

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

Pan-American games heightens the sense of Olympic anticipation

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. We are writing this latest edition on the eve of the opening ceremony of the The Jogos Pan-Americanos which begin in Guadalajara in Mexico this weekend. The games have served to focus Brazilians attention on the Olympics next year.

1. TV Games

The Pan American games have also bought attention to the fact that the TV broadcast of the Olympics, as with the PanAmerican games is now with the TV company Record. Increasingly we have seen tweets with opinions about Globo not being the official channel to broadcast live event coverage of the olympics with mixed sentiment. Some people have taken the opportunity to poke fun at Globo because of the fact that they are at present choosing to largely ignore the Olympics. Others however are disappointed that they wont get to follow the event on their favourite channel.

Elsewhere we have seen Tweets suggesting that the quality of the Record transmission signal isn't very good across Brazil leaving people to question whether they are going to have the same reach as Globo.

2. Football Clash

A related topic which has got Brazilians talking this week was the announcement of the calendar of Brasileirão - the Brazilian football league, for 2012. According to the announcement of the Brazilian Football Authorities, games will clash with the London Olympics. Some people are questioning if this decision

has something to do with Globo not transmitting the olympics. Others have focused on the impact of teams who will be sending players to represent the national team in London.

2. Expensive London.

Conversations about traveling to London to attend the olympics is still increasing and we are already seeing a lot of people complaining about the possible prices of rent during the olympics. People are reporting rent to go up by 250% during that time. Londoners themselves have also been commenting about house-prices as well as the negative implications of possible eviction of people in rented accommodation to allow for property owners to maximise the potential profitability of their homes during the games.

3. Culture Clash

The Brazilian football league is not the only competing cultural event during the time of the Olympics and we have seen more comments in the past 2 weeks about how events such as Glastonbury have been cancelled. Apparently the only show which appears to be going ahead, according to what we have been reading, is the Madonna concert.

4. Olympic Adverts

We have been witnessing significantly more tweets lately relating to specific TV adverts from Olympic sponsors. These include adverts for Eurostar, Cadbury's and Coke. Interestingly the Coke advert got a lot of comments from people who were participating in the filming. In general there has been an uplift in Tweets from people who will be participating in the events in a range of roles, from volunteers to performers at the opening ceremony.

5. Infrastructural success

A recurring theme for Brazilians is how well London is handling all the Olympic constructions and infrastructure. The general comment is that they have everything ready one year before the Olympics. A Tweet that was very frequently Retweeted last week said that Brazil should start to feel some "passive embarrassment" looking at how well the UK is doing.

Finally here is a selection of pictures from Twitpic with photos posted by the public



The #Olympic stadium and #ArcelorMittalOrbit are coming along nicely
#London2012



- Me and an Olympic torch. Like you do. #London2012



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

- JaderMagri** Jader Magri
Vôlei é o esporte mais procurado pelos brasileiros para as olimpíadas 2012, depois vôlei de praia. Bacanal! =)
11 Oct
- pearlspoonies** Ashley Pearce
Love this limited edition monopoly game for the 2012 London Olympics guardian.co.uk/lifeandstyle/g...
5 Oct
- ArcelinoPopo** Arcelino Popo Freitas
O Brasil garante 3 vagas para as olimpíadas de Londres 2012, é o boxe brasileiro fazendo bonito, valeu Everton Esquiva e Rubson.
5 Oct
- stewartanthony** Stewart Anthony
@limbungup Madonna tour 2012 supposedly hits London in middle of the Olympics? Do you believe she's crazy enough to steal the spotlight. yup!
23 hours ago

Volleyball is the sport most sought by Brazilians at the Olympics. Then Beach Volleyball. Cool!

Adorei a edição limitada do Monopoly para as olimpíadas de Londres 2012.

Brazil guarantees 3 places for the Olympics. Brazilian boxing is looking good. Cheers Everton Esquiva and Rubson

Tour da madonna chega a Londres na mesma época que as olimpíadas. Será que ela vai roubar a atenção do evento?

SILVER

- danibelgium** Dani G. #
Aluguel de casas/apartamentos em Londres durante as Olimpíadas 2012 está 250% mais caro q o normal. Delícia.
8 hours ago
- OMGitsHAZZA** Emv
@Harry_Styles SO AM II:D I just found out I got through my dance audition for London 2012 olympics!xxx
6 Oct
- QUAYSTER** CHARLIE-ROSE #
Coca Cola Advert ting wasn't as bad as I thought, kinda live, respect the olympics
30 Sep
- joanna_ferrari** Joanna Ferrari
CBF divulgou calendário de 2012 e guess what? Jogos do Brasilão durante as Olimpíadas! Fico até emocionada c tanta lógica e inteligência!
7 Oct

Homes and Apartments to rent in London during the Olympics in 2012 is 250% more expensive than normal.

Acabei de descobrir que passei na audição de dança para as olimpíadas de Londres!!!!

A propaganda da coca-cola nem foi tão ruim, parecia viva, respeitou as olimpíadas.

CBF announces the calendar for 2012 and guess what? Brazilian championship games during the Olympics. Im shocked at the logic and intelligence!

BRONZE

- debdawg007** Debdawg
We might see our fave NBA players in the 2012 Olympics before we see them in their NBA uniforms again!
9 Oct
- peaganeutro** paulo com p de pau
stalkear vai ser um esporte presente nas olimpíadas de 2012 né?
11 Oct
- Rayane_Walker** Rayane Walker
Londres "dá lição" ao Rio e finaliza obras olímpicas com um ano de antecedência. olimpiadas.uol.com.br/noticias/redac...
12 Oct
- Boot_Box** Boot Box
Had a photo shoot for the new Gillett London Olympics 2012 TV advert tonight. They want athletes!
12 Oct

Vamos ver os jogadores da NBA nas olimpíadas antes do que em seus uniformes da NBA.

Stalking will be an Olympic sport in 2012?

London is teaching Rio a lesson in how to finish the Olympic infrastructure with one year to go

Fiz umas fotos para um comercial de Gillett das olimpíadas 2012. Eles queriam atletas!

