

2012 LONDON OLYMPICS SEEN AS GOLDEN VIEWING OPPORTUNITY.

72% OF PEOPLE PLAN TO WATCH SOME PART OF THE 2012 SUMMER OLYMPICS.



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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.

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