



# ANTICIPATING THE OLYMPICS

## LONDON 2012 VS RIO 2016

Analysis and comparison of conversations around The Olympic Games in the build up to London 2012 and Rio 2016 via public social data (Twitter).



THERE WERE MORE THAN 3.5 MILLION CONVERSATIONS IN THE UK AROUND THE LONDON OLYMPICS 2012, MOST OF PUBLIC DATA STEMMING FROM TWITTER

UNTIL NOW, THERE IS A RELATIVELY LOW VOLUME OF CHATTER AROUND THE RIO OLYMPICS. COMPARED TO THE OLYMPICS FOUR YEARS AGO, LONDON RECEIVED MORE THAN 6 times AS MANY CONVERSATIONS IN THE SAME TIME FRAME (60 DAYS PRIOR TO THE START OF THE GAMES)

