ANOC
Paris 2024 Report

September 2024

Contents

Introduction

The Summer Olympic Games made a spectacular return to centre stage, bringing the world's top athletes to the French capital of Paris. Over 10,000 competitors from 206 National Olympic Committees (NOCs) came together to participate in the pinnacle event of global sports.

With over 743,000 spectators and millions more following from all corners of the globe, Paris 2024 captivated audiences both live and through digital platforms. Social media played a crucial role in driving awareness and engagement throughout the Games.

This report reviews the social media performance of all 206 NOCs during the period between 12 July and 25 August (-2/+2 weeks of Paris 2024).

Redtorch has provided direct comparisons between Paris 2024 and Tokyo 2020, highlighting key learnings and insights from standout NOC case studies.

Aims of report

The creation of this report has one key aim:

What can be learnt from NOC social media performances at Paris 2024 that can be applied to future social media strategies and tactics?

Methodology

<table>
<tr><td></td><td>**725**</td><td>NOC pages were monitored across Facebook, Instagram, X/Twitter, YouTube and TikTok[1]</td></tr>
</table>

	Pre-Games	During Games	Post-Games
Paris 2024	12–25 July 2024	26 July–11 August 2024	12–25 August 2024
Tokyo 2020	9–22 July 2021	23 July–8 August 2021	9–22 August 2021

Metrics

- **Engagements =** reactions, likes, comments, shares.

- **Engagement rate =** number of engagements divided by number of followers at the end of the monitoring period.

- **Growth rate =** increase in fans from beginning to end of the monitoring period (%).

- **Video views** were available only on TikTok and YouTube due to platform limitations.

Data analysis of NOCs within Continental Olympic Associations

- **ANOCA** (Association of National Olympic Committees of Africa)

- **Panam Sports** (Pan American Sports Organization)

- **OCA** (Olympic Council of Asia)

- **ONOC** (Oceania National Olympic Committees)

- **EOC** (European Olympic Committee)

NOCs distributed into five groups based on number of Paris 2024 Olympians

- **Group A:** 125+ Olympians (23 NOCs)

- **Group B:** 40–124 Olympians (35 NOCs)

- **Group C:** 10–39 Olympians (47 NOCs)

- **Group D:** 5–9 Olympians (54 NOCs)

- **Group E:** 0–4 Olympians (47 NOCs)

1: The total number of social media handles increased compared to the Tokyo 2020 Olympics, as more National Olympic Committees (NOCs) adopted additional social media platforms

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Paris 2024 Review

Headlines

10.6m
new fans
up 88% compared **vs Tokyo 2020** (5.6m)

349.7m
engagements
+77% **vs Tokyo 2020** (162.7m)

7.9m
new fans
from Group A
NOCs with more Olympians typically amassed more new fans, 74% of total growth coming from 23 NOCs (each with 125+ Olympians)

USA
most engagements
95.9m followed by Brazil (77.3m)

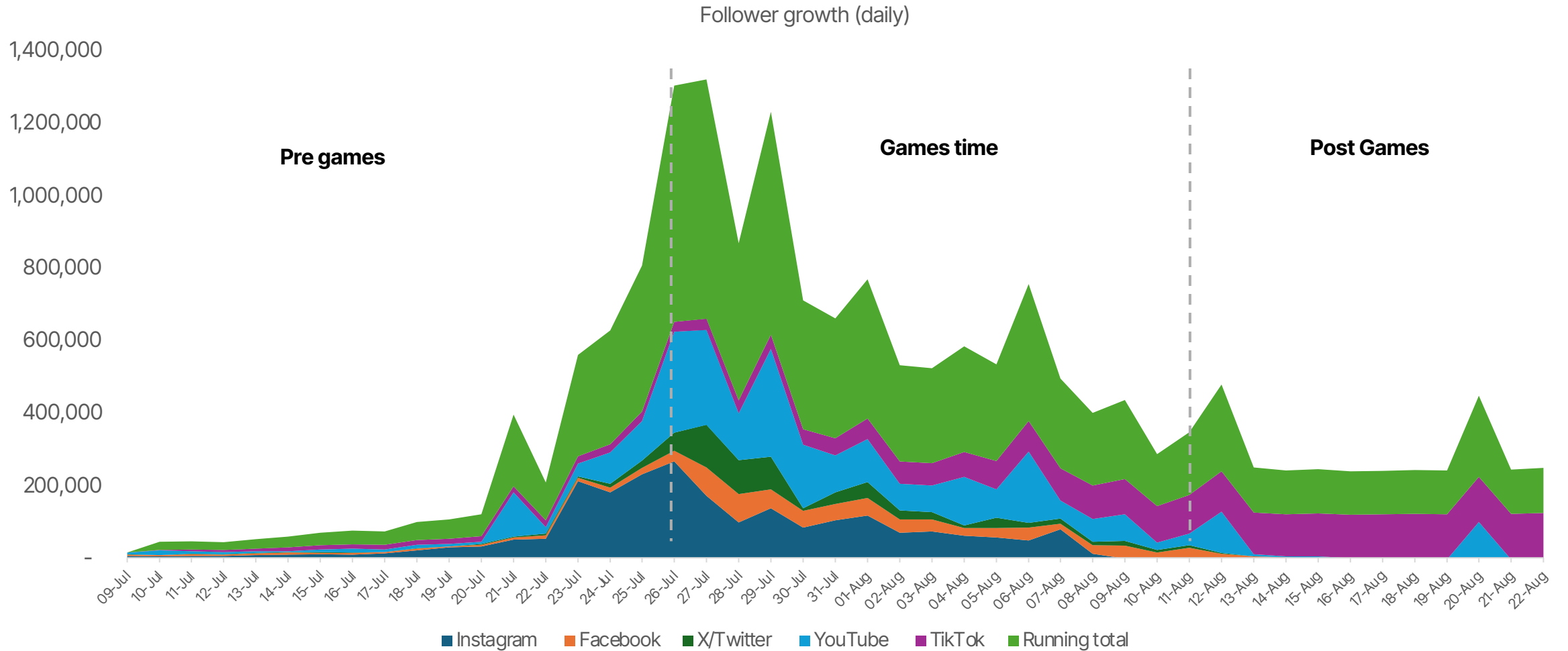## Brazil
most growth
2.5m new followers, 80% (2.0m) of them on Instagram

Croatia
highest engagement rate*
amassing 16x more engagements (1.2m) than their total fans (76.3k) – driven by a strong Instagram performance

Overall growth

Fan growth peaked during the event, with 58.47 million total fans, a 17.9% growth rate, and 56.8k posts driving an increase of 8.9 million fans. In contrast, both the pre-event and post-event phases saw significantly lower activity, with growth rates of 2.8% and 0.6%, respectively.

Follower growth (daily)

Pre games　　**Games time**　　**Post Games**

Legend: Instagram · Facebook · X/Twitter · YouTube · TikTok · Running total

Overall growth

Platform breakdown

The total number of fans on NOC social media channels **increased by 22% from 2020 to 2024**, primarily driven by growth on Instagram and TikTok. Instagram contributed the most to this growth, followed by TikTok. Facebook, while still the largest platform in terms of total fans, experienced the slowest growth rate.

Platform growth

Platform	% of total growth	Fans
Instagram	54%	5,744,780
TikTok	27%	2,808,273
Facebook	12%	1,286,530
X/Twitter	6%	627,416
YouTube	1%	127,001
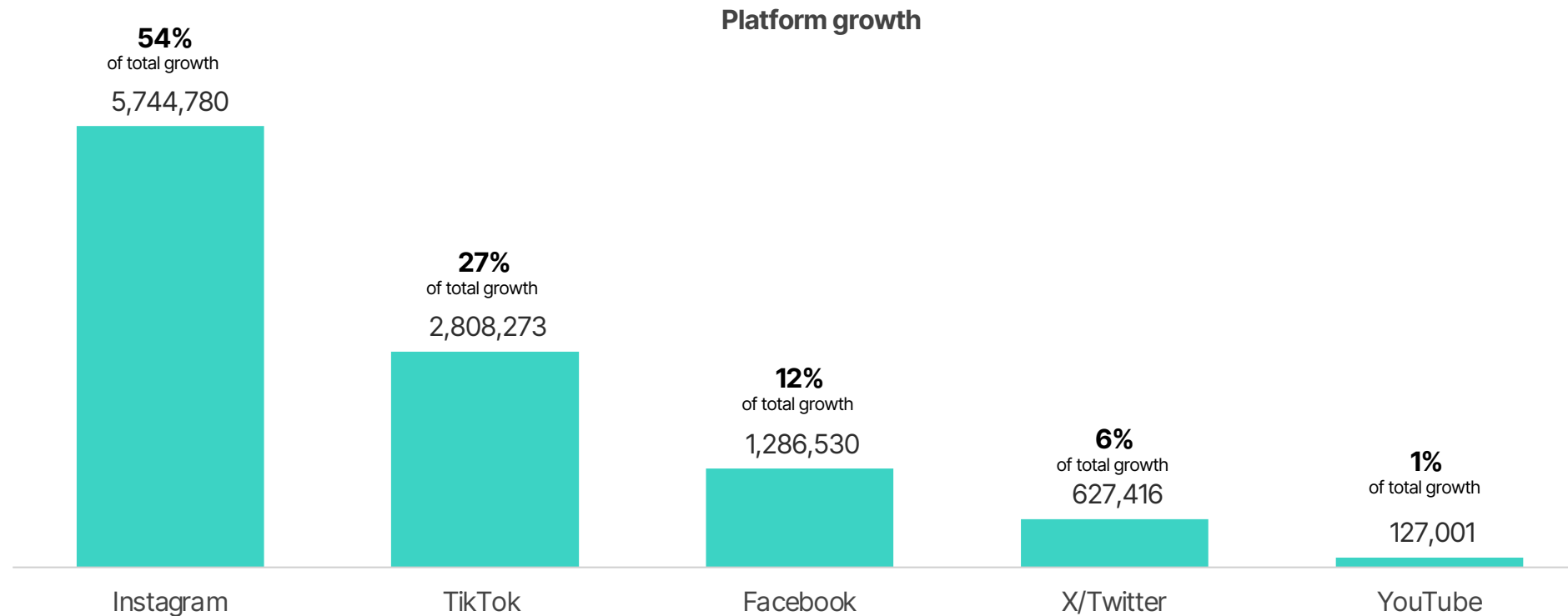
Overall growth

Continental & country breakdown

NOCs from Panam Sports and the European Olympic Committee (EOC) contributed significantly to the overall social media growth, with Panam Sports NOCs experiencing the highest growth increase.

- **Compared to Tokyo 2020**, NOCs from Panam Sports (+158%), EOC (+77%) and ANOCA (+56%) collectively amassed more growth than the previous cycle. NOCs from OCA (-10%) and ONOC (-21**%) experienced lower growth than achieved in Tokyo 2020.**
- The top 5 countries by growth rate were: (1) Thailand (+331%; 10.3k new fans); (2) Islamic Republic of Iran (+258%; 74.7k new fans); (3) Peru (+82%; 121.0k new fans); (4) Zimbabwe (+80%; 19.7k new fans); (5) United Republic of Tanzania (+79%; 2.8k new fans).

Growth by Continental Association

Association	Paris growth rate	Value
ANOCA	+22%	490.5k
EOC	+22%	2.9m
OCA	+12%	805.2k
ONOC	+20%	345.0k
Panam Sports	+25%	6.1m
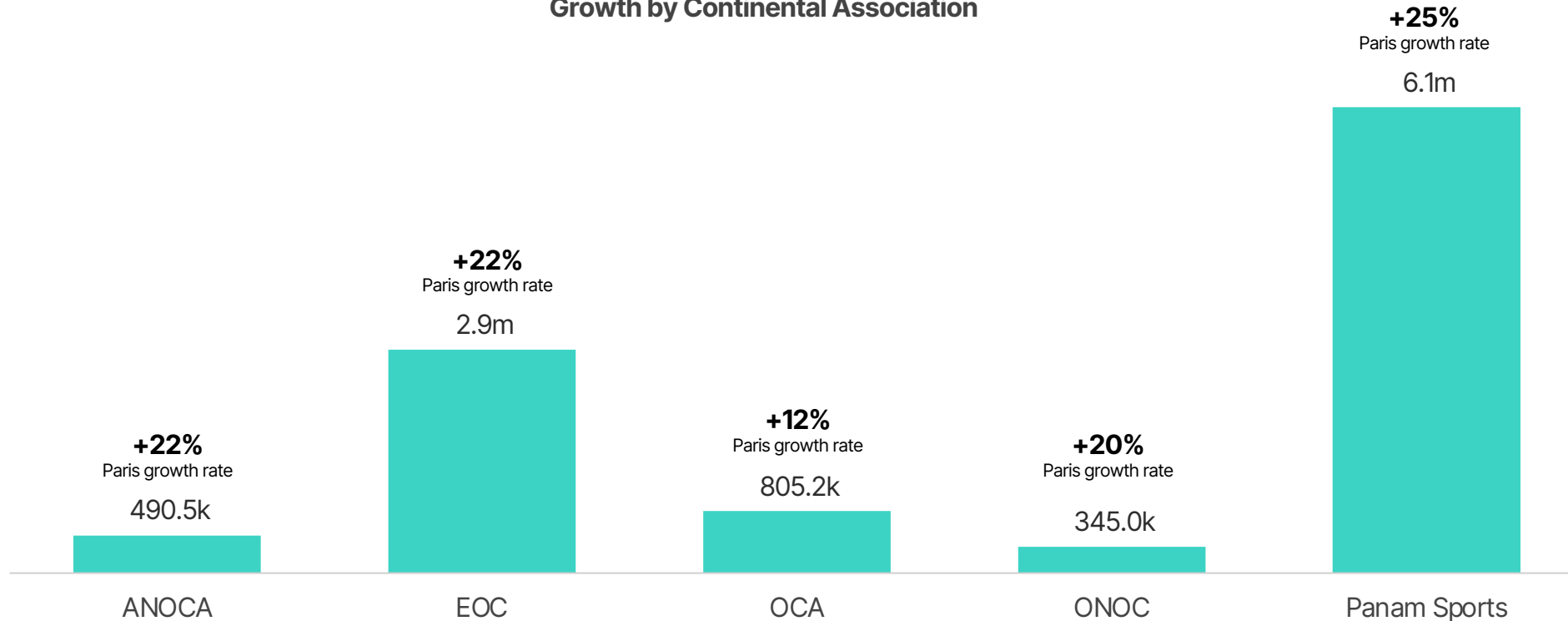
Overall growth

Other trends

- NOCs amassed 7x more growth post-Games (338.4k) **vs Tokyo 2020 (49.0k)** – indicating stronger post-Games strategies aimed at retaining the influx of new fans acquired during the Games.
- There was a positive correlation between NOC growth and number of Olympians per NOC.
- NOCs from groups C–E had double the average growth rate on TikTok compared to Groups A–B (+84% vs +40%), and similar growth rates on Facebook.

Growth Rate by Platform/Group
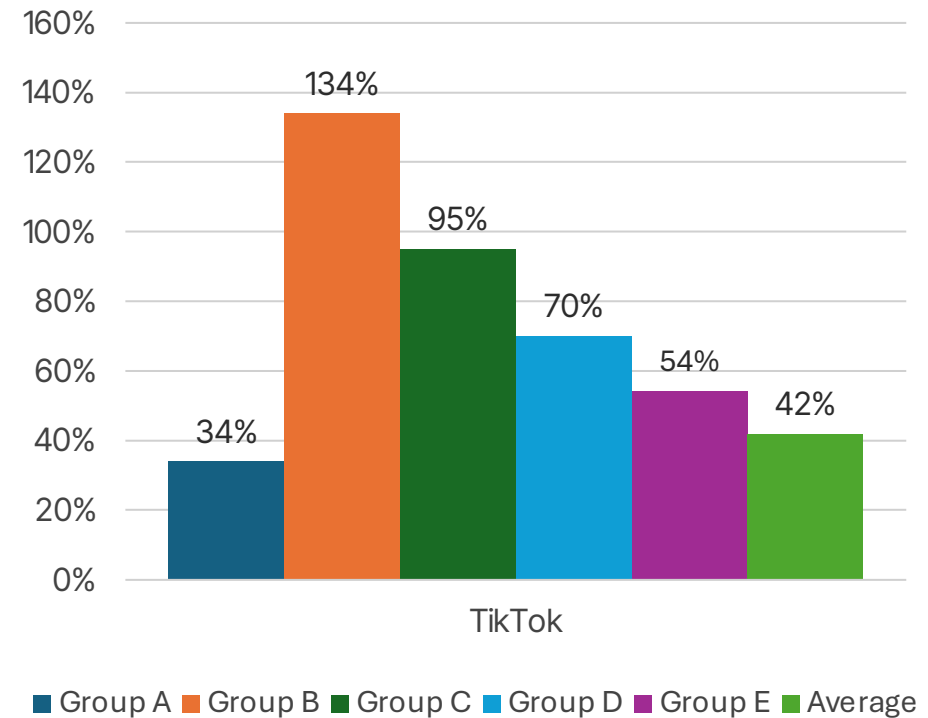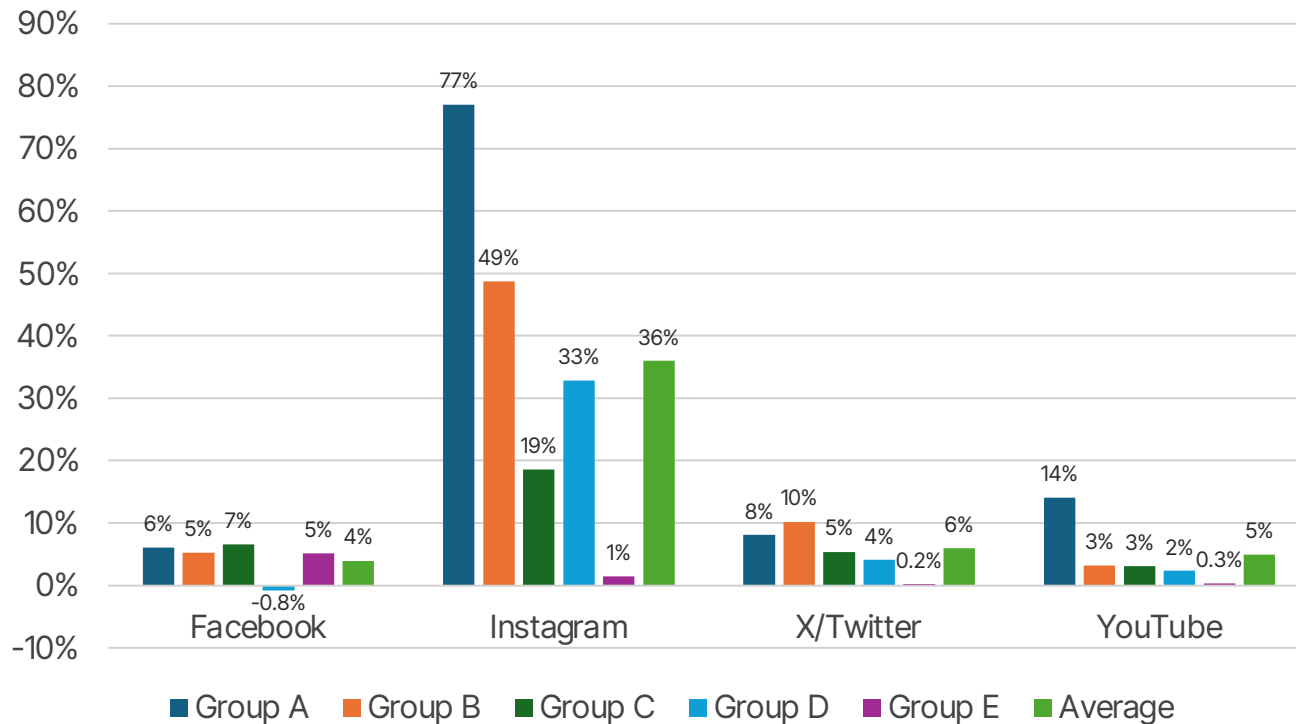
Overall engagements by channel

NOC posts generated significantly **more engagement in the 2024 cycle compared to Tokyo 2020**. Instagram was the dominant platform for engagement, followed by Facebook and TikTok.

- 78.3k NOC posts generated a total of 349.7m engagements **(+77% vs Tokyo 2020)**.

- Instagram accounted for 66% of total engagements (230.7m), followed by Facebook (12%; 41.4m) and TikTok (12%; 40.3m).

11.5%
TikTok

12%
Facebook

0.2%
YouTube

10.5%
X/Twitter

66%
Instagram
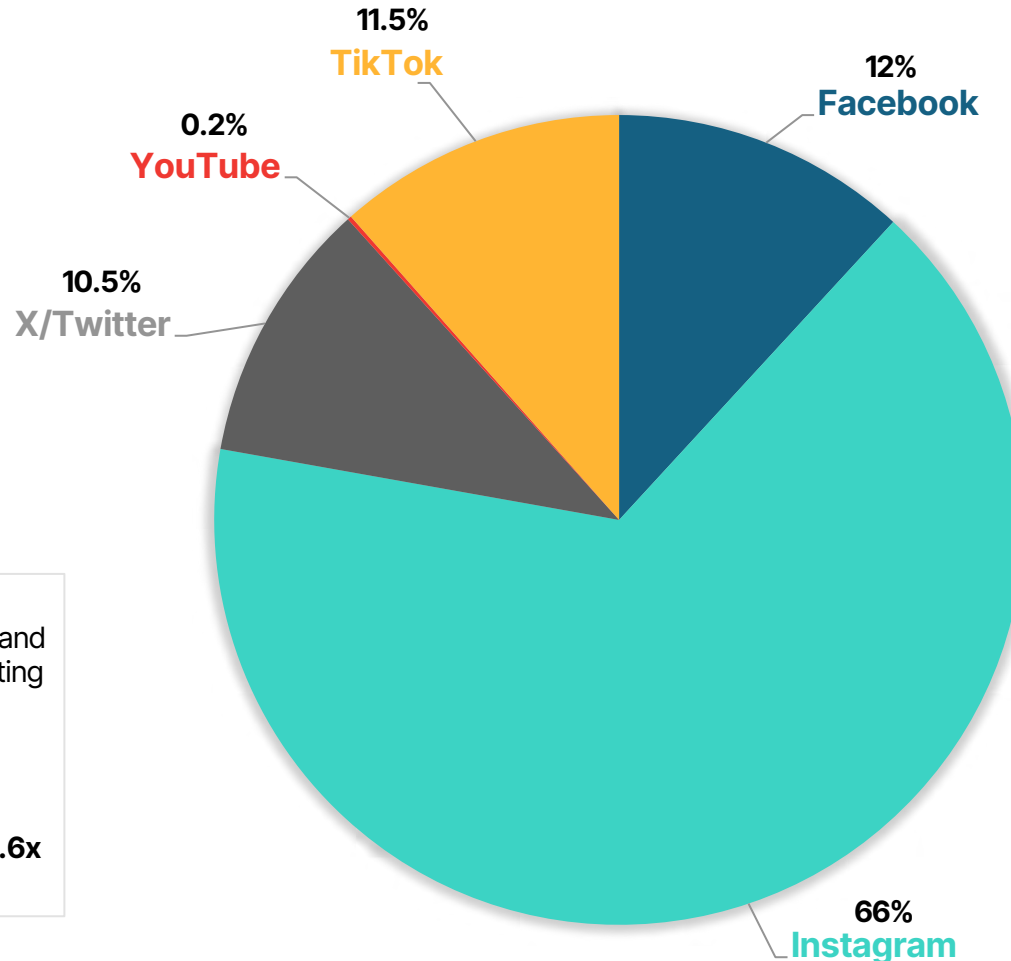
Facebook remained the second-highest in posts (24.5k) and had the most fans (26.3m), still the primary platform for 190/206 NOCs (compared to 164/206 on Instagram).

However, it delivered only 12% of total engagements, highlighting lower engagement per post despite its widespread use.

TikTok engagements doubled from **19.4m to 40.3m vs Tokyo 2020**, driven by more posts and extended engagement beyond the original posting date.

Instagram posts increased by **8% vs Tokyo 2020**, while Facebook posts dropped by **8%**, showing a shift toward Instagram, which had **6.6x more engagements per post**.

Source: Fanpage Karma (Facebook, Instagram, X/Twitter, YouTube, TikTok) │ Date Range: 12 July–25 August 2024
*Video views available only for YouTube and TikTok due to platform limitations

Overall engagements by Continental Association

Panam Sports generated the most engagements, primarily driven by the USA and Brazil. While most regions experienced **increased engagement compared to Tokyo 2020**, the Oceania National Olympic Committees (ONOC) saw a decline.

- Panam Sports (+145%), ANOCA (+104%), EOC (+33%) and OCA (+27%) all **saw increases in engagement vs Tokyo 2020** whereas ONOC engagements decreased by -6%.
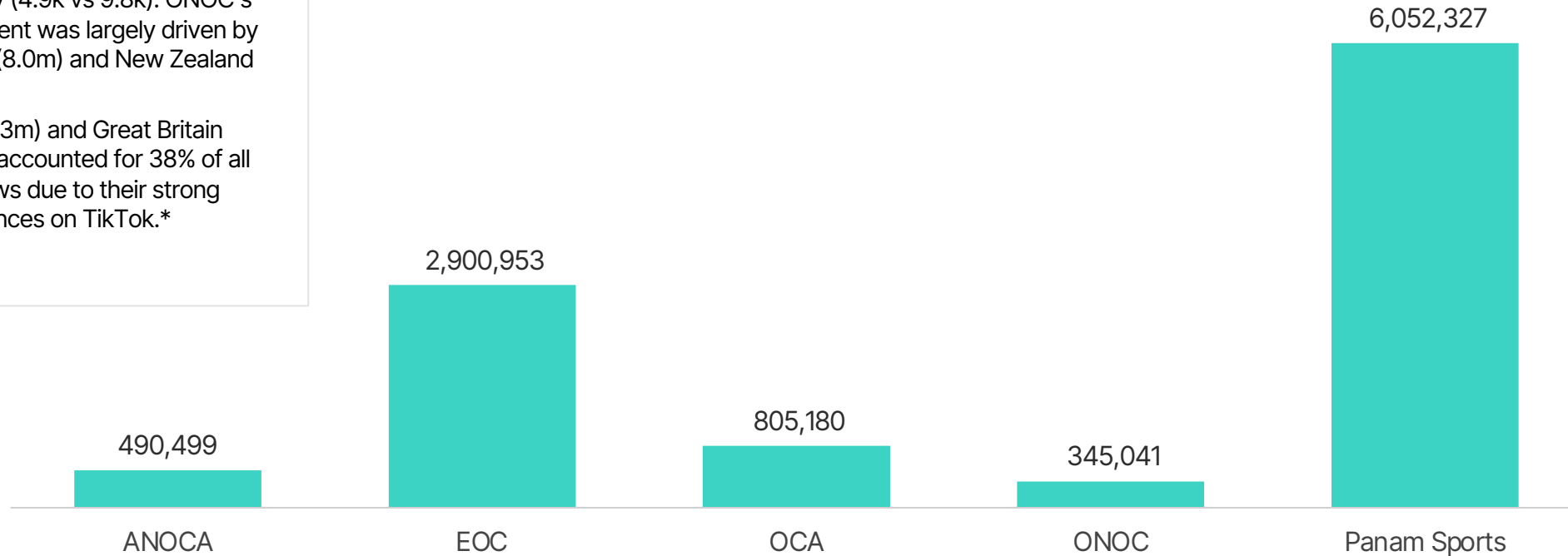
- ONOC and OCA recorded similar engagements per post (2.8k) although ONOC posted less frequently (4.9k vs 9.8k). ONOC's engagement was largely driven by Australia (8.0m) and New Zealand (5.9m).

- USA (173.3m) and Great Britain (143.6m) accounted for 38% of all video views due to their strong performances on TikTok.*

Engagements by Continental Association

Continental Association	Engagements
ANOCA	490,499
EOC	2,900,953
OCA	805,180
ONOC	345,041
Panam Sports	6,052,327

Overall performance vs Tokyo 2020

An 88% increase in absolute growth, despite a 23% drop in the number of posts (from 101.8k to 78.3k), average engagements per post surged by 130%, climbing from 1.9k to 4.5k.

This demonstrates that while fewer posts were made, they achieved significantly greater impact in terms of growth and engagement.

Total social media growth

10,594,000

5,625,866

+88%

Paris 2024

Tokyo 2020

Total social media posts

78,303

101,784

-23%

Paris 2024

Tokyo 2020

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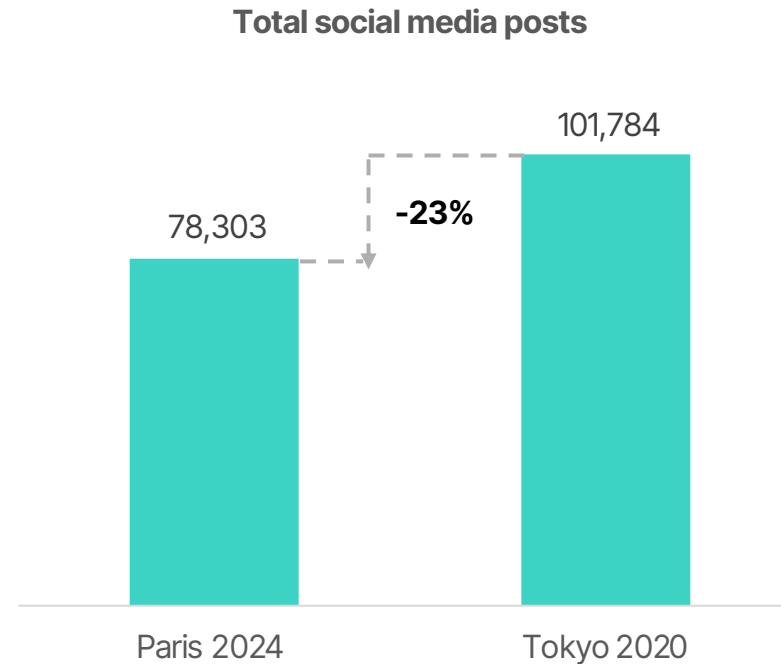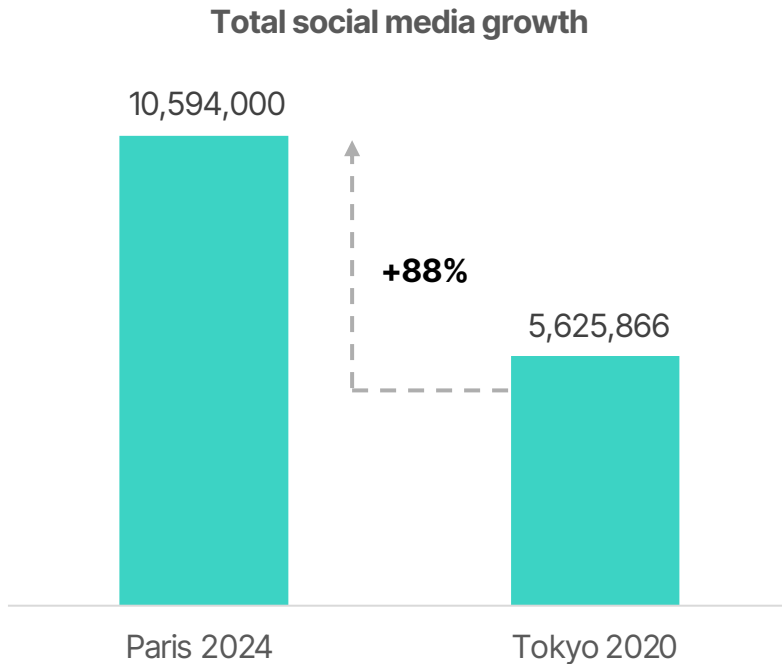
Overall performance vs Tokyo 2020

Video views surged by 188% to 843.6 million, and total engagements increased by 77% to 349.7 million for Paris 2024, **compared to Tokyo 2020**. Despite a 23% decrease in the number of posts (down to 78.3k), the average engagements per post jumped 130%, rising from 1.9k to 4.5k. This highlights that, **compared to Tokyo 2020, fewer posts for Paris 2024 generated significantly higher interaction and reach.**

Total video views

843,626,660

+188%

292,963,679

Paris 2024   Tokyo 2020

Total social media engagements

349,731,937

+77%

197,330,107

Paris 2024   Tokyo 2020
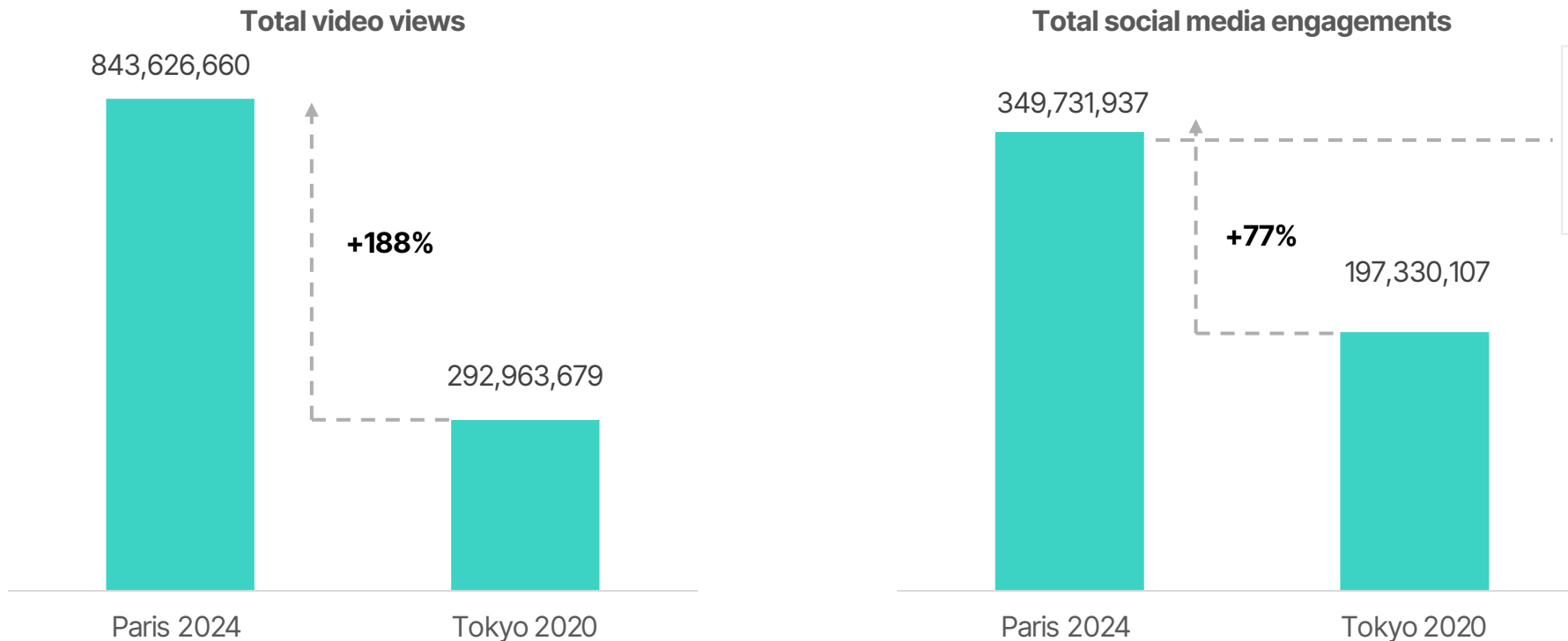
> The average engagements per post increased by **130%** for Paris 2024 compared to Tokyo 2020, rising from **1.9k** to **4.5k**, showing significantly higher audience interaction.

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Overall platform performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Video Views*	Engagements	Engagements per post (avg.)
Paris 2024	**58.8m**	**10.6m**	**+22.0%**	**78.3k**	**843.6m**	**349.7m**	**4.5k**
Tokyo 2020	38.2m	5.6m	+17.3%	101.8k	292.7m	162.7m	1.9k
Change	**+54%**	**+88%**	**+27%**	**-23%**	**+188%**	**+77%**	**+130%**

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Overall Performance by Platform

Platform	Total fans	Absolute growth	Growth rate	Posts	Video Views*	Engagements	Engagements per post (avg.)
Facebook	24.3m	1.3m	+5.6%	24.5k	-	41.4m	1.7k
Instagram	15.2m	5.7m	+60.7%	20.8k	-	230.7m	11.1k
X/Twitter	8.5m	627.4k	+8.0%	26.4k	-	36.8m	1.4k
YouTube	1.3m	127.0k	+11.2%	2.3k	22.7m	558.3k	246
TikTok	9.5m	2.8m	+42.0%	4.4k	821.0m	40.3m	9.1k
Total	**58.8m**	**10.6m**	**+22.0%**	**78.3k**	**843.6m**	**349.7m**	**4.5k**

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Key Trends

Overall key trends

Platform-specific growth opportunities

Instagram and TikTok are the primary drivers of follower and engagement growth, while Facebook, despite being the most widely used platform, generates lower engagement per post, making it less efficient for achieving high returns.

Each platform presents distinct opportunities for engagement, and NOCs should tailor their strategies based on their available resources and audience behaviour to maximise impact.

Video and visual content lead engagement

Reels, carousels, and YouTube Shorts generate higher engagement compared to single images or regular videos.

Prioritising video content across platforms is key to maximising audience interaction.
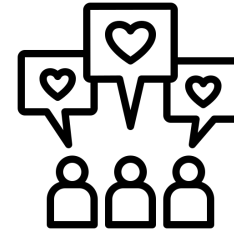
Leverage athlete stories to drive engagement

Highlighting athletes' personalities and journeys, especially through video content on TikTok, Instagram, and YouTube, is essential for engaging fans.
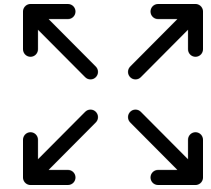
Post-games content extends engagement

Post-event content, particularly on YouTube and TikTok, help retain and grow fan bases by continuing to showcase athletes' journeys and personal stories after the Games.

Facebook

Key trends on Facebook

1. Most used NOC platform

- Facebook emerged as the most used platform among the 206 monitored NOCs, with 190 having an active Facebook page.
- For 93 of the 190 NOCs (nearly 50%) it was the platform they used most.
- For 18 NOCs, Facebook was their only social media account.

2. Continuing pre-Games hype on to post-Games content

- Facebook had the highest number of pre-Games and post-Games social media posts of any platform.
- These posts accounted for 34% of coverage pre-Games and 35% post-Games.
- With the largest proportion of the total NOC fanbase (41%), Facebook was the platform where NOCs reached the most fans to build excitement pre-Games and to maintain momentum post-Games.

3. Opportunity for NOCs with lower resource

- Facebook had the most NOCs from Groups C, D, and E and represented the top 20 NOCs by growth.
- This was followed by X/Twitter, highlighting a unique opportunity for lower-resource NOCs to expand their reach via these two platforms.
- Focusing on prominent athletes to inspire national pride was the key driver of Facebook growth/engagement for these NOCs and should continue to be a part of their future strategies.

NOC case studies

The story

Czechia (Group B) maintained strong engagement throughout the Olympic cycle by generating excitement pre-Games, sustaining interest during the event and continuing fan engagement post-Games.

The strategy

Czechia's approach focused on building hype leading up to the Games and maintaining audience interest post-Games to capitalise on the momentum created during the Olympics.

Pre-Games engagement

Czechia built anticipation by connecting with fans already excited about their athletes, using high-profile events like Wimbledon to highlight those who would compete in Paris (example).

Post-Games content

Czechia kept fans engaged by sharing content about athletes returning home and celebrating their achievements with supporters (example). It also focused on following athletes' competitive journeys post-Games (especially those with compelling stories) to maintain audience connection (example).

The data

5th

5th highest number of overall engagements (1.6m), behind USA, Great Britain, Brazil and Australia.

2nd

2nd most pre-Games engagements (194.0k), 8x higher than the Group B average.

6th

6th most post-Games engagements (83.0k), 6x higher than the Group B average.
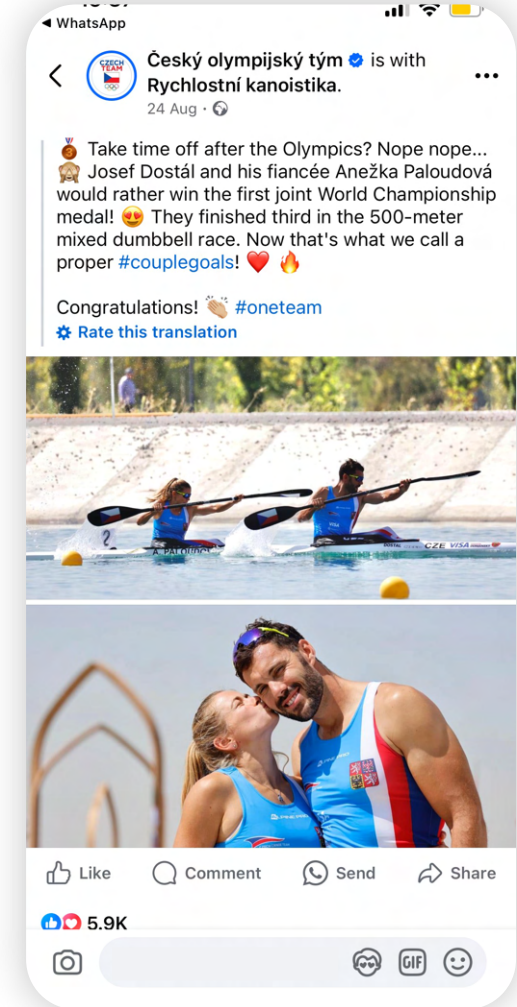
NOC case studies

The story

Botswana (Group C) saw significant growth in its social media audience during Paris 2024 and continued to engage fans post-Games by harnessing the national pride generated throughout the event.

The strategy

Botswana capitalised on the momentum created during the Games by maintaining engagement through a focus on national spirit and the success of its star athletes.

Star athletes as focal points

Botswana used its most successful athlete, Letsile Tebogo, as a key figure in its social media strategy, encouraging national pride and fan involvement during important moments like medal presentations (example, example, example).

Post-event engagement

Botswana effectively sustained engagement post-Games (15% of total engagements were post-event)– 3x higher than the NOC average (5%). It capitalised on national pride generated by its most successful Olympic Games to date, sharing videos that captured the spirit of the event to maintain fan enthusiasm (example). This strategy included livestreaming celebrations and the team's arrival back home, which further engaged the audience (celebration livestream, team arrival).

The data

3rd

3rd highest growth of all NOCs on Facebook (61.3k new followers).

63%

63% growth rate on Facebook (96.8k to 158.1k increase in followers).

#1

Most Facebook engagements of any NOC in Groups C–E (426.7k).

40%

40% more Facebook engagements post-Games than pre-Games (65.4k vs 27.2k).
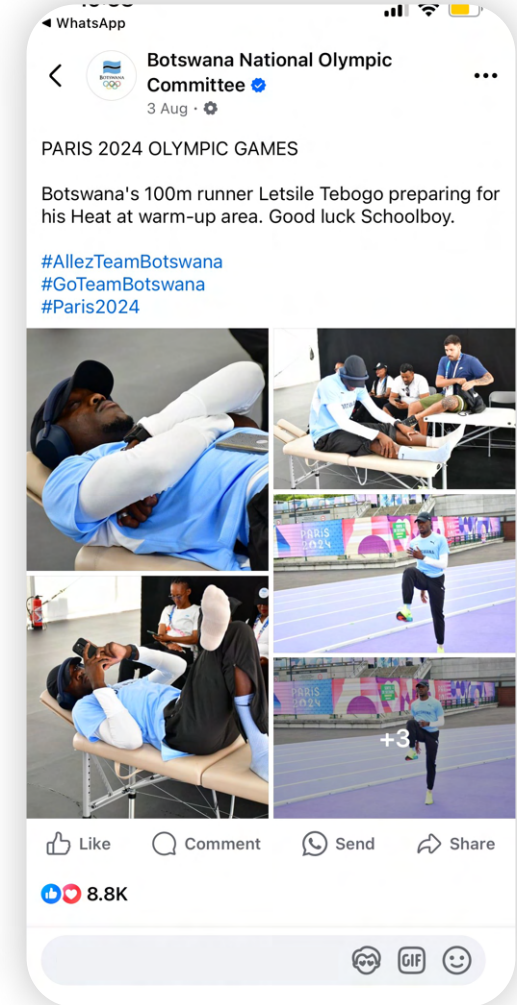
Instagram

Key trends on Instagram

1. Key platform for follower growth & engagement

- Instagram accounted for 54% of overall NOC growth (5.7 million) and 66% of total engagements (230.7 million).
- For 60% of NOCs with an Instagram page, it was the platform that generated most growth and engagement.

2. Prioritise reels & carousels over single images

- The number of videos posted during the Games **increased by 41%; carousels increased by 26% vs Tokyo 2020**; single images decreased by 16%.
- Single images accounted for **nearly half (48%) of posts during Tokyo 2020** (down to 37% in Paris) and had the highest average engagements per post.

3. Templated graphics are a key driver of engagements

- Templated graphics designed in line with NOC brand guidelines helped create a sense of familiarity, immediately capturing audience attention and encouraging interaction.
- This approach proved effective for both high- and low-resource NOCs:
    - high-resource: featured well-recognised athletes/medal graphics, common among the top-performing posts
    - low-resource: employed a streamlined content strategy focused on athlete performance

NOC case studies

The story

Islamic Republic of Iran (Group B) achieved the highest engagement per post of any National Olympic Committee (NOC).

The strategy

Islamic Republic of Iran's success on Instagram can be attributed to two key factors.

Platform focus

With limited resources, Islamic Republic of Iran strategically concentrated all its efforts on Instagram (its only active social media account during the Games). It maximised efficiency and return on investment by consolidating all activity on one platform.

Targeted content selection

Islamic Republic of Iran's content strategy focused on two key themes: athlete performance and medallists. By narrowing its content to these compelling narratives, it was able to maximise audience engagement while keeping content streamlined and manageable.

The data

3rd

highest Instagram engagement per post (29.6k interactions on average).

Top posts

top-performing posts focused on medallists:

- Nahid Kiyani medal post (180k engagements)
- Mobina Nematzadeh medal post (152k engagements)
- Taekwondo and Wrestling medals post (138k engagements)

74.7k

new followers on Instagram, taking the total number of fans to 103.7k.

3rd

highest growth rate on Instagram (+258%).

NOC case studies

The story

Brazil (Group A) achieved incredible follower growth on Instagram, double that of the next highest (USA).

The strategy

Brazil's Instagram success was driven by two main factors.

National pride & themed content

Every post was heavily themed around Brazil, designed to evoke a sense of national pride and encourage interaction. This approach ensured that posts immediately captured the attention of Brazilians (e.g. using national colours and symbols in posts like this one helped create a consistent and engaging visual identity) often before they had even read the post content.

Focus on star athletes

Brazil centred its social media strategy on its star athletes, particularly gymnast Rebeca Andrade and her teammates. This resulted in the Instagram post that gained most engagements of any NOC (2.4m interactions) – double that of the next highest post (1.6 million). Brazil continued to build engagement post-Games by following athlete journeys after they had returned home (see here).

The data

+183%

growth rate – 2m new followers on Instagram (current total 3.1m).

x2

double USA's growth, next highest with 969k new followers on Instagram.

2nd

highest number of total engagements behind USA on Instagram (57.6m vs 63.7m).

3.7m

post-Games interactions on Instagram, the highest number due to continued post-Games engagement.
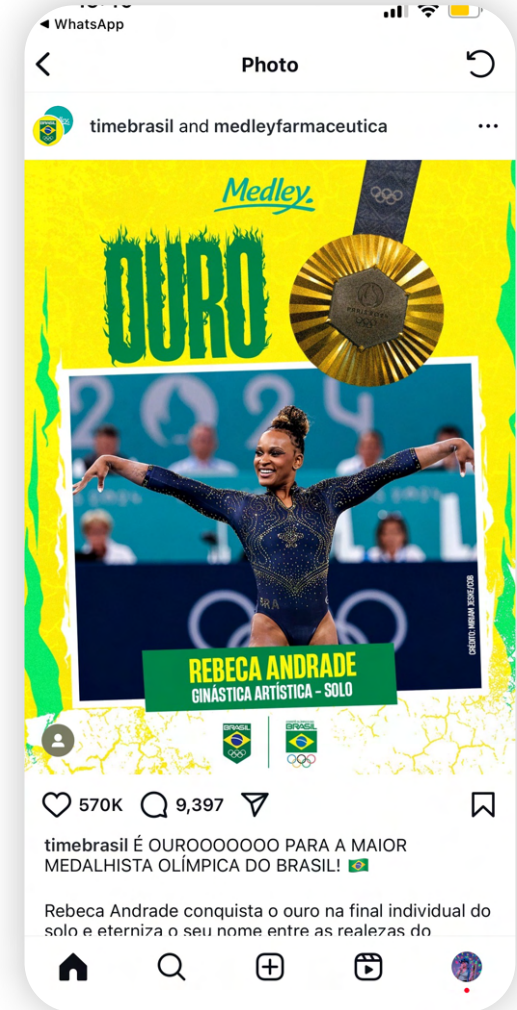
X/Twitter

Key trends on X/Twitter

1. Low effort, high reward

- NOCs experienced a **63% increase in engagements on X/Twitter vs Tokyo 2020**, despite posting only half the amount of content.
- With ongoing updates following Elon Musk's takeover, X/Twitter has evolved significantly, prompting some NOCs to shift their focus to other platforms.
- However, even with fewer posts, engagement rose by 63%, demonstrating that a highly engaged audience remains active on the platform.

2. Maximise X/Twitter for real-time news & updates

- During the Paris 2024 monitoring period, 95% of X/Twitter engagements occurred during the Games – the highest of any platform – showing that fans primarily use it to engage with performance-related content and receive the latest event updates.
- Nevertheless, 43 NOCs still experienced a decline in followers in the post-Games period, highlighting the ongoing challenge of retaining audiences.

3. How NOCs approach X/Twitter

- For 81 NOCs, X/Twitter served their 1st or 2nd largest audiences, making it a higher priority due to its substantial reach.
- NOCs that recognised this trend and prioritised the platform saw increased engagement levels.
- Images intended for Facebook/Instagram can be reused effectively on X/Twitter, but timely posting is critical to align with the platform's focus on real-time updates.

NOC case studies

The story

Guatemala (Group C) achieved a **38% increase in engagement on X/Twitter vs Tokyo 2020.**

The strategy

Guatemala's success on Twitter was driven by a focused approach that centred on performance-related content and timely news updates.

Content focus

Guatemala's top-performing posts highlighted key moments of athlete performances. Seven of the top ten posts featured updates on medals won (example), two posts provided real-time updates on athletes reaching the finals (example), and another gave an injury update to maintain audience engagement and transparency (example).

Leveraging Twitter for its strengths

While many NOCs reduced their emphasis on X/Twitter during Paris 2024 (51% fewer posts overall vs Tokyo 2020), engagement rates increased by 63%. Guatemala maintained a steady number of posts, similar to their output at Tokyo 2020, resulting in a 38% increase in engagement. This strategy effectively used Twitter's strength as a platform for real-time news and updates, particularly around performance and medal achievements.

The data

+38%

increase in engagement vs Tokyo 2020 on X/Twitter.

162.0k

engagements, more than any other NOC in Groups C–E on X/Twitter.

445

engagements per post on average – 97% more than the average for other Group C NOCs (226) and 10% higher than the Group B average (405) on YouTube.

NOC case studies

The story

With more resources at its disposal, Japan (Group A) produced a diverse range of high-quality content tailored to appeal to its 2nd largest audience, resulting in strong engagement on X/Twitter.

The strategy

Japan's approach to X/Twitter focused on culturally relevant, innovative content to engage fans.

Gold medal announcements with cultural flair

Japan announced gold medal wins using manga-style illustrations, a nod to Japanese culture that had been well-received at Tokyo 2020 (example).

Innovative content formats

Japan introduced unique content, e.g. voicemail-style messages from gold medallists thanking fans and using the hashtag #TEAMJAPANLIVErary. This offered a personalised connection between athletes and supporters (example).

High-quality medal photos

Japan's content strategy included high-quality portraits of medallists, using a consistent visual style that resonated with its audience. Six of the top ten most engaging posts featured these polished, model-like images that showcased the athletes in a visually appealing way (example).

The data

2nd

2nd highest engagements per post on Twitter (4.1k), behind only USA and ahead of Brazil and Great Britain.

3rd

3rd highest number of total engagements on X/Twitter (58.3k).

2nd

2nd highest number of total engagements during the two-week post-Games period on X/Twitter (78.2k).
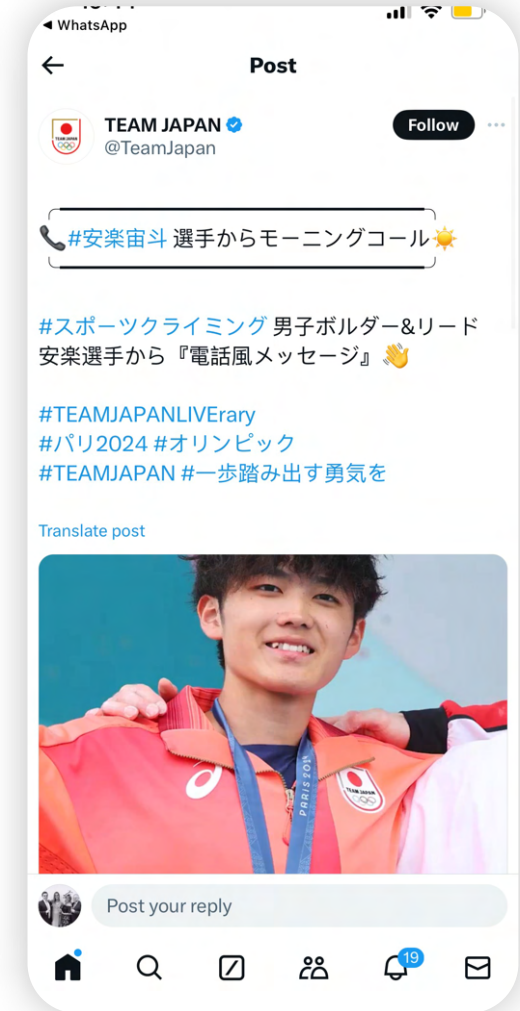
YouTube

Key trends on YouTube

1. *The* place for post-Games growth

- 19% of NOC growth occurred post-Games, the highest proportion of growth on any platform during this period and higher than the pre-Games growth of +17%.
- NOCs effectively retained viewers by continuing to engage them with content, e.g. athletes returning home to fans, friends and family.

2. Platform-specific strategy for YouTube Shorts

- NOCs posted half as many YouTube Shorts vs regular videos (757 vs 1.5k).
- However, YouTube Shorts generated 70% more overall engagements and 5% more video views than regular YouTube videos.
- Only 32% of NOCs posting on YouTube included at least 20% YouTube Shorts in their content mix providing an opportunity for NOCs to give them greater focus.

3. Tell athlete stories through long-form content

- Long-form content was the most popular post type on YouTube, accounting for 67% of posts.
- On average, 80% of NOC content mix was long-form.
- Top-performing posts focused on athletes: behind-the-scenes footage, interviews, documenting their journey pre- and post-Games.

NOC case studies

The story

Great Britain's (Group A) strategy focused on YouTube Shorts and leveraging athlete personalities to drive engagement.

The strategy

Great Britain developed a dynamic approach centred on short-form videos and engaging athlete-driven content.

Emphasis on YouTube Shorts

Great Britain capitalised on YouTube Shorts (a feature that did not exist at Tokyo 2020) to deliver unique, short-form content for Paris. Content included playful videos, social-first content, and engaging snippets from longer interviews aimed to quickly capture viewer attention and encourage sharing.

Athlete-driven content

By highlighting athlete personalities, Great Britain created content that resonated with audiences. This included fun games with athletes, light-hearted videos and short clips from longer YouTube interviews, allowing the team to maximise both engagement and reach.

The data

3rd

3rd in overall growth (behind Brazil and Japan) on YouTube despite having a smaller subscriber base (62k vs 351k and 103k respectively).

1st

1st for growth rate (+68%) with 25.1k new subscribers on YouTube.

2nd

2nd for video views on YouTube (4.8 million), just behind Japan.

1st

1st in total engagements on YouTube (196k).

1st

1st in engagements per post on YouTube, 85% higher than the next NOC.
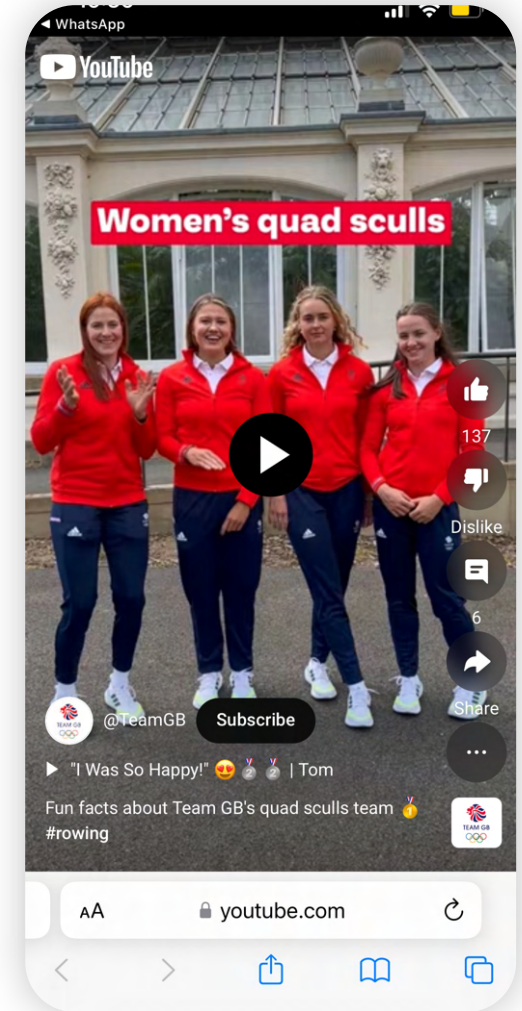
NOC case studies

The story

Hungary's (Group A) strategy focused on long-form interview content, putting a spotlight on athletes and sharing their personal stories and experiences.

The strategy

Hungary adopted a content strategy centred around in-depth athlete interviews, which provided a unique perspective on athlete Olympic journeys.

During the Games

Hungary produced a series of athlete interviews set in Olympic-themed environments, such as this video, and segments featuring athletes walking through different locations, like this example. These interviews allowed athletes to share their experiences in a relaxed and engaging format.

Post-Games content

Following the event, Hungary continued its focus on athlete storytelling by creating 'in-car' interviews, documenting the athletes' return journeys to their home country. These videos captured heartfelt reunions with friends, family, and fans, as seen in this video.

The data

4th

Ranked 4th for total engagements on YouTube and 5th for video views, despite being outposted by other NOCs. Hungary posted only 19 times compared to Great Britain (116), Japan (347), Brazil (362), and the Republic of Korea (45).

Long-form

While many NOCs relied heavily on YouTube Shorts, Hungary focused exclusively on longer-form athlete interviews.

2nd

2nd highest engagements per post and 3rd highest views per post on YouTube .
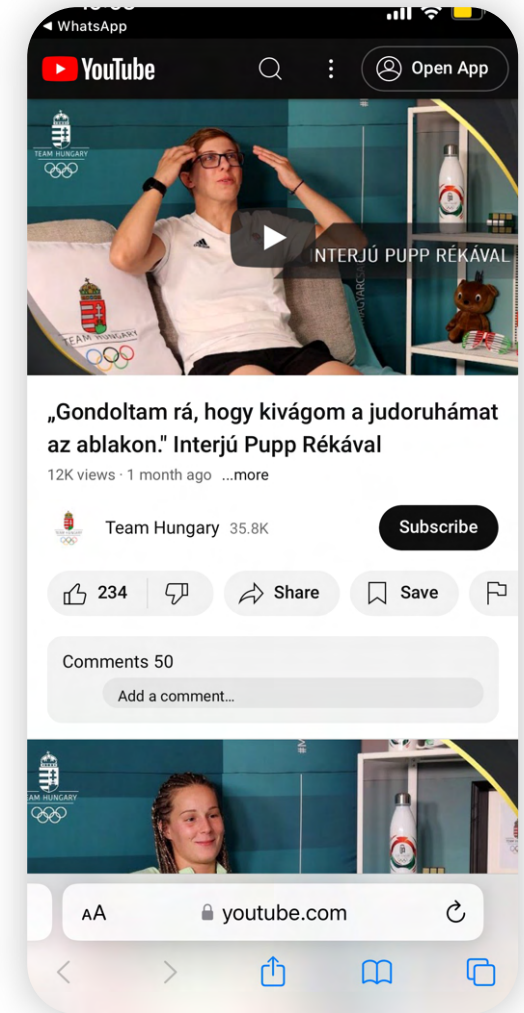
TikTok

Key trends on TikTok

1. Opportunity for growth/engagement

- Only 101 out of 206 NOCs (less than half) have a TikTok page, with 73 actively posting during the monitoring period.

- TikTok has overtaken X/Twitter to become the 3rd largest overall platform for NOCs.

- TikTok also surpassed X/Twitter **(vs Tokyo 2020) to become the platform with the 3rd highest number of engagements**, narrowly behind Facebook (40.3m vs 41.4m).

2. Lean into trends & popular content

- TikTok became a central hub for Olympic content, with some fans dubbing Paris the 'TikTok Games'.

- The platform allowed athletes to showcase their personalities, while NOCs leveraged less formal content to engage audiences.

- Trending athletes who emerged during Paris 2024, e.g. Ilona Maher, resulted in a significant buzz and helped elevate NOC profiles. Maher alone generated 29.6 million engagements on her personal TikTok channel, and over 1 million engagements on TikTok when featured by Team USA.

3. Make use of all features offered by TikTok

- There's a misconception that TikTok is only for videos, but carousel posts are becoming increasingly popular.

- Around half of the NOCs that posted on TikTok used the carousel feature, a quarter of them having it account for at least 20% of their content mix.

- This allowed NOCs to repurpose graphics already being posted on Facebook/Instagram, especially important when TikTok is one of their largest audience platforms.

NOC case studies

The story

USA (Group A) was the NOC with most followers on TikTok. It excelled by creating diverse content that engaged all fans and featured trending athletes.

The strategy

The USA's TikTok strategy was effective due to its emphasis on popular athletes and by producing a variety of engaging content.

1. Focus on trending athletes
USA showcased popular athletes like Stephen Nedoroscik (video), Ilona Maher (video), and Simone Biles/Suni Lee (post), leveraging their existing fan bases to boost visibility and engagement. This approach effectively attracted viewers and created a buzz around the content.

2. Variety of content
USA's content strategy included a range of TikTok formats, each serving a different purpose:

- **trending TikTok formats:** engaging with current trends (example) to boost discoverability and relevance
- **major events:** highlighting moments like the opening ceremony (example) for high-energy content
- **behind-the-scenes footage:** providing insider view with exclusive content (example) to deepen fan connections

The data

1st
1st for growth on TikTok (700k new followers).

1st
1st for total engagements on TikTok (13.6 million).

1st
1st for video views on TikTok (173.3 million).

1st
1st for average engagements per post on TikTok (56.4k).
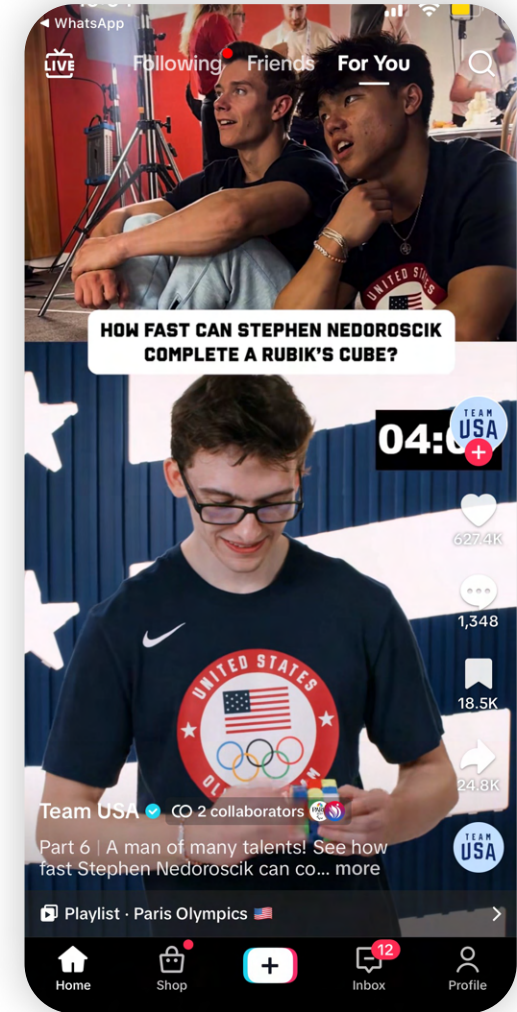
NOC case studies

The story

Peru's (Group C) most-followed social media platform was TikTok (95.1k new followers during the Games, reaching a total of 110k). This surpassed its 95.6k Facebook following (which grew from 86.7k pre-Games).

The strategy

Peru's TikTok strategy effectively combined photo carousels with regular video content, using each of TikTok's post types to maximise engagement and reach.

Photo carousels

Peru leveraged photo carousels for 35% of their TikTok posts, repurposing image content from Instagram and Facebook with Olympic-themed graphics to reach fans who may not follow them on other platforms. This approach (unique among NOCs, most of which focused solely on video content) helped capture an additional stream of engagement from fans (example).

Videos

The remaining 65% of posts were videos showcasing personal athlete moments during events. These videos often followed up on stories featured in the carousel graphics to provide a richer narrative experience for viewers (example).

The data

9th

9th fastest-growing NOC on TikTok (95.1k new followers).

#1

Highest growth of any Group C NOC and 4x the Group B average on TikTok.

5.5k

5.5k new followers on TikTok per day on average during the Games.

4th

4th most engagements (519.1k) among NOCs outside Group A on TikTok.
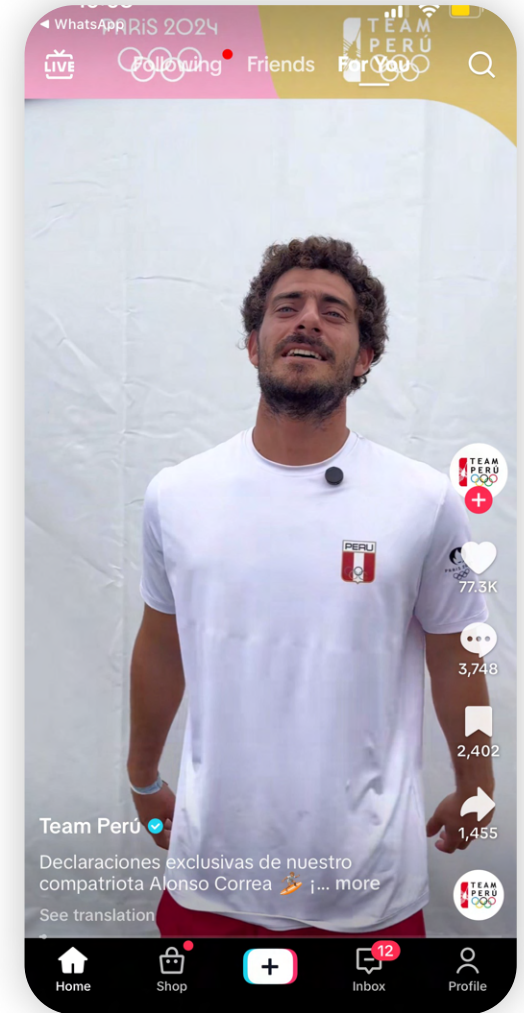
NOC case studies

The story

Colombia achieved significant success in building a strong pre-event audience on TikTok, establishing a solid fan base before the Games commenced and sustaining this momentum into the first few days of competition.

The strategy

While Colombia's overall engagement and views during the Games were modest, their strategy focused on audience growth and familiarising fans with athletes in the lead-up to the Olympics, setting the stage for long-term engagement.

Early Audience Building:
Colombia focused on growing a large TikTok following before the Games, introducing athletes to build fan recognition.

Pre-Event Content: Highlighted athletes, with behind-the-scenes moments to keep fans engaged.

Successful examples include:

- Athlete Introductions
- Opening Ceremony Behind-the-Scenes

Colombia then continued this momentum after the Opening Ceremony with Team Performance Daily Recaps to keep fans engaged throughout Games-time.

The data

5th

Highest overall growth (134.6k) behind USA, Brazil, Great Britain and Mexico.

447%

Growth rate, taking their fans from 30.1k to 164.7k.

4th

Highest growth pre-event (24.2k) behind only USA, Great Britain and Mexico.

36%

Of total growth came between 26th-28th July (Opening Ceremony, Day 1 & Day 2).
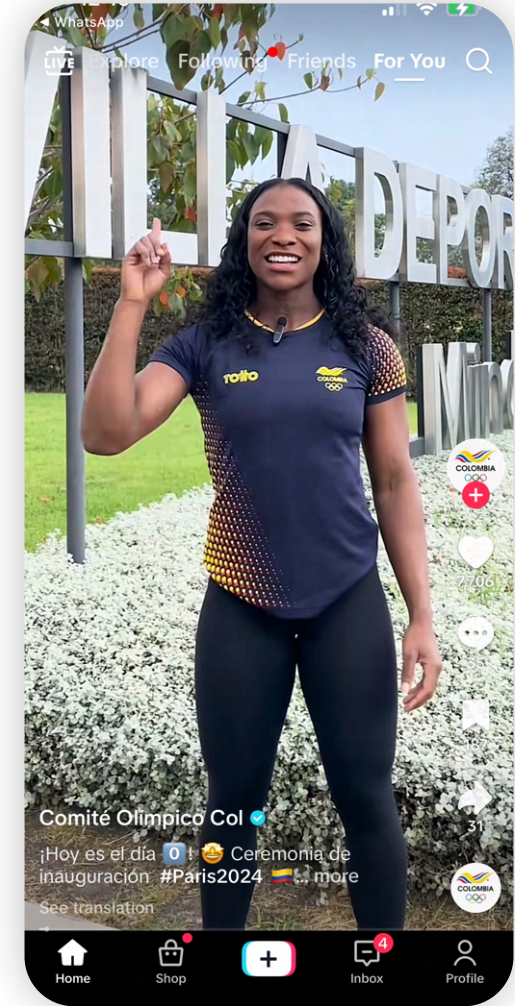
Platform Performance vs Tokyo 2020

Facebook overall performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)	Engagement rate*
Paris 2024	**24.3m**	**1.3m**	**+5.6%**	**24.5k**	**41.4m**	**1.7k**	**170%**
Tokyo 2020	20.0m	1.5m	+7.9%	26.6k	48.6k	1.8k	243%
Change	**+22%**	**-12%**	**-29%**	**-8%**	**-15%**	**-7%**	**-30%**

Instagram overall performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)	Engagement rate*
Paris 2024	15.2m	5.7m	+60.7%	20.8k	230.7m	11.1k	1,517%
Tokyo 2020	7.3m	2.6m	+56.9%	19.3k	106.6m	5.5k	1,469%
Change	+110%	+118%	+7%	+8%	+116%	+101%	+3%

Redtorch

X/Twitter overall performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)	Engagement rate*
Paris 2024	**8.5m**	**627.4k**	**+8.0%**	**26.4k**	**36.8m**	**1.4k**	**435%**
Tokyo 2020	7.6m	973.1k	+14.7%	53.3k	22.6m	423	298%
Change	**+12%**	**-36%**	**-46%**	**-51%**	**+63%**	**+229%**	**+46%**

Redtorch

YouTube overall performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)	Engagement rate*
Paris 2024	1.3m	127.0k	+11.2%	2.3k	22.7m	558.3k	246	44%
Tokyo 2020	557.5k	56.0k	+11.2%	1.5k	15.3m	216.2k	140	39%
Change	+126%	+127%	+0.2%	+47%	+49%	+158%	+75%	+14%

Redtorch

TikTok overall performance vs Tokyo 2020

	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)	Engagement rate*
Paris 2024	**9.5m**	**2.8m**	**+42.0%**	**4.4k**	**821.0m**	**40.3m**	**9.1k**	**425%**
Tokyo 2020	2.8m	500.9k	+22.2%	1.1k	277.7m	19.4m	18.3k	704%
Change	**+245%**	**+461%**	**+89%**	**+316%**	**+196%**	**+108%**	**-50%**	**-40%**

Note: TikTok became significantly more popular at Paris 2024 (68 NOCs posted on the platform) vs Tokyo 2020 (24 NOCs posted on the platform). Total fans and growth data are unavailable for all NOCs at Tokyo 2020 but are included where possible. Post, video views and engagement are included for all NOCs with a TikTok page.

Insights Beyond Paris

Recommendations for NOCs with Low Resource

Streamline content to a single platform

- When resources are limited, concentrating content efforts on a single platform can be an effective strategy.

- Several NOCs during Paris 2024 demonstrated that significant engagement is achievable, even with fewer posts, by focusing on one platform – preferably one that naturally drives higher interaction, e.g. Instagram.

- By prioritising a platform that aligns with fan behaviour and engagement patterns, NOCs can maximise efficiency and return on investment.

- This ensures that fans receive the content they want without spreading resources thinly across multiple platforms. It also reduces workload while enabling more consistent, impactful storytelling, helping NOCs achieve strong engagement with less effort.

Prioritise platforms by purpose & audience

- Instagram represents the best opportunity for growth and engagement, so it should be the priority platform for NOCs. The **2nd** highest-profile platform after Facebook, Instagram nevertheless saw **an 8% increase in posts vs Tokyo 2020** (Facebook saw a **-8%** decrease). This indicates a shift of NOC coverage towards Instagram (**5.6x** more engagements).

- X/Twitter still has its use for performance updates and news content. The platform saw a **51% decrease in posts vs Tokyo 2020** but had a **63%** increase in engagement – proving that NOCs that persevered with X/Twitter reaped the rewards by focusing on what its audience wanted to see and the reason they use the platform in the first place.

- In general, prioritise the platforms where your audience is largest, but be mindful of emerging platforms like TikTok (where growth can happen very quickly and could soon become a priority platform for NOCs).

National pride & star athletes are key to engagement

- NOCs with the highest engagement rates (generating more engagements in relation to their audience size) all leveraged national pride as a key driver of engagement. As NOC core audiences came from their native country, encouraging fans to participate in celebrating athletes and following their journeys pre, during and post-Games is key to continuous engagement throughout event periods.

- A common theme among overperforming NOCs in Groups C/D/E (those with fewer competing Olympians) was using star athletes as focal points to spearhead engagement. This ultimately encouraged national pride from fans, which in many cases continued when the athletes returned home.

- Even NOCs with the highest number of followers saw a significant amount of engagement driven by their high-profile athletes, e.g USA's Simone Biles/Brazil's Rebeca Andrade.

Recommendations for NOCs with Medium Resource

Make use of the fastest-growing platform

- TikTok was an extremely powerful platform during Paris, overtaking X/Twitter to become the **3rd** most engaged-with platform – behind Facebook (narrowly) and Instagram.

- **101** of the **206** monitored NOCs have a TikTok page, with only **73** posting during the period range. Despite this, NOCs amassed a collective **2.8m** new followers on the platform which was only bettered by Instagram (**5.7m**).

- NOCs used different strategies on the platform during Paris 2024, e.g. showing athlete personalities through videos, using carousels and reposting images they were already using on Facebook/Instagram.

- TikTok is known for its unique algorithm and continuous engagement with engagement spikes on videos days and weeks after the original post date.

Create more post-event content

- Understandably, most resources focus on pre-Games and during Games periods, and fatigue can set in post-Games. However, there are great opportunities to generate engagement by building on Games momentum.

- The average engagement per post for post-Games content was **25%** higher than the average for pre-Games content. Naturally, some fans will disengage with NOC accounts after the Olympics, so it's important to continue producing relevant content.

- Consider focusing on YouTube for post-event content. YouTube achieved **19%** of its growth post-Games, the highest of any platform.
NOCs recognised that fans wanted to continue their Paris 2024 journey by following athletes on their journey home to friends, family and fans. YouTube is the go-to platform for this and has proven effective in retaining and growing the Olympic audience.

Use X/Twitter to push your NOC as the hub for the latest news updates

- **NOCs significantly reduced their number of posts on X/Twitter during Paris 2024 vs Tokyo 2020** but experienced a notable increase in engagement.

- Leverage X/Twitter for its strengths – real-time news/updates – by ensuring content is posted promptly.

- Aim to be the first source fans see for event updates, establishing your NOC account as the go-to place for the latest news on performances/medal achievements.

Recommendations for NOCs with High Resource

Athlete video diaries post-event

- Many NOCs produced content featuring athletes returning home to family, friends and fans.

- Consider creating post-event video diaries to offer insights into an athlete's life outside of competition, capitalising on their increased fame after Paris 2024.

Areas to explore:
- high-profile athletes preparing for upcoming events
- ways athletes relax/recover after major competitions, including rehab and rehabilitation
- athletes who return to their day jobs
- contributions to local communities and roles as cultural/national ambassadors
- Spotlight on athletes who have retired after Paris 2024

Comprehensive Shorts/video strategy for YouTube

- NOC Shorts on YouTube generated 70% more overall engagements than regular videos, even though fewer Shorts were posted.

- A balanced strategy that includes both Shorts and regular videos is essential for maximising fan engagement.

Shorts are ideal for:
- less formal content
- games/challenges with athletes
- showcasing athlete personalities
- highlights/event snippets
- training/preparation clips

Regular videos are suitable for:
- long-form athlete interviews
- exploring personal stories
- documentary-style content
- breakdowns of athlete training regimes
- post-Olympic journeys

Strive for posting consistency

- 32 of the 206 NOCs used every platform, taking advantage of each platform's unique engagement features.
- Consistent posting across multiple platforms strengthens brand presence and ensures that no opportunity to connect with the audience is missed, especially since some fans might use only one platform.
- Posting on all platforms also provides valuable insights into platform-specific engagement, which can inform/refine future content strategies.

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Overall recommendations

NOCs with low resources

Focus on efficiency and high engagement platforms:

Streamline content to one platform: Prioritise Instagram due to its high engagement rates and ability to deliver more with fewer posts.

Platform prioritisation: Use Instagram for visual storytelling and X (formerly Twitter) for news updates. Monitor emerging platforms like TikTok for potential growth.

Leverage national pride and star athletes: Focus on content that fosters national pride and highlights key athletes, driving consistent fan engagement.

Key strategy:
Instagram-centric, low-resource storytelling with key athletes and national pride at the heart.

NOCs with medium resources

Expand into trending platforms and maintain content flow:

Make use of TikTok: Engage fans with personality-driven content, including reposting from other platforms to increase visibility.

Post-event content strategy: Focus on YouTube for post-Olympic content. Build on the momentum by providing insights into athletes' lives after the event.

News hub on X/Twitter: Position X as the go-to platform for real-time event updates to establish authority.

Key strategy:
Leverage TikTok for growth and maintain consistent post-event content to retain audience engagement.

NOCs with high resources

Comprehensive multi-platform strategy:

Post-event athlete diaries: Create video diaries to offer insights into athletes' lives beyond competition, focusing on personal stories.

Comprehensive YouTube strategy: Include both Shorts (for quick, engaging content) and long-form videos (for in-depth athlete stories and documentaries).

Consistency across platforms: Ensure regular posting across multiple platforms (Instagram, YouTube, X/Twitter) to maximise fan engagement and strengthen brand presence.

Key strategy:
Post consistently across all platforms and provide rich, in-depth content, leveraging star athletes to connect with fans.

Appendix

Overall Platform Performance

Overall Platform Performance by Continental Association

Continental Association	Total fans	Absolute growth	Growth rate	Posts	Video Views*	Engagements	Engagements per post (avg.)
ANOCA	2.7m	490.5k	+22.5%	7.3k	15.0m	6.1m	827
EOC	16.2m	2.9m	+21.8%	31.8k	436.3m	100.1m	3.1k
OCA	7.7m	805.2k	+11.6%	9.8k	69.2m	27.8m	2.8k
ONOC	2.0m	345.0k	+20.3%	4.9k	49.6m	14.0m	2.8k
Panam Sports	30.1m	6.1m	+25.1%	24.5k	273.5m	201.8m	8.2k
Total	**58.8m**	**10.6m**	**+22.0%**	**78.3k**	**843.6m**	**349.7m**	**4.5k**

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Overall Platform Performance by Paris 2024 Olympians

Group	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
Group A	39.4m	7.9m	+25.0%	37.2k	742.6m	283.2m	7.6k
Group B	10.9m	1.9m	+21.7%	22.1k	70.0m	52.5m	2.4k
Group C	5.3m	561.7k	+11.9%	10.2k	16.0m	9.5m	929
Group D	2.2m	178.3k	+8.7%	6.8k	14.3m	4.0m	593
Group E	925.9k	28.8k	+3.2%	2.0k	790.5k	477.1k	237
Total	**58.8m**	**10.6m**	**+22.0%**	**78.3k**	**843.6m**	**349.7m**	**4.5k**

Group A: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
Group D: 5–9 Olympians (54 NOCs); **Group E**: 0–4 Olympians (47 NOCs)

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Overall Platform Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Video Views*	Engagements	Engagements per post (avg.)
pre-Games	49.4m	1.4m	+2.8%	15.9k	237.0m	32.4m	2.0k
during Games	58.5m	8.9m	+17.9%	56.8k	573.0m	303.1m	5.3k
post-Games	58.8m	338.4k	+0.6%	5.6k	33.6m	14.3m	2.5k

pre-Games: 12–25 July;   **during Games**: 26 July–11 August;   **post-Games**: 12–25 August

Overall Platform Performance: Top 20 NOCs

Top 20 NOCs by Growth

	NOC	Growth
	Brazil	2.5m
	USA	2.1m
	Great Britain	634.5k
	Mexico	398.6k
	France	363.5k
	Japan	286.6k
	Canada	280.9k
	Germany	280.0k
	Spain	249.9k
	Colombia	217.0k
	Australia	216.4k
	Türkiye	144.4k
	India	131.5k
	New Zealand	126.2k
	Ireland	124.6k
	Peru	121.0k
	Netherlands	119.7k
	South Africa	119.6k
	Italy	118.9k
	Algeria	98.2k

Top 20 NOCs by Growth Rate

	NOC	Growth rate	Growth
	Thailand	+331.3%	10.3k
	Islamic Republic of Iran	+257.6%	74.7k
	Peru	+82.0%	121.0k
	Zimbabwe	+79.5%	19.7k
	United Republic of Tanzania	+78.8%	2.8k
	Mauritius	+75.8%	8.1k
	Cyprus	+66.8%	12.2k
	Republic of Moldova	+66.6%	9.0k
	Botswana	+62.5%	61.7k
	Kazakhstan	+53.8%	53.2k
	Türkiye	+53.6%	144.4k
	Haiti	+53.5%	4.2k
	Pakistan	+53.4%	41.1k
	Uruguay	+52.8%	18.3k
	Poland	+51.7%	44.4k
	Ireland	+51.2%	124.6k
	South Africa	+48.8%	119.6k
	Portugal	+48.0%	92.6k
	Spain	+47.2%	249.9k
	Tonga	+47.1%	402

Source: Fanpage Karma (Facebook, Instagram, X/Twitter, YouTube, TikTok) | Date Range: 12 July–25 August 2024

Overall Platform Performance: Top 20 NOCs

Top 20 NOCs by Engagement

	NOC	Engagements
	USA	95.9m
	Brazil	77.3m
	Great Britain	19.5m
	Japan	15.6m
	France	13.9m
	Germany	10.3m
	Czechia	8.4m
	Australia	8.0m
	Canada	7.8m
	Spain	6.9m
	New Zealand	5.9m
	Mexico	4.7m
	Netherlands	4.1m
	Colombia	3.6m
	Chile	3.6m
	Türkiye	3.6m
	Greece	3.4m
	Hungary	3.3m
	Ireland	3.0m
	Belgium	3.0m

Top 20 NOCs by Engagement rate

	NOC	Engagement rate*	Engagements
	Croatia	1,582%	1.2m
	Kazakhstan	1,472%	2.2m
	Hungary	1,428%	3.3m
	Islamic Republic of Iran	1,199%	1.2m
	Republic of Moldova	1,188%	268.2k
	France	1,144%	13.9m
	Germany	1,093%	10.3m
	Greece	1,027%	3.4m
	Uzbekistan	1,007%	1.1m
	Brazil	946%	77.3m
	Portugal	932%	2.7m
	Belgium	923%	3.0m
	Czechia	915%	8.4m
	Spain	885%	6.9m
	Türkiye	864%	3.6m
	Lithuania	841%	554.4k
	Japan	828%	15.6m
	Ireland	821%	3.0m
	New Zealand	760%	5.9m
	Thailand	757%	101.8k

Source: Fanpage Karma (Facebook, Instagram, X/Twitter, YouTube, TikTok) | Date Range: 12 July–25 August 2024
*Engagement rate = number of engagements divided by total number of fans

Overall Platform Performance: Top 20 NOCs

Top 20 NOCs by Engagement & Video Views

NOC	Video views*
🇺🇸 USA	173.3m
🇬🇧 Great Britain	143.6m
🇮🇹 Italy	61.7m
🇧🇷 Brazil	59.1m
🇪🇸 Spain	58.9m
🇯🇵 Japan	56.4m
🇵🇱 Poland	50.0m
🇳🇿 New Zealand	44.4m
🇩🇪 Germany	27.7m
🇫🇷 France	24.4m
🇳🇱 Netherlands	13.0m
🇨🇦 Canada	10.9m
🇸🇪 Sweden	10.7m
🇲🇽 Mexico	9.2m
🇨🇿 Czechia	9.2m
🇷🇸 Serbia	6.9m
🇮🇱 Israel	6.4m
🇵🇪 Peru	6.1m
🇩🇿 Algeria	5.9m
🇦🇺 Australia	5.2m

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Facebook

Facebook – Growth & Performance

Growth

- **190** monitored NOCs amassed **1.3m** new followers on Facebook, a **12% decrease vs Tokyo 2020.**

- NOCs grew in total by **5.6%** (23.0m to **24.3m**).

- **5%** of growth came pre-Games (**65.6k**), **88%** during Games (**1.1m**) and **7%** post-Games (**94.4k**).

- USA had the most growth (**354.5k**), followed by Great Britain (**67.7k**), Botswana (**61.3k**), Algeria (**47.1k**) and Australia (**45.0k**).

- Top 5 NOCs by growth rate:

    1. Thailand (+341%)
    2. Cyprus (+78%)
    3. Botswana (+63%)
    4. Zimbabwe (+58%)
    5. Tonga (+54%)

Performance

- **24.5k** posts generated a total of **41.4m** engagements, **-15% decrease vs Tokyo 2020.**

- **2nd** highest number of platform posts, although -**8%** fewer vs Tokyo 2020 (**24.5k** vs **26.6k**). Facebook retains the largest audience (**24.3m**) – **60%** more than Instagram.

- USA generated most engagements (**11.2m**), followed by Great Britain (**3.2m**), Brazil (**2.6m**), Australia (**2.1m**) and Czechia (**1.6m**).

- Top 5 NOCs by engagement rate*:

    1. Hungary (1,465%)
    2. Republic of Moldova (939%)
    3. Thailand (731%)
    4. Dominica (597%)
    5. Bulgaria (574%)

Facebook Performance by Continental Association

Continental Association	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
ANOCA	2.1m	279.8k	+15.2%	3.3k	3.3m	986
EOC	6.3m	377.8k	+6.4%	9.5k	15.5m	1.6k
OCA	4.0m	12.9k	+0.3%	2.8k	1.6m	557
ONOC	928.1k	76.0k	+8.9%	2.0k	3.6m	1.8k
Panam Sports	11.0m	539.9k	+5.2%	6.9k	17.5m	2.5k
Total	**24.3m**	**1.3m**	**+5.6%**	**24.5k**	**41.4m**	**1.7k**

Facebook Performance by Paris 2024 Olympian

Group	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
Group A	13.7m	787.1k	+6.1%	8.4k	28.7m	3.4k
Group B	5.5m	276.9k	+5.3%	8.1k	8.6m	1.1k
Group C	3.4m	212.5k	+6.6%	4.1k	2.9m	703
Group D	1.3m	-100.3k	-0.8%	2.8k	1.0m	357
Group E	405.6k	20.1k	+5.2%	1.1k	228.6k	212
Total	**24.3m**	**1.3m**	**+5.6%**	**24.5k**	**41.4m**	**1.7k**

Group A: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
Group D: 5–9 Olympians (54 NOCs); **Group E**: 0–4 Olympians (47 NOCs)

Facebook Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
pre-Games	23.1m	65.6k	+0.3%	5.4k	3.1m	578
during Games	24.2m	1.1m	+4.9%	17.1k	36.4m	2.1k
post-Games	24.3m	94.4k	+0.4%	2.0k	1.9m	959

pre-Games: 12–25 July;   **during Games**: 26 July–11 August;   **post-Games**: 12–25 August

Facebook Overall Performance: Top 20 NOCs

Top 20 NOCs by Growth

NOC	Growth
USA	354.5k
Great Britain	67.6k
Botswana	61.3k
Algeria	47.1k
Australia	45.0k
Brazil	44.8k
South Africa	40.2k
Kenya	38.5k
France	35.3k
Mexico	34.6k
New Zealand	29.8k
Hungary	25.9k
Zambia	25.6k
Spain	24.9k
Canada	23.4k
Czechia	21.7k
Ireland	20.8k
Romania	19.7k
Germany	19.5k
Mongolia	18.9k

Top 20 NOCs by Growth Rate

NOC	Growth rate	Growth
Thailand	+341%	9.1k
Cyprus	+78%	9.5k
Botswana	+63%	61.3k
Zimbabwe	+58%	12.6k
Tonga	+54%	362
Hungary	+53%	25.9k
Republic of Moldova	+53%	6.1k
Zambia	+46%	25.6k
Uruguay	+46%	3.5k
Mauritius	+44%	3.9k
Bulgaria	+40%	5.6k
Dominica	+39%	1.8k
Sudan	+36%	3.4k
Mozambique	+35%	2.6k
South Africa	+30%	40.2k
Gabon	+28%	1.7k
Sierra Leone	+26%	110
Philippines	+24%	16.6k
Ireland	+24%	20.8k
Suriname	+24%	401

ANOC | Redtorch

Facebook Overall Performance: Top 20 NOCs

Top 20 NOCs by Engagement

	NOC	Engagements
🇺🇸	USA	11.2m
🇬🇧	Great Britain	3.2m
🇧🇷	Brazil	2.6m
🇦🇺	Australia	2.1m
🇨🇿	Czechia	1.6m
🇳🇿	New Zealand	1.5m
🇫🇷	France	1.2m
🇭🇺	Hungary	1.1m
🇬🇷	Greece	942.1k
🇩🇪	Germany	906.0k
🇿🇦	South Africa	872.5k
🇨🇦	Canada	846.0k
🇩🇿	Algeria	694.0k
🇪🇸	Spain	683.5k
🇲🇽	Mexico	626.6k
🇷🇴	Romania	547.7k
🇮🇱	Israel	535.3k
🇧🇪	Belgium	524.6k
🇰🇪	Kenya	501.6k
🇳🇱	Netherlands	465.5k

Top 20 NOCs by Engagement Rate

	NOC	Engagement rate*	Engagements
🇭🇺	Hungary	1,465%	1.1m
🇲🇩	Republic of Moldova	939%	165.3k
🇹🇭	Thailand	731%	86.2k
🇩🇲	Dominica	597%	38.8k
🇧🇬	Bulgaria	574%	112.6k
🇬🇷	Greece	571%	942.1k
🇺🇾	Uruguay	565%	62.6k
🇿🇦	South Africa	495%	872.5k
🇦🇺	Australia	493%	2.1m
🇳🇴	Norway	479%	175.9k
🇭🇷	Croatia	439%	185.4k
🇧🇪	Belgium	422%	524.6k
🇵🇭	Philippines	414%	355.5k
🇳🇿	New Zealand	411%	1.5m
🇮🇱	Israel	407%	535.3k
🇱🇹	Lithuania	405%	167.5k
🇷🇴	Romania	403%	547.7k
🇳🇱	Netherlands	369%	465.5k
🇨🇿	Czechia	362%	1.6m
🇩🇪	Germany	348%	906.0k

Redtorch

Facebook Content Examples

USA

Dominica

Hungary

Botswana

Content type
Influencer
headshots

Content type
Behind-the-scenes
gold medal moment
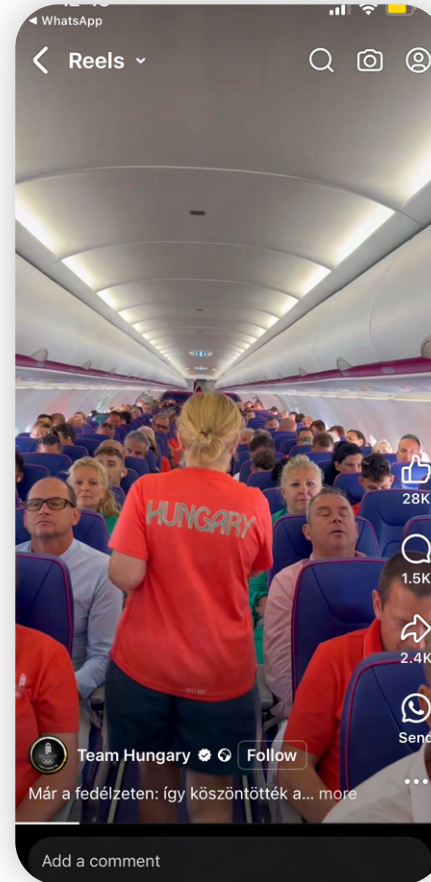
Content type
Behind-the-scenes
with Team Hungary
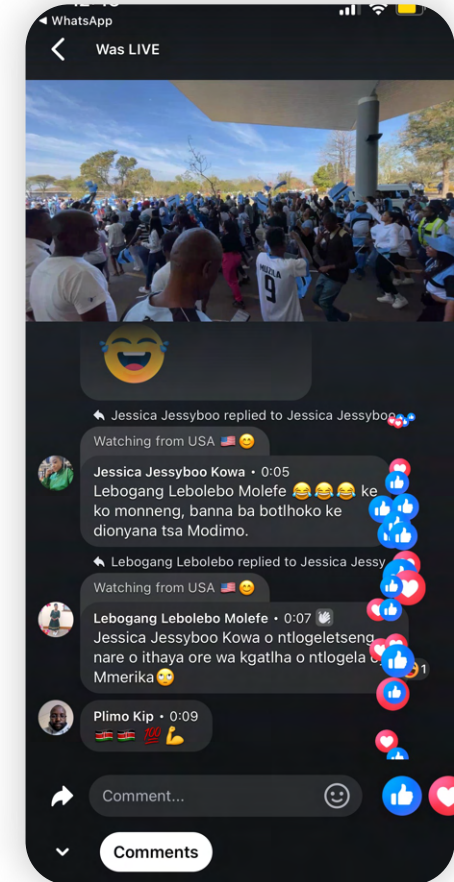
Content type
Botswana's
celebrations livestream

Instagram

Instagram Growth & Performance

Growth

- **152** monitored NOCs amassed **5.7m** new followers on Instagram, **up 118% (2.6m) vs Tokyo 2020.**
- NOCs grew in total by **60.7%** (9.5m to **15.2m**).
- **14%** of growth came pre-Games (**791.7k**), **86%** during Games (**1.1m**). NOCs saw a decrease in fans post-Games (-**5.1k**).
- Brazil amassed the most growth (**2.0m**), followed by USA (**969.0k**), Great Britain (**254.3k**), Germany (**174.8k**) and Canada (**174.4k**).
- Top 5 NOCs by growth rate:
  1. Tunisia (+451%)
  2. Algeria (+399%)
  3. Islamic Republic of Iran (+258%)
  4. Romania (+236%)
  5. Zimbabwe (+199%)

Performance

- **20.8k** posts generated a total of **230.7m** engagements, **+116% (106.6m) vs Tokyo 2020.**
- The number of videos increased by **41%** and carousels **by 26% vs Tokyo 2020**, while single photos decreased by -**16%**.
- USA generated the most engagements (**63.7m**), followed by Brazil (**57.6m**), Japan (**9.8m**), Great Britain (**9.2m**) and France (**8.5m**).
- Top 5 NOCs by engagement rate*:
  1. Croatia (3,207%)
  2. Hungary (2,700%)
  3. France (2,609%)
  4. USA (2,577%)
  5. Japan (2,573%)

Redtorch

Instagram Performance by Continental Association

Continental Association	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
ANOCA	195.5k	97.7k	+99.8%	1.4k	1.6m	1.1k
EOC	4.5m	1.4m	+45.8%	8.4k	61.5m	7.3k
OCA	1.9m	515.1k	+38.4%	3.5k	19.6m	5.5k
ONOC	518.7k	170.3k	+48.9%	1.4k	7.5m	5.5k
Panam Sports	8.1m	3.5m	+77.3%	6.1k	140.5m	23.1k
Total	**15.2m**	**5.7m**	**+60.7%**	**20.8k**	**230.7m**	**11.1k**

Instagram Performance by Paris 2024 Olympian

Group	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
Group A	10.3m	4.5m	+77.1%	8.3k	186.1m	22.4k
Group B	3.1m	1.0m	+48.8%	6.5k	37.3m	5.8k
Group C	1.1m	179.8k	+18.6%	3.2k	5.0m	1.5k
Group D	381.3k	94.4k	+32.9%	2.1k	2.1m	993
Group E	373.2k	5.3k	+1.4%	676	221.6k	328
Total	**15.2m**	**5.7m**	**+60.7%**	**20.8k**	**230.7m**	**11.1k**

Group A: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
Group D: 5–9 Olympians (54 NOCs); **Group E**: 0–4 Olympians (47 NOCs)

Instagram Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
pre-Games	10.1m	791.7k	+8.5%	4.4k	18.1m	4.1k
during Games	15.2m	5.0m	+48.3%	14.8k	202.6m	13.7k
post-Games	15.2m	-5.1k	-0.03%	1.5k	10.0m	6.7k

pre-Games: 12–25 July;   **during Games**: 26 July–11 August;   **post-Games**: 12 August–25 August

Instagram Overall Performance: Top 20 NOCs

Top 20 NOCs by Growth

	NOC	Growth
🇧🇷	Brazil	2.0m
🇺🇸	USA	969.0k
🇬🇧	Great Britain	254.3k
🇩🇪	Germany	174.8k
🇨🇦	Canada	174.4k
🇫🇷	France	150.1k
🇦🇺	Australia	125.9k
🇯🇵	Japan	116.8k
🇮🇳	India	111.5k
🇹🇷	Türkiye	108.7k
🇲🇽	Mexico	96.3k
🇪🇸	Spain	87.9k
🇮🇪	Ireland	75.0k
🇮🇷	Islamic Republic of Iran	74.7k
🇳🇱	Netherlands	70.3k
🇨🇴	Colombia	69.5k
🇮🇱	Israel	61.3k
🇧🇪	Belgium	52.4k
🇰🇿	Kazakhstan	50.7k
🇵🇹	Portugal	50.1k

Top 20 NOCs by Growth Rate

	NOC	Growth rate	Growth
🇹🇳	Tunisia	+451%	3.3k
🇩🇿	Algeria	+399%	36.2k
🇮🇷	Islamic Republic of Iran	+258%	74.7k
🇷🇴	Romania	+236%	17.8k
🇿🇼	Zimbabwe	+199%	4.1k
🇹🇭	Thailand	+199%	739
🇧🇷	Brazil	+183%	2.0m
🇲🇩	Republic of Moldova	+178%	2.8k
🇮🇱	Israel	+153%	61.3k
🇵🇭	Philippines	+152%	19.0k
🇨🇻	Cabo Verde	+143%	2.4k
🇲🇾	Malaysia	+133%	31.7k
🇲🇺	Mauritius	+121%	2.3k
🇸🇻	El Salvador	+121%	19.5k
🇹🇷	Türkiye	+118%	108.7k
🇬🇺	Guam	+111%	671
🇵🇱	Poland	+108%	21.0k
🇮🇪	Ireland	+105%	75.0k
🇧🇬	Bulgaria	+100%	1.4k
🇱🇸	Lesotho	+97%	144

ANOC | Redtorch

Instagram Overall Performance: Top 20 NOCs

Top 20 NOCs by Engagement

	NOC	Engagements
🇺🇸	USA	63.7m
🇧🇷	Brazil	57.6m
🇯🇵	Japan	9.8m
🇬🇧	Great Britain	9.2m
🇫🇷	France	8.5m
🇩🇪	Germany	8.1m
🇨🇿	Czechia	5.9m
🇦🇺	Australia	5.3m
🇨🇦	Canada	5.3m
🇪🇸	Spain	3.8m
🇨🇱	Chile	3.3m
🇹🇷	Türkiye	3.1m
🇲🇽	Mexico	3.0m
🇨🇴	Colombia	2.9m
🇳🇱	Netherlands	2.8m
🇮🇳	India	2.3m
🇧🇪	Belgium	2.3m
🇰🇿	Kazakhstan	2.2m
🇳🇿	New Zealand	2.1m
🇮🇪	Ireland	2.0m

Top 20 NOCs by Engagement Rate

	NOC	Engagement rate*	Engagements
🇭🇷	Croatia	3,207%	990.7k
🇭🇺	Hungary	2,700%	1.9m
🇫🇷	France	2,609%	8.5m
🇺🇸	USA	2,577%	63.7m
🇯🇵	Japan	2,573%	9.8m
🇲🇩	Republic of Moldova	2,363%	102.8k
🇨🇿	Czechia	2,210%	5.9m
🇬🇷	Greece	2,153%	2.0m
🇩🇪	Germany	2,055%	8.1m
🇱🇹	Lithuania	2,041%	386.9k
🇪🇸	Spain	1,977%	3.8m
🇺🇦	Ukraine	1,934%	1.0m
🇰🇿	Kazakhstan	1,889%	2.2m
🇧🇷	Brazil	1,850%	57.6m
🇵🇹	Portugal	1,725%	1.8m
🇲🇾	Malaysia	1,690%	938.3k
🇬🇹	Guatemala	1,639%	1.0m
🇵🇸	Palestine	1,607%	209.3k
🇷🇸	Serbia	1,580%	1.5m
🇹🇷	Türkiye	1,537%	3.1m

Redtorch

Instagram Content Examples

Brazil

Iran

Malaysia

South Africa

Content type
Gymnast medal-winning pictures

Content type
Silver medallist celebration graphic

Content type
Tokyo vs Paris medallist celebration

Content type
Mongolian athlete Olympic success

X/Twitter

X/Twitter Growth & Performance

Growth

- **147** monitored NOCs amassed **627.4k** new followers on X/Twitter, **a 36% decrease vs Tokyo 2020.**

- NOCs collectively grew by **8.0%**, taking the total from 7.8m to **8.5m**.

- **8%** of growth came pre-Games (**52.3k**) and **92%** came during Games (**578.5k**). NOCs saw a decrease in fans post-Games (-**3.4k**).

- Brazil amassed the most growth (**133.6k**), followed by USA (**96.1k**), France (**66.3k**), Japan (**58.3k**) and Great Britain (**30.2k**).

- Top 5 NOCs by growth rate:

  1. Zimbabwe (+868%)
  2. Portugal (+126%)
  3. Türkiye (+59%)
  4. Philippines (+42%)
  5. Kenya (+39%)

Performance

- **26.4k** posts generated a total of **36.8m** engagements, **a 63% increase vs Tokyo 2020.**

- This increase* in engagement came despite **a 51% decrease in posts vs Tokyo 2020**. NOCs also saw a significant increase in average engagement rate* (**+46%**).

- Brazil generated most engagements (**12.9m**), followed by USA (**7.4m**), Japan (**4.2m**), France (**3.4m**) and Great Britain (**2.2m**).

- Top 5 NOCs by engagement rate*:

  1. Brazil (1,795%)
  2. Malaysia (1,278%)
  3. Greece (1,115%)
  4. Croatia (1,091%)
  5. France (1,086%)

Redtorch

X/Twitter Performance by Continental Association

Continental Association	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
ANOCA	163.4k	30.4k	+22.9%	2.4k	778.8k	328
EOC	2.5m	196.9k	+8.7%	11.0k	8.6m	780
OCA	1.2m	89.9k	+8.4%	2.3k	4.5m	2.0k
ONOC	155.8k	9.5k	+6.5%	1.3k	343.2k	272
Panam Sports	4.5m	300.7k	+7.1%	9.5k	22.5m	2.4k
Total	**8.5m**	**627.4k**	**+8.0%**	**26.4k**	**36.8m**	**1.4k**

X/Twitter Performance by Paris 2024 Olympian

Group	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
Group A	6.5m	489.9k	+8.1%	16.5k	33.8m	2.0k
Group B	1.1m	106.4k	+10.2%	5.7k	2.3m	405
Group C	352.8k	18.2k	+5.4%	2.4k	547.6k	226
Group D	320.5k	12.7k	+4.1%	1.6k	156.2k	100
Group E	118.5k	272	+0.2%	174	1.2k	7
Total	**8.5m**	**627.4k**	**+8.0%**	**26.4k**	**36.8m**	**1.4k**

> **Group A**: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
> **Group D**: 5–9 Olympians (54 NOCs) **Group E**: 0–4 Olympians (47 NOCs)

X/Twitter Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Engagements	Engagements per post (avg.)
pre-Games	7.9m	52.3k	+0.7%	4.4k	1.0m	237
during Games	8.5m	578.5k	+7.3%	20.4k	35.0m	1.7k
post-Games	8.5m	-3.4k	-0.04%	1.6k	703.4k	437

pre-Games: 12–25 July;   **during Games**: 26 July–11 August;   **post-Games**: 12–25 August

X/Twitter Overall Performance: Top 20 NOCs

Top 20 NOCs by Growth

	NOC	Growth
🇧🇷	Brazil	133.6k
🇺🇸	USA	96.1k
🇫🇷	France	66.3k
🇯🇵	Japan	58.3k
🇬🇧	Great Britain	30.2k
🇮🇪	Ireland	21.1k
🇹🇷	Türkiye	20.4k
🇪🇸	Spain	20.3k
🇲🇽	Mexico	18.7k
🇮🇳	India	17.8k
🇿🇦	South Africa	17.3k
🇦🇷	Argentina	12.5k
🇵🇹	Portugal	10.4k
🇨🇦	Canada	9.5k
🇰🇪	Kenya	8.6k
🇨🇴	Colombia	8.5k
🇦🇺	Australia	8.5k
🇩🇪	Germany	7.9k
🇸🇦	Saudi Arabia	7.1k
🇪🇨	Ecuador	6.5k

Top 20 NOCs by Growth Rate

	NOC*	Growth rate	Growth
🇿🇼	Zimbabwe	+868%	2.5k
🇵🇹	Portugal	+126%	10.4k
🇹🇷	Türkiye	+59%	20.4k
🇵🇭	Philippines	+42%	1.2k
🇰🇪	Kenya	+39%	8.6k
🇲🇾	Malaysia	+35%	3.1k
🇮🇪	Ireland	+32%	21.1k
🇿🇦	South Africa	+28%	17.3k
🇨🇾	Cyprus	+28%	487
🇺🇾	Uruguay	+27%	1.8k
🇫🇷	France	+26%	66.3k
🇲🇦	Morocco	+25%	436
🇩🇪	Germany	+24%	7.9k
🇭🇷	Croatia	+23%	512
🇧🇷	Brazil	+23%	133.6k
🇬🇲	Gambia	+16%	198
🇦🇷	Argentina	+14%	12.5k
🇪🇸	Spain	+14%	20.3k
🇬🇷	Greece	+13%	2.9k
🇷🇴	Romania	+12%	317

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X/Twitter Overall Performance: Top 20 NOCs

Top 20 NOCs by Engagement

NOC	Engagements
Brazil	12.9m
USA	7.4m
Japan	4.2m
France	3.4m
Great Britain	2.2m
Spain	786.4k
Ireland	558.4k
South Africa	535.8k
Canada	495.8k
Mexico	359.1k
Argentina	329.6k
Australia	325.9k
Greece	289.4k
Colombia	287.6k
Ecuador	264.0k
Germany	246.1k
Türkiye	233.6k
Serbia	215.2k
Kenya	199.1k
Netherlands	167.6k

Top 20 NOCs by Engagement Rate

NOC	Engagement rate*	Engagements
Brazil	1,795%	12.9m
Malaysia	1,278%	152.5k
Greece	1,155%	289.4k
Croatia	1,091%	30.1k
France	1,086%	3.4m
Zimbabwe	967%	26.9k
Portugal	893%	166.9k
Cyprus	892%	20.1k
Japan	763%	4.2m
South Africa	685%	535.8k
Denmark	664%	29.6k
Kenya	651%	199.1k
Ireland	639%	558.4k
Germany	607%	246.1k
Spain	478%	786.4k
Türkiye	422%	233.6k
USA	350%	7.4m
Serbia	335%	215.2k
Argentina	327%	329.6k
Gambia	303%	4.3k

Redtorch

X/Twitter Content Examples

Japan

Content type
Gold medal
animation

Great Britain

Content type
Popular
culture

USA

Content type
Athlete focus
photography

South Africa

Content type
Eye-catching
imagery

YouTube

YouTube Growth & Performance

Growth

- **134** monitored NOCs amassed **127.0k** new followers on YouTube, **a 127% increase vs Tokyo 2020.**

- NOCs collectively grew by **11.2%**, taking the total from 3.5m to **3.7m**.

- **17%** of growth came pre-Games (**22.1k**), **63%** during Games (**80.5k**) and **19%** post-Games (**24.4k**) – the highest proportion of post-Games growth on any platform, showing that strong post-Games strategies helped retain viewers acquired during Paris 2024.

- Brazil amassed the most growth (**38.0k**), followed by Japan (**32.1k**), Great Britain (**25.1k**), USA (**6.0k**) and Netherlands (**4.9k**).

- Top 5 NOCs by growth rate:

    1. Thailand (+68%)
    2. Cabo Verde (+55%)
    3. Belgium (+45%)
    4. Japan (+45%)
    5. Netherlands (+31%)

Performance

- **2.3k** posts (1.5k videos, 757 Shorts) generated a total of **558.3k** engagements and **22.7m** video views, **+158% and +49% respectively vs Tokyo 2020.**

- Shorts amassed **70%** more overall engagements and **5%** more video views than regular videos, despite producing half the number of posts.

- Japan generated the most video views (**11.0m**), followed by Great Britain (**4.8m**), Brazil (**2.8m**), Hungary (**690.7k**) and Netherlands (**660.8k**).

- Top 5 NOCs by engagement rate*:

    1. Thailand (412%)
    2. Great Britain (315%)
    3. Estonia (177%)
    4. Japan (177%)
    5. Greece (125%)

YouTube Performance by Continental Association

Continental Association	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
ANOCA	19.5k	796	+4.3%	80	26.2k	403	5
EOC	333.7k	43.0k	+14.8%	924	7.8m	252.8k	274
OCA	173.7k	35.4k	+25.6%	498	11.6m	202.0k	406
ONOC	14.1k	1.0k	+7.9%	72	90.1k	1.8k	25
Panam Sports	721.7k	46.9k	+6.9%	697	3.1m	101.2k	145
Total	**1.3m**	**127.0k**	**+11.2%**	**2.3k**	**22.7m**	**558.3k**	**246**

YouTube Performance by Paris 2024 Olympian

Group	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
Group A	954.6k	118.2k	+14.1%	1.4k	21.2m	527.4k	383
Group B	200.4k	6.3k	+3.2%	646	989.5k	25.0k	39
Group C	59.9k	1.8k	+3.1%	129	426.3k	4.9k	38
Group D	27.6k	638	+2.4%	89	25.9k	602	7
Group E	20.1k	69	+0.3%	31	20.0k	318	10
Total	**1.3m**	**127.0k**	**+11.2%**	**2.3k**	**22.7m**	**558.3k**	**246**

Group A: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
Group D: 5–9 Olympians (54 NOCs); **Group E**: 0–4 Olympians (47 NOCs)

YouTube Overall Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
pre-Games	1.2m	22.1k	+1.9%	645	4.4m	118.2k	183
during Games	1.2m	80.5k	+7.0%	1.4k	17.0m	414.5k	290
post-Games	1.3m	24.4k	+2.0%	197	1.3m	25.6k	130

pre-Games: 12–25 July;   **during Games**: 26 July–11 August;   **post-Games**: 12–25 August

YouTube Overall Performance: Top 20 NOCs

Top 20 NOCs by Growth

	NOC	Growth
🇧🇷	Brazil	38.0k
🇯🇵	Japan	32.1k
🇬🇧	Great Britain	25.1k
🇺🇸	USA	6.0k
🇳🇱	Netherlands	4.9k
🇭🇺	Hungary	3.4k
🇩🇪	Germany	3.2k
🇰🇷	Republic of Korea	1.9k
🇨🇿	Czechia	1.2k
🇬🇷	Greece	1.0k
🇪🇸	Spain	820
🇬🇹	Guatemala	730
🇹🇷	Türkiye	700
🇧🇪	Belgium	690
🇦🇺	Australia	670
🇺🇿	Uzbekistan	550
🇲🇽	Mexico	500
🇨🇴	Colombia	400
🇵🇷	Puerto Rico	390
🇳🇿	New Zealand	350

Top 20 NOCs by Growth Rate

	NOC*	Growth Rate	Growth
🇬🇧	Great Britain	+68%	25.1k
🇨🇻	Cabo Verde	+55%	54
🇧🇪	Belgium	+45%	690
🇯🇵	Japan	+45%	32.1k
🇳🇱	Netherlands	+31%	4.9k
🇺🇿	Uzbekistan	+31%	550
🇩🇪	Germany	+30%	3.2k
🇲🇷	Mauritania	+30%	31
🇬🇷	Greece	+28%	1.0k
🇵🇱	Poland	+26%	340
🇭🇰	Hong Kong, China	+25%	231
🇿🇲	Zambia	+24%	250
🇵🇹	Portugal	+23%	280
🇮🇱	Israel	+19%	92
🇰🇪	Kenya	+16%	150
🇪🇸	Spain	+13%	820
🇧🇷	Brazil	+12%	38.0k
🇦🇺	Australia	+11%	670
🇭🇺	Hungary	+10%	3.4k
🇲🇪	Montenegro	+10%	11

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YouTube Overall Performance: Top 20 NOCs

Top 20 NOCs by Engagement

	NOC	Engagements
🇬🇧	Great Britain	195.5k
🇯🇵	Japan	181.8k
🇧🇷	Brazil	91.7k
🇰🇷	Republic of Korea	18.6k
🇭🇺	Hungary	17.3k
🇳🇱	Netherlands	10.0k
🇨🇿	Czechia	9.8k
🇬🇷	Greece	5.7k
🇩🇪	Germany	4.0k
🇬🇹	Guatemala	3.4k
🇨🇴	Colombia	3.0k
🇧🇪	Belgium	1.7k
🇨🇦	Canada	1.6k
🇵🇱	Poland	1.6k
🇹🇷	Türkiye	1.5k
🇦🇺	Australia	1.4k
🇪🇸	Spain	991
🇷🇸	Serbia	982
🇦🇿	Azerbaijan	963
🇦🇹	Austria	821

Top 20 NOCs by Engagement Rate

	NOC	Engagement rate*	Engagements
🇹🇭	Thailand	412%	206
🇬🇧	Great Britain	315%	195.5k
🇪🇪	Estonia	177%	686
🇯🇵	Japan	177%	181.8k
🇬🇷	Greece	125%	5.7k
🇵🇱	Poland	100%	1.6k
🇹🇿	United Republic of Tanzania	79%	61
🇧🇪	Belgium	76%	1.7k
🇭🇰	Hong Kong, China	62%	714
🇰🇷	Republic of Korea	59%	18.6k
🇳🇱	Netherlands	49%	10.0k
🇭🇺	Hungary	48%	17.3k
🇦🇹	Austria	38%	821
🇬🇹	Guatemala	33%	3.4k
🇩🇪	Germany	29%	4.0k
🇨🇻	Cabo Verde	27%	42
🇦🇿	Azerbaijan	27%	963
🇧🇷	Brazil	26%	91.7k
🇷🇸	Serbia	22%	982
🇦🇺	Australia	21%	1.4k

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YouTube Overall Performance: Top 20 NOCs

Top 20 NOCs by Video Views

NOC	Video views
Japan	11.0m
Great Britain	4.8m
Brazil	2.8m
Hungary	690.7k
Netherlands	660.8k
Republic of Korea	478.8k
Greece	344.8k
Germany	292.4k
Czechia	288.6k
Estonia	284.5k
Belgium	107.9k
Canada	89.5k
Poland	87.9k
Guatemala	77.9k
Colombia	66.8k
Türkiye	63.0k
Hong Kong, China	57.5k
Australia	55.6k
Austria	54.3k
USA	50.4k

Top 20 NOCs by Average Video Views

NOC	Average views per video	Posts
Estonia	142.3k	2
Great Britain	41.1k	116
Hungary	36.4k	19
Japan	31.7k	347
Belgium	18.0k	6
USA	16.8k	3
Netherlands	12.5k	53
Republic of Korea	10.6k	45
Brazil	7.8k	362
Germany	5.7k	51
Sri Lanka	4.8k	2
Greece	4.3k	81
Türkiye	3.7k	17
Czechia	2.9k	99
France	2.7k	5
Uzbekistan	2.3k	11
Serbia	1.9k	24
Guatemala	1.8k	43
Mexico	1.8k	6
Australia	1.8k	31

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YouTube Content Examples

Hungary
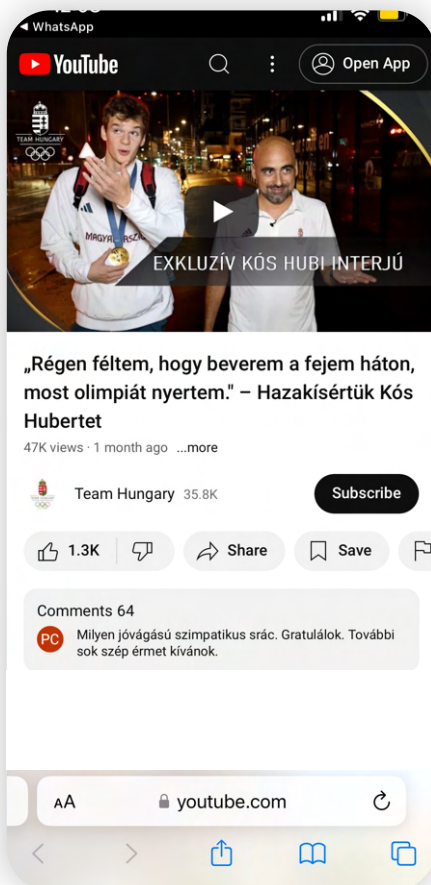
Content type
Athlete interview

Great Britain
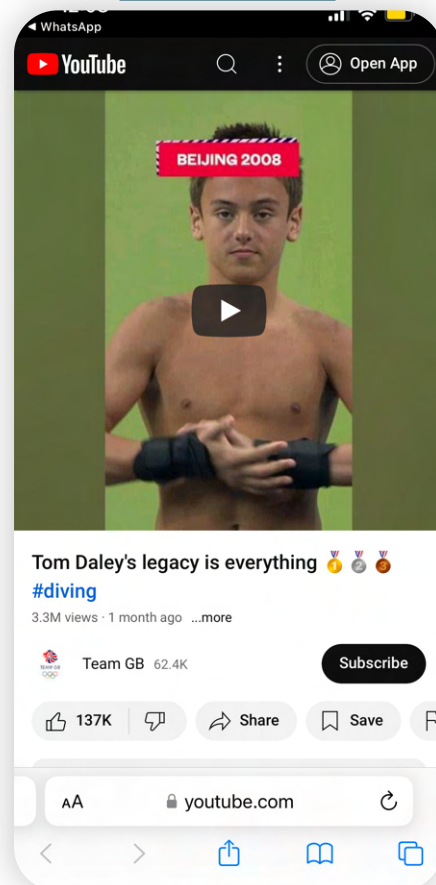
Content type
Archive footage
compilation

Thailand

Content type
Behind-the-scenes
athlete birthday

Tanzania
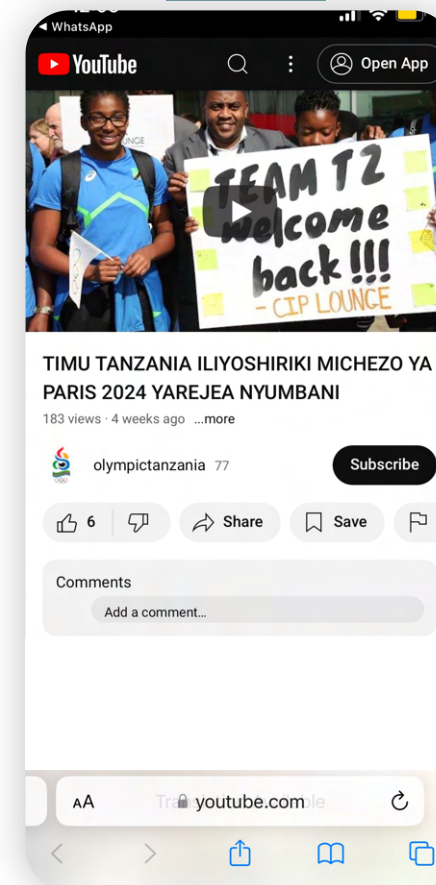
Content type
Welcome home
athlete interviews

TikTok

TikTok Growth & Performance

Growth

- **101** monitored NOCs amassed **2.8m** new followers on TikTok, **a 461% increase vs Tokyo 2020.**

- NOCs collectively grew by **42%**, taking the total from 6.7m to **9.5m**.

- **15%** of growth came pre-Games (**426.6k**), **77%** during Games (**2.2m**) and **8%** post-Games (**228.1k**).

- USA amassed the most growth (**700k**), followed by Brazil (**300k**), Great Britain (**257.2k**), Mexico (**248.5k**) and Colombia (**134.6k**).

- Top 5 NOCs by growth rate:

    1. Pakistan (+184k%) – this % growth equates to total followers from 15 to 27.6k
    2. Mauritius (+21.3k%) – this % growth equates to total followers growing from 9 to 1.9k
    3. Bolivia (+3.4k%) – this % growth equates to total followers growing from 67 to 2.3k
    4. Algeria (+920%)
    5. Thailand (+754%)

Performance

- **4.4k** posts (3.5k videos, 863 carousels) generated a total of **40.3m** engagements and **821m** video views, **+108% and +196% respectively vs Tokyo 2020.**

- **4.2x** more posts during Paris 2024 vs Tokyo 2020, with the **40.3m** engagements overtaking X/Twitter (**36.8m**) and almost reaching Facebook (**41.4m**).

- USA generated most engagements (**13.6m**), followed by Great Britain (**4.7m**), Brazil (**4.1m**), New Zealand (**2.3m**) and Italy (**1.8m**).

- Top 5 NOCs by engagement rate*:

    1. Thailand (2,165%)
    2. Singapore (1,847%)
    3. Albania (1,611%)
    4. Sweden (1,405%)
    5. Algeria (1,336%)

TikTok Performance by Continental Association

	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
ANOCA	169.4k	81.8k	+93.3%	218	15.0m	466.6k	2.1k
EOC	2.6m	866.8k	+51.4%	1.9k	428.5m	14.2m	7.3k
OCA	519.6k	151.9k	+41.3%	642	57.6m	1.9m	2.9k
ONOC	426.7k	88.1k	+26.0%	237	49.5m	2.5m	10.6k
Panam Sports	5.8m	1.6m	+38.5%	1.4k	270.4m	21.2m	15.5k
Total	**9.5m**	**2.8m**	**+42.0%**	**4.4k**	**821.0m**	**40.3m**	**9.1k**

TikTok Performance by Paris 2024 Olympian

Group	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
Group A	8.0m	2.0m	+33.8%	2.6k	721.3m	34.1m	13.1k
Group B	963.5k	552.5k	+134.4%	1.2k	69.0m	4.3m	3.7k
Group C	307.0k	149.5k	+95.0%	372	15.6m	1.1m	3.0k
Group D	196.7k	80.7k	+69.5%	218	14.3m	788.6k	3.6k
Group E	8.5k	3.0k	+54.2%	52	770.6k	25.3k	487
Total	**9.5m**	**2.8m**	**+42.0%**	**4.4k**	**821.0m**	**40.3m**	**9.1k**

Group A: 125+ Olympians (23 NOCs); **Group B**: 40–124 Olympians (35 NOCs); **Group C**: 10–39 Olympians (47 NOCs);
Group D: 5–9 Olympians (54 NOCs); **Group E**: 0–4 Olympians (47 NOCs)

TikTok Overall Performance by Period

Period	Total fans	Absolute growth	Growth rate	Posts	Video views	Engagements	Engagements per post (avg.)
pre-Games	7.2m	426.6k	+6.3%	1.0k	10.0m	232.6m	9.8k
during Games	9.3m	2.2m	+30.1%	3.1k	28.7m	556.0m	9.4k
post-Games	9.5m	228.1k	+2.5%	323	1.6m	32.4m	5.0k

pre-Games: 12–25 July;   during Games: 26 July–11 August;   post-Games: 12–25 August

TikTok Overall Performance: Top 20 NOCs

Top 20 NOCs by Growth

NOC	Growth
USA	700.0k
Brazil	300.0k
Great Britain	257.2k
Mexico	248.5k
Colombia	134.6k
Spain	116.0k
France	111.7k
Italy	98.5k
Peru	95.1k
Japan	77.6k
Germany	74.6k
Canada	73.3k
New Zealand	51.6k
South Africa	38.4k
Australia	36.3k
Serbia	31.4k
Pakistan	27.6k
Guatemala	26.4k
Netherlands	25.8k
Israel	21.4k

Top 20 NOCs by Growth Rate

NOC*	Growth Rate	Growth
Pakistan	+184k%**	27.6k
Mauritius	+21.3k%**	1.9k
Bolivia	+3.4k%**	2.3k
Algeria	+920%	15.0k
Thailand	+754%	445
United Republic of Tanzania	+733%	2.1k
Peru	+606%	95.1k
Equatorial Guinea	+561%	426
Mexico	+512%	248.5k
Guatemala	+488%	26.4k
Colombia	+447%	134.6k
Singapore	+441%	737
France	+411%	111.7k
Finland	+374%	994
Spain	+366%	116.0k
Poland	+251%	17.5k
Serbia	+228%	31.4k
Portugal	+225%	16.1k
South Africa	+196%	38.4k
Nicaragua	+173%	17.2k

TikTok Overall Performance: Top 20 NOCs

Top 20 NOCs by Engagement

NOC	Engagements
USA	13.6m
Great Britain	4.7m
Brazil	4.1m
New Zealand	2.3m
Italy	1.8m
Spain	1.6m
Japan	1.3m
Canada	1.2m
Germany	999.2k
France	834.2k
Czechia	808.9k
Mexico	761.0k
Netherlands	592.1k
Serbia	578.6k
Peru	519.1k
Sweden	507.1k
Israel	408.5k
Hungary	318.9k
Guatemala	309.9k
Poland	290.6k

Top 20 NOCs by Engagement Rate

NOC	Engagement rate*	Engagements
Thailand	2,165%	10.9k
Singapore	1,847%	16.7k
Albania	1,611%	33.6k
Sweden	1,405%	507.1k
Algeria	1,336%	221.8k
Slovenia	1,320%	45.3k
Serbia	1,280%	578.6k
Poland	1,186%	290.6k
Spain	1,074%	1.6m
Czechia	1,034%	808.9k
New Zealand	996%	2.3m
Guatemala	975%	309.9k
Bolivia	945%	22.0k
Netherlands	911%	592.1k
Portugal	832%	193.9k
United Republic of Tanzania	829%	19.6k
Kosovo	780%	56.4k
Pakistan	717%	198.0k
Nicaragua	680%	185.1k
Canada	655%	1.2m

TikTok Overall Performance: Top 20 NOCs

Top 20 NOCs by Video Views

NOC	Video views
USA	173.3m
Great Britain	138.8m
Italy	61.7m
Spain	58.9m
Brazil	56.3m
Poland	49.9m
Japan	45.4m
New Zealand	44.3m
Germany	27.5m
France	24.4m
Netherlands	12.4m
Canada	10.8m
Sweden	10.7m
Mexico	9.2m
Czechia	8.9m
Serbia	6.8m
Israel	6.4m
Peru	6.1m
Algeria	5.9m
Australia	5.2m

Top 20 NOCs by Average Video Views

NOC	Average views per video	Posts
Poland	791.7k	63
USA	718.9k	241
Great Britain	403.5k	344
Spain	368.1k	160
France	353.2k	69
Germany	330.8k	83
Morocco	266.4k	11
Italy	238.2k	259
New Zealand	232.1k	191
Algeria	227.1k	26
Nicaragua	222.9k	8
Saudi Arabia	198.8k	15
Pakistan	194.2k	13
Kosovo	178.5k	19
Brazil	151.8k	371
Netherlands	149.2k	83
Japan	128.6k	353
Australia	120.7k	43
Sweden	114.2k	94
Serbia	112.0k	61

Content Examples

USA

Content type
Popular TikTok
trend

New Zealand
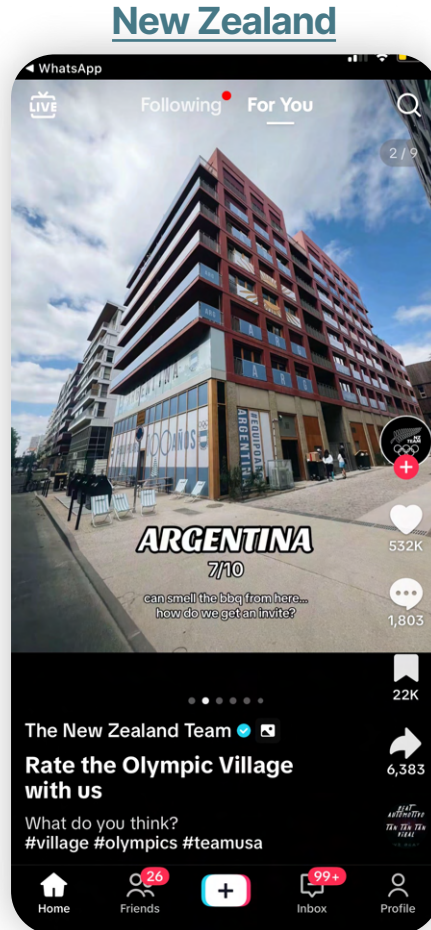
Content type
Rate the Olympic Village

Mexico
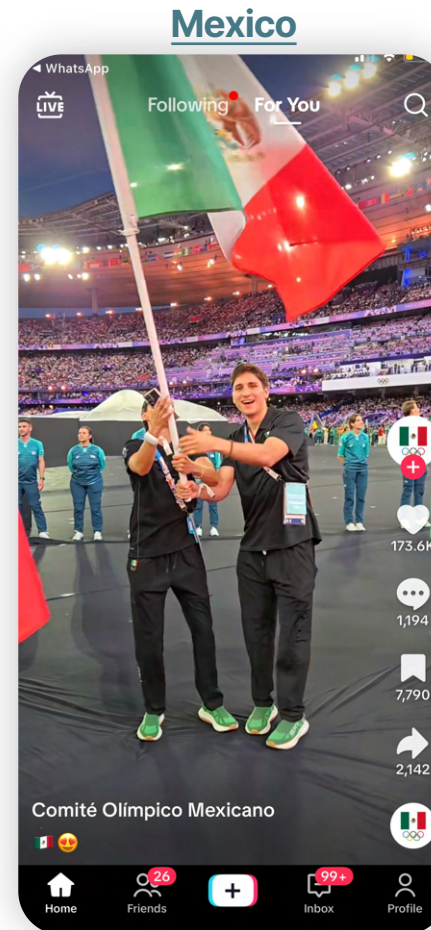
Content type
Behind-the-scenes
Opening Ceremony

Spain

Content type
Best wishes from fellow
competitor

Top 20 NOCs by Group

Top 20 NOCs by Growth and Engagement: Group A

Top 20 Group A NOCs by Growth

NOC	Growth
Brazil	2.5m
USA	2.1m
Great Britain	634.5k
France	363.5k
Japan	286.6k
Canada	280.9k
Germany	280.0k
Spain	249.9k
Australia	216.4k
New Zealand	126.2k
Ireland	124.6k
Netherlands	119.7k
South Africa	119.6k
Italy	118.9k
Belgium	80.2k
Hungary	71.0k
Poland	44.4k
Argentina	38.9k
Ukraine	31.1k
Republic of Korea	23.8k

Top 20 Group A NOCs by Engagement

NOC	Engagements
USA	95.9m
Brazil	77.3m
Great Britain	19.5m
Japan	15.6m
France	13.9m
Germany	10.3m
Australia	8.0m
Canada	7.8m
Spain	6.9m
New Zealand	5.9m
Netherlands	4.1m
Hungary	3.3m
Ireland	3.0m
Belgium	3.0m
Italy	2.7m
South Africa	2.2m
Ukraine	1.5m
Argentina	890.8k
Poland	697.3k
Republic of Korea	528.1k

Top 20 NOCs by Growth and Engagement: Group B

Top 20 Group B NOCs by Growth

NOC	Growth
Mexico	398.6k
Colombia	217.0k
Türkiye	144.4k
India	131.5k
Algeria	98.2k
Portugal	92.6k
Israel	89.2k
Czechia	86.4k
Islamic Republic of Iran	74.7k
Serbia	74.0k
Greece	61.5k
Kenya	59.6k
Kazakhstan	53.2k
Chile	49.2k
Sweden	41.4k
Romania	37.9k
Ecuador	37.0k
Morocco	31.7k
Uzbekistan	23.4k
Puerto Rico	23.3k

Top 20 Group B NOCs by Engagement

NOC	Engagements
Czechia	8.4m
Mexico	4.7m
Colombia	3.6m
Chile	3.6m
Türkiye	3.6m
Greece	3.4m
Portugal	2.7m
India	2.5m
Serbia	2.4m
Kazakhstan	2.2m
Israel	2.2m
Algeria	1.5m
Sweden	1.3m
Islamic Republic of Iran	1.2m
Croatia	1.2m
Uzbekistan	1.1m
Ecuador	1.0m
Puerto Rico	841.3k
Slovenia	841.0k
Kenya	754.5k

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Top 20 NOCs by Growth and Engagement: Group C

Top 20 Group C NOCs by Growth

NOC	Growth
Peru	121.0k
Malaysia	62.8k
Botswana	61.7k
Guatemala	47.5k
Philippines	36.7k
Zambia	29.1k
Paraguay	24.6k
Mongolia	18.9k
Uruguay	18.3k
Tunisia	15.6k
Trinidad and Tobago	13.7k
Cyprus	12.2k
Jordan	11.6k
Venezuela	10.6k
Republic of Moldova	9.0k
Mauritius	8.1k
Slovakia	8.0k
Iraq	7.0k
Indonesia	6.1k
Singapore	4.9k

Top 20 Group C NOCs by Engagement

NOC	Engagements
Guatemala	1.5m
Malaysia	1.4m
Peru	1.3m
Philippines	678.5k
Paraguay	666.1k
Slovakia	497.2k
Botswana	430.2k
Mongolia	273.4k
Republic of Moldova	268.2k
Jordan	255.9k
Trinidad and Tobago	249.2k
Uruguay	238.9k
Zambia	203.8k
Estonia	186.4k
Tunisia	173.2k
Latvia	169.0k
Venezuela	166.9k
Cyprus	125.8k
Georgia	110.3k
Singapore	78.6k

Top 20 NOCs by Growth and Engagement: Group D

Top 20 Group D NOCs by Growth

NOC	Growth
Pakistan	41.1k
El Salvador	31.2k
Nicaragua	23.6k
Costa Rica	21.4k
Zimbabwe	19.7k
Panama	8.4k
Sri Lanka	6.4k
Kosovo	6.4k
Albania	6.4k
Cabo Verde	6.2k
Kuwait	5.1k
Haiti	4.2k
Mozambique	3.0k
United Republic of Tanzania	2.8k
Liberia	2.7k
Palestine	2.6k
Ghana	2.3k
Gabon	1.7k
Bermuda	1.7k
Maldives	1.6k

Top 20 Group D NOCs by Engagement

NOC	Engagements
El Salvador	658.4k
Saudi Arabia	450.2k
Costa Rica	447.7k
Kosovo	304.7k
Panama	297.5k
Pakistan	296.9k
Nicaragua	269.5k
Palestine	268.2k
Albania	178.3k
Zimbabwe	149.6k
Sri Lanka	99.8k
Cabo Verde	96.5k
Kuwait	84.2k
Liberia	44.0k
Haiti	40.6k
Ghana	33.2k
Mozambique	32.2k
Republic of North Macedonia	26.0k
United Republic of Tanzania	24.9k
Bosnia and Herzegovina	24.4k

Top 20 NOCs by Growth and Engagement: Group E

Top 20 Group E NOCs by Growth

NOC	Growth
Lesotho	3.5k
Sudan	3.4k
Namibia	3.1k
Belize	2.5k
Bolivia	2.3k
Dominica	1.8k
Barbados	1.8k
Mauritania	1.3k
Bhutan	1.3k
Cayman Islands	1.1k
Belarus	992
Malawi	932
Chad	609
Equatorial Guinea	533
Eswatini	515
Saint Lucia	510
Yemen	480
Oman	447
Democratic Republic of Timor-Leste	415
Tonga	402

Top 20 Group E NOCs by Engagement

NOC	Engagements
Belarus	121.3k
Barbados	41.3k
Lesotho	41.0k
Bolivia	39.9k
Dominica	38.8k
Belize	37.1k
Sudan	25.0k
Bhutan	19.6k
Cayman Islands	18.8k
Namibia	18.5k
Virgin Islands, British	13.9k
Mauritania	7.1k
Malawi	6.2k
Chad	6.0k
Nauru	5.1k
Cook Islands	4.2k
Oman	4.0k
Equatorial Guinea	3.9k
Yemen	3.8k
Eswatini	3.6k

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NOC Groups

NOCs by Group A/B

NOC	Group	Olympians
USA	**Group A**	592
France	**Group A**	573
Australia	**Group A**	461
Germany	**Group A**	428
Japan	**Group A**	403
Italy	**Group A**	402
People's Republic of China	**Group A**	388
Spain	**Group A**	383
Great Britain	**Group A**	327
Canada	**Group A**	315
Brazil	**Group A**	277
Netherlands	**Group A**	273
Poland	**Group A**	210
New Zealand	**Group A**	195
Hungary	**Group A**	170
Belgium	**Group A**	165
South Africa	**Group A**	149
Egypt	**Group A**	148
Republic of Korea	**Group A**	141
Ukraine	**Group A**	140

NOC	Group	Olympians
Argentina	**Group A**	136
Ireland	**Group A**	134
Switzerland	**Group A**	127
Denmark	**Group B**	124
Sweden	**Group B**	118
India	**Group B**	117
Serbia	**Group B**	113
Czechia	**Group B**	110
Mexico	**Group B**	107
Norway	**Group B**	107
Romania	**Group B**	106
Türkiye	**Group B**	101
Greece	**Group B**	100
Slovenia	**Group B**	90
Israel	**Group B**	88
Nigeria	**Group B**	88
Colombia	**Group B**	87
Uzbekistan	**Group B**	86
Kazakhstan	**Group B**	79
Austria	**Group B**	78

NOCs by Group B/C

NOC		Group	Olympians
🇭🇷	Croatia	**Group B**	73
🇵🇹	Portugal	**Group B**	73
🇰🇪	Kenya	**Group B**	72
🇨🇺	Cuba	**Group B**	61
🇹🇼	Chinese Taipei	**Group B**	60
🇲🇦	Morocco	**Group B**	59
🇩🇴	Dominican Republic	**Group B**	58
🇯🇲	Jamaica	**Group B**	58
🇫🇮	Finland	**Group B**	56
🇱🇹	Lithuania	**Group B**	51
🇵🇷	Puerto Rico	**Group B**	51
🇹🇭	Thailand	**Group B**	51
🇦🇿	Azerbaijan	**Group B**	48
🇨🇱	Chile	**Group B**	48
🇧🇬	Bulgaria	**Group B**	46
🇩🇿	Algeria	**Group B**	45
🇮🇷	Islamic Republic of Iran	**Group B**	41
🇪🇨	Ecuador	**Group B**	40
🇭🇰	Hong Kong, China	**Group C**	36
🇪🇹	Ethiopia	**Group C**	34

NOC		Group	Olympians
🇫🇯	Fiji	**Group C**	33
🇻🇪	Venezuela	**Group C**	33
🇲🇳	Mongolia	**Group C**	32
🇮🇩	Indonesia	**Group C**	29
🇱🇻	Latvia	**Group C**	29
🇬🇪	Georgia	**Group C**	28
🇵🇾	Paraguay	**Group C**	28
🇸🇰	Slovakia	**Group C**	28
🇹🇳	Tunisia	**Group C**	27
🇿🇲	Zambia	**Group C**	27
🇲🇾	Malaysia	**Group C**	26
🇵🇪	Peru	**Group C**	26
🇲🇩	Republic of Moldova	**Group C**	26
🇺🇾	Uruguay	**Group C**	25
🇦🇴	Angola	**Group C**	24
🇪🇪	Estonia	**Group C**	24
🇬🇳	Guinea	**Group C**	24
🇼🇸	Samoa	**Group C**	24
🇺🇬	Uganda	**Group C**	24
🇲🇱	Mali	**Group C**	23

NOCs by Group C/D

NOC	Group	Olympians
Singapore	Group C	23
Iraq	Group C	22
Philippines	Group C	22
Montenegro	Group C	19
Bahamas	Group C	18
Trinidad and Tobago	Group C	18
Cyprus	Group C	16
Democratic People's Republic of Korea	Group C	16
Guatemala	Group C	16
Kyrgyzstan	Group C	16
Vietnam	Group C	16
Armenia	Group C	15
Luxembourg	Group C	14
Qatar	Group C	14
South Sudan	Group C	14
Tajikistan	Group C	14
Bahrain	Group C	13
Mauritius	Group C	13
United Arab Emirates	Group C	13
Eritrea	Group C	12

NOC	Group	Olympians
Jordan	Group C	12
Botswana	Group C	11
Côte d'Ivoire	Group C	11
Senegal	Group C	11
Lebanon	Group C	10
Kosovo	Group D	9
Kuwait	Group D	9
Saudi Arabia	Group D	9
Albania	Group D	8
Bermuda	Group D	8
Burkina Faso	Group D	8
El Salvador	Group D	8
Ghana	Group D	8
Guam	Group D	8
Liberia	Group D	8
Palestine	Group D	8
Panama	Group D	8
Rwanda	Group D	8
Burundi	Group D	7
Cabo Verde	Group D	7

NOCs by Group D/E

	NOC	Group	Olympians
	Djibouti	Group D	7
	Gambia	Group D	7
	Haiti	Group D	7
	Madagascar	Group D	7
	Mozambique	Group D	7
	Nepal	Group D	7
	Nicaragua	Group D	7
	Niger	Group D	7
	Pakistan	Group D	7
	Papua New Guinea	Group D	7
	Republic of North Macedonia	Group D	7
	United Republic of Tanzania	Group D	7
	Zimbabwe	Group D	7
	Afghanistan	Group D	6
	Aruba	Group D	6
	Cameroon	Group D	6
	Costa Rica	Group D	6
	Democratic Republic of the Congo	Group D	6
	Grenada	Group D	6
	Guinea-Bissau	Group D	6

	NOC	Group	Olympians
	Libya	Group D	6
	Monaco	Group D	6
	Sri Lanka	Group D	6
	Syrian Arab Republic	Group D	6
	Turkmenistan	Group D	6
	Vanuatu	Group D	6
	Antigua and Barbuda	Group D	5
	Bangladesh	Group D	5
	Benin	Group D	5
	Bosnia and Herzegovina	Group D	5
	Gabon	Group D	5
	Guyana	Group D	5
	Iceland	Group D	5
	Maldives	Group D	5
	Malta	Group D	5
	San Marino	Group D	5
	Suriname	Group D	5
	Togo	Group D	5
	Virgin Islands, US	Group D	5
	Barbados	Group E	4

NOCs by Group E

	NOC	Group	Olympians
	Bolivia	Group E	4
	Cayman Islands	Group E	4
	Central African Republic	Group E	4
	Comoros	Group E	4
	Congo	Group E	4
	Democratic Republic of Timor-Leste	Group E	4
	Dominica	Group E	4
	Honduras	Group E	4
	Lao People's Democratic Republic	Group E	4
	Marshall Islands	Group E	4
	Namibia	Group E	4
	Oman	Group E	4
	Saint Lucia	Group E	4
	Sierra Leone	Group E	4
	St Vincent and the Grenadines	Group E	4
	Sudan	Group E	4
	Tonga	Group E	4
	Virgin Islands, British	Group E	4
	Yemen	Group E	4
	Bhutan	Group E	3

	NOC	Group	Olympians
	Brunei Darussalam	Group E	3
	Cambodia	Group E	3
	Chad	Group E	3
	Equatorial Guinea	Group E	3
	Eswatini	Group E	3
	Federated States of Micronesia	Group E	3
	Kiribati	Group E	3
	Lesotho	Group E	3
	Malawi	Group E	3
	Palau	Group E	3
	Saint Kitts and Nevis	Group E	3
	Sao Tome and Principe	Group E	3
	Seychelles	Group E	3
	American Samoa	Group E	2
	Andorra	Group E	2
	Cook Islands	Group E	2
	Mauritania	Group E	2
	Myanmar	Group E	2
	Solomon Islands	Group E	2
	Tuvalu	Group E	2

NOCs by Group E

NOC		Group	Olympians
🏴	Belize	**Group E**	1
🏴	Liechtenstein	**Group E**	1
🏴	Nauru	**Group E**	1
🏴	Somalia	**Group E**	1

Thank you