London Listening

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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

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.



Maurren Maggi www.facebook.com/MaurrenMaggi Daniele Hypolito - www.facebook.com/ DanieleHypolito Leandro Guilheiro -

Here is a list of some of the athletes:

www.facebook.com/ LeandroGuilheiroEI

Maria Clara e Carolina www.facebook.com/

MariaClaraECarolina

Fabiana Beltrame -

www.facebook.com/FabianaBeltrameEI João Gabriel Schlittler -

www.facebook.com/JoaoGabrielEI

Sarah Menezes www.facebook.com/SarahMenezes

Clodoaldo Silva - www.facebook.com/ ClodoaldoSilvaEI

Talita e Maria Elisa -

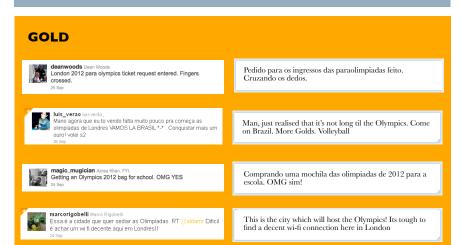
www.facebook.com/TalitaEMariaElisa Taiana e Vivian - www.facebook.com/ TaianaEVivian

Harley - www.facebook.com/ HarleyOficial

Diogo Silva - 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.









The Listening Agency Consumer Insight, Brand Strategy, Applied Research, São Paulo & London