

TV INSIGHTS

OLYMPIC ATHLETES BRING RATINGS GOLD TO THEIR HOMETOWNS

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FASTER - HIGHER - STRONGER

The 2018 Winter Olympics brought together over 2,800 athletes from 88 countries to compete in PyeongChang, South Korea. It was a true celebration of national spirit and pride. In the U.S. we can see this displayed in local communities around the country but especially in ones that had their own hometown athletes competing in the Olympics.

THE OLYMPIC SPIRIT HAS LOCAL RELEVANCE

With more than 200 athletes from all parts of the U.S, many local markets had their own hometown athletes to cheer on during the Games.

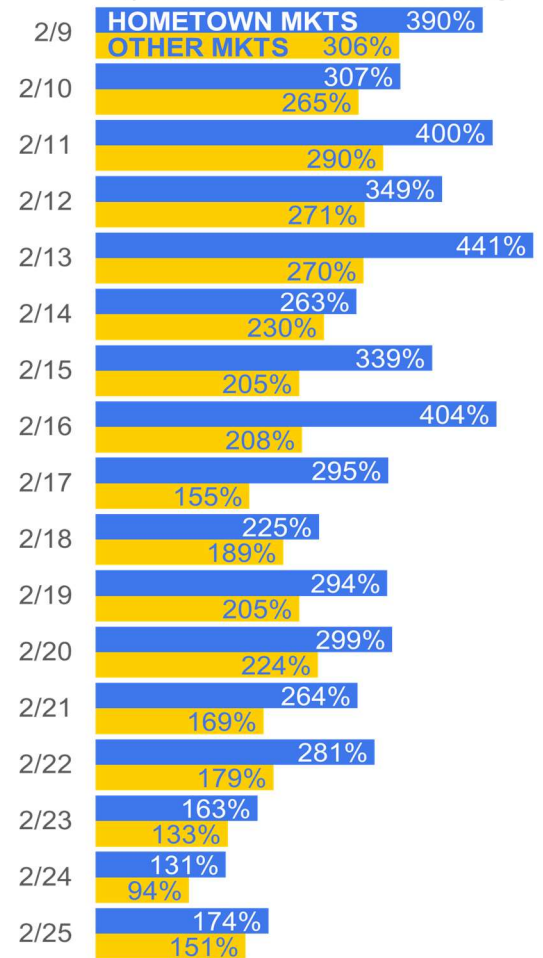
Nielsen’s metered market delivery showed a strong lift in viewing when a hometown athlete was featured on NBC’s Olympic Primetime coverage. Over the course of the Olympics, the 25 metered markets with a hometown athlete competing that night delivered a **3X** lift over their regular prime average. In markets without a hometown athlete, the increase was **2X**.

LIFTING LOCAL MARKETS

From the Opening to Closing Ceremonies, a lift was seen every single day of the Olympics as hometown athletes captured the attention of their hometown fans. When Nathan Chen took to the ice on day 3 viewing in hometown Salt Lake City increased **+659%**. Las Vegas bobsledder Evan Weinstock helped drive up viewing by **+245%** when he competed in the gold medal runs.

When the heroes are from our hometowns, our desire to connect with them drives up local TV viewership. This local pride benefits advertisers who recognize the power of the local connection to those consumers in the markets where the return is likely to be greatest.

PyeongChang 2018 Winter Olympics
Daily HH % Growth over Feb 2017 Prime Avg



Source: Nielsen overnights, February 9-25, 2018. NSI Feb'17