



Le régulateur de la communication  
audiovisuelle et numérique

# PARIS 2024: THE GAMES FOR EVERYONE

Report on audiovisual and digital broadcasting of  
the Paris 2024 Olympic and Paralympic Games



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## / Background and objectives of the study

France hosted the **Olympic Games** from 26 July to 11 August 2024, followed by the **Paralympic Games** from 28 August to 8 September 2024.

As an event of major importance protected by the Decree of 22 December 2004\*, featuring extensive media coverage and generating record-breaking audiences, the competition is a key fixture in the audiovisual and digital landscape.

The purpose of this study is therefore to review the broadcasting of the Paris 2024 Games, and more specifically:

- 1) its **economic interest for broadcasters** (in terms of viewership, digital traffic and advertising investments);
- 2) **French spectators' viewing habits** during the competition (particularly in terms of preferred content and access methods, including on the channels' digital platforms and social networks);
- 3) as well as the **wider impact of the event on society** (public satisfaction, impact on the perception of sport, comments on social networks and hate speech against athletes).

Analysis of these various indicators is of particular interest given that the event was held in France and had a significant impact on the French population. As such, it is a contribution to the work currently being carried out by the public authorities to assess the scope and legacy of the Paris 2024 Games.

*\* Under Decree no. 2004-1392, the Olympic and Paralympic Summer Games must be accessible to all viewers "so that a significant proportion of the public is not deprived of the opportunity to follow them on a free-to-air television service". This broadcasting can be limited to times that represent the diversity of the sporting disciplines and participating countries, and recordings can be shown when events take place simultaneously.*

## / Methodology and sources of the study

- The **audience figures** for the sporting events and ceremonies of the 2024 Games presented in the report (average audiences, audience share, breakdown of social demographic) are taken from Médiamétrie data reprocessed by Arcom. For the purposes of the study, comparisons were made with the audience figures for Tokyo 2021 (the most recent edition of the Summer Olympic and Paralympic Games) and London 2012 (the edition chosen because of the smaller time difference).
- The analyses of **advertising volumes and values** recorded by broadcasters were based on data provided by Kantar and reprocessed by Arcom. The amounts of advertising spend (AS) shown correspond to gross advertising rates, i.e. the public prices displayed by the advertising sales agencies before any discounts granted to advertisers.
- From 9 to 30 September, in conjunction with CSA Research, Arcom carried out the online quantitative survey on **audiovisual and digital viewing habits** during the Paris 2024 Games using a representative sample of 2,309 French people aged 15 or over (representativeness ensured by the quota method).
- **Verbatim comments on the treatment of French Olympic and Paralympic athletes**, and in particular online expressions of hatred towards them, were gathered and analysed as part of a social listening system conducted by Arcom with Ipsos on social networks, blogs, forums and comments on media articles. The conversations studied (original posts, excluding reposts) relate to the strict periods of the events, extended by three extra days in order to capture the discussions that continued after the closing ceremony, i.e. from 26 July to 14 August for the Olympic Games and from 28 August to 11 September for the Paralympic Games.

*The full results of these various components are available in the appendices on the Arcom.fr website*






- ❖ **As official broadcasters of the competition, France Télévisions, Eurosport, Radio France and RMC put in place a multi-channel strategy to ensure media coverage of the 2024 Olympic Games.** In addition to live broadcasts of the events on linear channels and stations (nearly 200 hours a day, all services combined), the broadcasting groups rolled out a major digital presence on their websites and apps. France Télévisions thus offered 356 hours of programmes on its France TV Paris 2024 channel, created for the event and dedicated to emerging disciplines, while Eurosport provided multi-stream broadcasting of all the events on its Max platform (3,800 hours). All broadcasters also increased the amount of peripheral content on social networks (clips from competitions, interviews, commentary on events, etc.).
- ❖ **The Paralympic Games also received unprecedented coverage, with more than 250 hours of events broadcast live on France 2 and France 3** (compared with around 100 hours for the two previous editions). The public broadcasting group also aired more than 1,280 hours on its digital platform, offering multi-stream coverage of all Paralympic disciplines, a first in the history of the event.
- ❖ **Among the variety of content relating to the Paris 2024 Games offered by broadcasters, the viewers clearly preferred watching live competitions on linear channels.** While, from this perspective, television remained the medium of choice, more than half of the public said that they also used digital devices (smartphones, computers, and tablets) to watch broadcasts. It stands to reason that the proportion was higher among 15-24-year-olds with 23% of them saying that they often used their smartphone to follow Olympic or Paralympic events.
- ❖ **Overall, the Paris 2024 Games reached a very broad cross-section of the population and attracted a great deal of interest.** In total, 59.5 million French people came into contact with images of the Olympic Games and 51.4 million with the Paralympic Games. The competition became part of the public's daily routine, with 23 hours of Olympic events watched on average by each individual and 5 hours of Paralympic events, a figure that is 6 times higher than for Tokyo 2021. In addition to the sporting events, an average of 24.4 million viewers watched the opening ceremony of the Olympic Games on Friday 26 July, a record audience in the history of French television, all channels and programmes combined, according to data provided by Médiamétrie.




- ❖ **As a result, the official broadcasters benefited greatly from the event, starting with France Télévisions, the sole holder of free-to-air television rights.** The public broadcasting group recorded individual viewing times and audience levels well above its usual figures (on its France 2, France 3 and France 5 channels as well as on its France.tv platform, where its daily traffic quadrupled) and saw a clear rejuvenation of its audience, with the proportion of under-25s more than doubling during the Olympic Games.
- ❖ **In line with audience figures, the broadcasting of the Paris 2024 Games also led to a sharp rise in advertising investments for the partner channels.** From 26 July to 11 August, France Télévisions marketed 56% of its advertising offer on sponsorship spaces, and significantly increased the value of its screens compared to the same period in 2023. Eurosport also reported a strong increase in advertising value, albeit at a lower gross price per second, according to data provided by Kantar.
- ❖ **Overall, the public was very satisfied with the live coverage of the Paris 2024 Games, giving it an average score of 8/10.** The quality of the broadcasts and the content offered, both on linear and digital media, were particularly appreciated by viewers, who generally praised the editorial choices made by the broadcasters, particularly with regard to the events shown. As well as immediate satisfaction, the broadcasting of the event more broadly led to a number of positive spin-offs, particularly in terms of the perception of parasport and participation in sport.
- ❖ **In addition to live events, the consumption of editorial content (news, specialist programmes) and replay reached significant levels.** Nearly a third of French people (29%) said that they watched clips and summaries of Olympic Games events after they took place, largely by turning to social networks and free video platforms, with YouTube being the most popular. In total, almost half of all viewers of the Games looked at competition-related content on social networks, 24% of them actively, by liking, commenting or even creating posts and stories.
- ❖ **The Paris 2024 Games were a major topic of conversation online, with 869,000 athlete-related posts gathered in France on social networks, forums, blogs and websites.** X (formerly Twitter) was by far the most popular platform for discussing the event, with the majority of users being men and young people aged 25 to 34. The performances of the French sportsmen and women elicited a large number of reactions from online users, the vast majority of them enthusiastic and complimentary. However, 3% of the total sample contained offensive (insults, violent messages) or even potentially discriminatory content.



## Positive economic spin-offs for a first-of-its-kind editorial strategy

-  A **large-scale editorial presence** supported by a **multi-channel strategy**.
-  A **major increase in audience figures** for broadcasters, both on linear television and **on digital platforms**.
-  Record levels of **advertising investments**.

## An event largely watched on live television, complemented by digital channels

-  **Regular viewing** of the event by a **large and diverse audience**.
-  Mainly followed by **watching live broadcasts on TV channels**.
-  Viewing was spread across a **wide range of media** (smartphones, computers, and tablets) and **content types** (news, clips or summaries of events, and specialist programmes).

## Strong public enthusiasm and benefits for the perception of sport, despite some controversy

-  Major positive spin-offs, particularly in terms of the **perception of parasport**.
-  **General public satisfaction** with the broadcasting environment.
-  A large number of **comments on social networks, forums, blogs and websites** praising the athletes' performances, with a minority of **offensive or potentially discriminatory messages**.

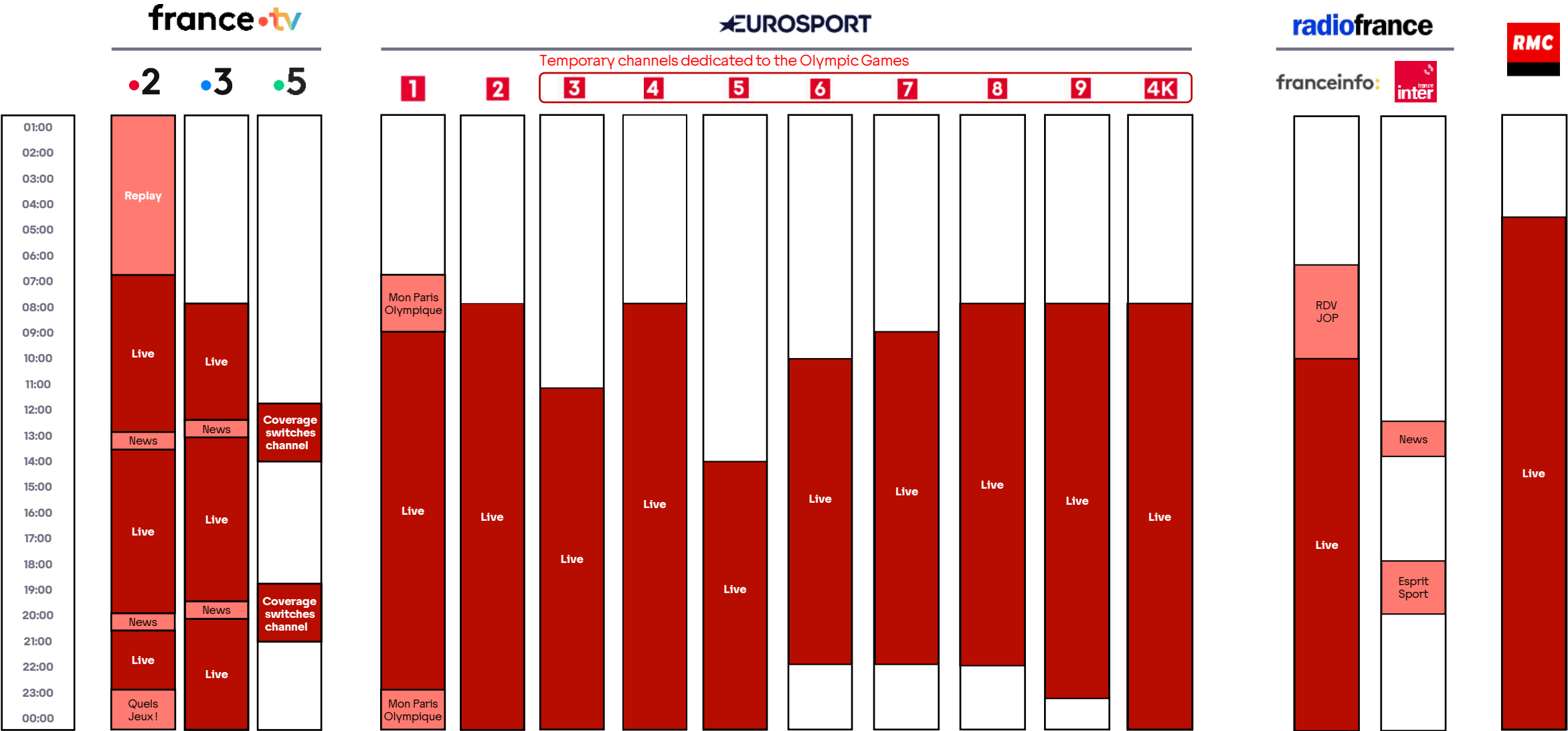
# 01

## **POSITIVE ECONOMIC SPIN-OFFS FOR A FIRST-OF- ITS-KIND EDITORIAL STRATEGY**



Unprecedented live coverage of the event on public channels, pay-TV and on radio

As official broadcasters of the competition, France Télévisions, Eurosport, Radio France and RMC provided extensive linear coverage of the Paris 2024 Games. On a typical day of the Olympic Games, almost 200 hours were devoted to broadcasting and commentating on the competitions on all TV channels and radio stations combined.

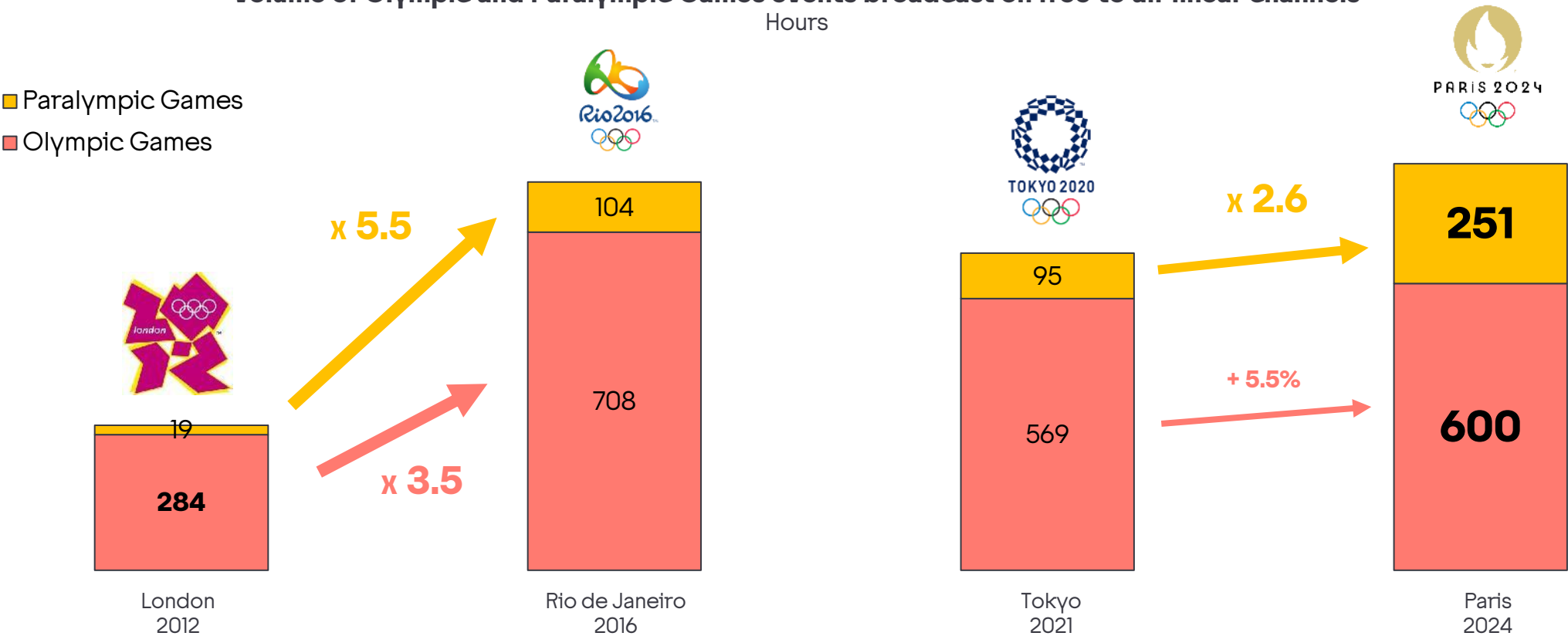


A sharp increase in television airings of the Games, particularly for the Paralympics ...

France Télévisions devoted 600 hours to broadcasting the sporting events of the Paris Olympic Games on its channels France 2, France 3 and France 5, with an additional 500 hours available on the pay-TV channels Eurosport 1 and Eurosport 2. The public broadcaster also devoted 251 hours to the Paralympic disciplines, a record figure in the history of the competition.

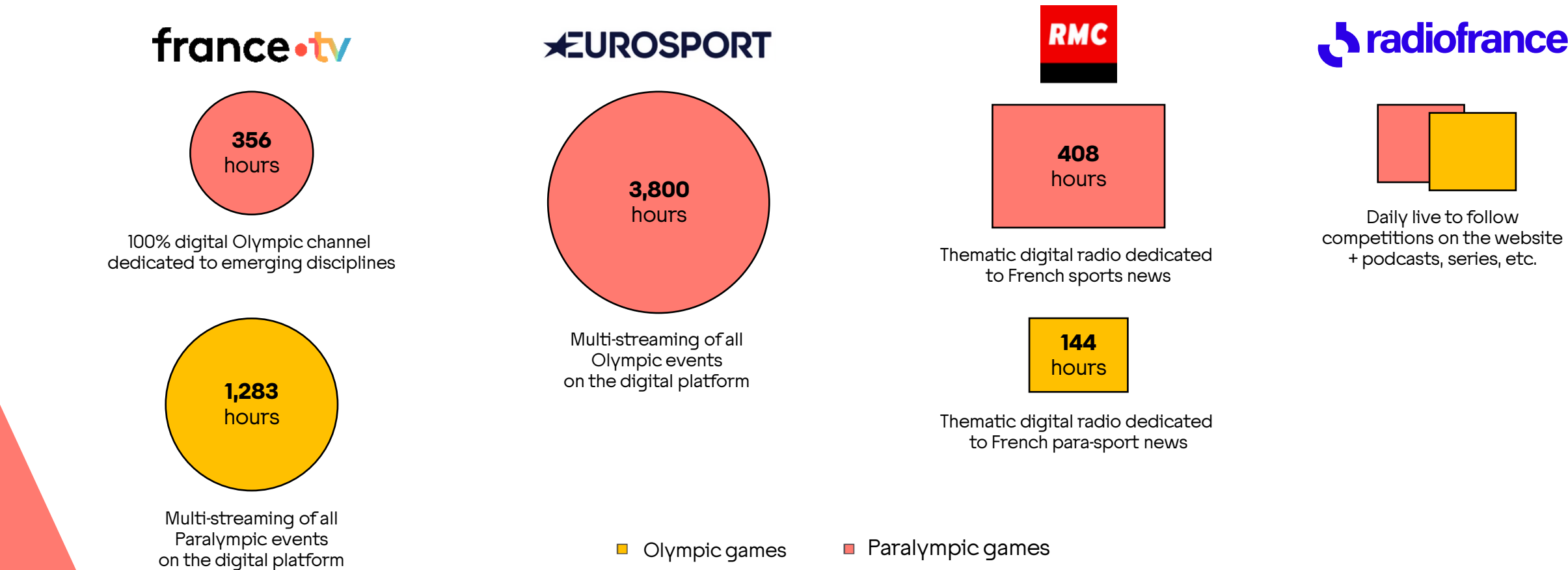
Volume of Olympic and Paralympic Games events broadcast on free-to-air linear channels

Hours



... Complemented by a major digital presence, a cornerstone of the broadcasters' multi-channel strategy

France Télévisions broadcast 356 hours of Olympic events on the France TV Paris 2024 digital channel, created for the event with the aim of reaching young audiences. The public broadcaster then offered more than 1,280 hours of live coverage on its platform during the Paralympic Games, providing multi-stream coverage of the events in their entirety, a system similar to that put in place by Eurosport for the Olympic Games (3,800 hours of live coverage). With regard to radio, RMC rolled out the "100% Bleus" digital channel on its website and app, which was extended for the Paralympic Games. Radio France increased the number of online formats (commentary, podcasts, series, etc.) to provide editorial coverage of the event.

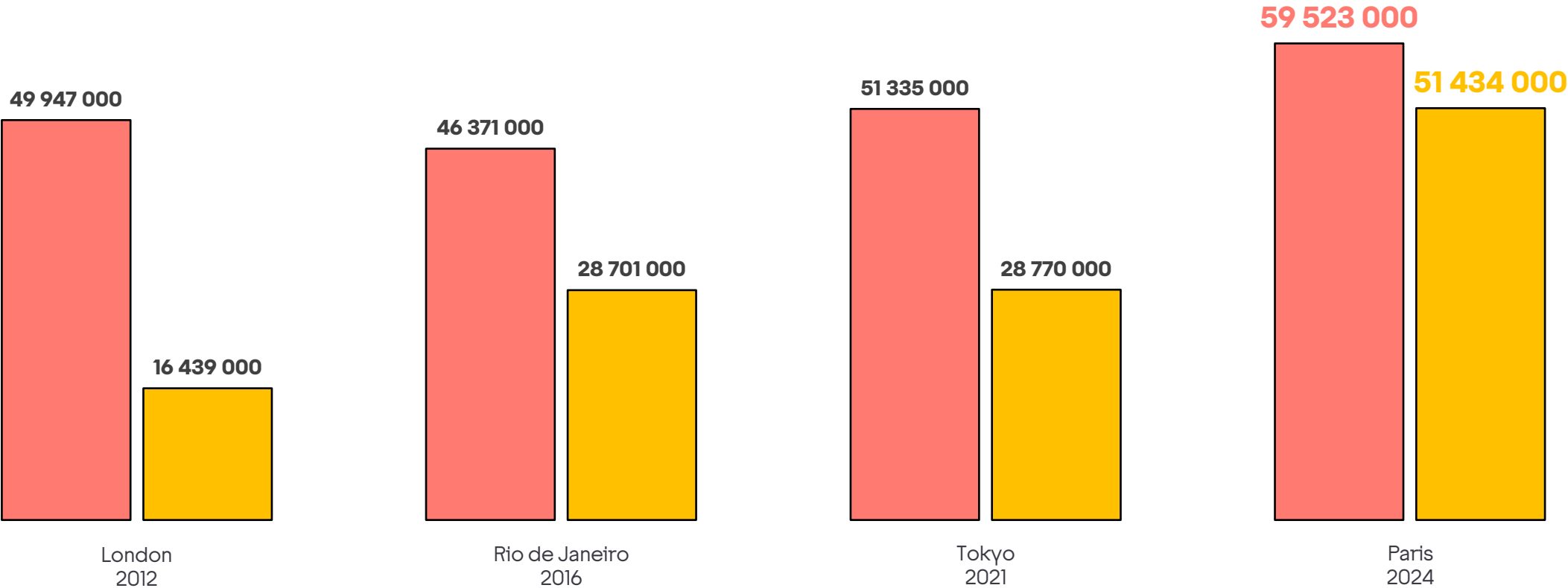




**As a result, a very large proportion of the French population came into contact with the Paris 2024 Games**

Overall, 59.5 million French people came into contact with images of the Paris Olympic Games on television, and 51.4 million with the Paralympic Games (an increase of almost 80% on the previous edition). With 94.8% and 82% of all viewers reached respectively, this was record coverage in the history of the competition in France.

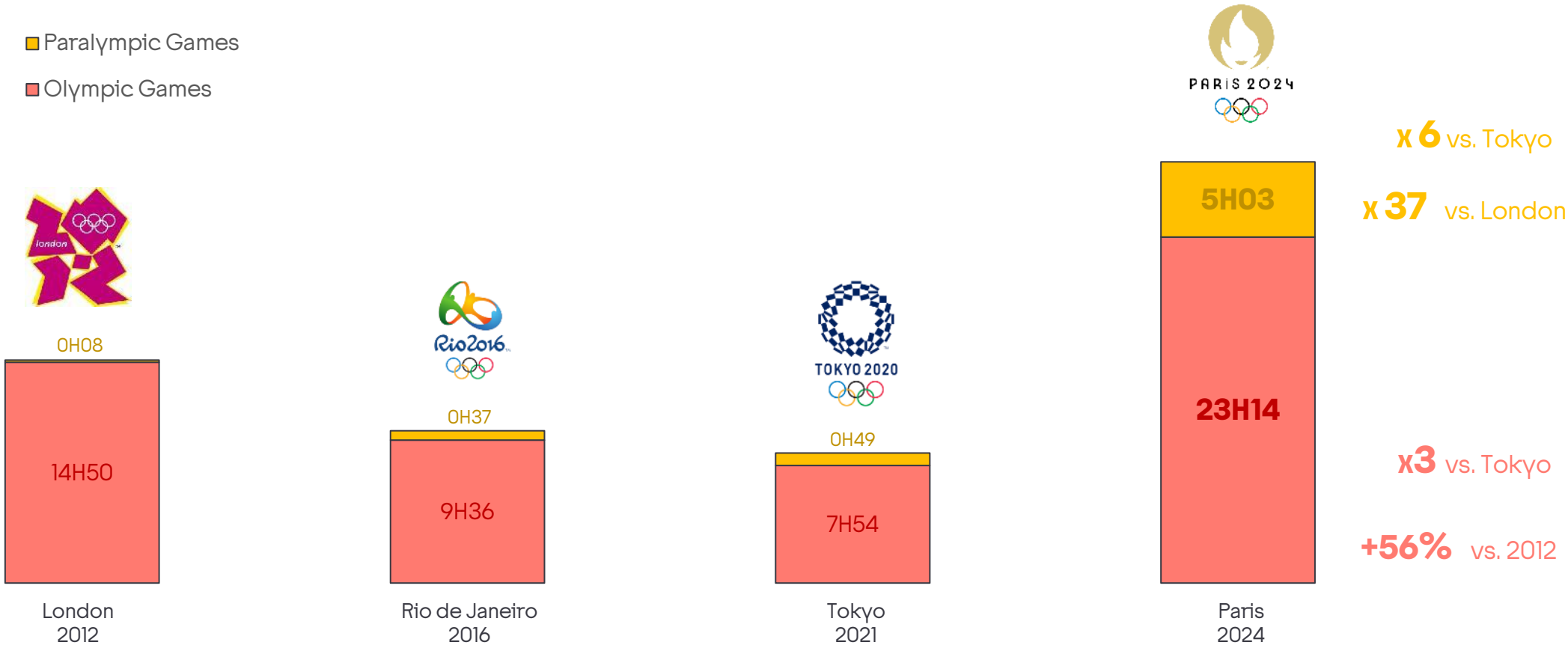
**Coverage of the Olympic and Paralympic Games**  
Number of French viewers, threshold 10 consecutive seconds



**An attractive competition for broadcasters, with a massive and regular following by viewers ...**

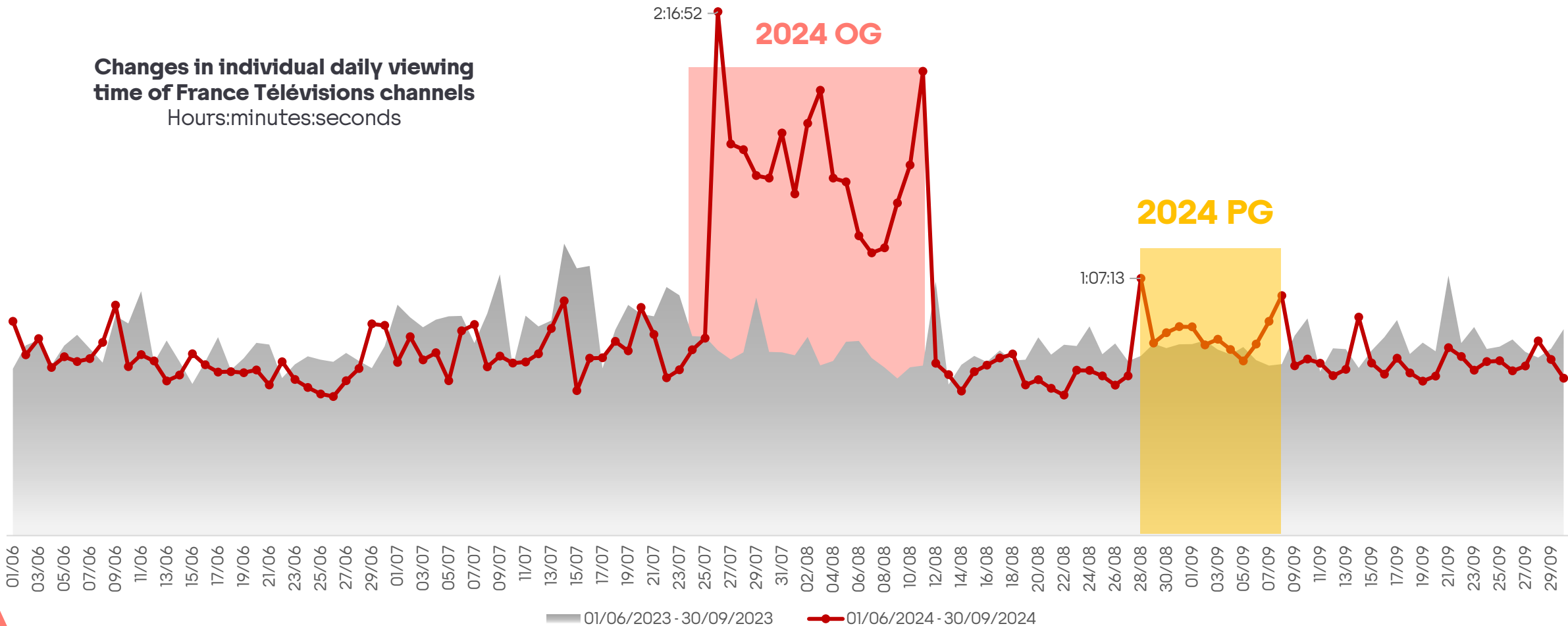
On average, the French watched 23 hours and 14 minutes of television programmes relating to the Olympic Games, 56% more than for the 2012 Games in London. For the Paralympic Games, the total was 5 hours and 3 minutes, six times that recorded for Tokyo in 2021.

**Individual viewing time of the Olympic and Paralympic Games on free-to-air linear channels**  
Hours



... Leading to a significant increase in daily viewing time on France Télévisions

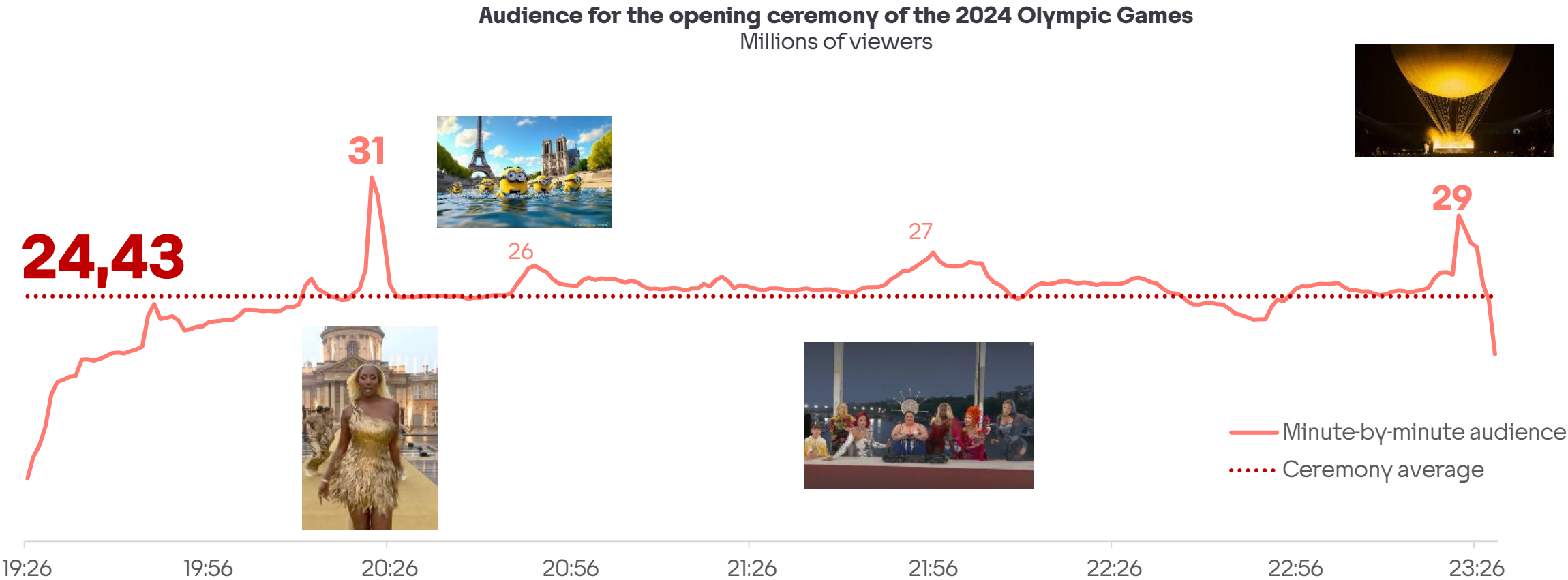
The broadcast of the Olympic Games meant that the France Télévisions Group's channels (France 2, France 3 and France 5) significantly outperformed daily viewing times for the same period last year, with individual viewing time up sharply over the fortnight as a whole. The impact of the Paralympic Games was also positive, although less marked.





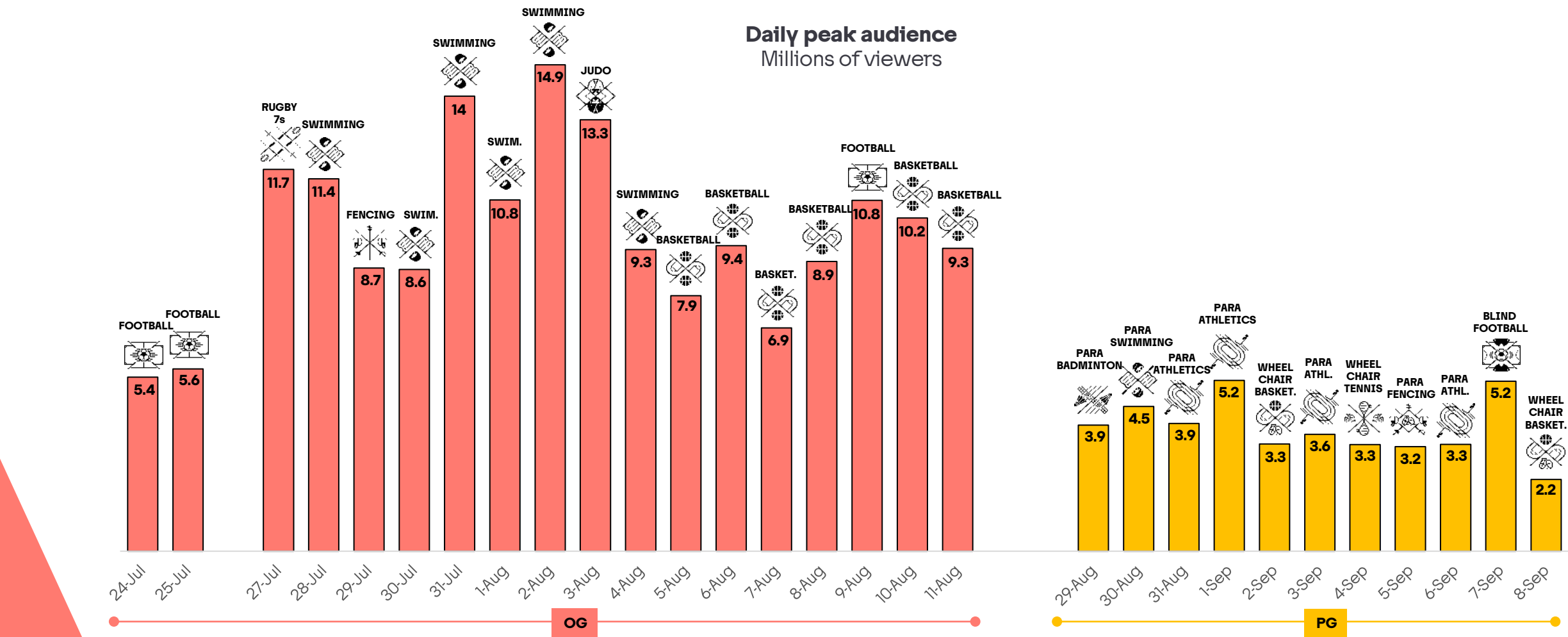
**An all-time viewership record for France 2 at the opening ceremony of the Olympic Games ...**

An average of 23.24 million viewers watched the opening ceremony of the Olympic Games on Friday 26 July from 7.30 p.m. onwards on France 2 (83.1% share of the viewership). Including replay viewings (an additional 1.19 million at D+7), this is the highest audience in the history of French television, across all channels and programmes, with an average of 24.43 million viewers.



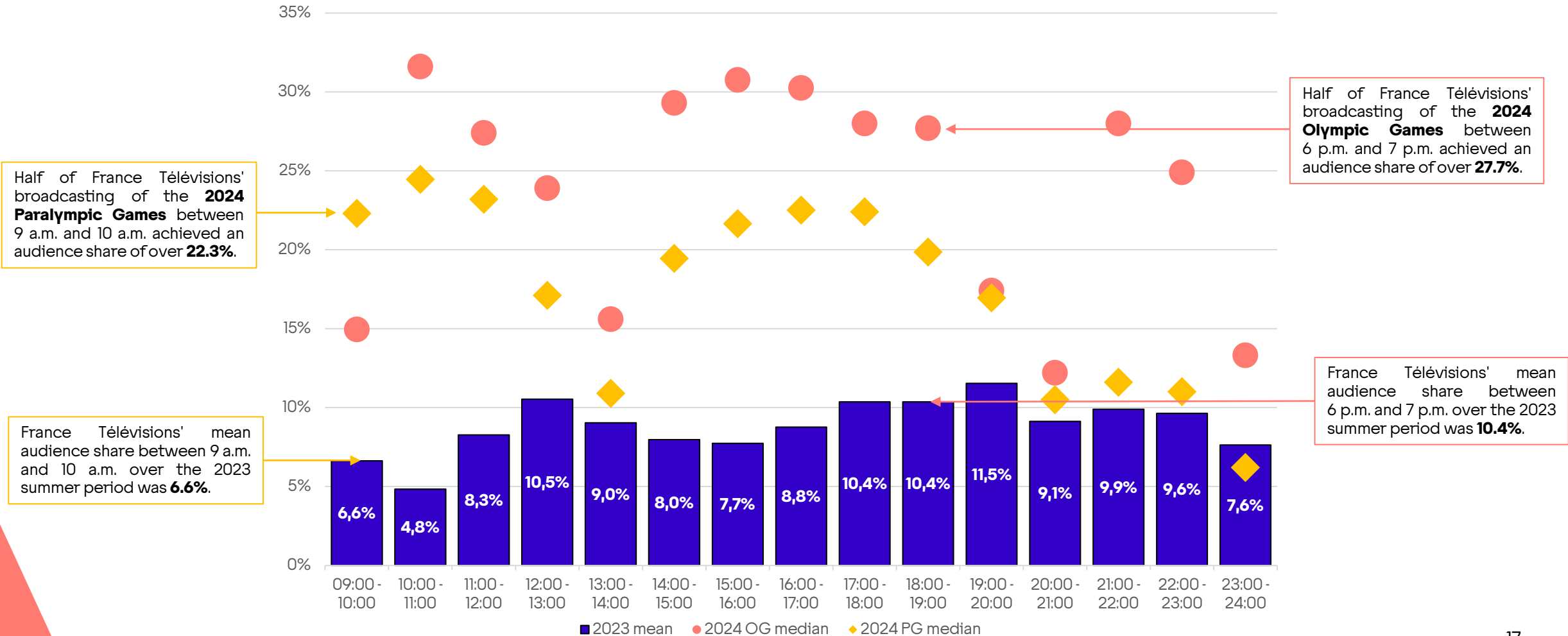
... And a wide variety of disciplines enjoyed by the public throughout the 2024 Games

Broadcasting the Olympic Games enabled France Télévisions to approach or even exceed the 10 million viewer mark on several occasions. The gold medal won by the French blind football attracted up to 5.2 million viewers on 7 September, a record for a Paralympic event.



On the whole, France Télévisions gained a significant audience throughout the day

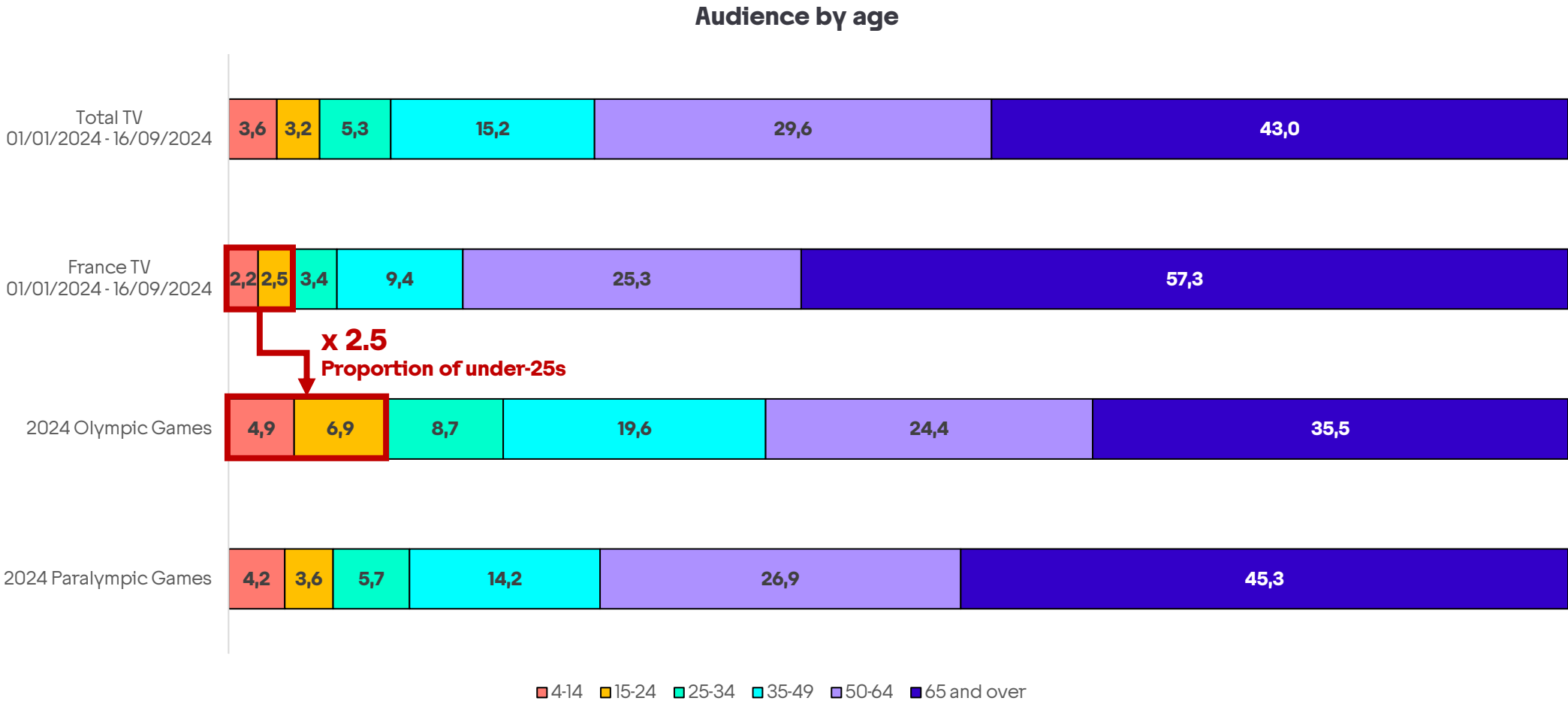
Broadcasting the Paris Games enabled France Télévisions' channels to achieve audience figures well above their usual levels, whatever the time slot. The average audience share for the three channels from 10 a.m. to 11 a.m. reached 31.6% during the Olympic Games, compared with 4.8% in 2021.





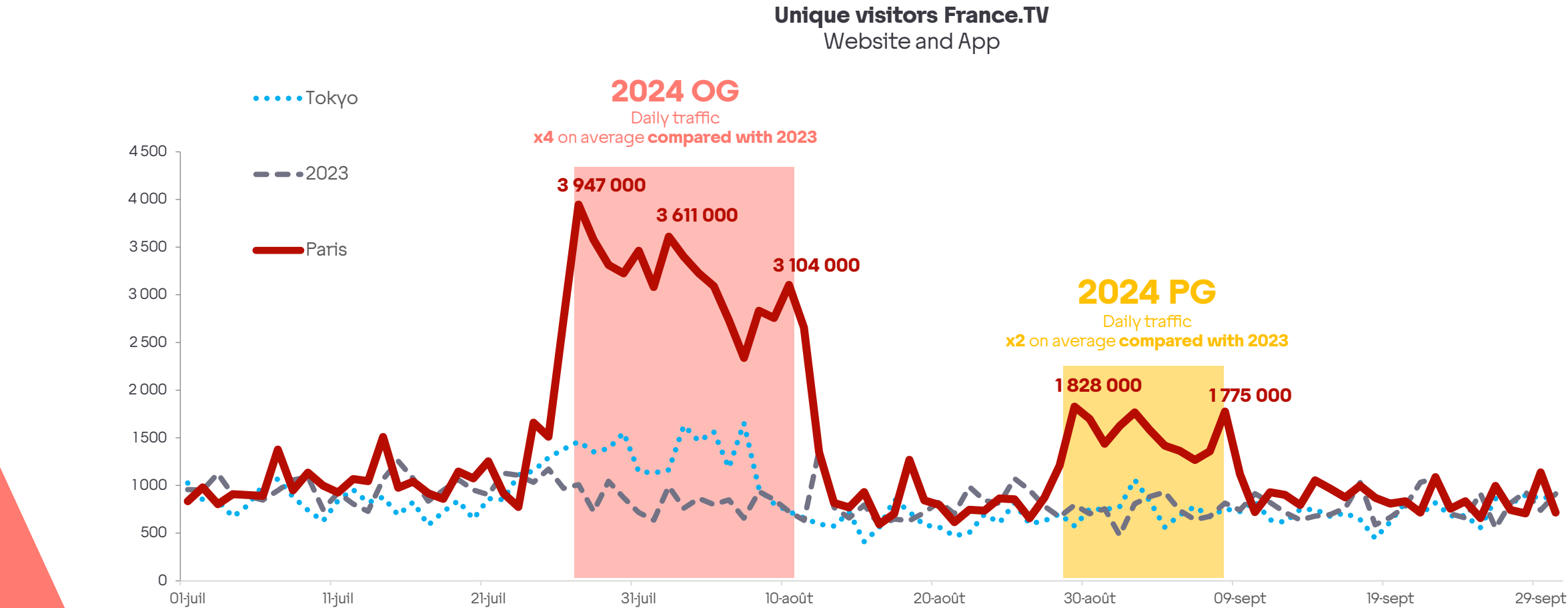
A clear rejuvenation of the viewer profile observed during the Paris 2024 Games

The broadcasting of sporting events attracted a younger audience to France Télévisions than is usually the case. The under-25s represented 11.8% of the public broadcaster's audience during the Olympic Games and 7.8% during the Paralympic Games, compared with 4.7% for the rest of 2024.



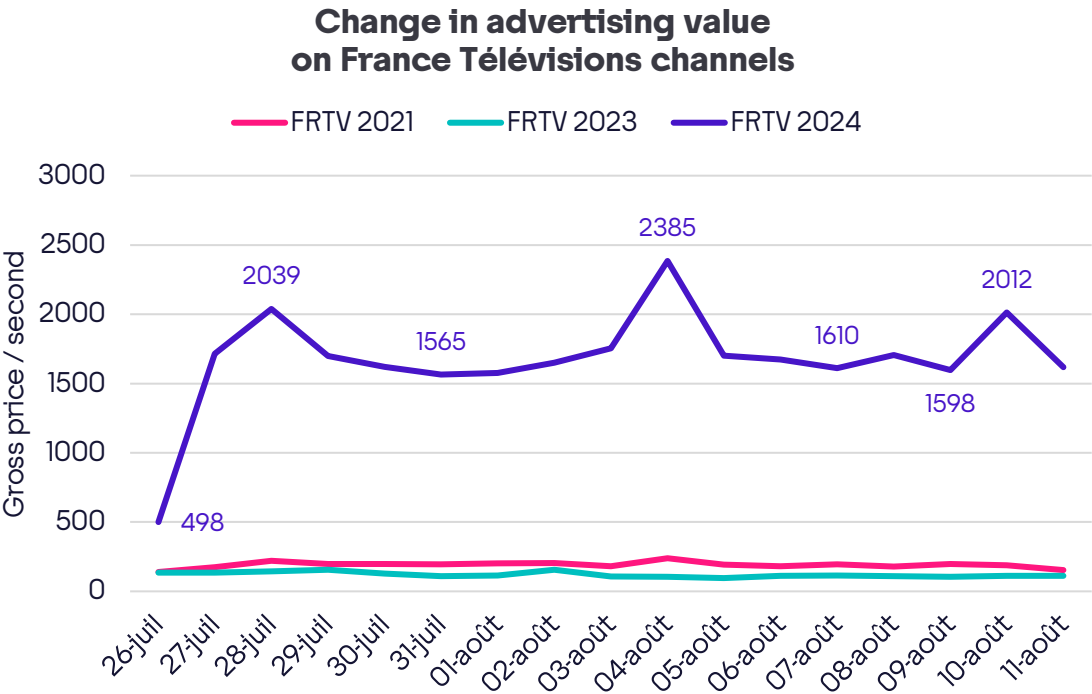
Digital benefited too, with traffic quadrupling on France.tv during the Olympic Games

France Télévisions' digital platform regularly exceeded the 3 million unique visitors mark throughout the Olympic fortnight, confirming the appeal of sports content on this channel. The Paralympic Games enabled the public broadcaster to double its daily digital activity compared with 2023.

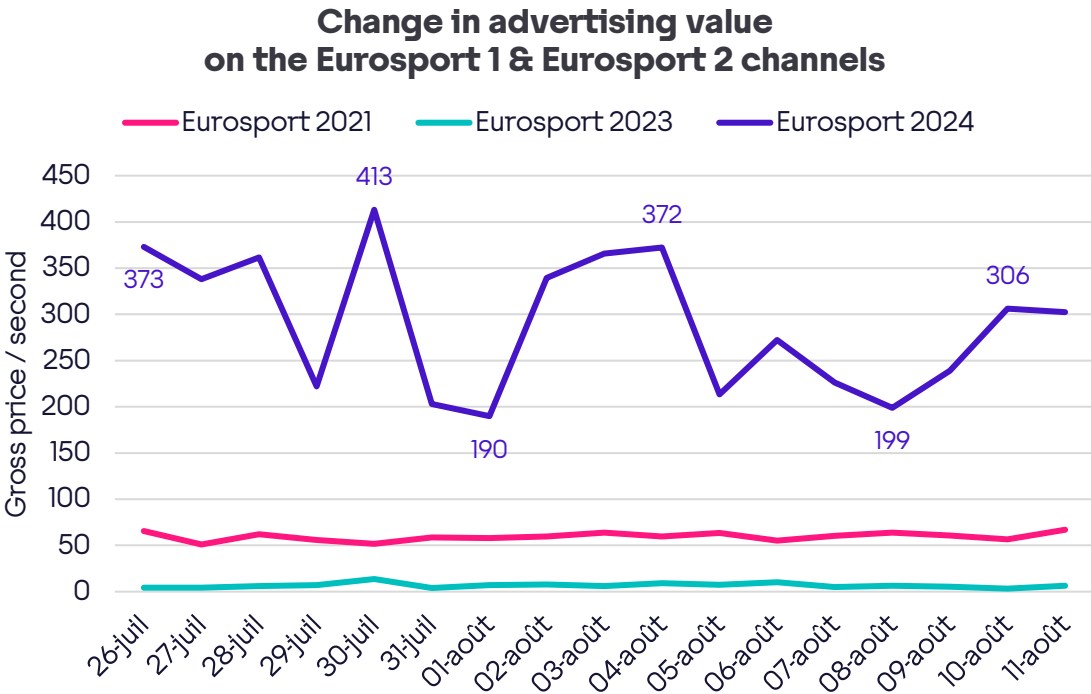


**In line with audience figures, the Olympic Games had a particularly visible effect on broadcasters' advertising rates**

From 26 July to 11 August, France Télévisions sold 56% of its advertising on sponsorship spaces and increased 14-fold its average advertising value compared with the same period in 2023. Eurosport also reported a sharp rise in the value of its advertising, albeit at a lower gross price per second.



The average gross price per second over the period from 26 July to 11 August 2024 was **€1,672** compared with €120 over the same period in 2023 and €190 for the 2021 Olympic Games.

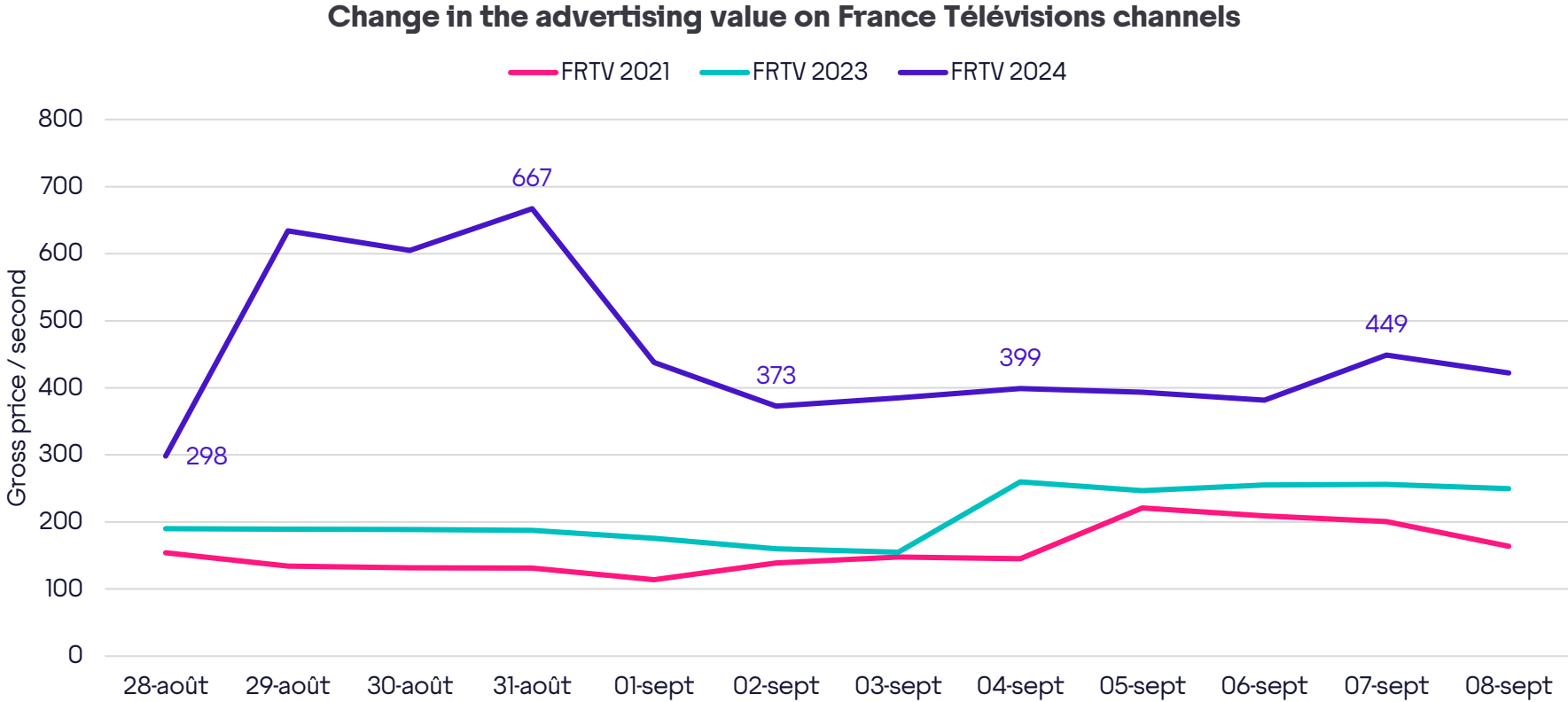


The average gross price per second over the period from 26 July to 11 August 2024 was **€290** compared with €7 over the same period in 2023 and €60 for the 2021 Olympic Games.

Source: Kantar - Arcom processing / 2021 period: from 23/07 to 08/08  
The amounts of advertising spend (AS) shown correspond to gross advertising rates, i.e. the public prices displayed by the advertising sales agencies before any discounts granted to advertisers.

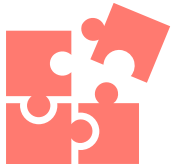
The effect of the Paralympic Games was less visible for France Télévisions

France Télévisions also benefited from the broadcasting of the Paralympic Games, although the advertising effect was lower than for the Olympic Games. From August 28 to September 8, the public broadcaster marketed 83% of its advertising on linear spaces, and multiplied its average advertising value by 2.2 compared with the same period in 2023.



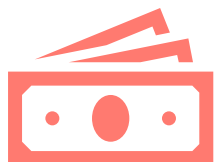
The average gross price per second over the period from 28 August to 8 September 2024 was €454, compared with €209 over the same period in 2023 and €162 for the 2021 Olympic Games.

Source: Kantar - Arcom processing / 2021 period: from 24/08 to 05/09  
The amounts of advertising spend (AS) shown correspond to gross advertising rates, i.e. the public prices displayed by the advertising sales agencies before any discounts granted to advertisers.



France Télévisions, Eurosport, Radio France and RMC set up a **large-scale editorial presence** to cover the Paris 2024 Olympic and Paralympic Games. The official broadcasters opted for a **multi-channel strategy**, combining live broadcasts on linear channels, interactive feeds on digital platforms and frequent publications on social networks, in order to reach a wide audience, especially the youngest.

The broadcasting of the Paris 2024 Olympic and Paralympic Games resulted in **significant audience growth** for the competition's official broadcasters, particularly France Télévisions. The public broadcaster saw its average audience and audience share rise sharply during the event, which was closely followed by the French population. The effect was also felt on the Group's digital platform, which recorded a marked **increase in traffic** during the event.



The appeal of the Paris 2024 Olympic and Paralympic Games enabled TV broadcasters to significantly boost their **advertising revenues**. Benefiting from strong interest from advertisers and a sharp rise in gross prices per second, France Télévisions and Eurosport recorded unprecedented levels of **advertising investments**.



# 02

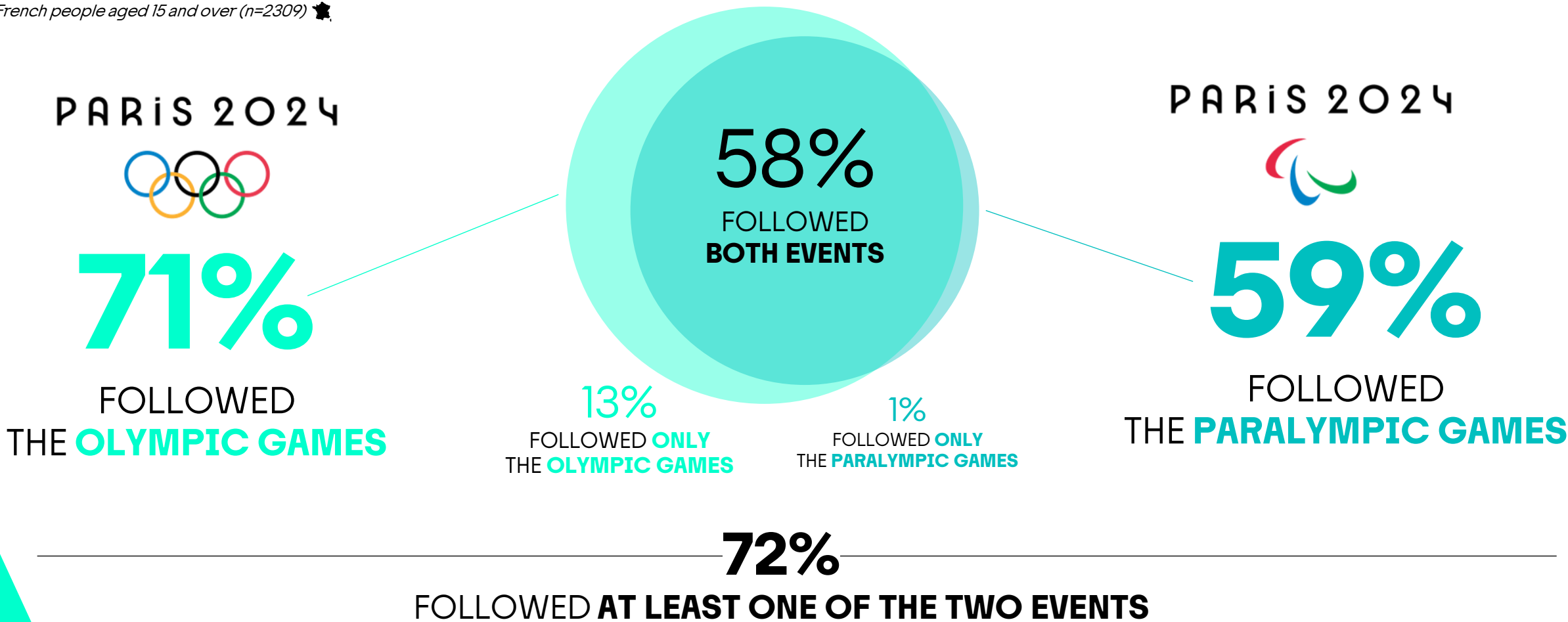
**AN EVENT LARGELY  
WATCHED ON LIVE TV,  
COMPLEMENTED BY  
DIGITAL CHANNELS**



Overall, almost 3/4 of French people said that they followed the Paris 2024 Games

71% of French people said that they followed the Olympic Games and 59% to the Paralympic Games, figures in line with the viewing intentions reported in December 2023 (67% and 60% respectively). Nearly 6 out of 10 French people watched or listened to content relating to both events (58%).

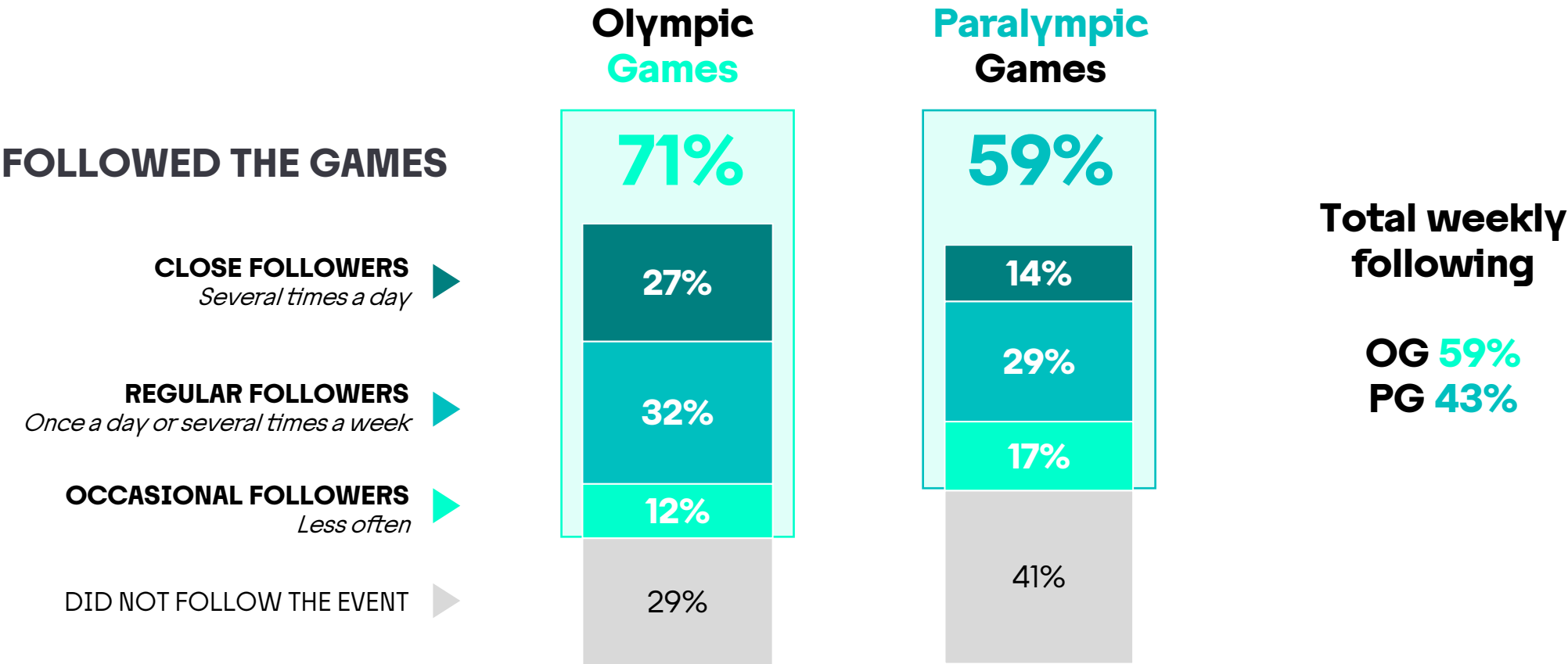
Base: French people aged 15 and over (n=2309) ★



**In detail, more than a quarter of French people said that they followed the Olympic Games several times a day**

With more than a quarter of French people (27%) saying that they watched or listened to the events several times a day, the Paris Olympic Games attracted a high level of audiovisual attention among the population. Although not as closely followed, viewing of the Paralympic Games was also high, with more than 4 out of 10 people (43%) saying that they followed them at least once a week.

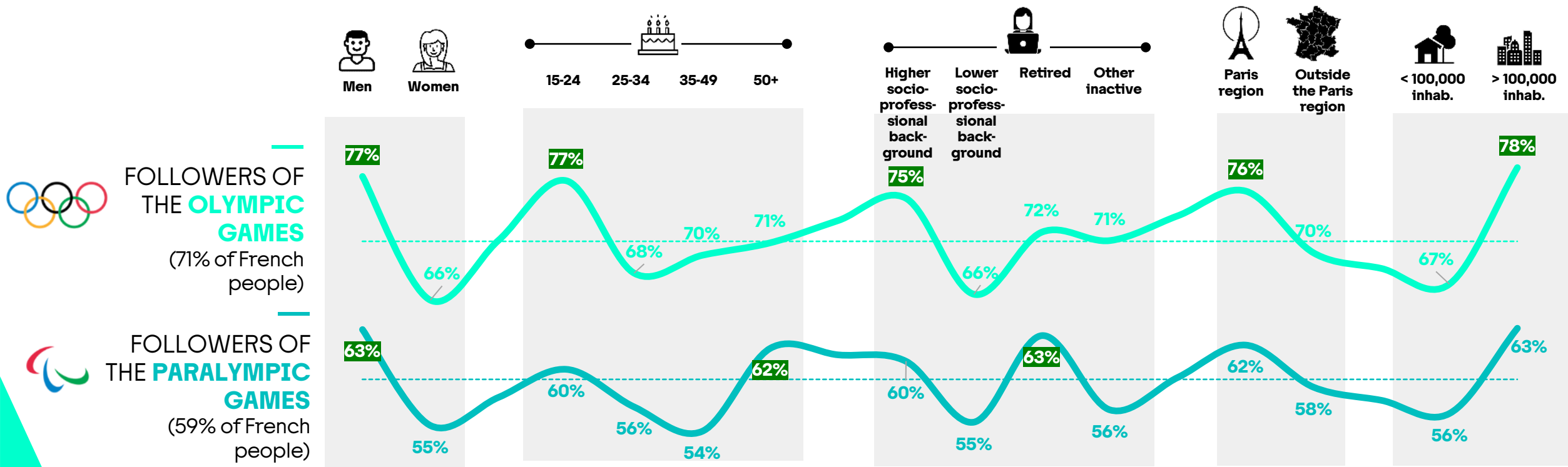
Base: French people aged 15 and over (n=2309) ★



Strong interest among young people in the Olympic Games, while the Paralympic Games attracted a more senior audience

77% of 15-24 year-olds said that they followed the Olympic Games. The competition was also particularly popular with people from higher socio-professional backgrounds and those living in the Paris region. The profile of viewers of the Paralympic Games is less marked, despite an over-representation of the over-50s and retired people. Both competitions appealed more broadly to a male audience.

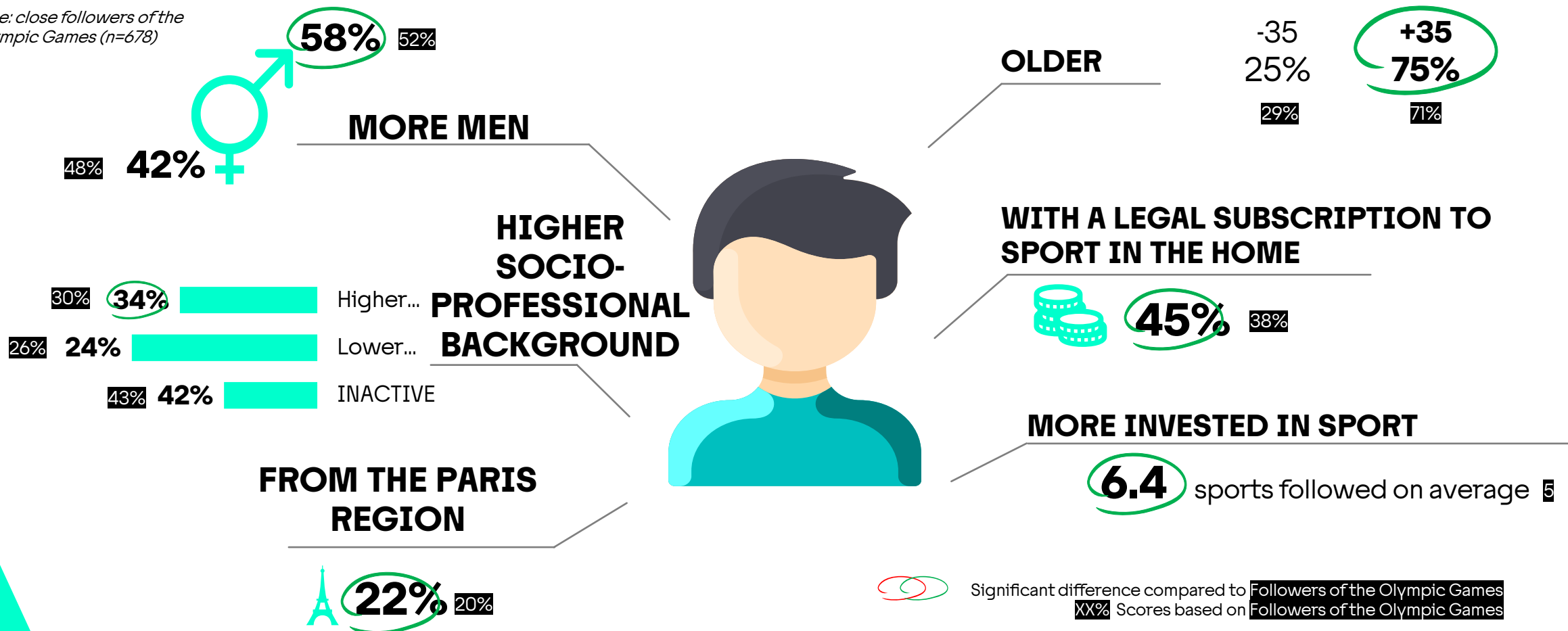
Base: French people aged 15 and over (n=2309)



XXX% Significantly positive variances compared to the overall French population

**CLOSE FOLLOWERS** WERE OLDER, TENDED TO BE MALE, LIVING IN URBAN AREAS AND WERE MORE ECLECTIC IN THE SPORTS THEY VIEWED THAN THE OLYMPIC GAMES' AUDIENCE AS A WHOLE

Base: close followers of the Olympic Games (n=678)



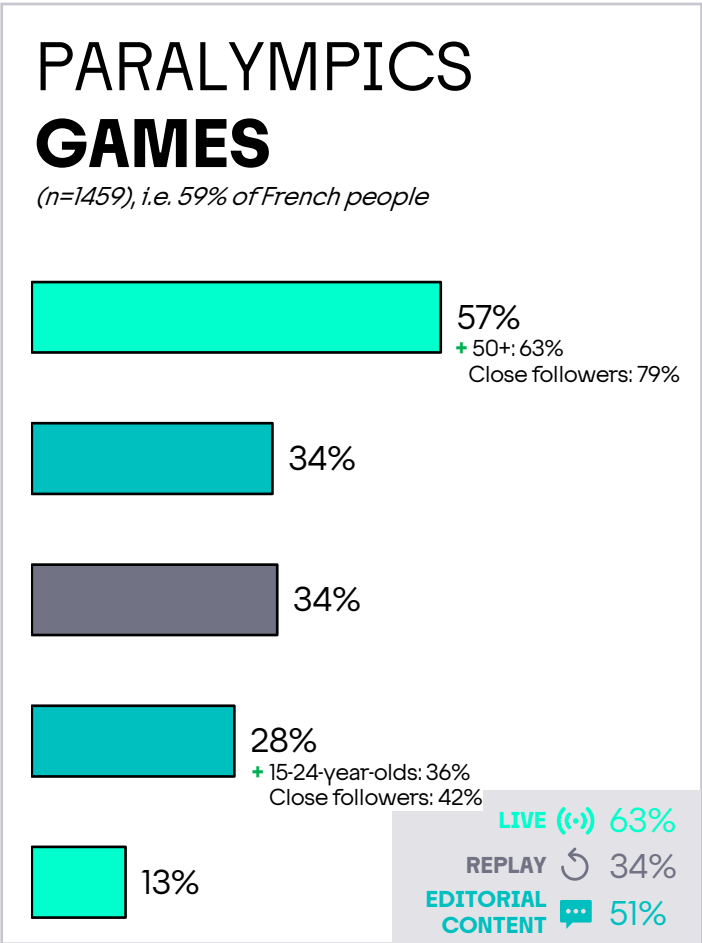
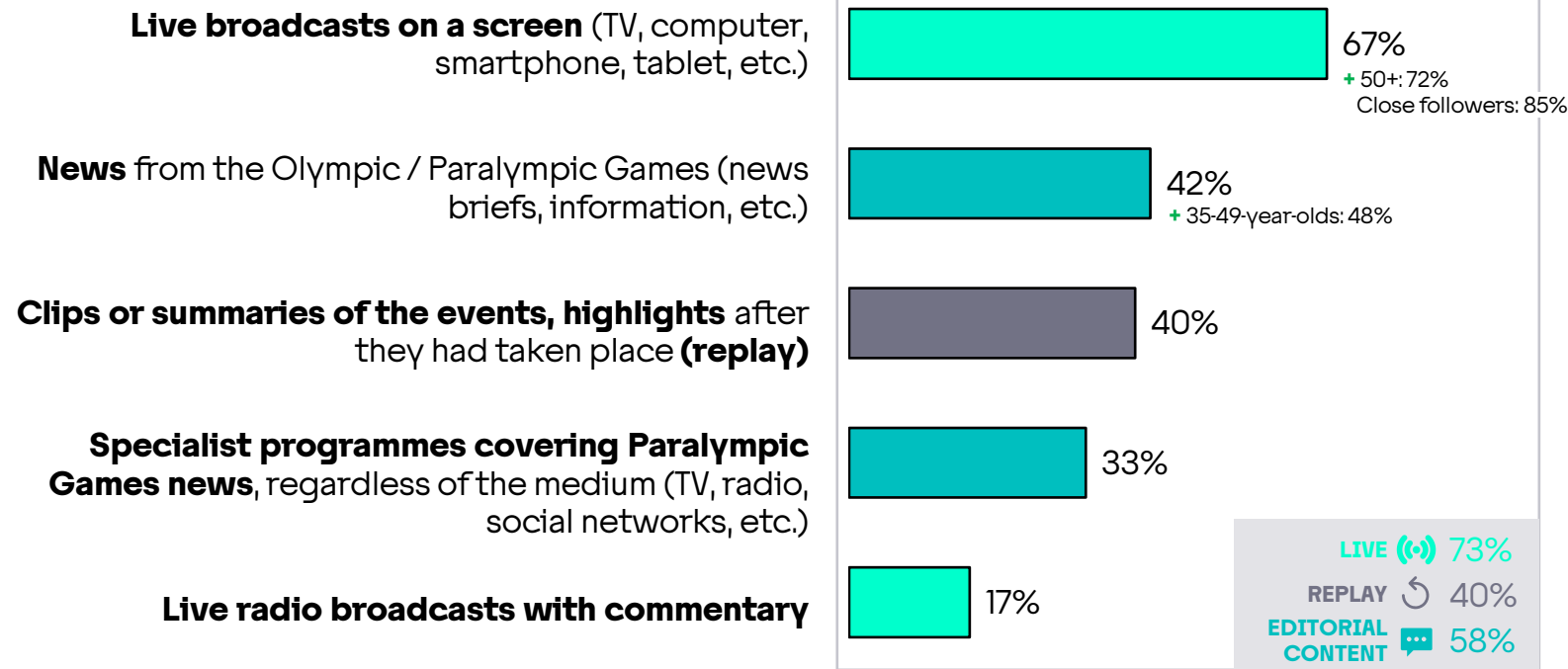


The audience of the Paris Games preferred to watch live broadcasts to follow the event

More than two-thirds of viewers of the Olympic Games said that they watched live sporting events, a trend that was even more prevalent among older people (72%) and close followers (85%). Consumption of editorial content (news, specialist programmes) and replays appear to be secondary, but are still at high levels (58% and 40% respectively). The same trends were found to a lesser extent for the Paralympic Games.

Base: followers of the competition

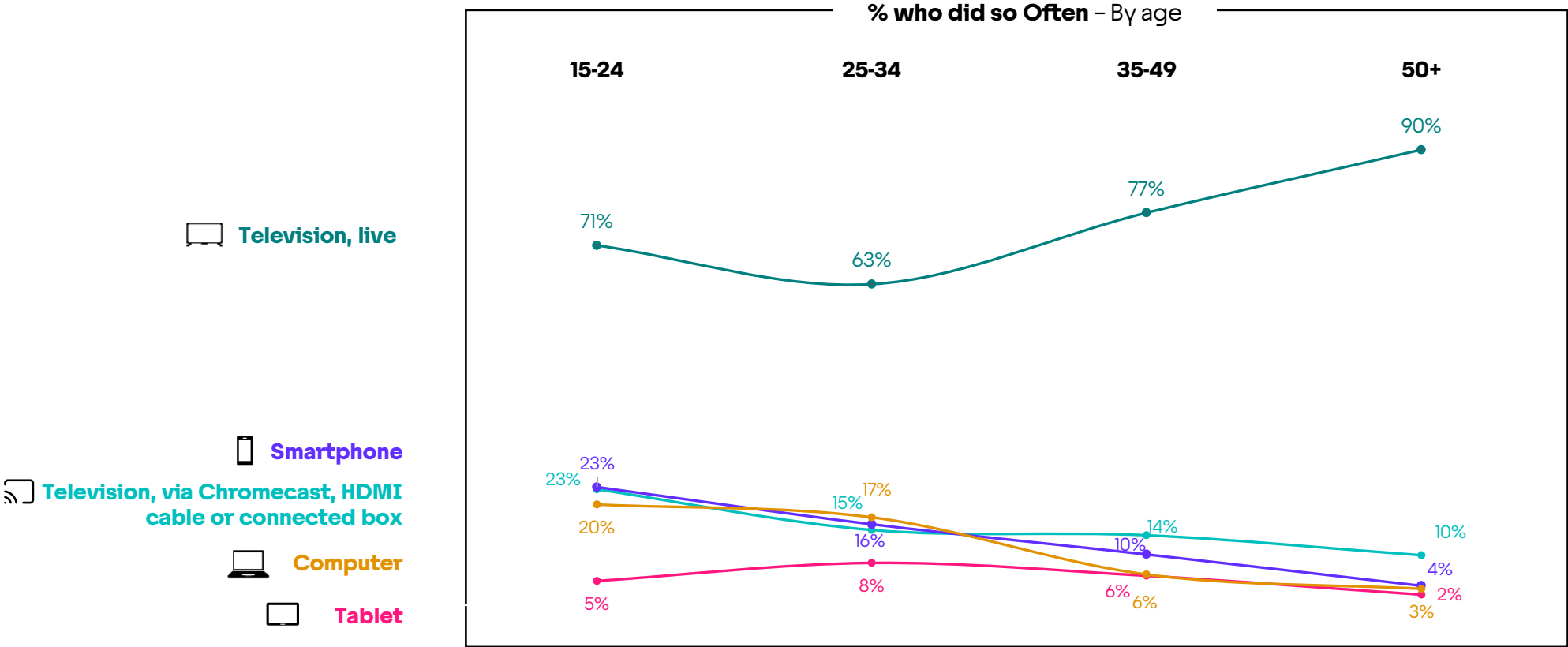
How did you follow the Games?



While television remained the medium of choice, younger people used a number of screens to follow the events

More than half (58%) of viewers used digital devices (smartphones, computers, and tablets) to watch live coverage of the event. 23% of 15-24-year-olds said that they had "often" used their smartphone to follow Olympic or Paralympic events.

Base: followers of the Olympic and/or Paralympic Games live on a screen (n=1316), i.e. 54% of total sample



Strong attachment to linear TV channels for live consumption of the Olympic Games

Nearly two-thirds of viewers (64%) said that they preferred to watch the competition directly on their television and let themselves be guided by the programme selection, a proportion that rose to 71% among the over-50s. The contribution of digital platforms, and in particular the richness of their offering, whether in terms of format (replay, live, programmes) or content (variety of disciplines on offer), was especially valued by younger people.

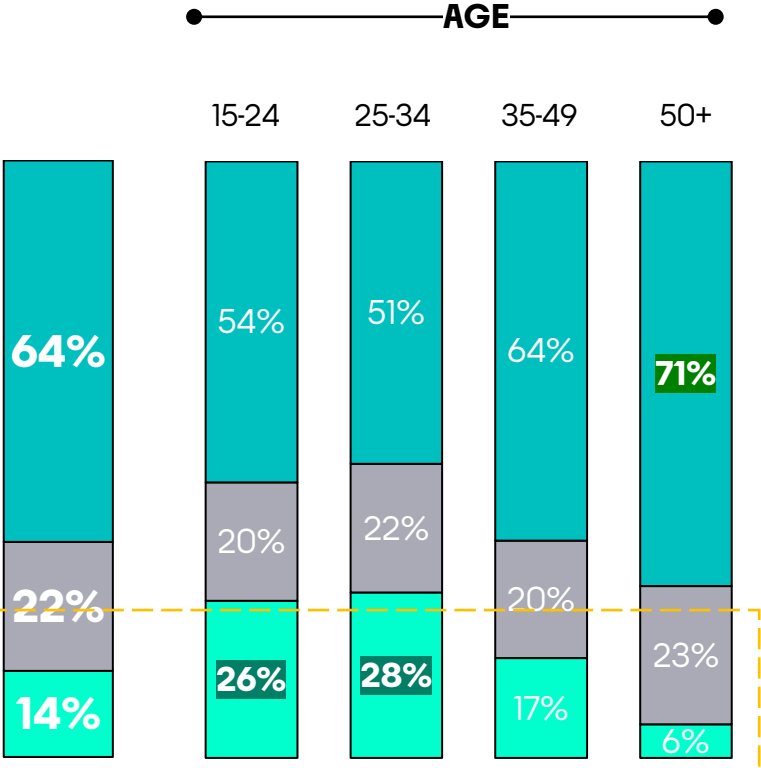
Base: followers of the Olympic Games (n=1754), i.e. 71% of total sample

To follow the Olympics, I preferred ...

To watch TV channels directly on my television and let myself be guided by their programme selection

Depending on the programme and the time, I liked to have access to both options

To go to the channel's website/app to choose the programmes I watched (type of competition, live, replay, programme, etc.)



Top 3 advantages of sites/apps

- 1. Having the freedom to choose what I watch (type of events, live, replay, programmes, etc.)
- 2. Access to more competitions thanks to this additional channel
- 3. Being able to watch competitions on the move

Base: followers of the Olympic Games live via the channels' websites/apps and who had a TV (n=356), i.e. 13% of French people



XX% Significantly positive variances compared to all competition followers

The 2024 Games were largely followed live on free-to-air channels, complemented by digital channels

TV channels, starting with those of the France Télévisions group, were the main medium for viewing the Olympic and Paralympic Games. Around one-third of viewers of the event used digital platforms (France.tv, Eurosport/Max, myCanal), most of them in addition to their linear viewing. Illicit practices remained at a relatively low level.

Base: followers of the competition live on a screen

Followed live broadcasts on ...

france.tv France 2 and France 3 channels on your television

france.tv France.TV app or website, France.TV Paris 2024

my CANAL myCANAL website or app

EUROSPORT Eurosport channels on your television

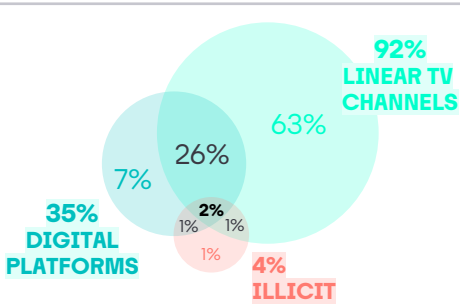
TV channels via an unofficial IPTV app/box

Illicit streaming sites

EUROSPORT Eurosport via the Max website or app

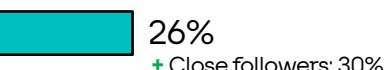
OLYMPIC GAMES

(n=1164) i.e. 48% of French people



PARALYMPICS GAMES

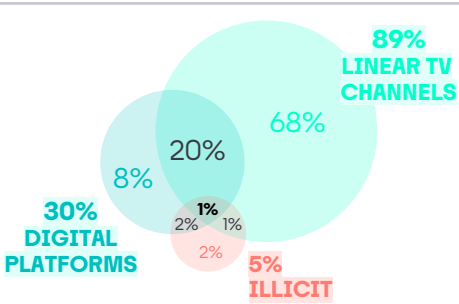
(n=810), i.e. 33% of French people



NOT ASKED



NOT ASKED





## DIGITAL CONSUMERS TENDED TO BE MEN, YOUNGER AND FROM HIGHER SOCIO-PROFESSIONAL BACKGROUNDS AND MORE REGULARLY FOLLOWED THE 2024 GAMES THAN EXCLUSIVE TV USERS

Base: followers of the Olympic Games *live on a screen*

**63%** EXCLUSIVE TV USERS  
*n=708*



### SOCIAL DEMOGRAPHIC



**49%** men  
**51%** women



**20%** Under 35 y.o.  
**21%** 35-49 y.o.  
**59%** 50 years and over



**27%** Higher socio-professional background  
**22%** Lower socio-professional background  
**50%** Inactive  
of which **36%** Retired

**52**-years-old

### FOLLOWING THE OLYMPIC GAMES



**41%** Closely  
**47%** Regularly  
**11%** Occasionally



**5.3** disciplines followed

**35%** EXCLUSIVE OR NON-EXCLUSIVE DIGITAL USERS  
*n=444*



### SOCIAL DEMOGRAPHIC



**61%** men  
**39%** women



**40%** Higher socio-professional background  
**24%** Lower socio-professional background  
**35%** Inactive  
of which **19%** Retired

**36%** Under 35 y.o.  
**26%** 35-49 y.o.  
**38%** 50 years and over

**45**-years-old

### FOLLOWING THE OLYMPIC GAMES



**59%** Closely  
**38%** Regularly  
**3%** Occasionally



**6.4** disciplines followed

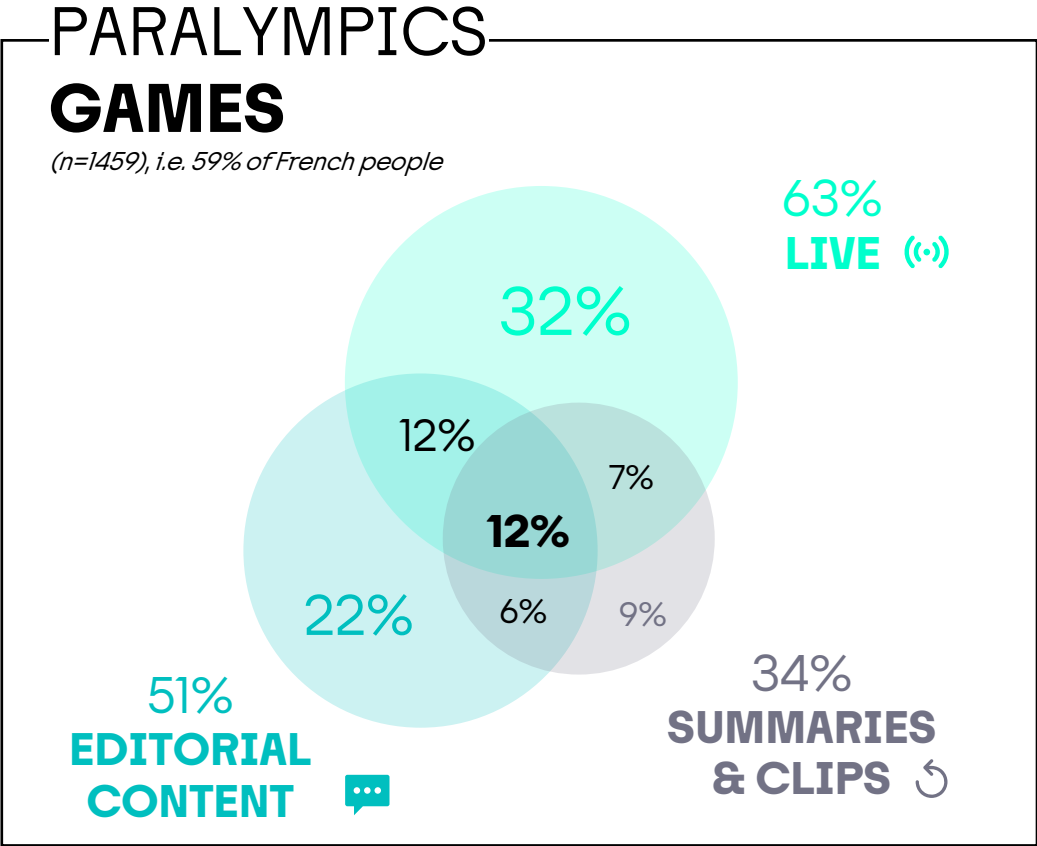
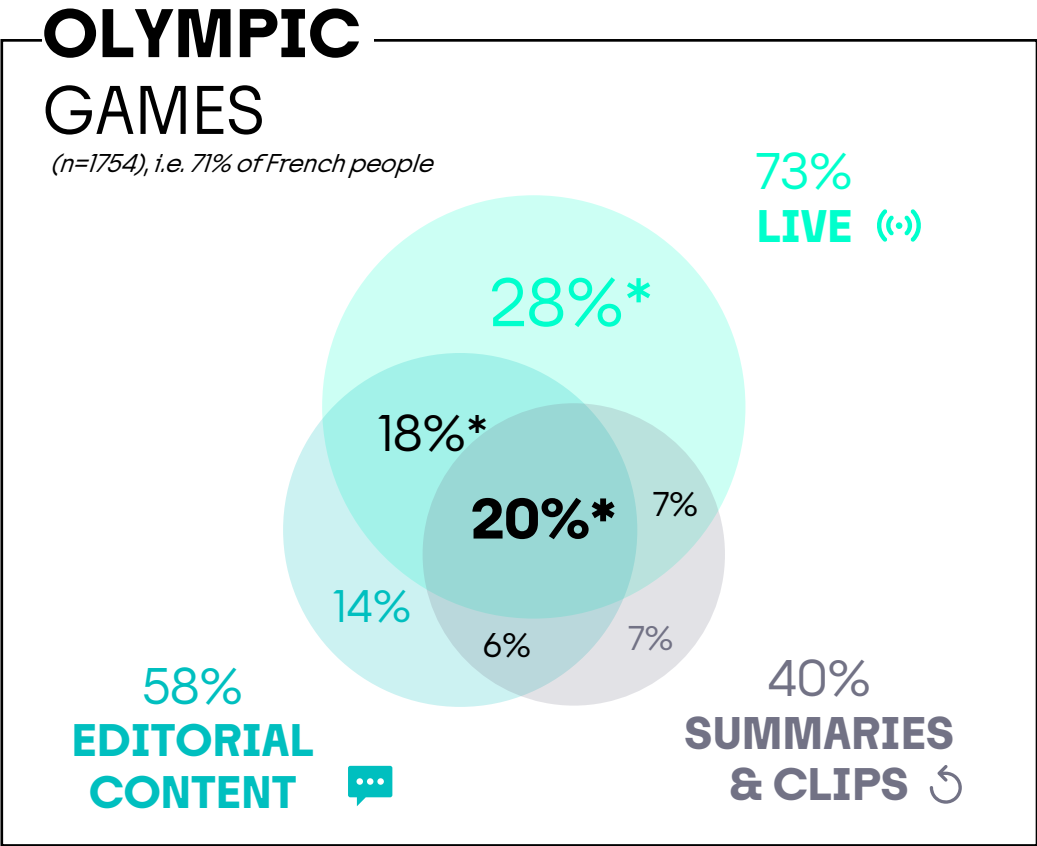


TYPE OF CONTENT CONSUMED

In addition to live broadcasts, there was a wide variety of consumption patterns during the Paris Games

Among those viewing the event, 20% followed the Olympic Games through a combination of live broadcasts, watching summaries or clips after the event and consuming editorial content. This percentage falls to 12% for the Paralympic Games, where viewing was proportionately more limited to live broadcasts.

Base: followers of the competition



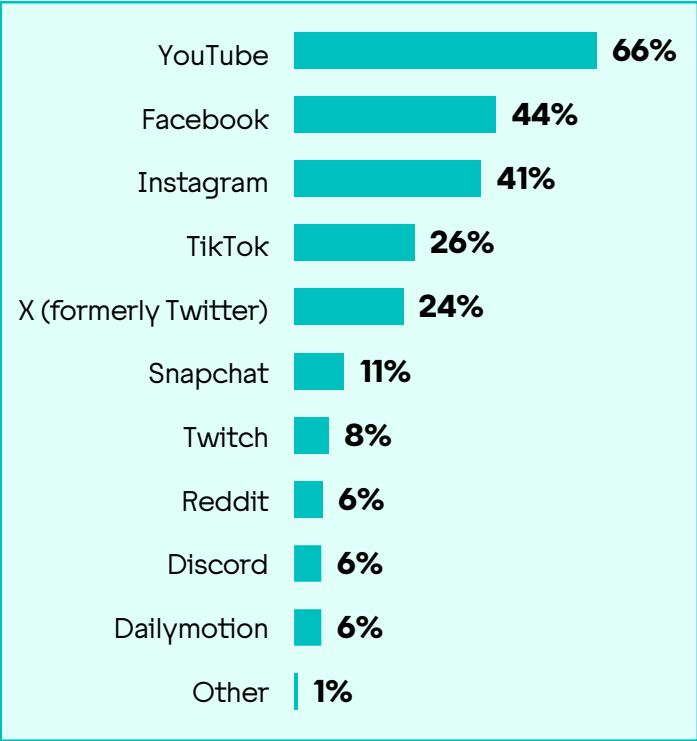
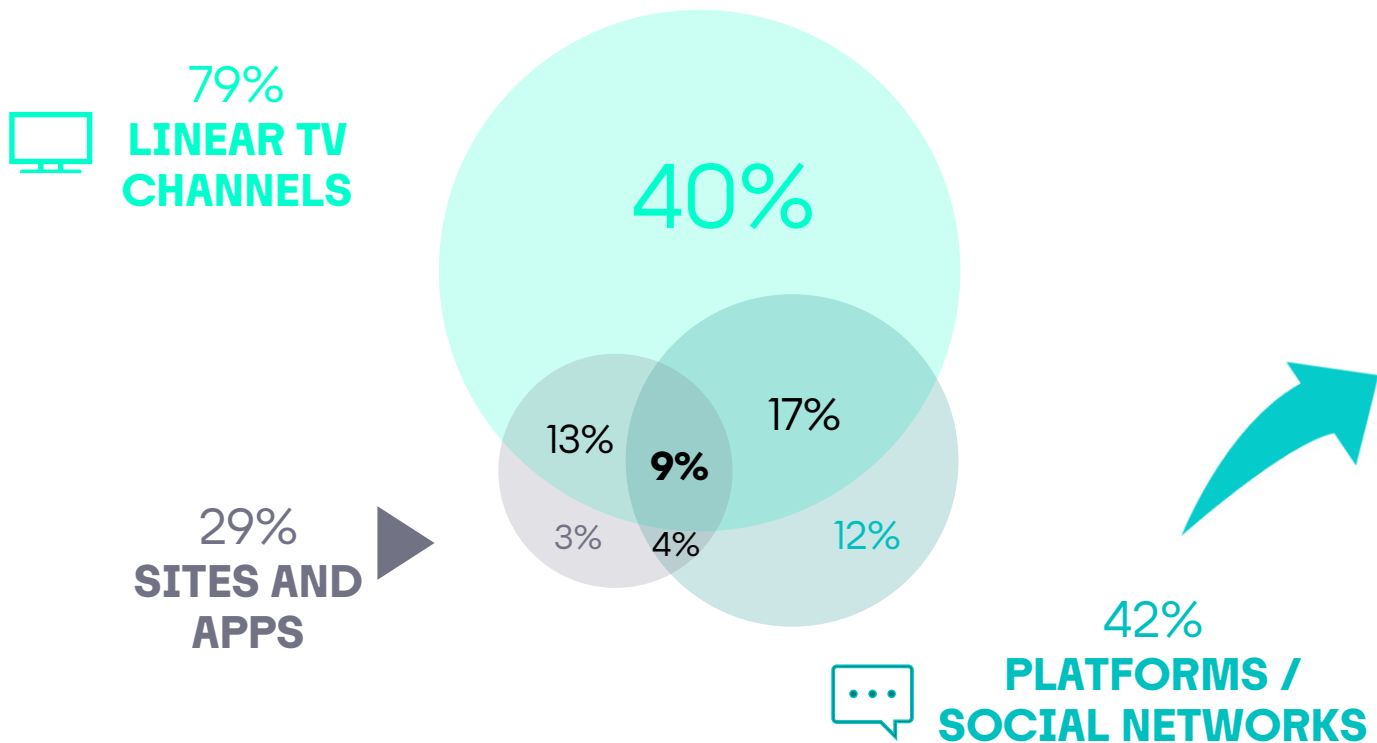
\* Note for the reader: 28% watched the Olympics live ONLY / 18% watched the Olympics live AND via editorial content BUT NO clips or summaries / 20% watched the Olympics live AND summaries or clips AND via editorial content.

CHANNELS FOR VIEWING SUMMARIES AND CLIPS

For summaries and clips, social networks and video platforms were used in addition to television channels

Among the French people who watched clips or summaries of events at the Olympic Games, 42% used social networks and free video platforms. YouTube appears to be the preferred source, followed by Facebook and Instagram, albeit to a lesser extent.

Base: French people who watched clips or summaries of events or highlights of the Olympic Games after they had taken place (n=717), i.e. 29% of total sample

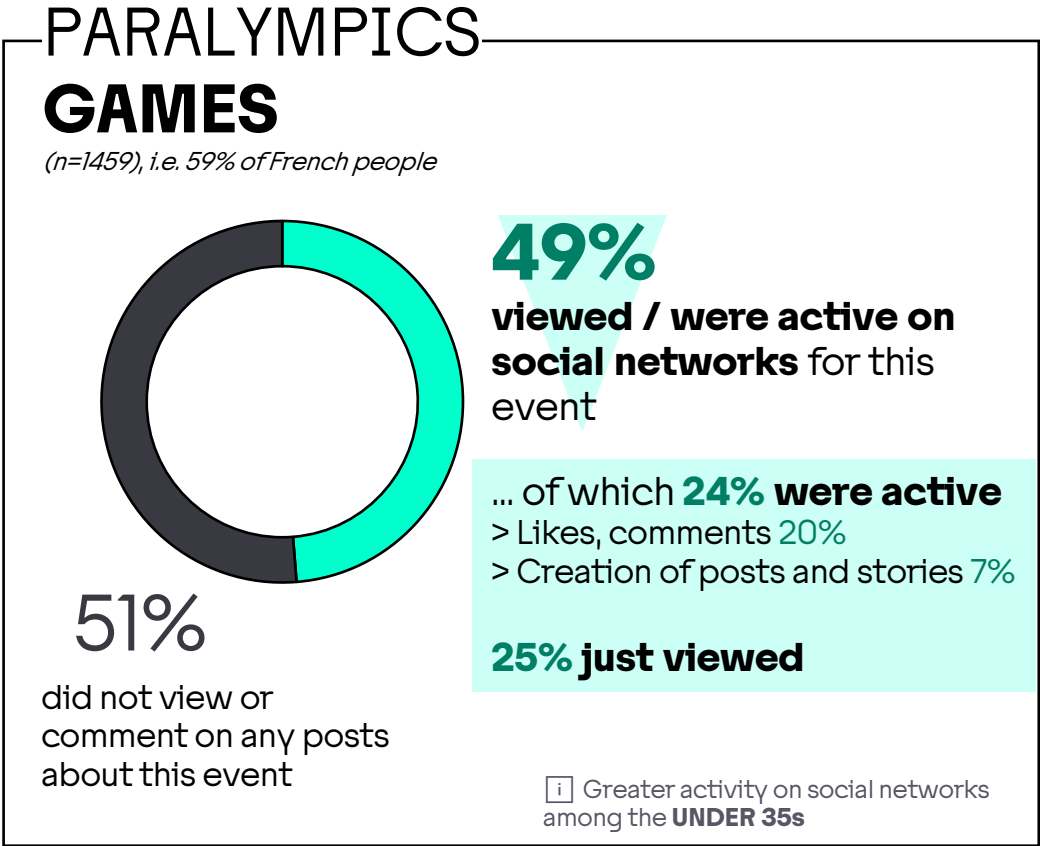
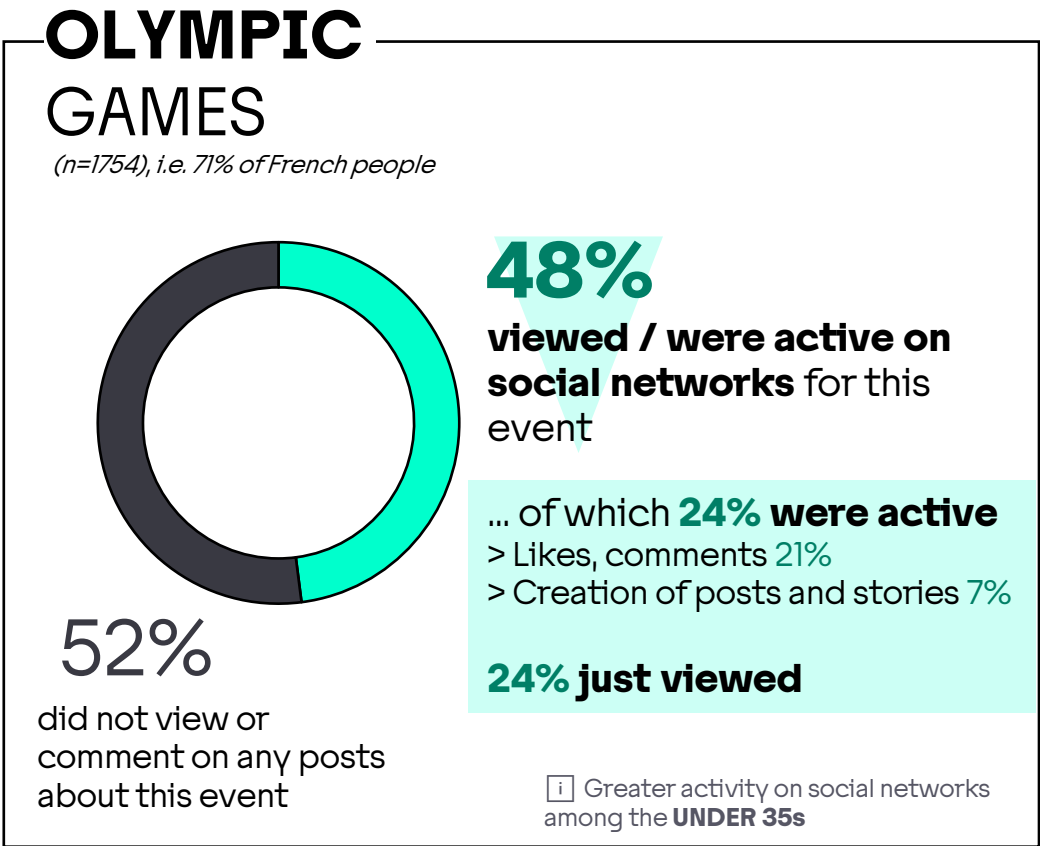


Base: (n=324), i.e. 12% of French people

**In total, almost half of those watching the Games viewed competition-related content on social networks**

Around a quarter of the audience also posted, liked or commented on content about the Olympic and Paralympic Games. It stands to reason that activity was highest among the under-35s.

Base: followers of the competition





Nearly **three-quarters of French people** said that they followed the Paris 2024 Olympic and Paralympic Games. The majority of viewers reported that they **watched** the event **regularly**, and a large proportion of them watched the competitions almost every day. While the event attracted a **large and diverse audience**, those following it closely tended to be male, older, from the Paris region and from higher socio-professional backgrounds.

The Paris 2024 Games were widely followed through **live broadcasts on TV channels**, resulting in record audiences and viewing times for a wide variety of events, both Olympic and Paralympic. For the majority of French people, sporting events **are still primarily watched on television**.



In addition to this traditional viewing, consumption was spread across **a wide range of media** (smartphones, computers, and tablets) and **content types** (information on the news about the event, clips or summaries of the events, and specialist programmes), **particularly among younger viewers**. Prized for the richness of their offering, **digital channels** were particularly popular as an addition to television, as were **social networks**, which were visited by almost half of those viewing the Games.

# 03

**STRONG PUBLIC  
ENTHUSIASM AND  
BENEFITS FOR THE  
PERCEPTION OF SPORT  
DESPITE SOME  
CONTROVERSY**





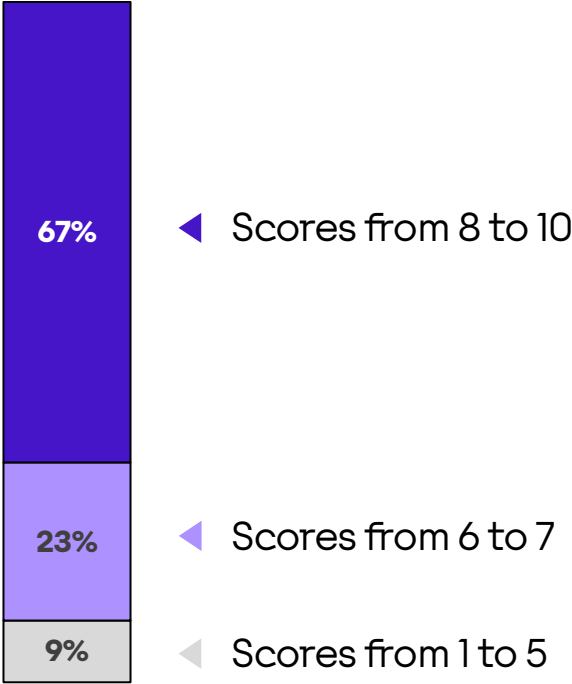
Viewers were generally very appreciative of coverage of the Paris 2024 Games

With an average score of 8/10, the public indicated a high level of satisfaction with the overall framework for broadcasting the 2024 Olympic and Paralympic Games. More broadly, 94% of French people felt that the Games were a success and 84% said that they made them proud.

Base: followers of the Olympic and/or Paralympic Games  
(n=1767), i.e. 72% of total sample

OVERALL SATISFACTION with coverage of the Paris 2024 Games

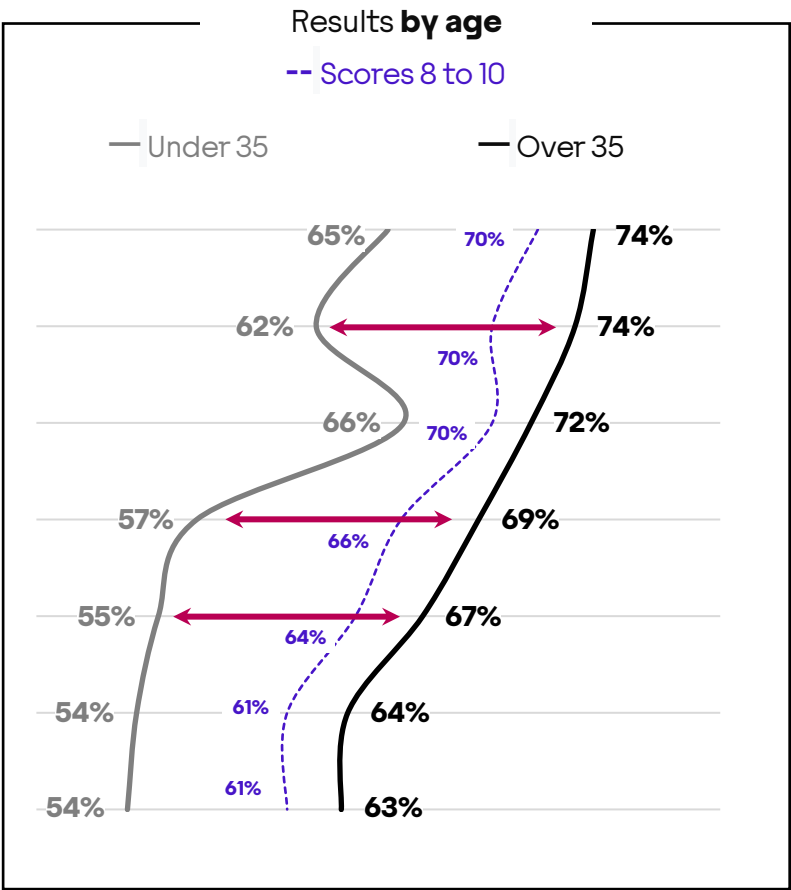
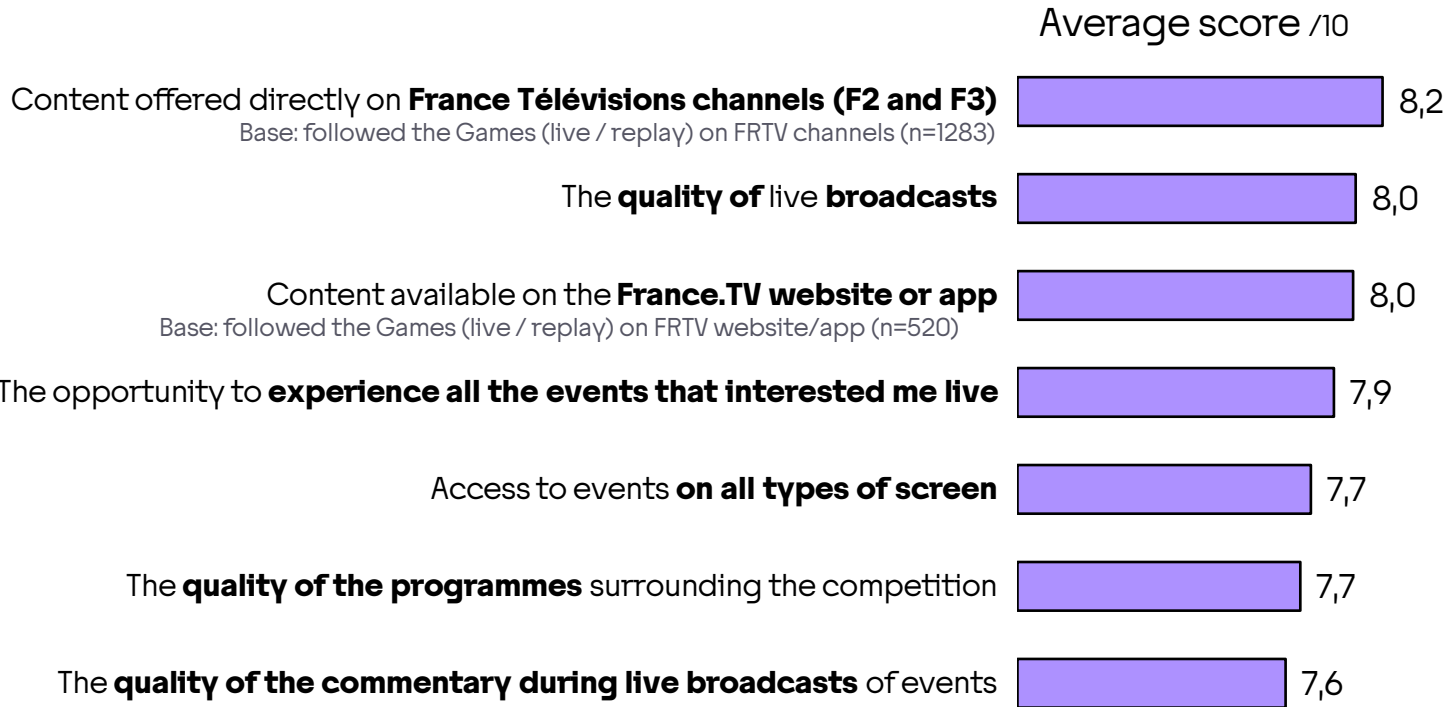
8/10



A large proportion of viewers welcomed the content and form of the broadcasting

There was a particularly high level of satisfaction with the broadcasting quality and the content offered, both linear and digital. On the whole, the public praised the editorial choices made by the broadcasters, particularly with regard to the events featured. However, the under-35s were more critical than their elders for all these criteria, particularly when it came to peripheral programmes and commentary on competitions.

Base: followers of the Olympic and/or Paralympic Games (n=1767), i.e. 72% of total sample



A very positive impact of the Paris Games on the perception of disability and parasport

Three-quarters of viewers agreed that the 2024 Paralympic Games changed the way they look at disability, a rate that rises to 79% among the under-35s. The event greatly improved the visibility of parasport disciplines, both in terms of understanding the rules (86%) and getting to know the athletes (91%). As a result, 52% of French people said that they would watch more parasport if it was more available on television, a figure that is 4 percent higher than in December 2023.

IMPACT OF THE 2024 GAMES

Base: followers of the Paralympic Games (n=1459), i.e. 59% of total sample

The Paris 2024 Games...  
% Agreeing with this statement



HAVE CHANGED THE WAY I LOOK AT DISABILITY  
75%  
+ Under 35 year-olds: 79%

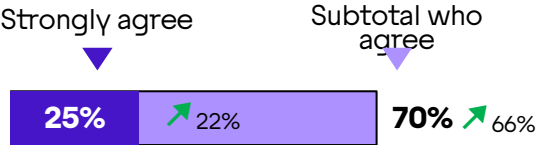
HAVE HELPED ME TO BETTER  
UNDERSTAND THE RULES OF PARASPORT  
86%

HAVE ALLOWED ME TO GET TO KNOW  
THE PARASPORT ATHLETES  
91%

OPINION OF PARASPORT

Base: French people aged 15 and over (n=2309) ★

We don't see enough parasport competitions  
on television



I'd like to see more disabled people commentating  
on sporting events



Parasport is as interesting to watch  
as non-disabled sports



I'd like to see more programmes, reports and  
documentaries about para-athletes



I would watch more parasport if there was  
more of it on television



These positive trends are mainly seen among men and the over-35s

Significant change compared with the previous wave in December 2023 (95% threshold)

Arcom with CSA.  
Q. For each of the following statements about the Paris 2024 Games, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree. /  
Here are a few different phrases concerning the broadcasting of parasport content. For each phrase, indicate whether you agree or disagree according to your personal opinion

IMPACT OF THE PARIS 2024 GAMES ON PARTICIPATION IN SPORT

Expected positive impact on participation in sport

More than half of the viewers said that the Paris 2024 Games made them want to do more sport, a rate that rises to 74% among the under-35s.

Base: followers of the Olympic and/or Paralympic Games (n=1767), i.e. 72% of total sample



The Paris 2024 Games...

% Agreeing with this statement

55%

MADE ME WANT TO  
DO MORE SPORT

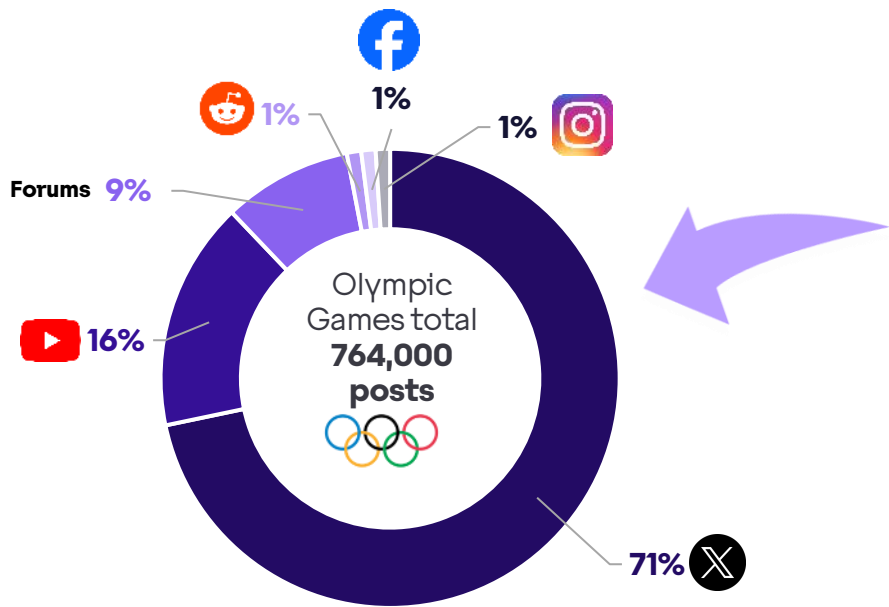


+ Under 35 year-olds: 74%

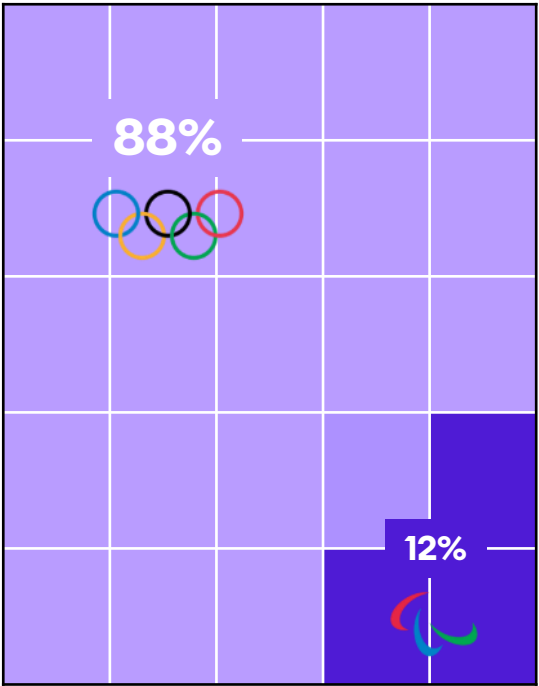
19% Strongly agree

The Paris 2024 Games were a major topic of conversation online for the French, reflecting their enthusiasm

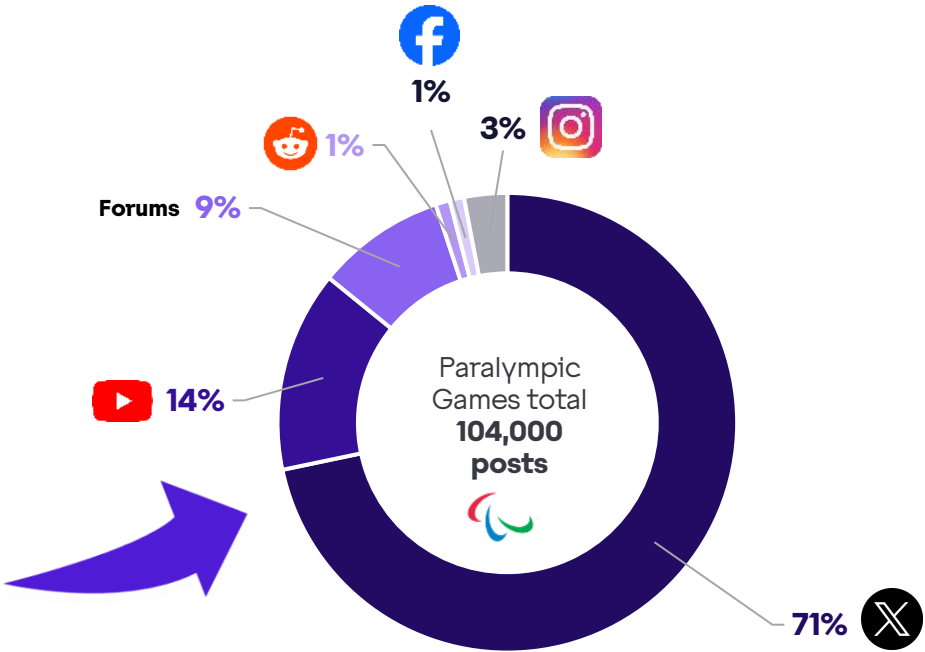
869,000 posts about French athletes were gathered from social networks, forums, blogs and websites during the event. In detail, the Olympic Games attracted 7 times more comments than the Paralympic Games. X (formerly Twitter) was by far the most popular platform for discussing both competitions, ahead of YouTube, forums, Reddit, Facebook and Instagram.



Total for Paris 2024 Olympic and Paralympic Games  
**869,000 posts\***

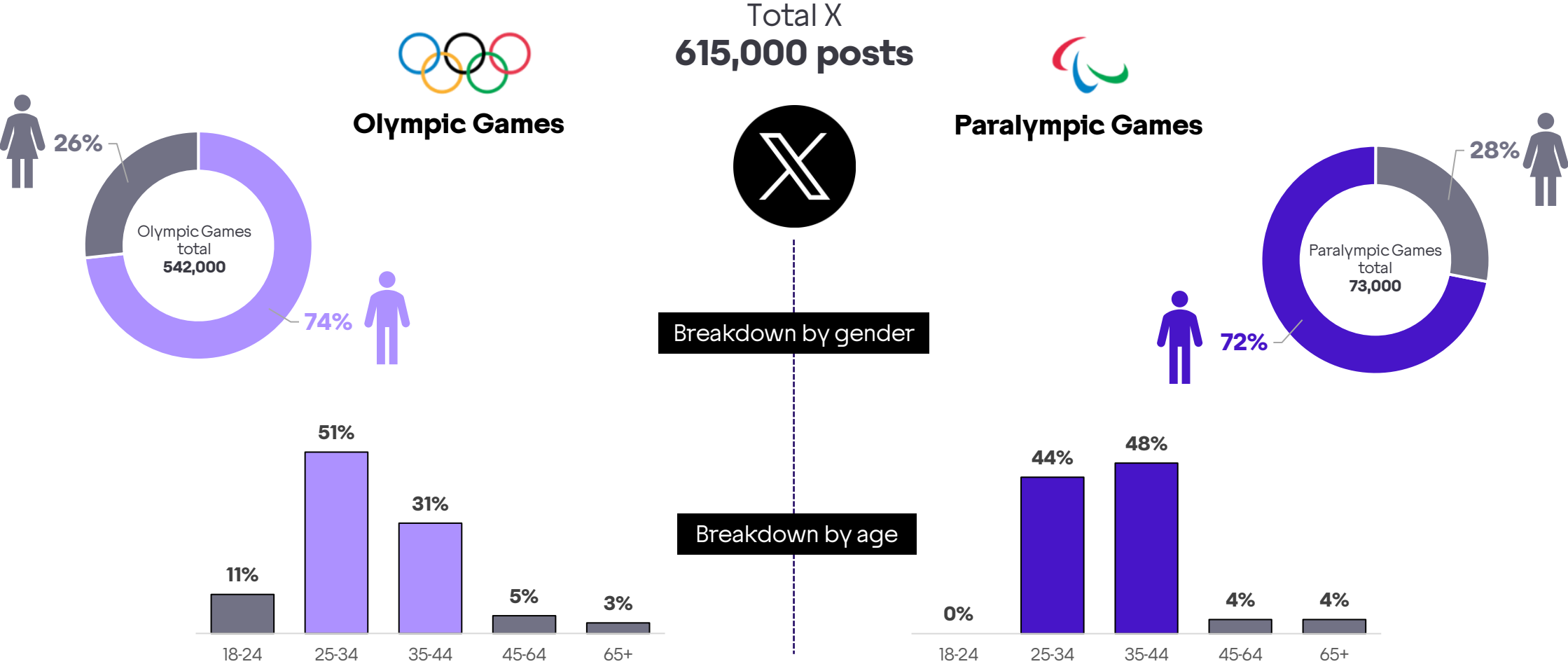


\*Original posts, excluding reposts.



On X, the most popular channel for commenting on the 2024 Games, contributors were essentially male and young

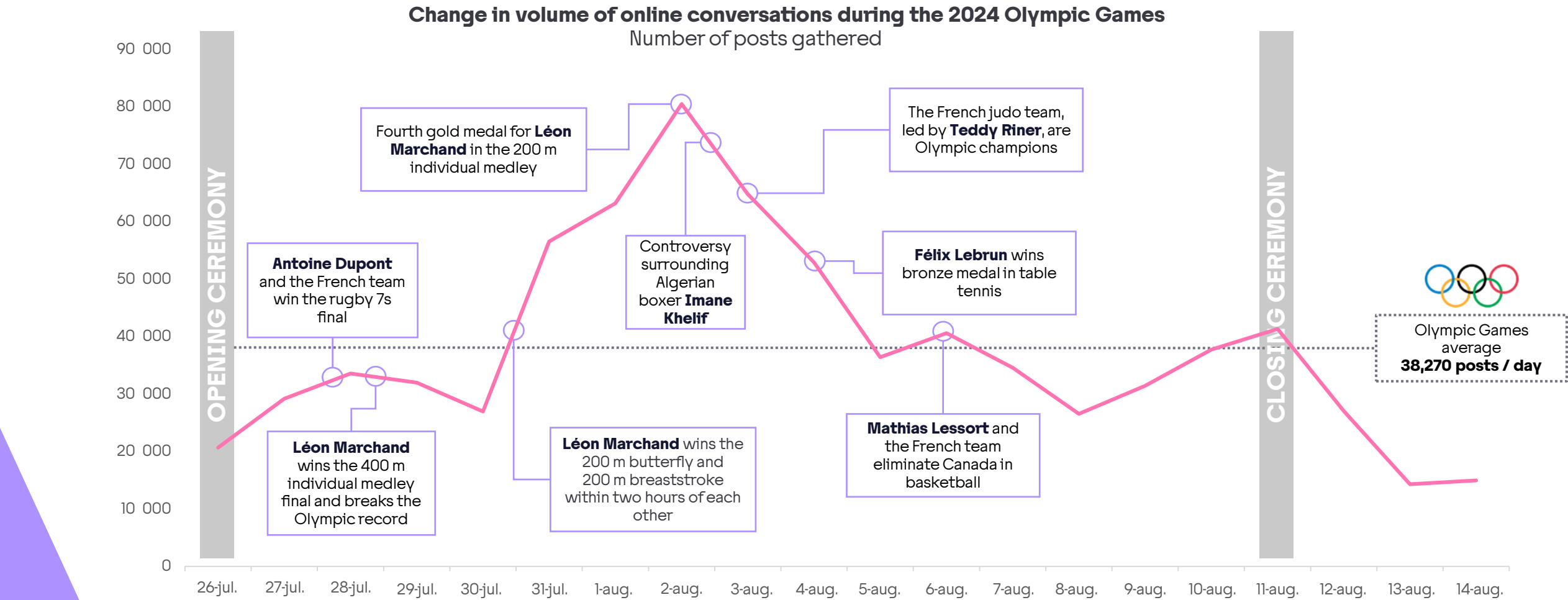
Almost three-quarters of the discussions gathered from the platform during the event were led by men. Discussions on the Olympic Games attracted an audience predominantly in the 25-34 age bracket (51% of all posts), while the Paralympic Games attracted slightly older Internet users (48% aged 35-44).



Arcom with Ipsos.  
Analysis of comments posted from 26 July to 14 August for the Olympic Games and from 28 August to 11 September for the Paralympic Games.

Comments on the Olympic Games were largely fuelled by French victories

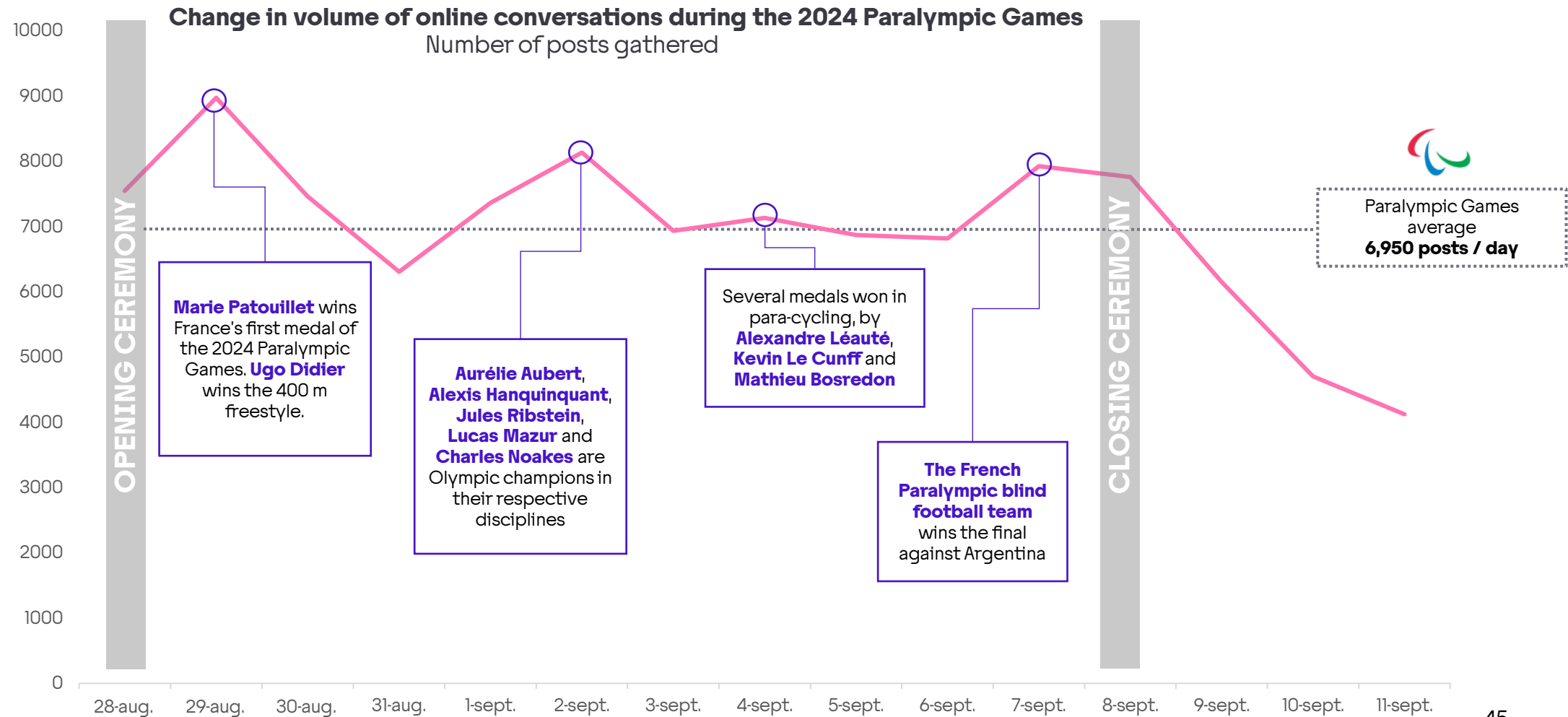
The performances of the French athletes drew a great deal of reaction from online users, particularly during the first week of the events. A daily peak of around 80,500 comments was recorded on Friday 2 August, the day that Léon Marchand won his fourth gold medal, Teddy Riner won his judo title and the day of the historic BMX racing treble.





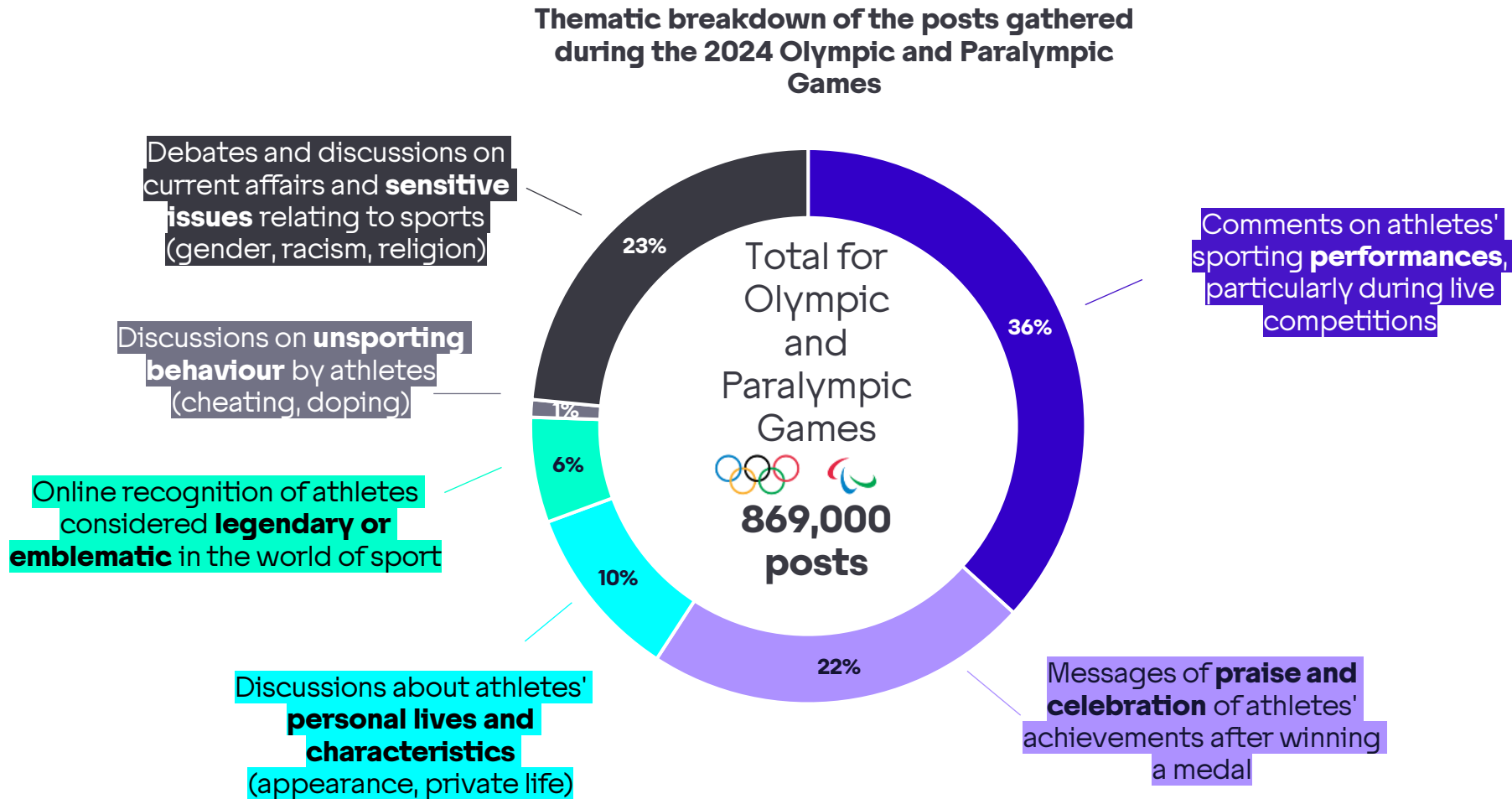
There was a smaller but more regular volume of posts during the Paralympic Games

An average of almost 7,000 comments about French para-athletes were posted every day. The peaks of activity reflected the titles won by the French para-athletes, in particular those of Ugo Didier in swimming, Aurélie Aubert in boccia and the French blind football team.



Comments on athletes' performances was the main topic of online conversation during the 2024 Games

The vast majority of the messages gathered reflect the public's great enthusiasm for the competition. Discussions about live sporting performances accounted for more than a third (36%) of the total volume of posts gathered, supplemented by numerous messages of praise for athletes after winning their medals (22%).



## Sensitive topics

*The Olympic Games have been a sham from the start! He is a 50-year-old biological father of two. He took part in the Paralympic Games in the T12 women's 400 m category. He competed as a man until 5 years ago. He's not a woman. He should not be at the Paralympic Games. [X]*

*Algerian TRANS boxer beats Italian female boxer in seconds [X]*

*Concerning the controversy surrounding the racist and homophobic comments made by the French runner, my husband quite rightly says that French sportsmen and women are a reflection of French society. Yes, there are racists and homophobes among them. [X]*

*WHAT A LEGEND! ❤️ [...] CYRIL JONARD WINS BRONZE 🥉 The oldest of our para judokas wins a third Paralympic medal AT HOME #AllezLesBleus #Paris2024 [X]*

*What a GOAT that Tanguy [De La Forest] was, it made my eyes sting [X]*

*You're a legend Léon Marchand [X]*

## Legendary appearance

*FIRST MEDAL 🥉 ANTOINE DUPONT YOU ARE THE GOAT YOU THINK YOU ARE!!!! #Paris2024 [X]*

## Personal life and characteristics

*Long live the French kings and queens of the tatami! Athena brought good luck to her mum Clarisse Agbegnenou. The translation of her surname sums up this wonderful sporting adventure #PARIS2024 [X]*

## Performance

*Antoine Dupont is a rugby god! 2 tries and an assist in 7 minutes 😄😄😄😄😄😄 Gold medal for 7! #Paris2024 [X]*

*Gabby Williams exceptional right until the end [X]*

*What joy you guys are giving us! #cecifoot #Paralympics2024 [X]*

*What a final! Congratulations to Aurelie Aubert from Normandy, who has won the first medal in the history of French boccia, and this medal is gold 🥇 [X]*

*OLYMPIC CHAMPION IMANE I LOVE YOU [X]*

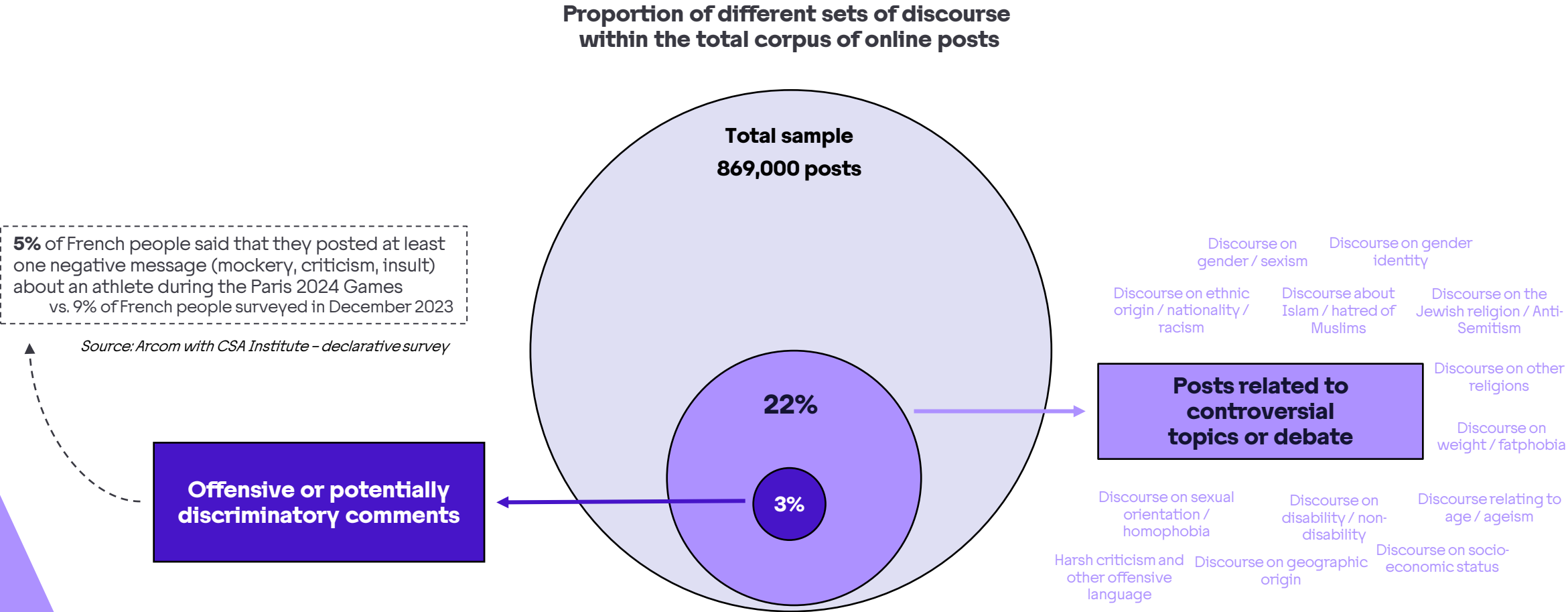
## Praise and celebration

*Congratulations to Dorian Foulon on another podium finish in the para-cycling road race! The Frenchman wins bronze 🥉 after his Paralympic title in track cycling. 43rd medal for the French team. ALLEZ LES BLEUS !!!!! [X]*

*They come up against it in the arena, Léon isn't particularly muscular at the moment, but with age he's likely to build more muscle and get even faster. Florent manaudou my two videos of his training sessions and he does not use half his muscle power. [Forum]*

Nearly a quarter of comments on the Paris Games (22%) are in the context of controversy or debate

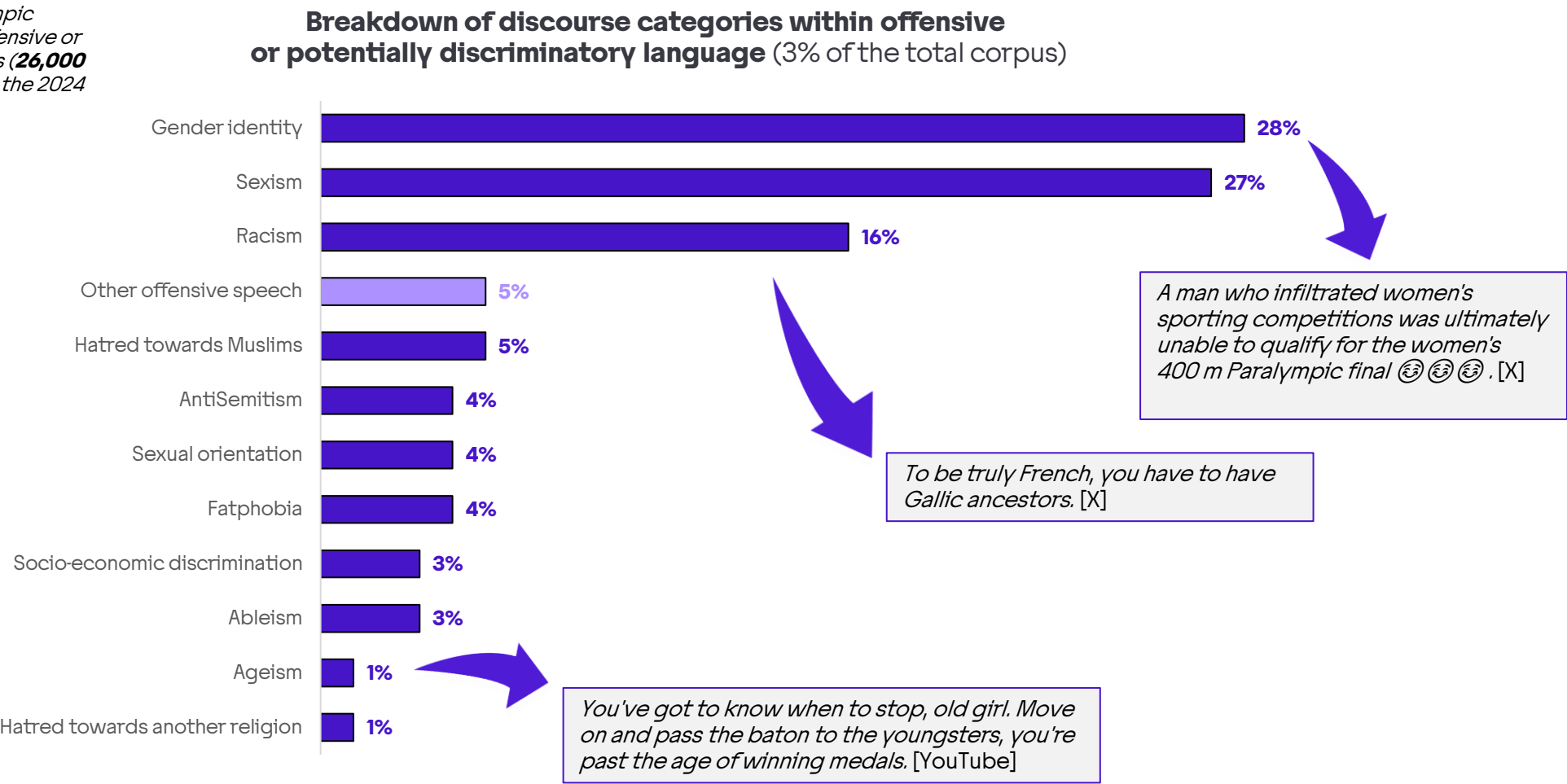
191,180 messages gathered during the Olympic and Paralympic Games reflect discussions targeting an athlete because they belong to one or more of the categories protected by the French Criminal Code (religion, origin, sexual orientation, etc.), either to attack or defend the athlete. Among these, 3% contain offensive or potentially discriminatory language.



Among the offensive or discriminatory posts, the categories of gender identity, sexism and racism dominated the discussions

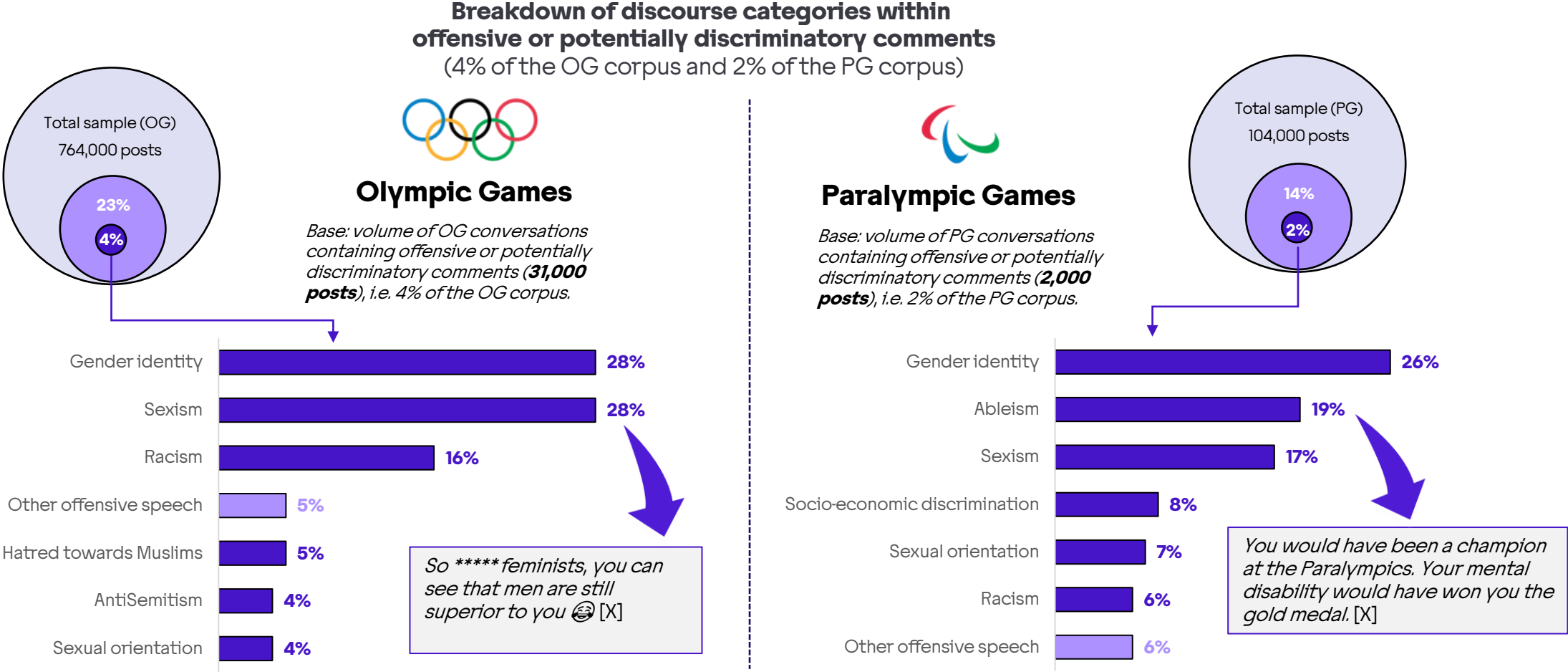
The majority of discriminatory comments based on gender identity were directed at Algerian boxer Imane Khelif and transgender para-athlete Valentina Petrillo. Ordinary sexism was also expressed on the forums by rating female athletes on their physique. Racism manifested itself through the use of expressions that disparaged French athletes perceived as non-white.

Base: volume of Olympic and Paralympic Games conversations containing offensive or potentially discriminatory comments (26,000 posts), i.e. 3% of the total corpus for the 2024 Olympic and Paralympic Games.



Compared with the Olympics, there were fewer controversial comments about para-athletes

14% of the posts gathered during the Paralympic Games reflected discussions targeting an athlete because they belong to one or more categories protected by the French Criminal Code, and 2% contained offensive or even potentially discriminatory comments, compared with 23% and 4% respectively for the Olympic Games. Although para-athletes were also targeted because of their gender identity and sex, they were less subject to racism than their non-disabled counterparts.



Arcom with Ipsos.  
Note for the reader: 28% of potentially discriminatory comments in the OG corpus concern gender identity; 19% of potentially discriminatory comments in the PG corpus concern ableism.



The Paris 2024 Olympic and Paralympic Games were a source of pride for a very large proportion of French people, who were generally **very positive** about the Games, particularly in terms of audiovisual coverage. The **content offered by broadcasters**, on both linear channels and digital platforms, was particularly appreciated by those following the competition closely. Viewers more broadly praised the **quality of the live broadcasts**, from both an editorial and a technical point of view, despite the more measured reactions of the under-35s.

In addition to the satisfaction generated, the broadcasting of the Paris 2024 Games provided **unprecedented media exposure** for a number of disciplines, resulting in significant positive spin-offs, particularly in terms of the **perception of parasport** and **participation in sport**. Three-quarters of viewers agreed that the competition had changed the way they look at disability, and a majority said that it had made them want to do more sport, with a particularly high figure among younger viewers.



The Olympic and Paralympic Games generated a huge number of **comments on social networks, forums, blogs and websites**, testifying to the enthusiasm created among the general public. While the majority of posts **praised the performances of the athletes**, particularly the gold medallists, around a quarter of the discussions gathered focused on categories protected by the French Criminal Code (religion, origin, sexual orientation, etc.). However, the proportion of **offensive or potentially discriminatory** messages was relatively limited.



