



Global Sport Events Go Local

And you have to go SOCIAL!

Do you know them?



.....
All of these athletes were famous before the social media.

Do you know them?

But what was the society like?

Who were their fans?

How did they consume their stories?

.....
All of these athletes were famous before the social media.

Sport was always a SOCIAL thing



Sport was always a SOCIAL thing



Fans always like to cheer and share their stories together.

Sport was always a SOCIAL thing



FANS always **LIKE** to cheer and **SHARE** their **STORIES** together.

Sport was always a SOCIAL thing



FANS always **LIKE** to cheer and **SHARE** their **STORIES** together.

Are these words familiar to you?

FANS, LIKE, SHARE, STORIES

YES!

Facebook, Instagram and other social media platforms adopted them from sport industry!



Media reality in the past



Limited channels, easy to communicate.

Media reality now



The situation is similar, not the same.

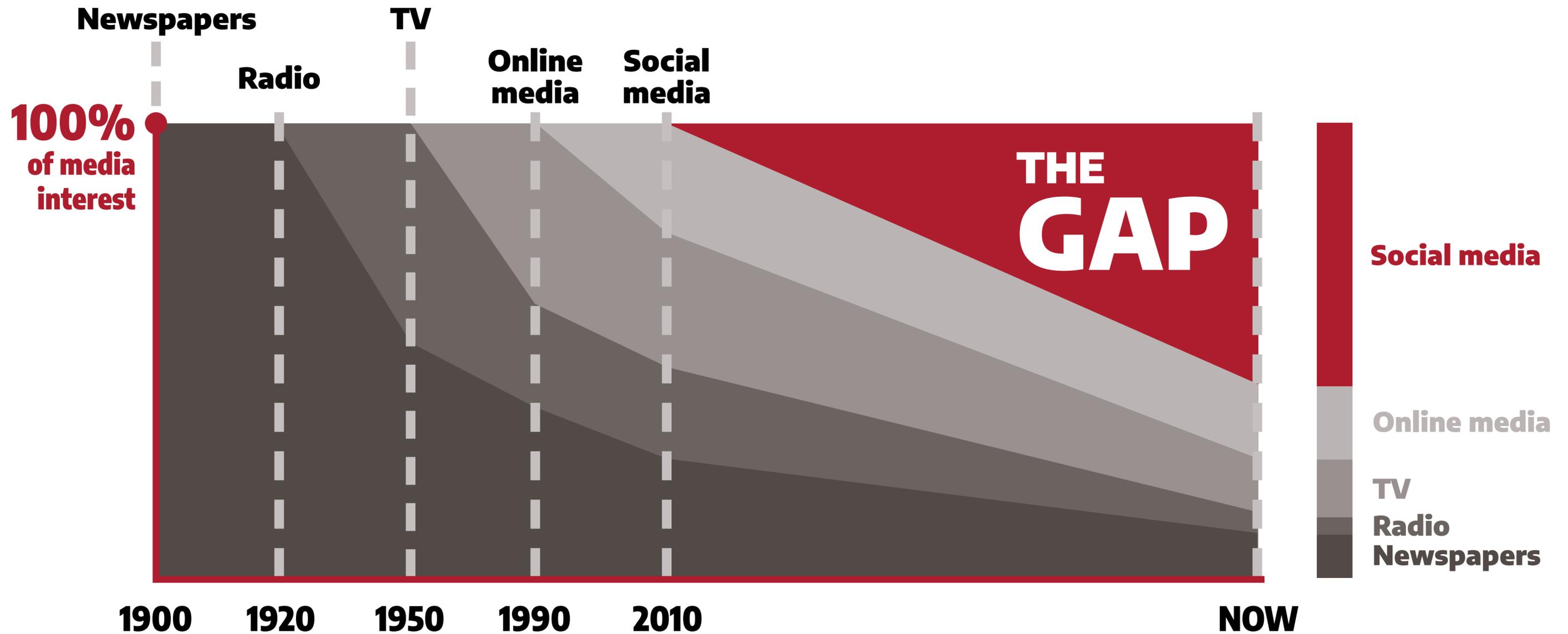
Media reality now



Millions of brands, millions of interests, millions of channels. SPORT SECTION is not guaranteed.

Face the THREAT and fill the GAP

Traditional media is simply not enough.



We made a strategic decision in 2012



▲ Social media team was built

▼ Olympic parks project was initiated



**We made
a strategic
decision
in 2012**

Two different worlds.

But they go hand in hand. People can still have a strong experience together.

FANS always **LIKE** to cheer and **SHARE** their **STORIES** together.

Social media team

WE REACH
people

10 millions nation

Over 600K fans, followers, subscribers

Over 15 millions views on youtube

Over 10 millions interactions with fans
per year



Social media team

WE ENGAGE
people

Fans

Athletes

Sport federations

Media

Sponzors



**We have started with a social media team,
now we have a whole **MEDIA HOUSE.****

We help athletes

We help federations

We are a trustworthy source for traditional media

Last year we have created sports content not only for social media, but also for traditional media (press, TV, radio), partners and brands, sports federations and over 200 athletes.

Summary

Think digital
Create a team
Develop a strategy

We are one Olympic family. We can share our experience and help you on your digital journey.

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