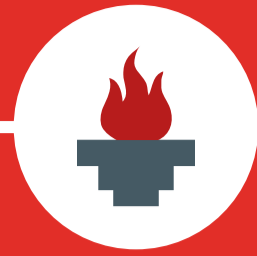


# The Rio 2016 Olympics on YouTube



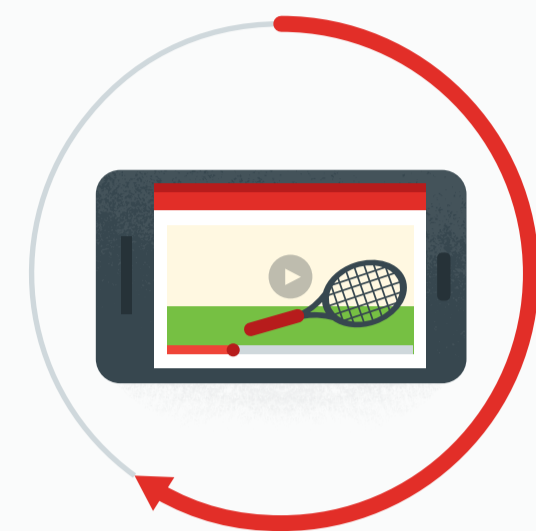
From high-flying floor routines to record-breaking races, the Rio 2016 Olympics were jam-packed with thrilling moments. Here's a look at how viewers used YouTube to keep up with the Olympic excitement.

During the Rio 2016 Olympics, viewers watched over



**40M hours**  
of related video content on YouTube.<sup>1</sup>

*That's like watching Usain Bolt run the 200-meter dash over **7B times!**<sup>2</sup>*



**Over 60%**  
of Olympic-related video watch time on YouTube came from mobile devices.<sup>1</sup>

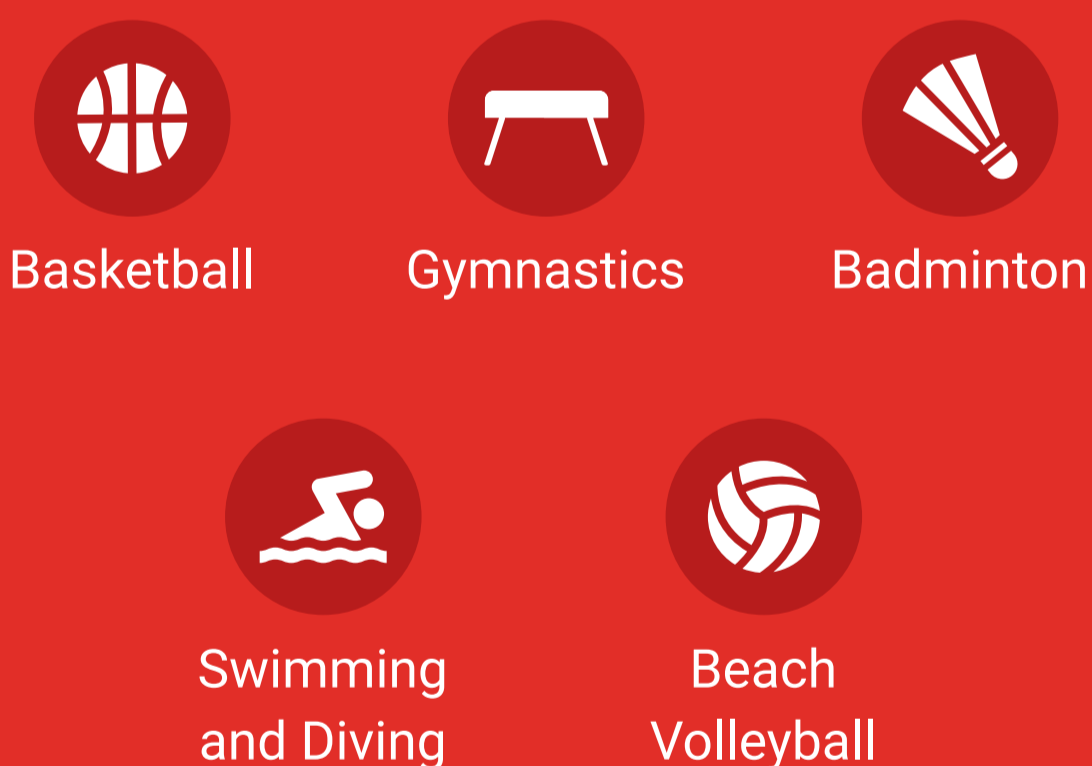
To help bring the games to life for hundreds of millions of fans around the world, YouTube partnered with broadcasters in more than 60 countries. Viewers were quick to tune in:



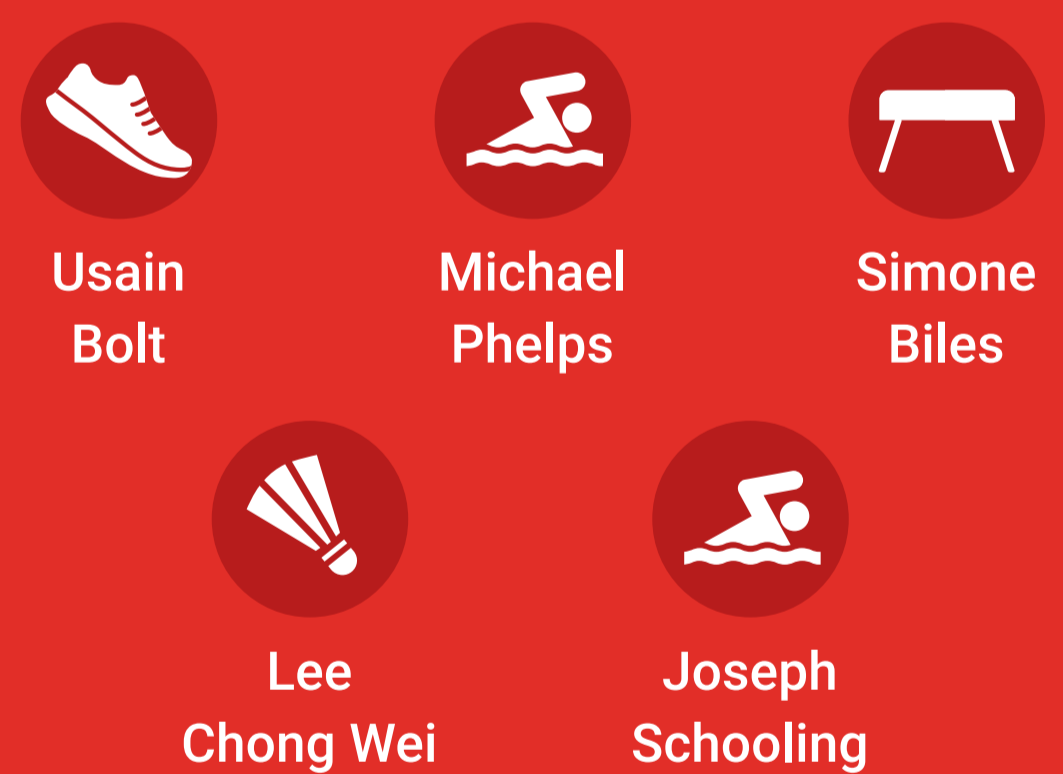
Subscriptions to YouTube's broadcaster partners' channels grew by over **20%** during the Rio 2016 Olympics.<sup>3</sup>

Before, during, and after the Rio 2016 Olympics, viewers turned to YouTube for more information about their favourite sports and athletes:

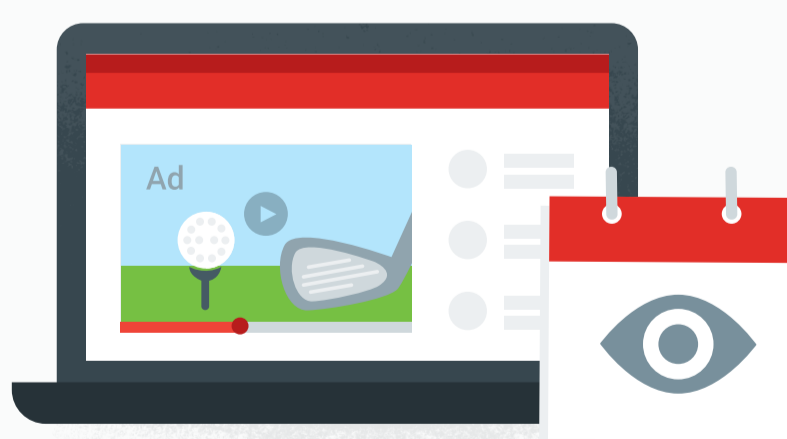
The top most-searched sports on YouTube during the Rio 2016 Olympics included:<sup>4</sup>



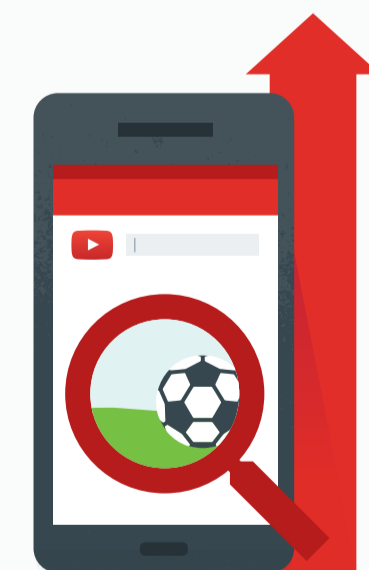
The five most-searched athletes on YouTube during the Rio 2016 Olympics were:<sup>5</sup>



Olympic excitement ramped up early:



From April 2016 to June 2016, Rio 2016 Olympic sponsors' ads received the equivalent of over **400 years of watch time.**<sup>6</sup>



Since the 2014 Games, search interest for Olympic-related terms on YouTube has risen over **90%.**<sup>7</sup>

## Sources

- 1 YouTube internal data, August 5–August 21, 2016, Global, Classification as an "Olympics" video was based on public data such as headlines and tags and may not account for every such video available on YouTube.
- 2 NBC Olympics, "Usain Bolt blows field away for third straight 200m gold," August 18, 2016.
- 3 YouTube internal data, August 5–August 21, 2016, Global, Classification as an "Official broadcaster" channel was based on public data such as headlines and tags, and may not account for every such video available on YouTube.
- 4 YouTube internal data, August 5–August 21, 2016, Global, Classification as an Olympic sport was based on IOC website and on public data such as headlines and tags, and may not account for every such video available on YouTube.

- 5 YouTube internal data, August 5–August 21, 2016, Global, Classification was based on IOC medal winners and on public data such as headlines and tags, and may not account for every such video available on YouTube.
- 6 YouTube internal data, April 2016–June 2016, Worldwide, Classification of Sponsor Olympics videos was based on public data such as headlines and tags, and may not account for every such video available on YouTube.
- 7 YouTube search trends, August 5–August 21, 2016, Worldwide.