

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 2011: our unique analysis of audiences media and sponsors

This latest edition of London Listening is focused on the Pan-american games in Guadalajara, Mexico which finished on Sunday October 30th. We dedicated most of our listening to the Brazilian audience as part of our ongoing interest in tracking their relationship with major sporting events.

The Jogos Pan-americanos were also worthy of attention as they served as a qualifier and dress-rehearsal for London 2012 for many athletes but also for TV audiences. Brazilians were to experience for the first time a new live transmission dynamic as the rights shifted from Rede Globo to Record. As we have done for major international events in the past we spent a large amount of time tracking the social media chat about the games in real time. Our team of Listeners observed and interacted with thousands of Brazilians as they were watching and discussing the tournament.



Wmackenzi WESLEY B. B. MACKENZI
I liked the Pan-americans and the performance of the athletes. I just didn't like the exclusivity of Record...what do we have 8 sports channels for?



VitinBMX @VitinBMX
Unlike male football I'm cheering for Brazilian women in the Pan, they have more spirit than all of the men



bikeando Bikeando
Brazil disappointed in the cycling and returned home empty-handed from the Pan-americans



fmsole Filipe Solé
Brazil spent R\$6.5 million per medal in the Pan. Id like to know how much each of the Cuban medals cost?

Along with our own ethnographic analysis of the topics under discussion we also created a unique 'Pan Fan Survey' which is still open to the public and has so far been completed by more than 250 people. What we are publishing here are some of the topline findings as the questionnaire will stay open for another week. We have also selected some of the tweets which we found both most interesting and which give a flavour of the social media chat we observed over the past 3 weeks.



wuthiago Thiago Costa
The only good thing about Record transmitting the Pan-american was they gave a slap to Globo because their coverage was weak!



tvjoao João Victor
At 22.55 there will be the closing ceremony of the Pan in Guadalajara. Congratulations to Record for the coverage



Penelopeh Penelopeh
The Pan has finished. I enjoyed watching it on TV all day.



makalerp Antonio Salomao
Even with a bunch of mafia as politicians a rubbish collector managed to get gold in the marathon at the Pan. That's Brazil!

One thing we observed and which surprised us was the extremely positive response we got from people who completed the questionnaire. We see this as a sign of how important sport (beyond football) is and will increasingly be for the Brazilian public - and how much they value being listened to. From Cariacica, Espírito Santo to Santa Maria, Rio Grande do Sul, we received positive responses such as those below...

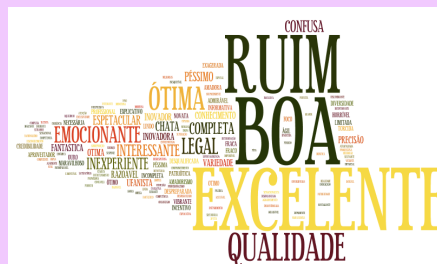
"I really enjoyed having the opportunity to participate in this survey and to feel that there is an opportunity to be heard. I love watching the Pan American Games and the Olympics and I love the quality of the transmission "

"I really liked to have commented, mainly to put forward my own ideas about the Pan-american games and also about the Brazilian sport, I am grateful for the opportunity. Hugs"

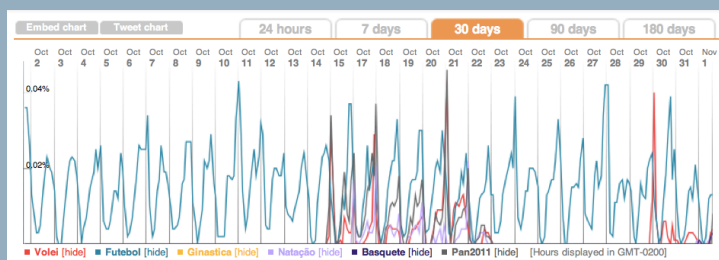
The Findings

Our analysis will ultimately look in more detail at the relationship between different audiences and the Jogo-Pan-americanos, including elements of the following...

Reactions to the new live broadcaster - TV Record - what were the highs and lows of their coverage and what were the differences in the evaluation between the Globo and Record audiences?



How did social media become part of the Pan-american games experience?



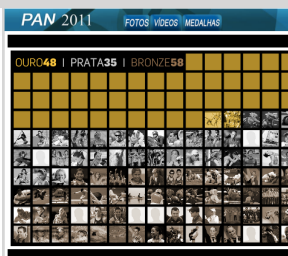
Which sponsors and TV advertisers got the greatest levels of recall?



Which audiences were most interested in watching which Olympic sports?



What stories and sources got tweeted and shared from both traditional and new media?



What does all of this mean for the London Olympics in 2012?

