

# Win Big With Olympics Advertising On YouTube

THE WAY PEOPLE WATCH THE OLYMPICS HAS CHANGED



**12 YEARS AGO**

**Traditional TV (NBC)**  
Massive primetime audiences



**4 YEARS AGO**

**Hybrid: Traditional TV (NBC) & Streaming (Peacock)** Streaming viewership surpassed traditional TV for some events, cord-cutting trend accelerates, co-viewing on social platforms is on the rise

**NOW**

**Streaming (Peacock & YouTube)** Streaming & CTV become primary sports viewing platforms, modern viewers expect on-demand customizable viewing experiences

## VIEWING TRENDS GO BEYOND THE PODIUM

Olympic excitement is heating up on YouTube, with viewership of related content surging months before the Games begin. This upward trend will only intensify as we get closer to Paris 2024, peaking during the Games but remaining high for weeks afterward.

2020 Tokyo Summer Olympics



**3.4B views**

on Olympics content during 2 weeks of Olympic Games

**1.6B views**

on Olympics content in the month following the Olympics closing ceremony

**51% of views**

occurred during the 2 week period of live Olympics Games



**Contact us** for a customized Olympics package and unlock the full potential of YouTube advertising during the biggest sporting event of the year!

Keep reading 

## WHY YOUTUBE?

# 1st

app people open on a Smart TV

# #2

Search engine (behind Google)

# #1

Most streamed CTV platform



### TOP VIDEO FROM TOKYO 2020

The Minions interrupt Caeleb Dressel's Olympic training | NBC Sports

## LEVERAGE PIXABILITY'S OLYMPICS PACKAGES TO DRIVE MAXIMUM IMPACT

### ▶ THE OLYMPIC GAMES ARE ON YOUTUBE – ARE YOU?

The way people watch the Olympics is changing. YouTube is the new front row for fans, offering a more engaging and interactive experience than ever before.

### 🚩 ACT NOW!

**The Time to Activate is Now:** Viewership spikes three weeks before the Games begin (July 26, 2024) and continues to trend even after the closing ceremony. Don't miss the momentum!

### 🏆 PIXABILITY'S OLYMPIC ADVANTAGE

We help brands like yours harness the power of YouTube during this global event. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with Olympic fans by running within the Olympic content they love and across the wider range of brand-safe videos they view and engage with across YouTube.
- **Customizable Packages:** Choose from pre-built YouTube channel lineup packages or work with us to create a tailored strategy that aligns with your specific goals.
- **Brand Safety & Suitability Guaranteed:** Ensure your ads appear only in contextually relevant and brand-appropriate YouTube content.

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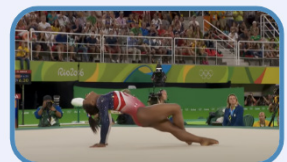
## OLYMPICS TOP GLOBAL CHANNEL SNEAK PEEK

 **Olympics**  
6.2B Views




Pride of the United States 🇺🇸  
Who are the stars to watch at #Paris2024?

 **NBC Sports**  
9.8B Views



The highest scores in Olympic gymnastics history: Biles, Maroney, Liukin, and more! | NBC Sports

 **ESPN**  
13.1B Views



Reacting to Kevin Durant's stellar performance at the Tokyo Olympics