

# 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](http://www.thelisteningagency.com)

## Silent London the primary concern for the Twitter public

Welcome to the latest edition of 'London Listening', The Listening Agency's analysis of the Olympic chat in social media from the UK and Brazil from the past two weeks. Here are the main stories which we have been following.

### 1. Silent London

Two different but related stories which got heavily retweeted and discussed in the past fortnight served as proof that scare stories can spread very quickly in social media especially when related to communications or the potential lack of communications. A statement by the mayor of London that due to the high level of demand anticipated during the olympics the capital city's celular network may not be able to cope was followed by a report that the the wi-fi network in London may suffer the same fate. Both of which sent a large proportion of the Tweeting public into panic and lead for calls for action to be taken now to avoid such problems.

### 2. Legacy questions and boxing scandal

There were also a couple of bigger traditional media stories which were being followed up on in the social media space. Firstly, following reports in some newspapers on the impact (or rather the lack of impact) which the Olympics may actually have upon schools sports in the UK. The second related to an investigation from BBC news about corruption in the Olympic boxing tournament.

### 3. Paralympic Sell-Out

The Paralympic Games continued to get a high level of public interest over the

past fortnight. As with past editions of London Listening we have reported significant levels of tweets relating to games which will take place immediately after the Olympics next summer. The final days of ticket applications and the high level interest in ticket sales and overall number of applications received saw people tweeting about their attempts to get tickets.

### 4. The Cav and Radcliffe show

The performance of 2 of the most famous english athletes, cyclist mark cavendish (who won the world road race title last weekend) and the return to competition of marathon runner Paula Radcliffe were the subject of many tweets and speculation about their form ahead of the Olympics. Elsewhere we witnessed the continued rise in talk about team and competitor qualification and non qualification in general. Brazilians were tweeting more specifically about the disappointing performance of their gymnastic team in qualifications and the chances of the women's basketball team repeating the success of their male counterparts.

5. Elsewhere we have seen a significant number of tweets from people in London relating to their attempts to seek paid and voluntary work during the Olympics tournament. In Brazil we noticed a rise in the number of people talking about traveling to London, both alone and in groups. One of the key areas for debate is how things are going to be very expensive for anyone wishing to travel during the time of the Olympics.

Last week the Brazilian sports channel Esporte Interativo announced it would be working with 25 athletes during the Olympics to create content for their own channels and for the athletes in social media, including Twitter and Facebook. The list of athletes includes some of the most well known Brazilian athletes and some of the country's best medal hopes.



Here is a list of some of the athletes:

Maurren Maggi - [www.facebook.com/MaurrenMaggi](http://www.facebook.com/MaurrenMaggi)  
 Daniele Hypolito - [www.facebook.com/DanieleHypolito](http://www.facebook.com/DanieleHypolito)  
 Leandro Guilheiro - [www.facebook.com/LeandroGuilheiroEI](http://www.facebook.com/LeandroGuilheiroEI)  
 Maria Clara e Carolina - [www.facebook.com/MariaClaraECarolina](http://www.facebook.com/MariaClaraECarolina)  
 Fabiana Beltrame - [www.facebook.com/FabianaBeltrameEI](http://www.facebook.com/FabianaBeltrameEI)  
 João Gabriel Schlittler - [www.facebook.com/JoaoGabrielEI](http://www.facebook.com/JoaoGabrielEI)  
 Sarah Menezes - [www.facebook.com/SarahMenezes](http://www.facebook.com/SarahMenezes)  
 Clodoaldo Silva - [www.facebook.com/ClodoaldoSilvaEI](http://www.facebook.com/ClodoaldoSilvaEI)  
 Talita e Maria Elisa - [www.facebook.com/TalitaEMariaElisa](http://www.facebook.com/TalitaEMariaElisa)  
 Taiana e Vivian - [www.facebook.com/TaianaEVivian](http://www.facebook.com/TaianaEVivian)  
 Harley - [www.facebook.com/HarleyOficial](http://www.facebook.com/HarleyOficial)  
 Diogo Silva - [www.facebook.com/DiogoSilvaOficial](http://www.facebook.com/DiogoSilvaOficial)

## 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

**deanwoods** Dean Woods  
London 2012 para olympics ticket request entered. Fingers crossed.  
25 Sep

Pedido para os ingressos das paraolimpiadas feito. Cruzando os dedos.

**luis\_verao** Luis verão,  
Mão agora que eu to vendo falta muito pouco pra começa as olimpiadas de Londres VAMOS LA BRASIL \*.\* . Conquistar mais um ouro! volei s2  
25 Sep

Man, just realised that it's not long til the Olympics. Come on Brazil. More Golds. Volleyball

**magic\_mugician** Azraa Khan, FYI,  
Getting an Olympics 2012 bag for school. OMG YES  
25 Sep

Comprando uma mochila das olimpiadas de 2012 para a escola. OMG sim!

**marcorigobelli** Marco Rigobelli  
Essa é a cidade que quer sediar as Olimpíadas. RT @aldamr Difícil é achar um wi fi decente aqui em Londres!!  
24 Sep

This is the city which will host the Olympics! Its tough to find a decent wi-fi connection here in London

### SILVER

**tom\_watson** tom\_watson  
London to lose mobile coverage during the olympics? Sort it out. Just sort it out. [telegraph.co.uk/sport/olympics...](http://telegraph.co.uk/sport/olympics...)  
23 Sep

Londres vai perder a cobertura de celular durante as olimpíadas? Encontrem uma forma de arrumar.

**reisluizf** Luis Reis f,  
essa década vai ser foda: 2011-Rock in Rio, 2012-Fim do Mundo, 2013-Rock in Rio, 2014-Copa, 2015-Rock in Rio, 2016-Olimpiadas.. \*o\*  
26 Sep

This decade will be awesome. 2011 - Rock in Rio, 2012 - End of the World, 2013 - Rock in Rio, 2014 - World Cup, 2015 Rock in Rio, 2016 - Olympics

**malckw** Malck Costa  
Robô carregará tocha olímpica nos jogos de Londres 2012  
[fbpd.tv/5y](http://fbpd.tv/5y)  
24 Sep

A robot will carry the Olympic torch in London 2012!

**AmbitiousParr** Parrie Boles  
Women's boxing is making its debut in the 2012 Olympics. Nice.  
23 Sep

O boxe feminino vai estrear nas olimpíadas de 2012. Legal.

### BRONZE

**HilaryAlexander** Hilary Alexander  
Stephen Jones and other top milliners planning a big HAT event for the 2012 Olympics  
25 Sep

Stephen Jones e outros chapelleiros top planejando um evento grande chapéu para as Olimpíadas de 2012

**MarceloLaguna** Marcelo Laguna  
Que baixaria isso, hein? RT @ligesporte Associação de boxe é acusada de negociar ouro em Londres 2012. [ig.com/ids7](http://ig.com/ids7)  
23 Sep

How low is this? Boxing Association accused of selling golds for London 2012

**pawty** Patrick  
The new UPS 2012 ad is rather clunky. And a little early perhaps? Although they're the only ones doing olympics right now- inspired timing?  
26 Sep

O novo comercial da UPS 2012 é desageitado. Meio cedo? São os únicos falando das olimpíadas agora.

**portodosolados** Por Todos os Lados  
@TuristaProf sou fã de Londres. Sempre cabe no meu roteiro pela Europa. Quero ir para lá em 2012. Se tudo der certo, nas olimpíadas  
22 Sep

Im a fan of London. Always put it into my plans for trips to Europe. Want to go to in 2012. Hopefully all being well for the London olympics

