

London Listening



WELCOME TO LONDON LISTENING

London Listening offers a unique insight into how the public is commenting and posting content in social media related the forthcoming London Olympics in 2012.

Whilst we use a number of analytics tools to track key themes across social media platforms our analysis and insight is based on our ethnographic monitoring of comments and behaviour. This also benefits from being part of a bigger Olympic study for broadcasters, sponsors and brands in both the UK and Brazil.

Every 2 weeks we offer analysis of the issues and themes which have got the public in both countries talking. We will also look at some of the numbers and trends across the next year and analysing differences between the two markets.

We also have regular updates and comments on our facebook page and blog - where we can also be contacted:

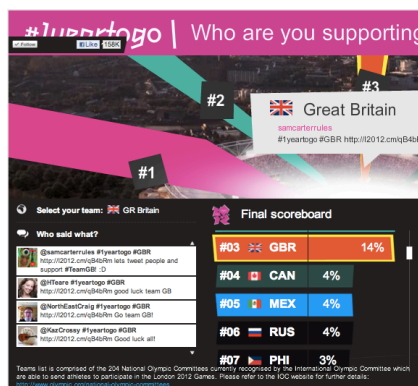
www.thelisteningagency.com

New Olympic event introduced for London: Competitive Tweeting

Brazil and the UK battle it out for gold.

Welcome to the second edition of 'London Listening', your round up of what's happening in social media for the London Olympics next year. Here's our analysis of the top subjects which have got people talking in the past two weeks.

1. #1yeartogo generates significant global interest. As the official Olympic countdown clock in Trafalgar Square, London ticked past the all important one year to go marker, Brits and Brazilians entered into a competitive game of Tweeting to both announce and celebrate the countdown. As a result hashtags such as #1yeartogo was created by the games organisers in a bid to encourage people globally to send their support. The final results showed that despite a strong performance from both Team GB (3rd place) and Brazil (2nd place) both nations lost out to the USA. The games organisers created a specific site which reported the results of the Tweetathon. The site can be accessed here <http://www.london2012.com/get-involved/one-year-to-go.php> and the final results are represented here:



2. Official ceremony gets mixed response. Alongside the Tweeting in response to the

#1yeartogo event the day and more specifically the event hosted in central London received widespread comment, especially in Britain. The ceremony which was broadcast live on the BBC and in Brazil on the portal of Terra.com lead to a wide range of comments from the British public who were divided in their opinion. Whilst some felt underwhelmed by the event for many the ceremony allowed for a realization and subsequent sense of excitement and pride that the games are fast approaching. Interestingly the response to the Olympic medals seems to be much more positive amongst the Brazilian public.

3. A new angle on diving. One of the few elements of the BBC coverage and the event in itself which did not come in for criticism (with the exception of the speech by London's mayor Boris Johnson) was the cameras used to film the diving at the new aquatic center. A number of tweets commented on how the range of especially close-up camera angles allowed the TV audience a much better viewing experience.

Jamie Ion tell you what it is... the BBC have some lush camera angles set up in the diving place like! #1yeartogo

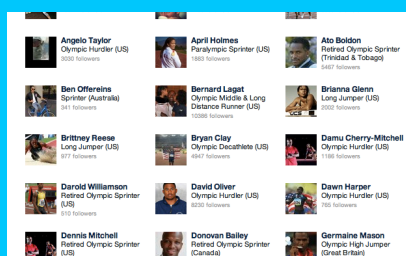
4. The battle for the Olympic theme music.

One of the many subjects which got the public tweeting about the live event was the usage of the Clash anthem 'London Calling'. It's appearance in an increasing number of Olympic related news articles and adverts has come in for criticism and some questioning of the irony of using a song which protests against many of the very themes which this Olympic games seems to epitomise - nationalism and capitalism. Elsewhere

music continues to dominate many of the tweets in both Brazil and the UK in recent days with the announcement that Sir Paul McCartney would be performing at the games opening ceremony.



5. Commercial fatigue. It was perhaps not too surprising that the increasing level of sponsor activity, especially in terms of TV adverts, we are already witnessing the first tweets complaining about the overload of Olympic content in the media. Perhaps not surprisingly, thus far such sentiment is only evident amongst the UK public. Rest assured we will be tracking this over the next few months.



Tweeting Athletes

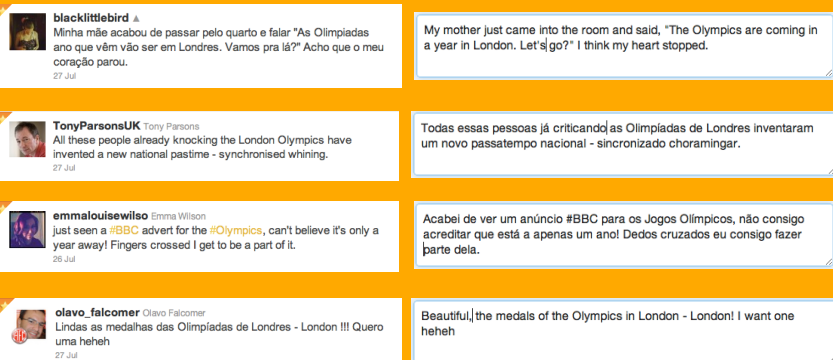
We have observed a significant increase in the number of Olympic athletes tweeting in recent weeks. This is a great site for picking out some different athletes to follow - www.tweeting-athletes.com



TWEETS OF THE WEEK

for each London Listening we select our favourite Tweets: the ones that make us laugh, reflect the topical issues or generate good conversations.

GOLD



SILVER



BRONZE

