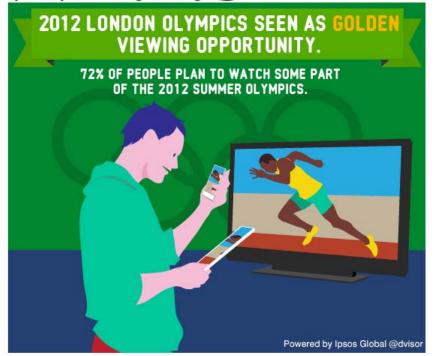
SocialogueIpsos Open Thinking Exchange





The Olympic games are in action! While 65% say they will be watching the competition on TV, 23% will be rooting for their countries via the Internet, a number that swells to 34% in APAC countries and 43% in BRIC countries. Six percent of people say they will watch at least part of the Olympics on mobile devices and 4% will watch on tablets such as iPads. We expect these percents to rise as people become more comfortable viewing smaller screens and choose to watch in real-time, rather than coming home to hours and hours of recorded footage. In fact, 20% (31% in APAC countries and 37% in BRIC countries) say there is a possibility they will download an app so they can watch the games live and 21% (37% in BRIC countries, 33% in APAC countries and 32% in Middle East and Africa) might download an app so they can get updates on the games.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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