



Olympic Games and Paralympic Games Tokyo 2020 Digital Performance





Olympic Games and Paralympic Games

- This annex contains 3 reports
 - A report by RedTorch on the digital performance during the Olympic Games, comparing International Federations
 - A report by IRIS on the digital performance during the Olympic Games, clustering International Federations
 - A report by RedTorch on the digital performance of the FEI during the Paralympic Games
- The official results from the IOC, including broadcast performance, are expected by the end of November 2021

#SPORT ON SOCIAL

Tokyo 2020 Olympics





Ollie Davis

Head of Data & Insight

“

Several International Federations (IFs) including FEI, UCI and FIBA benefited from having discipline-specific accounts. This allowed them to deliver niche content to highly targeted and engaged audiences. FIFA have separate accounts for their women’s football competitions.

”

Ollie’s headlines

growth tactics

IFs gained over **2.8m** new fans on social media – **1.7m** came from Instagram.

Various tactics were used to accelerate growth, including:

- leveraging the most widely followed, up-and-coming or stand-out athletes
- Games-specific creative campaigns (e.g. BWF’s #RaiseARacket and World Rugby ‘This is How We Sevens’)
- several IFs used paid media to reach new fans based on ‘lookalike’ audiences

photo first

Due to broadcast restrictions, IFs relied primarily on imagery to tell their Olympic stories.

67% of Facebook posts were photos, compared to 2020’s total of **34%**.

the use of video

Whilst some IFs released videos to launch their Olympic campaign, others used archive content in the build-up to Tokyo to excite its fans. Creative edits and raw footage were also used to evoke emotion, humour and inspiration.

Throwback content was a popular theme throughout the Games as IFs posted about their Olympians through compilation videos and archived key moments.

fan engagement

Fans engaged with over **33k** posts from **199** social media accounts spanning Facebook, Instagram and Twitter.

Sports with passionate fanbases in certain markets such as Malaysia, the Philippines and Indonesia, generated substantial engagements on country-specific content.

There were over **106m** total engagements during the Games. Some of the most popular content included:

- world records
- youngest medal winners
- country-specific medal winners
- retiring athletes
- coverage of new Olympic sports

Tokyo 2020

Instagram

Instagram top 10s

new followers

fifaworldcup	1	623.8k
worldathletics	2	355.0k
bwf.official	3	133.9k
volleyballworld	4	107.7k
unitedworldwrestling	5	81.9k
fiba	6	71.4k
figymnastics	7	29.5k
fina1908	8	28.8k
fei_global	9	26.4k
judogallery	10	22.8k

growth rate (%)

olympicgolfofficial	1	141%
figymnastics	2	29%
worldathletics	3	28%
fei_eventing	4	26%
bwf.official	5	22%
fei_dressage_	6	20%
unitedworldwrestling	7	13%
fei_jumping_	8	13%
worldarchery	9	12%
fencing_fie	10	11%

engagements per post

fifaworldcup	1	177.9k
volleyballworld	2	42.9k
worldathletics	3	36.6k
bwf.official	4	29.3k
fiba	5	25.3k
fifawomensworldcup	6	16.6k
unitedworldwrestling	7	15.3k
fei_global	8	15.1k
uci_cycling	9	14.3k
judogallery	10	13.9k

5.8% average growth rate on Instagram

higher than any other platform

10.2k

new page likes*

5.8%
growth rate*

4.4

posts per day*

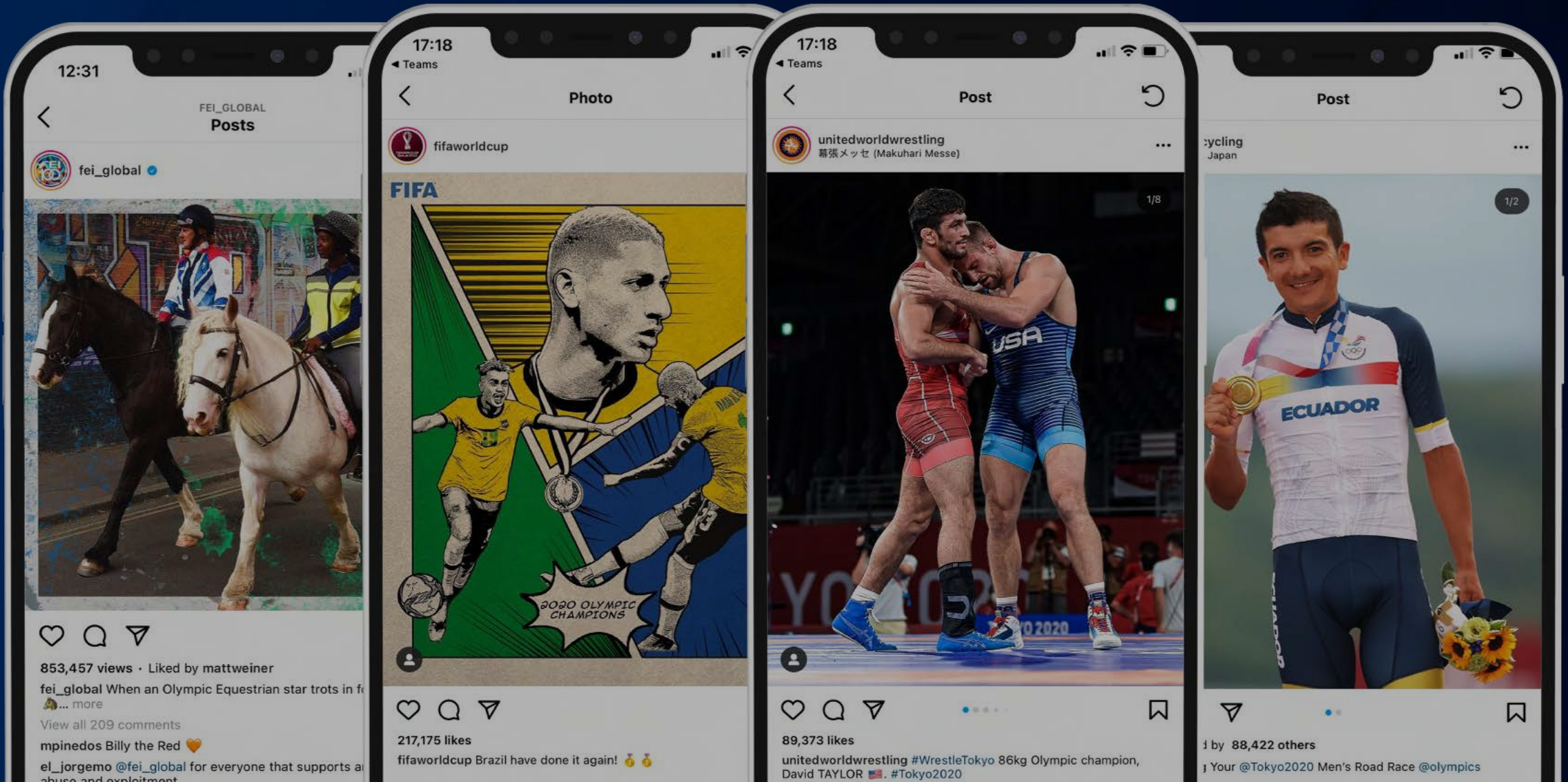
42%
photo content

671.6k

total engagements*

4.8k
engagements per post*

example content



Tokyo 2020

Facebook

Facebook top 10s

new pages likes

worldathletics	1	98.3k
InternationalTennisFederation	2	67.4k
WorldArchery	3	64.8k
fina1908	4	64.5k
bwfbadminton	5	56.5k
the.fei	6	56.4k
ihf.info	7	50.2k
FEIEventing	8	50.0k
FEIJumping	9	46.9k
VolleyBallworld	10	45.0k

growth rate (%)

FEIEventing	1	99%
FEIJumping	2	32%
WorldPentathlon	3	25%
WorldArchery	4	19%
FEIDressage	5	18%
fina1908	6	15%
InternationalTennisFederation	7	15%
ihf.info	8	9%
WorldAthletics	9	9%
ISAsurfing	10	8%

engagements per post

fifaworldcup	1	43.3k
FIBA	2	8.0k
worldathletics	3	6.4k
VolleyballWorld	4	6.2k
FIBA3x3	5	5.5k
the.fei	6	4.1k
WorldArchery	7	3.5k
fina1908	8	3.4k
bwfbadminton	9	3.3k
fifawomensworldcup	10	2.9k

216m video views on Facebook more than any other platform

7.1k

new page likes*

1.8%
growth rate*

4.4

posts per day*

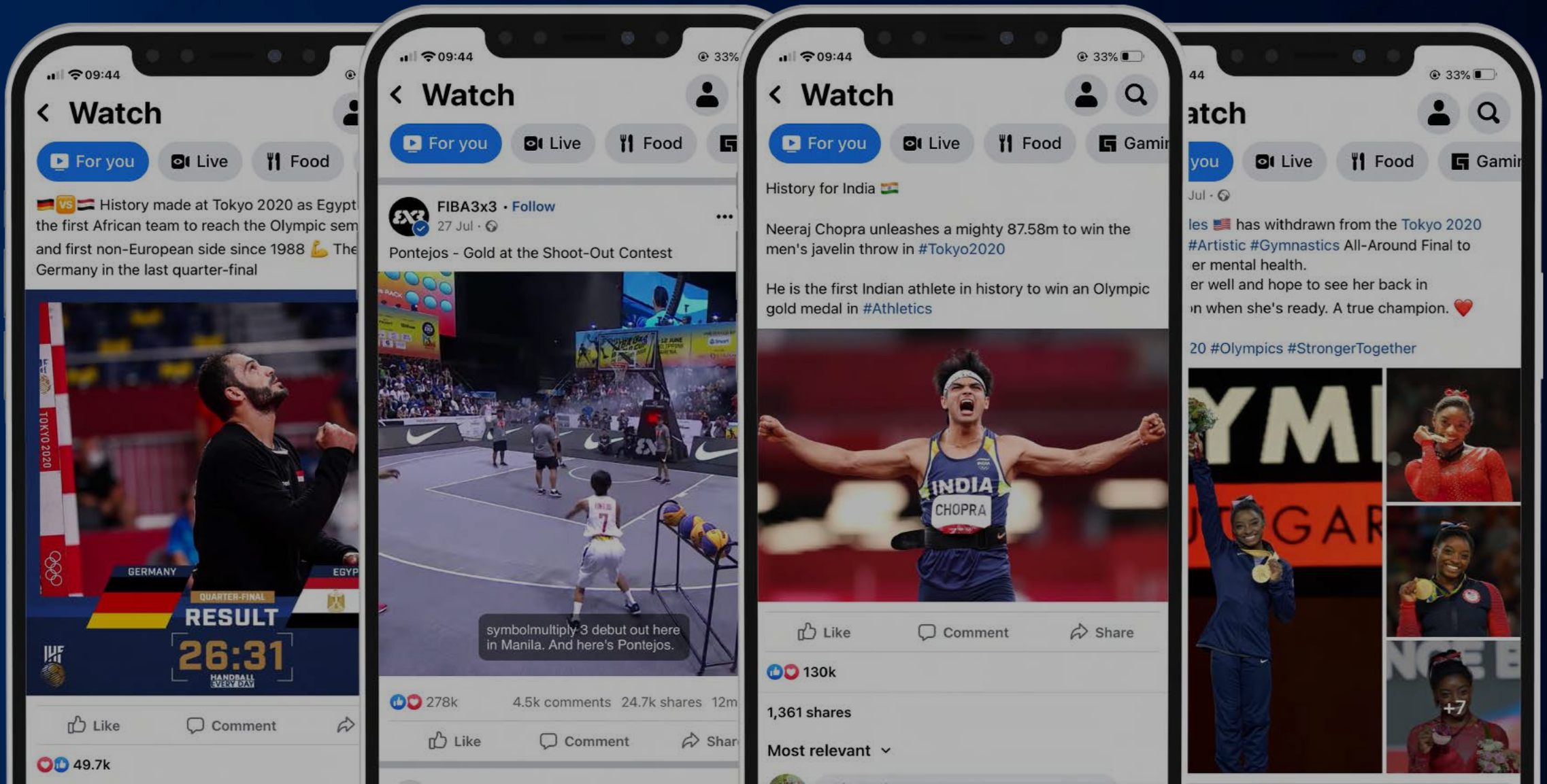
67%
photo content

196.6k

total engagements*

1.2k
engagements per post*

example content





Tokyo 2020

Twitter

Twitter top 10s

new followers

fifacom	1	62.2k
volleyballworld	2	24.6k
bwfmmedia	3	19.1k
worldathletics	4	16.9k
fiba	5	15.7k
wbsc	6	9.5k
olympicgolf	7	8.3k
worldrugby	8	7.6k
fei_global	9	6.9k
worldarchery	10	6.0k

growth rate (%)

olympicgolf	1	51%
isasurfing	2	11%
wbsc	3	11%
bwfmmedia	4	11%
worldarchery	5	10%
volleyballworld	6	9%
gymnastics	7	9%
worldpentathlon	8	8%
fei_global	9	8%
fiba3x3	10	7%

engagements per post

volleyballworld	1	1.2k
wbsc	2	943
bwfmmedia	3	765
fifacom	4	504
fiba	5	487
worldathletics	6	447
uci_cycling	7	394
worldarchery	8	371
judo	9	313
fina1908	10	341

19.1k posts on Twitter

more than any other platform

65.7k

follower size*

3.3k

new followers*

5.2k

growth rate*

12.8

posts per day*

41.6k

total engagements*

113

engagements per post*

example content

The image shows four smartphone screens displaying tweets from various sports organizations and fans. Each screen shows a tweet with text, images, and engagement metrics.

Screen 1 (WBSC): A tweet from WBSC (@WBSC) celebrating Japan's gold medal in softball at the Tokyo 2020 Olympics. The tweet includes the text "Japan 🇯🇵 🏆 #Tokyo2020 #Olympics #Baseball #Softball #Gold #JPN" and a photo of the Japanese softball team celebrating. It has 6,548 retweets, 218 quote tweets, and 25.9K likes.

Screen 2 (Volleyball World): A tweet from Volleyball World (@volleyballworld) celebrating the Japanese men's volleyball team. The tweet includes the text "FLY HIGH NIPPON 🇯🇵! If #Haikyuu was a movie in real life, the world saw it tonight with this team. #Volleyball #Tokyo2020 #TokyoHereWeGo" and a photo of the team on the court. It has 10.6K retweets, 1,086 quote tweets, and 28.6K likes.

Screen 3 (FIBA): A tweet from FIBA (@FIBA) celebrating the Japanese men's basketball team. The tweet includes the text "End of an era 🇪🇸 🇲🇯 #Tokyo2020 #Basketball" and an illustration of two basketball players (number 4) walking away from the viewer on a path, with a goat in the foreground. It has 10.6K retweets, 1,086 quote tweets, and 28.6K likes.

Screen 4 (IWBF): A tweet from IWBF (@bwfmedia) celebrating the Indonesian women's basketball team. The tweet includes the text "asa !! 🇮🇩 Indonesia's first ever Olympic champions 🏆 in women's basketball. #Tokyo2020 #Basketball" and a photo of two Indonesian players holding a gold medal. It has 1,202 retweets, 1,202 quote tweets, and 31.9K likes.

Say *hello*

Redtorch is an independent agency delivering evidence-based and **award-winning sports marketing & communications** since 2014.

We combine no-nonsense research, clear strategic thinking, and outstanding creative execution to deliver highly effective business outcomes that actually matter to our clients.

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23.08.2021

**OLYMPIC GAMES 2020
FÉDÉRATION EQUESTRE
INTERNATIONALE**

DIGITAL PERFORMANCE
QUICK REPORT

DIGITAL PERFORMANCE DURING THE OLYMPIC GAMES 2020

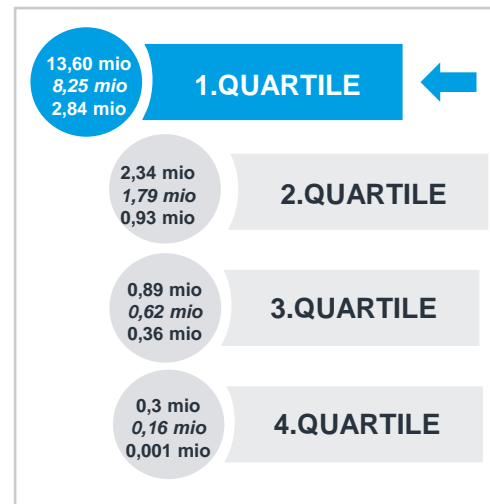
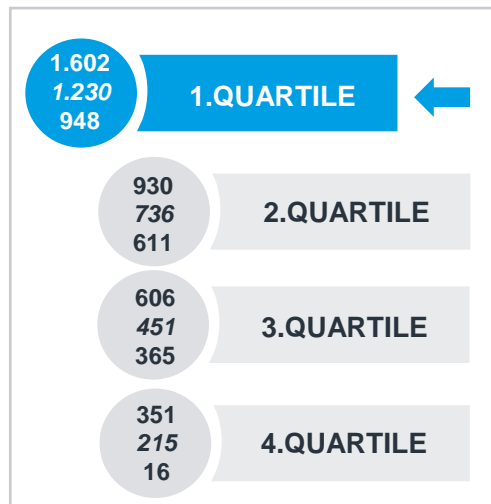
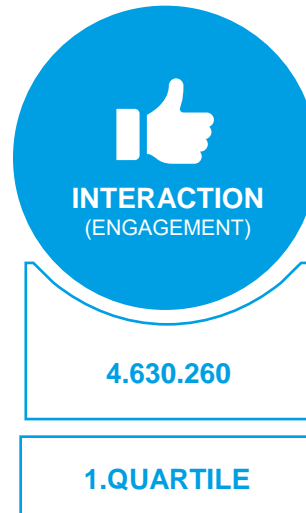
OWNED CHANNELS

MONITORING PERIOD: 16.07.2021 – 15.08.2021



FEDERATION
PERFORMANCE

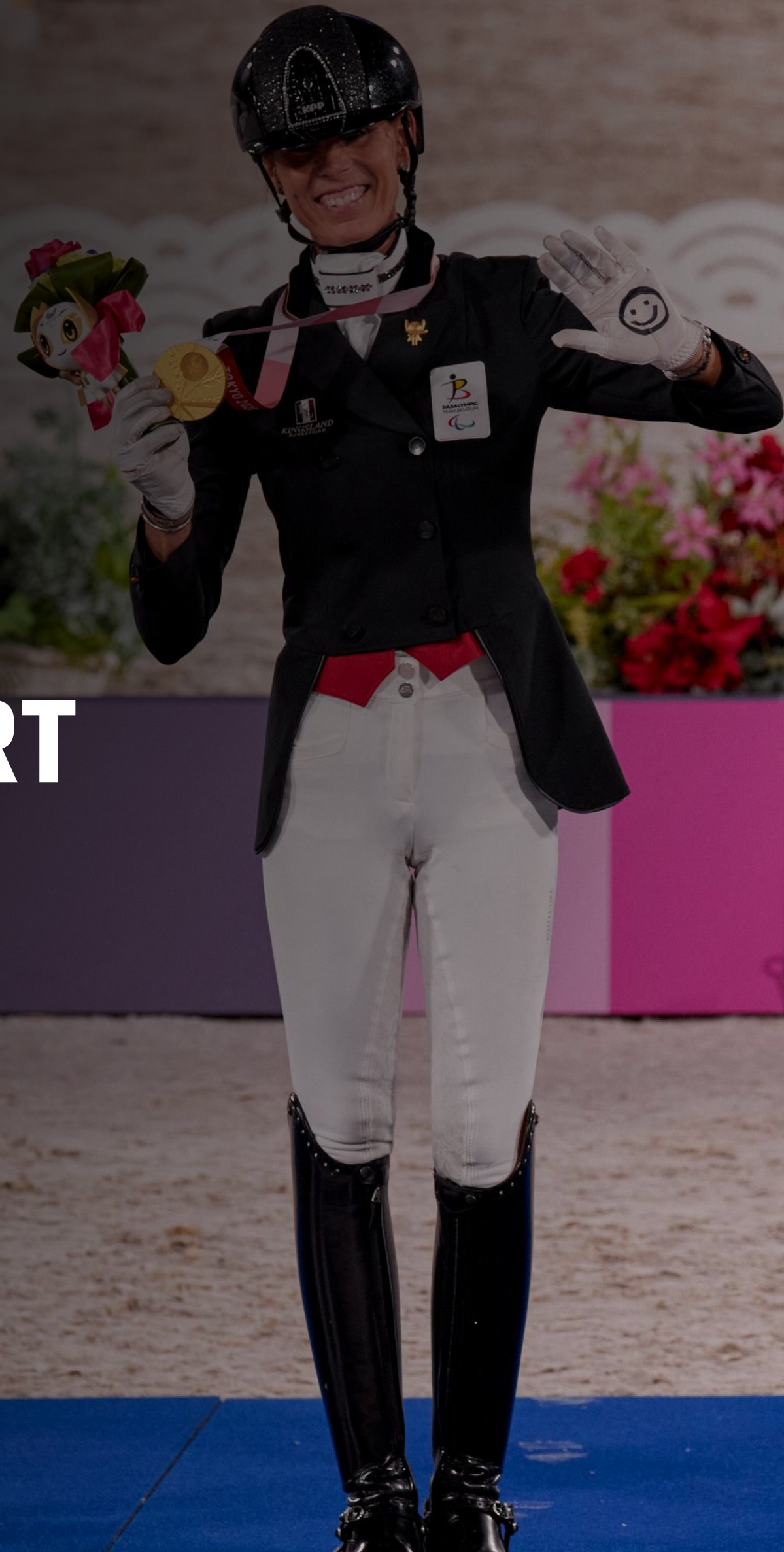
BENCHMARK



Max for Quartile
Average for Quartile
Min for Quartile

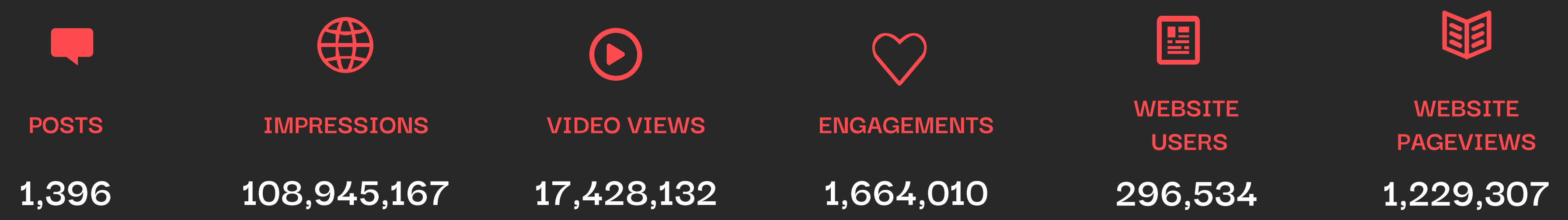
FEI TOKYO 2020

PARALYMPIC REPORT TOPLINE NUMBERS



REDTORCH

TOPLINE NUMBERS



Instagram Stories included,

HEADLINES






- **1.4k** social media posts generated **108.9m** impressions, **17.4m** video views and **1.7m** engagements.
- **296.5k** website users (+**554%** increase on Rio 2016 Paralympic Games)
- **426.4k** website sessions (+**554%** increase) and **1.2m** website pageviews (+**286%** increase)
- Nearly **2.0k** related posts were analysed from major Facebook and Instagram accounts – potentially generating **88.6m** impressions.
- CHF 82.3k spent across Facebook and Instagram, generating **175.3m** impressions and **275.6k** link clicks.
- Compared to other International Federations, FEI main page and FEI Dressage are the **top two** by engagements and **2nd / 3rd** on Instagram after BWF. FEI is **4th highest** on Twitter by engagements.*

*Note: page performance throughout the Paralympic Games date range so will include non-Paralympic content

SOCIAL MEDIA








CHANNEL BREAKDOWN

	 POSTS	 IMPRESSIONS	 VIDEO VIEWS	 ENGAGEMENTS	 ENGAGEMENT RATE
FACEBOOK	181	89,544,400	7,174,046	563,621	1.2%
INSTAGRAM	170	17,380,769	2,622,872	717,853	7.8%
INSTAGRAM STORIES	378	-	7,589,960	360,276	-
TWITTER	305	2,019,998	41,254	22,260	-

All posts featuring 'Paralympics' have been included. The monitoring period: is between 17th August – 12th September






Note: Twitter currently allowing to export tweets so numbers provided were as of 6th September

FACEBOOK BREAKDOWN

	 POSTS	 IMPRESSIONS	 VIDEO VIEWS	 ENGAGEMENTS	 ENGAGEMENT RATE
MAIN PAGE	89	40,903,094	2,431,479	359,265	1.2%
DRESSAGE	92	48,641,306	4,742,567	204,356	1.3%






All posts featuring 'Paralympics' have been included. The monitoring period: is between 17th August – 12th September

INSTAGRAM BREAKDOWN

	 POSTS	 IMPRESSIONS	 VIDEO VIEWS	 ENGAGEMENTS	 ENGAGEMENT RATE
MAIN PAGE	85	11,692,646	1,702,345	514,103	7.1%
DRESSAGE	85	5,688,123	920,527	203,750	8.4%

All posts featuring 'Paralympics' have been included. The monitoring period: is between 17th August – 12th September

INSTAGRAM STORIES BREAKDOWN







	 POSTS	 IMPRESSIONS	 VIDEO VIEWS	 ENGAGEMENTS	 ENGAGEMENT RATE
MAIN PAGE	454	-	5,662,344	245,597	-
DRESSAGE	286	-	1,927,616	114,679	-

All posts featuring 'Paralympics' have been included. The monitoring period: is between 17th August – 12th September

WEBSITE



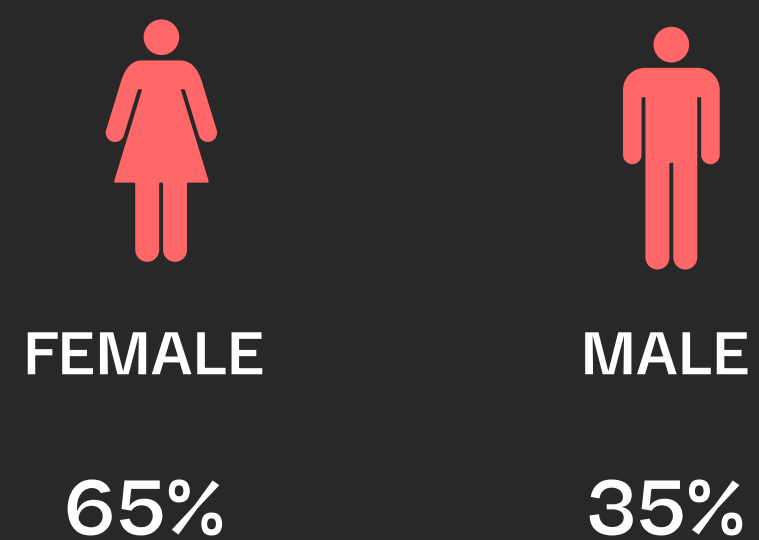
WEBSITE PERFORMANCE (VS RIO 2016)

 USERS	 SESSIONS	 PAGEVIEWS	 PAGES PER SESSION	 AVERAGE SESSION	 BOUNCE RATE
296,534	426,417	1,229,307	2.9	0:02:16	64%
CHANGE +554%	CHANGE +554%	CHANGE +286%	CHANGE -41%	CHANGE -24%	CHANGE +19%
RIO 2016 45,367	RIO 2016 65,205	RIO 2016 317,751	RIO 2016 4.9	RIO 2016 0:03:00	RIO 2016 54%

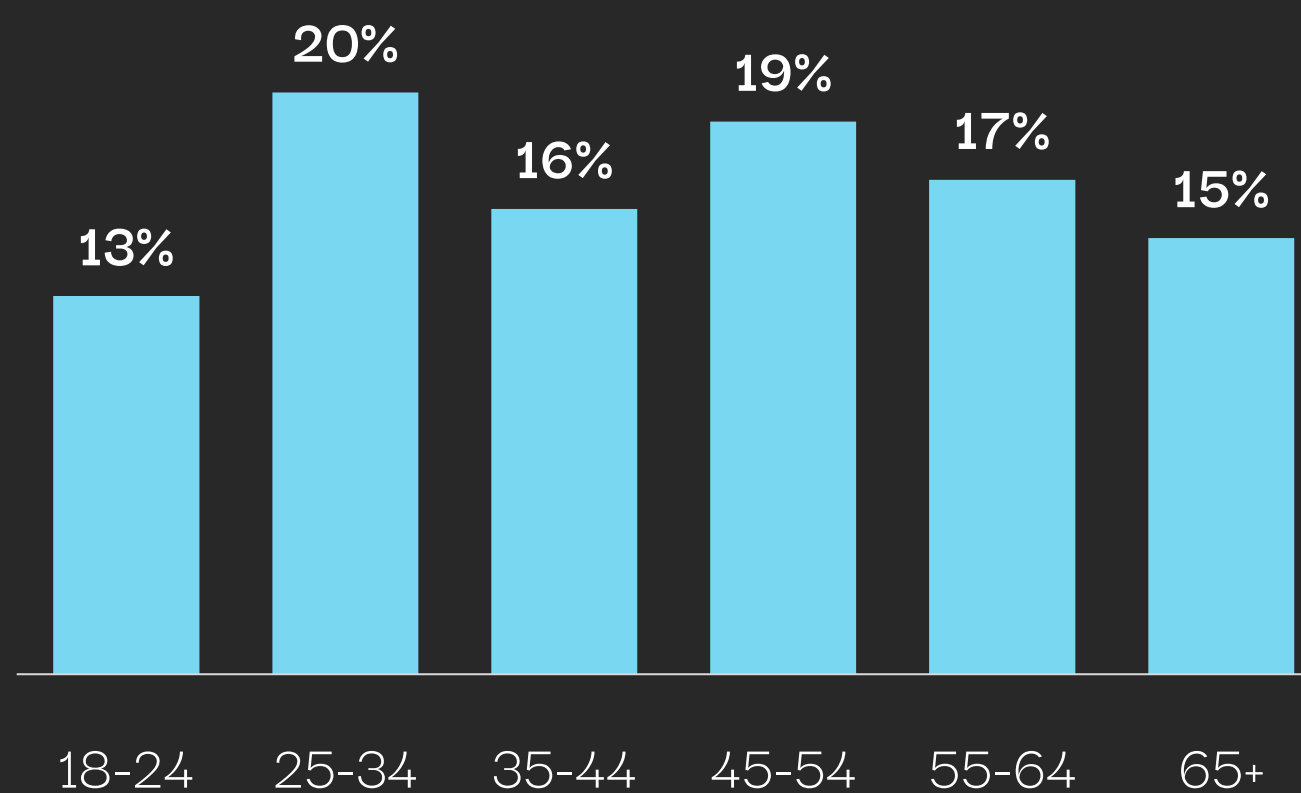
Website monitoring period: 23rd August – 6th September

WEBSITE DEMOGRAPHICS

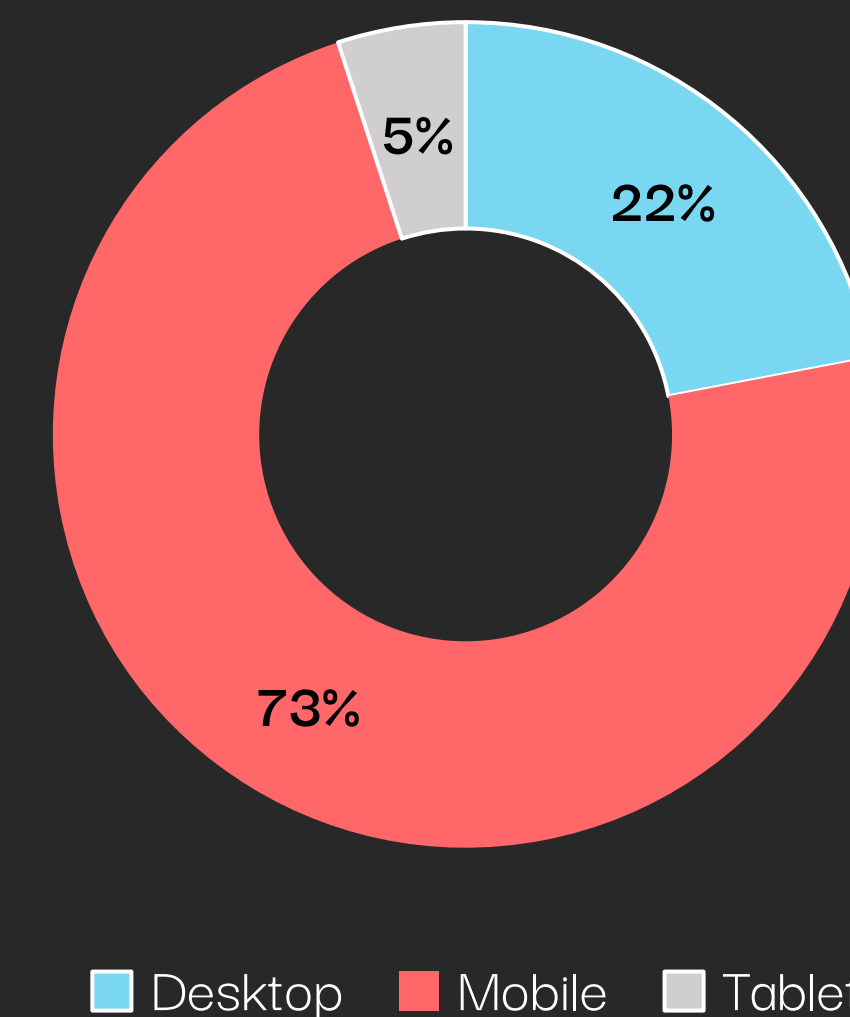
GENDER



AGE







DEVICE







Website monitoring period: 23rd August – 6th September

FEI.ORG USERS (TOP 10 COUNTRIES)

	 USERS	 SESSIONS	 PAGES PER SESSION	 AVERAGE DURATION
UNITED STATES	38,199	49,092	1.9	0:01:21
UNITED KINGDOM	30,677	41,689	2.5	0:01:58
GERMANY	27,000	40,682	3.2	0:02:30
AUSTRALIA	18,642	22,727	1.6	0:00:57
FRANCE	17,106	25,591	3.3	0:02:46
SWEDEN	13,828	19,965	2.6	0:01:48
NETHERLANDS	13,095	21,077	3.5	0:02:47
ITALY	12,280	17,780	2.8	0:02:04
BELGIUM	10,744	18,523	3.4	0:02:59
INDIA	9,224	9,782	1.3	0:00:27






Website monitoring period: 23rd August – 6th September

CHANNEL ACQUISITION

	 USERS	 SESSIONS	 AVERAGE DURATION	 PAGES PER SESSION
ORGANIC SEARCH	143,324	216,318	0:02:48	3.3
SOCIAL	85,933	96,696	0:00:25	1.3
DIRECT	47,997	66,550	0:02:30	3.1
REFERRAL	28,473	42,006	0:03:06	3.6
EMAIL	1,618	3,203	0:04:07	4.4
DISPLAY	592	1,392	0:07:11	7.9
OTHER	135	210	0:05:05	3.4

Website monitoring period: 23rd August – 6th September

TRAFFIC BY SOCIAL NETWORK

	 USERS	 SESSIONS	 PAGEVIEWS	 AVERAGE DURATION	 PAGES PER SESSION
FACEBOOK	81,715	91,937	119,063	0:00:25	1.3
INSTAGRAM STORIES	2,369	2,411	2,851	0:00:10	1.2
TWITTER	1,125	1,219	1,633	0:00:25	1.3
LINKEDIN	369	465	708	0:00:44	1.5
INSTAGRAM STORIES	292	347	577	0:00:47	1.7
PINTEREST	85	89	97	0:00:08	1.1
FACEBOOK	81,715	91,937	119,063	0:00:25	1.3

Website monitoring period: 23rd August – 6th September

WEBSITE TOP 10 STORIES




STORY	PAGEVIEWS	UNIQUE PAGEVIEWS	AVERAGE DURATION
How to communicate with a Para Dressage horse	12,552	11,647	0:02:41
Trunnell ends USA's 25-year wait for gold	9,763	8,759	0:02:01
Did You Know These 10 Facts About Para Equestrian?	9,243	8,630	0:01:53
Thrilling Team Medal Chase is Perfectly Poised	8,293	7,712	0:02:37
Paralympics Preview: Saturday (Day 3)	7,882	7,062	0:02:13
Emma Booth: A Girl in 23 Million	5,512	5,013	0:01:47
Pearson makes history	4,693	4,410	0:02:01
Brilliant Beatrice Targets Tokyo Podium	4,003	3,787	0:02:35
Breaking Boundaries - Natasha Baker's Story	3,852	3,533	0:01:54
Great Britain Team Strikes Paralympic Gold Again	2,789	2,527	0:01:24

Website monitoring period: 23rd August – 6th September

PAID MEDIA



SOCIAL MEDIA PAID

	 FACEBOOK	 INSTAGRAM	 TOTAL
AMOUNT SPENT	CHF 41,205	CHF 41,186	CHF 82,391
REACH	24,951,972	30,358,506	55,310,478
IMPRESSIONS	65,518,169	109,830,391	175,348,560
3-SECOND VIDEO PLAYS	7,867,441	2,335,230	10,202,671
LINK CLICKS	240,987	34,564	275,551
CPM	CHF 0.62	CHF 0.38	CHF 0.47






The monitoring period: is between 15th August – 10th September
Twitter paid media to be included in full report

SOCIAL LISTENING



RELATED SOCIAL MEDIA MENTIONS

Content was produced by equestrian-related accounts including British Equestrian, Horse & Hound and Equestrian Life as did high-profile publications including BBC Sport, Eurosport, ABC News and Team USA.

	 ACCOUNTS	 POSTS	 POTENTIAL IMPRESSIONS*	 VIDEO VIEWS	 ENGAGEMENTS
FACEBOOK	514	1,595	69,312,021	11,035,383	532,332
INSTAGRAM	106	376	19,311,815	129,226	443,248
TOTAL	620	1,971	88,623,836	11,164,609	975,580

*Potential impressions = The sum of followers at the time of posting and therefore making an assumption every follower could potentially see a specific post

Search term: #paradressage OR "Para Dressage" OR "Para Equestrian" OR "Paralympic Dressage"

Monitoring period: 17th August – 12th September

Source: CrowdTangle

Accounts searched: Over 7m Facebook pages and 2m+ public Instagram accounts that are verified or have over 50k followers

THANK YOU

Redtorch is an independent digital communications agency that turns data into insight to engage target audiences in the most authentic, innovative and creative way.



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