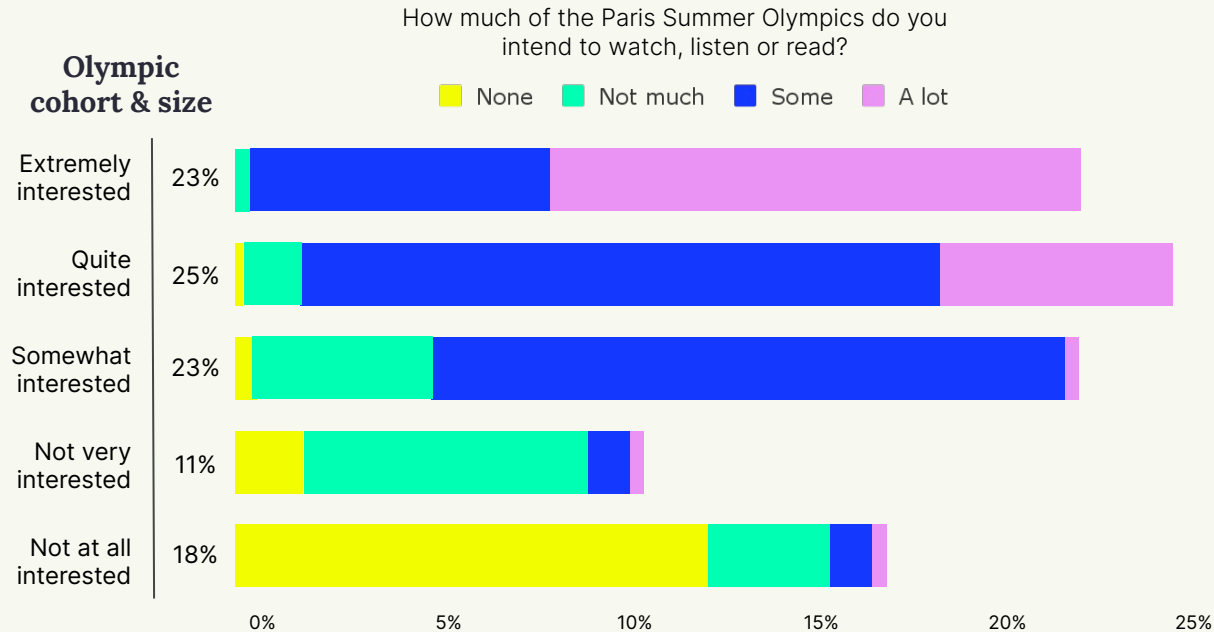
- 92% of Sports Fans (all year long).
- 88% of Fans of major sport events.
- 78% of Non-sport fans.

We also see **high value addressable audiences** intending to follow the most²:

- High income of \$150k+ (ix.125).
- Families (ix.118).
- Paid content subscribers (ix.156).
- Users of major brands*.

¹Nett A lot/Some (how much do you intend to watch, listen, follow or read?). ²A lot.
*Brands purchased in the last 12 months (see list [here](#)).

Most Aussies will be snacking on content *regardless* of their level of interest.



There are opportunities to engage all audiences and cater to their needs...

Unlocking opportunities across Olympic audiences requires catering to different motivations & needs.

'Extremely interested'

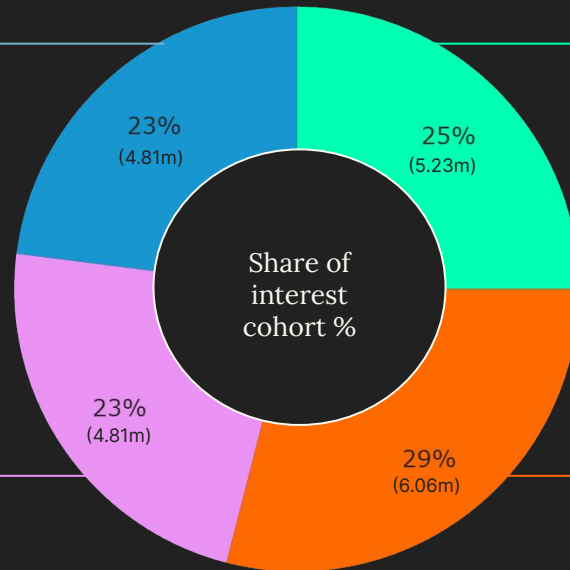
Core drivers...

- Passionate about sports
- Feel good / lift spirits
- Buzz factor: something to talk about
- Every aspect of the Olympics

'Quite interested'

Core drivers...

- Temporary distraction from the day to day
- Entertainment value
- Interest in the Olympics Paris destination



'Somewhat interested'

Core drivers...

- Stay up to date or informed
- To support my country
- Relief from current world events / detox

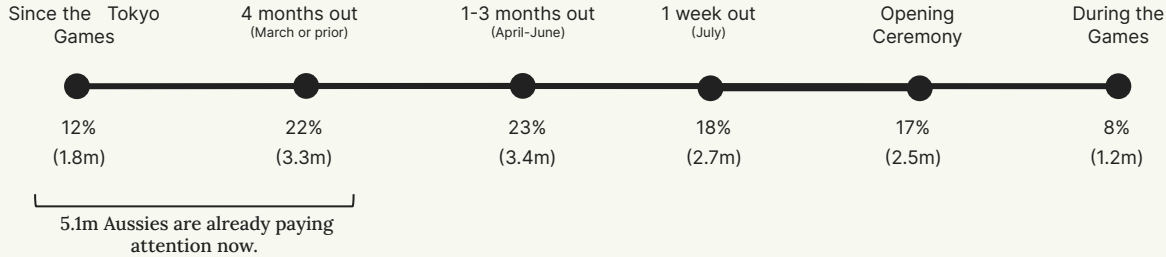
'Not Interested'

Why not interested ...

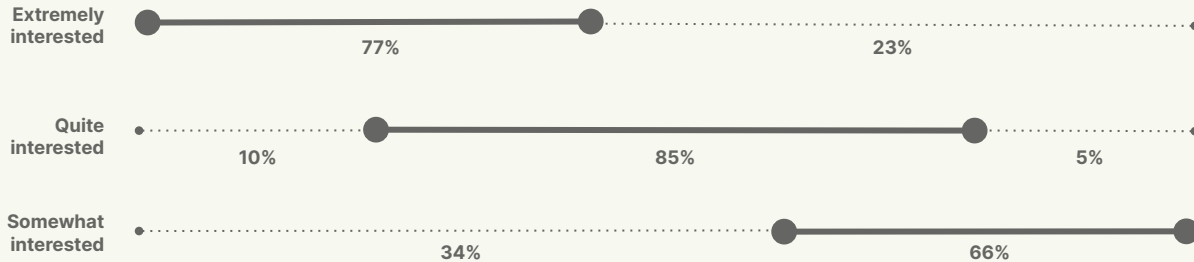
- Not interested in sports
- Olympics will take over the TV/media coverage



Olympic anticipation is already building 4 months out from the Games.



By Interest Cohort:

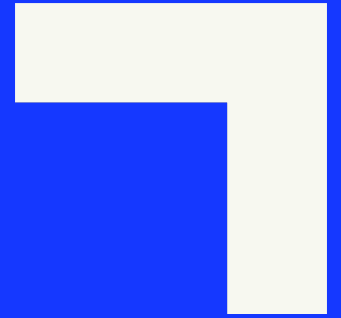
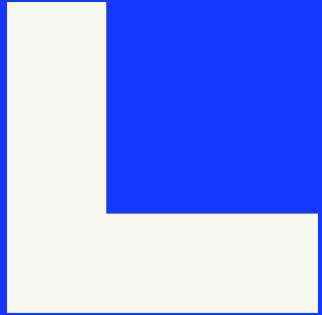


Base: Those interested in the Paris Olympics (n=1,434).

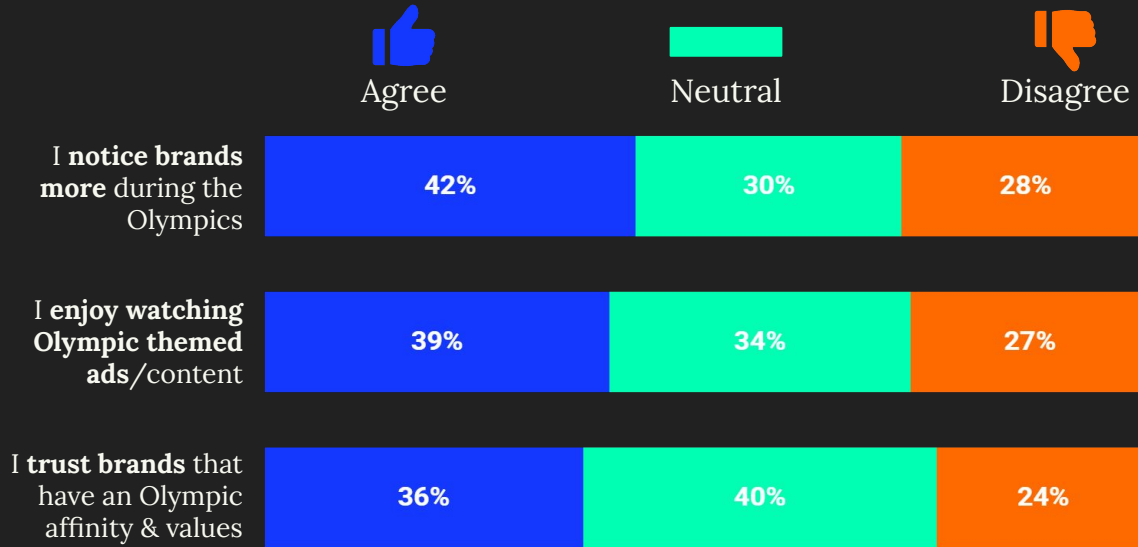


The brand opportunity during the Games.

How partners can benefit from the halo effect of the Olympics & Paralympics.



Aussies **take notice and trust** brands aligned with the Olympics.



On balance, Aussies feel more positive with brands that align with Olympics.





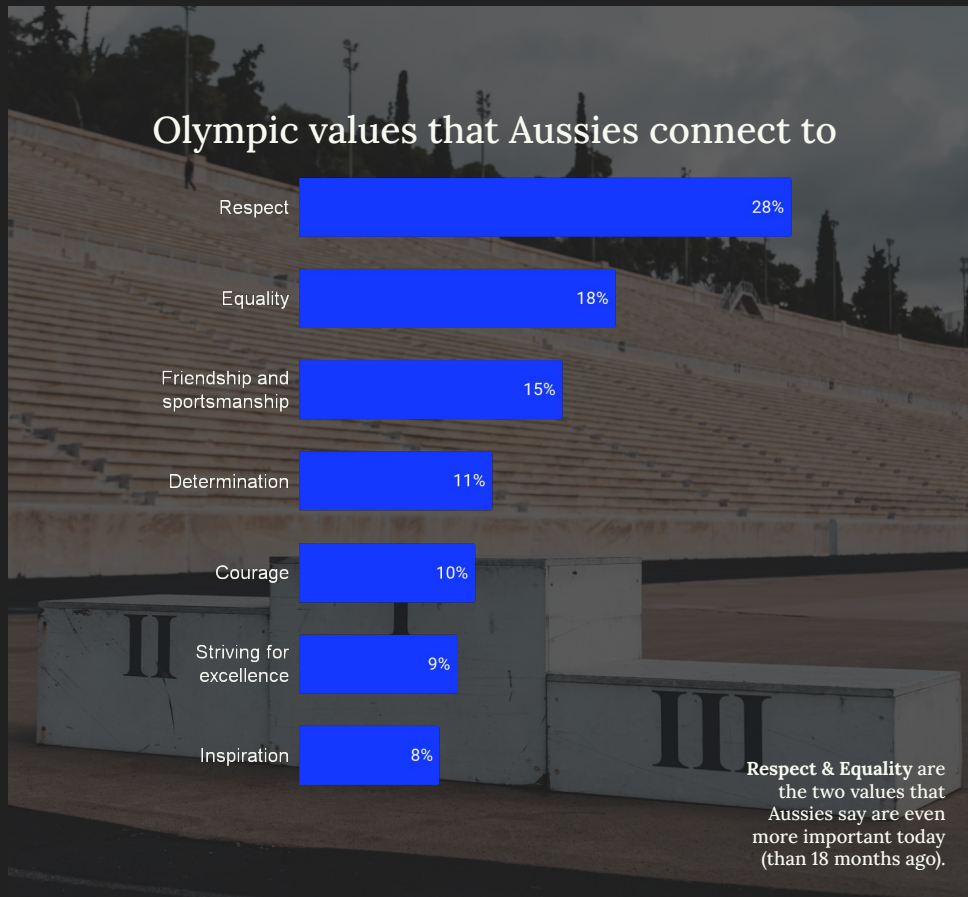
Which leads them to lean into brands.

Consumers feel more favourable to brands that...

- Partner with the Australian Olympics team (55% agree).
- Partner or sponsor the Paris Olympics (50% agree).
- Sponsor content on the Olympics (50% agree).

Brands that align themselves to the **Olympic values** are seen more positively...

44% appreciate brands that share the same values as the Olympics.



Consumers don't just take notice of brands but **take action!**

22%

Have seen products, brands or services that **interests them** in an article or advertised around sports content in the last 12 months

14%

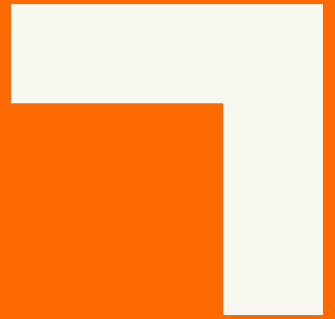
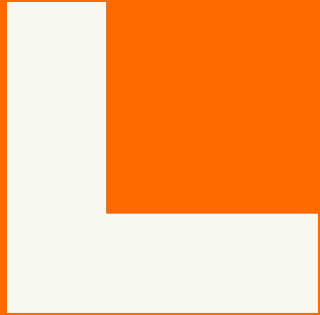
Have **discussed or shared** products, brands or services in an article or advertised around sports content in the last 12 months

11%

Have **bought** products, brands or services they have seen in an article or advertised around sports content in the last 12 months

The content play that
will elevate the Games
experience.

What stories do people care about?



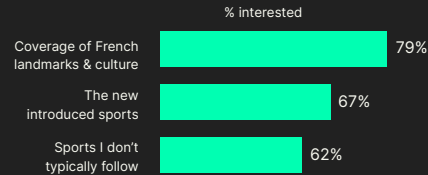
04

Aussies are excited **these Games will be different & special.**

1 in 2

Of those intending to follow these Games anticipate the Olympics will be **covered differently and feel unique.**

There is **appetite for all things French** & interest in the **new youth-oriented sports** these Games will bring.

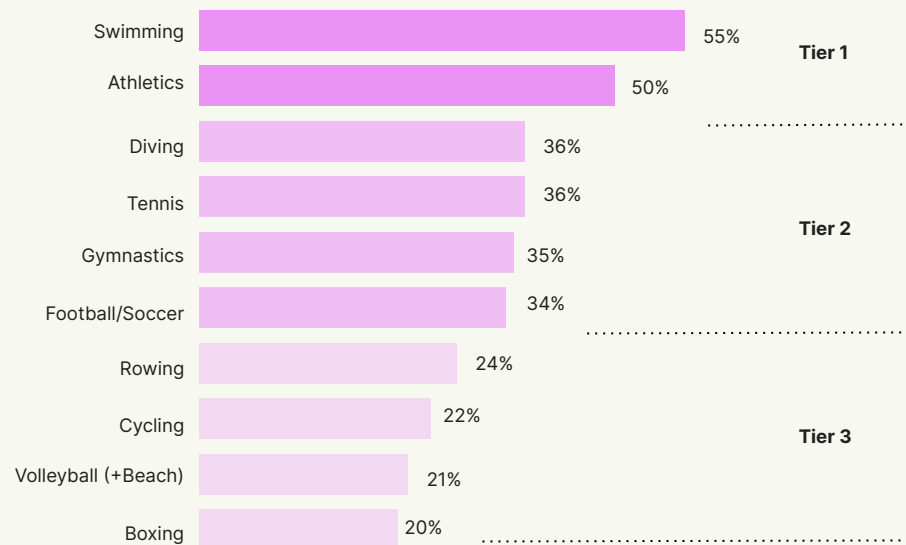




1 in 3 will follow the four new sports these Games...

... and over-indexes for Females, Gen Z, & 'extremely & quite interested' audiences.

Top 10 sport events of interest %



Nett of 4 new sports: 33% (Skateboarding 16%, Surfing 16%, Sport Climbing 10%, Break Dancing 10%)

- Females over-index on Tier 2 sports like Diving, Tennis, Gymnastics.
- Older audiences over-index on Tier 1 & 3 sports.
- Interest cohorts (Quite/somewhat) over-index on Football & Basketball.

The Games presents
the **best of both worlds**
in **Sport and Lifestyle**
Content.

70%

Are interested in **Sport Venues at Iconic settings in Paris**, and around France.

66%

Are interested in **French Food**, regional cuisines, best chefs & gastronomy experience.

63%

Are interested in coverage of **French Art, Music & Architecture**, its rich history & legacy in the arts.

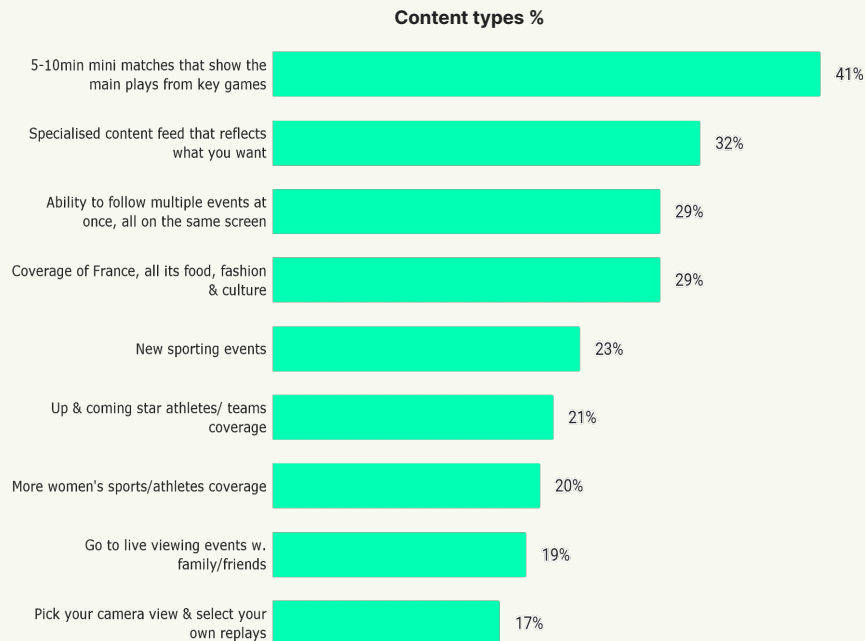
50%

Are interested in **French Fashion**, the luxury fashion houses & haut culture.

Snackable content will lead the way.

There is demand for having more control these Games as people want to have the ability to engage in snackable content such as stories on the main plays, a specialised Olympics feed and the ability to engage across multiple games/events at the same time.

1 in 3 people want the *control* and they want to engage in **snackable content at the one time.**



Base: those interested in Olympics, n=1,434.

Looking to the future...

There is **great momentum** building for the **2032 Brisbane Games**.

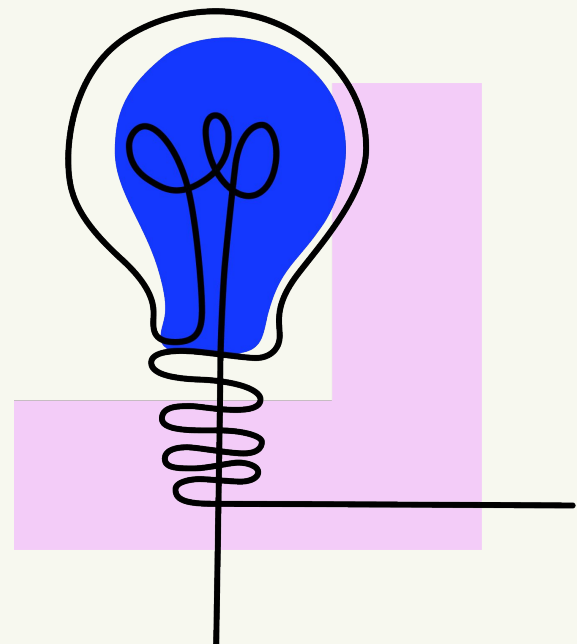
6 in 10 Aussies believe the Paris Olympics will get them even more excited for when Brisbane host the Games in 2032.



The Paris Games Effect:

3 key takeaways

1. **The Games will be the biggest event of the year** and will be capturing the attention of all types of audiences (both sport & non-sports fans).
2. **Brands who lean into the Olympics opportunity will benefit favourably.** They will be able to unlock and engage audiences at scale, not only building trust with potential customers but purchase behaviour.
3. **The Olympic stories audiences care about are more nuanced and textured than previous Games coverage.** Audiences will enjoy the more snackable content that straddles both sport & lifestyle content verticals.



Appendix.



Methodology

About

We ran an online survey asking Australians about their interest and anticipation of the upcoming Paris Olympics, including the brand effect of the Olympics, content interest and willingness to pay.

How



An online survey, using external panel providers Researchify and Dynata.

Results weighted by age, gender and state to be nationally representative of the total Australian population 18+.

Who



n=2,023

Australians 18+

When



**16-22 February
2024**

Fieldwork

Note: Paris Olympics period: 26 July to 11 August 2024.

How long



21 mins

Median Completion Time

THE
growth
DISTILLERY