



Going for Gold at the 2026 Winter Games

Winning Moments for Brand Growth





Where Fan Passion Meets Brand Opportunity

Every four years, the world comes together for the Winter Olympics – a global celebration of athletic excellence, resilience, and national pride. From the slopes to the ice rink, and everything surrounding the spectacle, the Games unite fans of all levels, generations, and nations in one of the most powerful moments of shared attention in global media.

For advertisers, the Winter Olympics present a unique opportunity to connect with audiences at peak emotional engagement. Whether aligning with sport, culture, or celebration, brands across categories can find meaningful moments to share their stories and be part of a cultural touchpoint that few events can match.





Sports Moments *Study*

Survey conducted in partnership with market research platform, Censuswide, to understand the advertising opportunity for brands during this year's major sports events.

9,000

people **globally** who have purchased from a brand online in the past 12 months with plans to follow major 2026 sports events.



Countries included:

US, Mexico, UK, France, Germany, Italy, Spain, Australia, Japan



Sports events:

Winter Olympics, FIFA World Cup, UEFA Champions League, Super Bowl, NBA Playoffs/Finals, Tennis Grand Slams, F1, March Madness, Rugby 6 Nations, Cricket T20

1,000

people per market who make their own purchasing decisions



Overview



Unlocking Olympic Moments:
Fan Profiles and Viewer Habits



An Open Arena:
Moments of Brand Connection



The Cross-Screen Opportunity:
From CTV to Digital Publishers



Unlocking Olympic Moments:

Fan Profiles and Viewer Habits



Sports Fan *Profiles*

Brands that ignite their story around the Olympic Games don't just reach the most interested sports fans; there's a multiplier effect across varied levels of fandom.



Superfans

Value authenticity and immersion of a brand into the Olympic games.



Dedicated fans

Eye brand stories that reflect the event's integrity and tradition.



Casual fans

Lean into emotional content and national pride moments.



Festive fans

Celebrate the collective experience around sport, culture, and unity.



Non-sporting fans

Enjoy the stories, culture, and creativity that the Olympics bring.



Comparing Fandom *by Event*

The Winter Olympics draw the majority of casual viewers, unlocking global scale – notable when considering that the last 3 winter games reached an average of 2 billion viewers worldwide.



Q: "How would you describe your level of interest in professional sports?"



Generational *Fandom*

Millennials often are the most devoted fans, while Gen Z redefines how other levels of fandom show up. These generations are also a brand's growth engine, opening different opportunities to connect meaningfully.

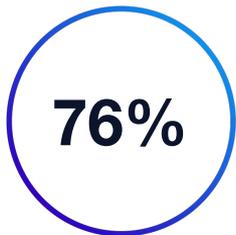
Superfans	Dedicated fans	Casual fans	Festive fans	Non-sporting fans
25%	36%	32%	5%	2%
+7 pts (Millennials)	+2 pts (Gen X)	+3 pts (Gen Z)	+1 pt (Gen Z)	+1 pt (Gen Z)

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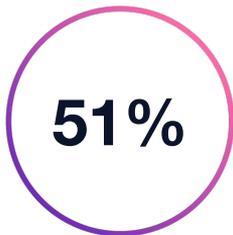


Viewer Trends & *Brand Potential*

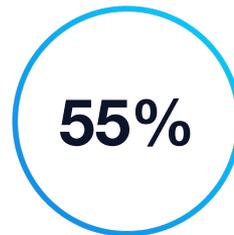
More than 3 in 4 viewers typically watch the Winter Olympics at home. The living room is a prime opportunity for brands aiming to capture viewer attention in a more personal and impactful setting.



watch the games at home.



**watch with family,
while 23% watch with friends.**

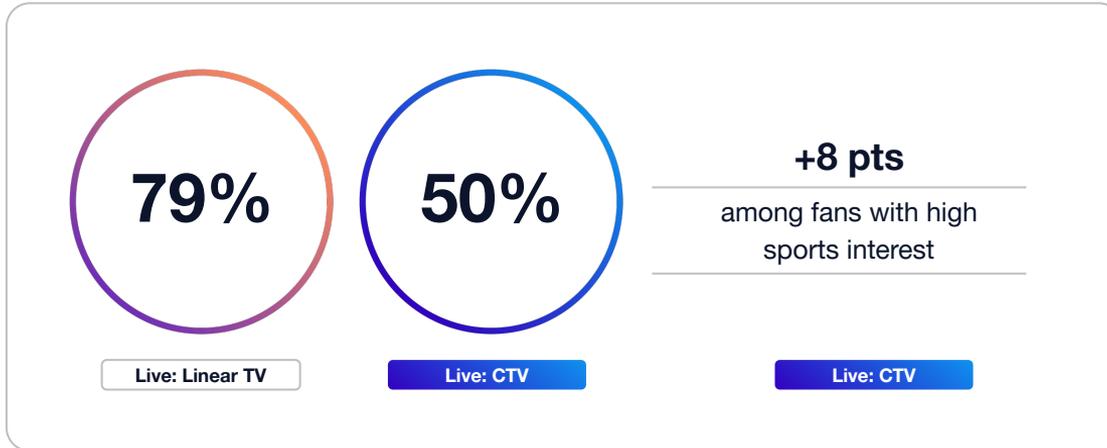


**say seeing brands advertise
during these sports moments
strengthens connection.**



Where Olympic Audiences Follow *Moments*

Home viewing is fueling CTV's rise, led by digital-native, younger audiences, as well as sports enthusiasts. These Olympic moments also ripple across sports sites, news sites, social, and others for non-stop tournament coverage.



Q: "How do you plan to follow major sports events this year (2026)? (Select all that apply)"

Where else they follow beyond the live moment:

- 44% Social media
- 42% Video platforms (YouTube)
- 38% Sports sites
- 24% News sites
- 21% Radio or podcasts



An Open Arena:
Moments of Brand Connection



Moments *Any Category Can Own*

Olympic moments break beyond traditional advertisers like beverages and sportswear. Attention is also drawn to brands across categories, with tech and travel standing out.

Brand Category	All sports	Winter Olympics
<i>Food & beverage</i>	34%	+5 pts
<i>Sportswear</i>	32%	+7 pts
<i>Technology</i>	19%	+5 pts
<i>Travel</i>	19%	+4 pts
<i>Automotive</i>	17%	+3 pts
<i>Beauty luxury</i>	12%	+1 pt

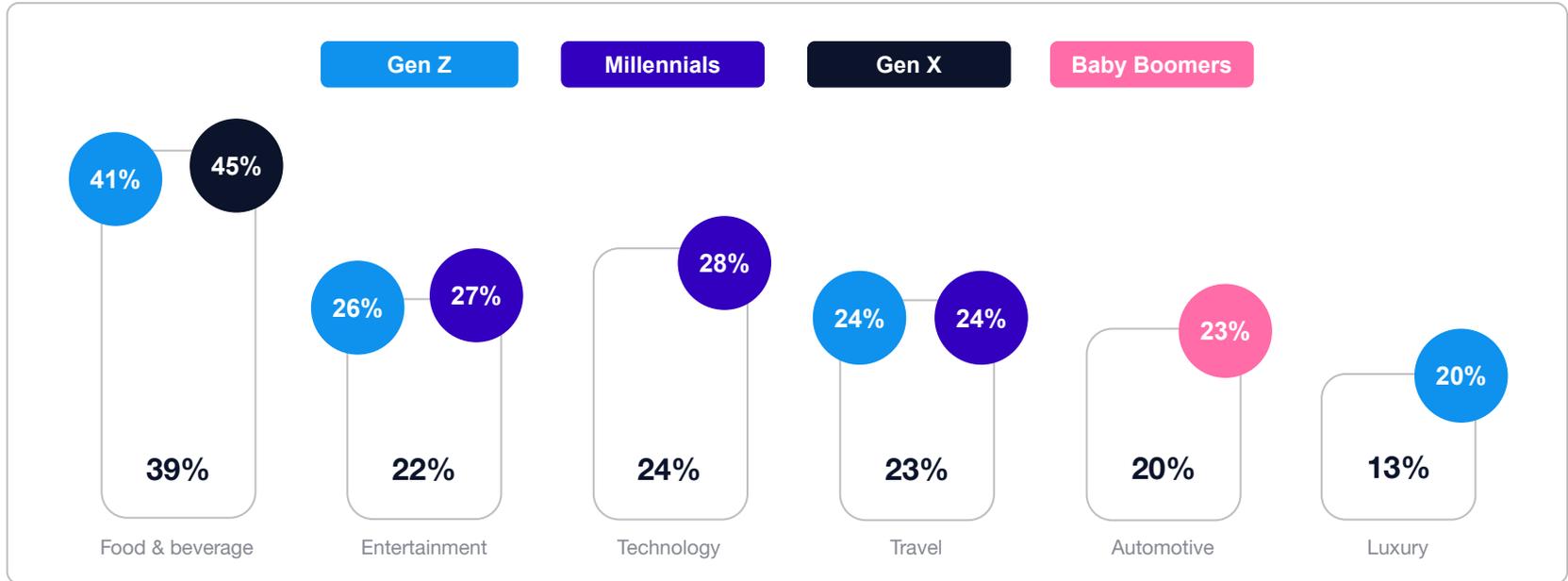


Q: "During major tournaments, what ad or branded content category do you notice most? (Select up to 3)"



Brand Categories *by Generation*

Younger audiences gravitate their attention toward entertainment, tech, travel, and luxury brands in these moments.



Q: "During major tournaments, what ad or branded content category/categories do you notice most? (Select up to 3)"



Brand Openness *in Context*

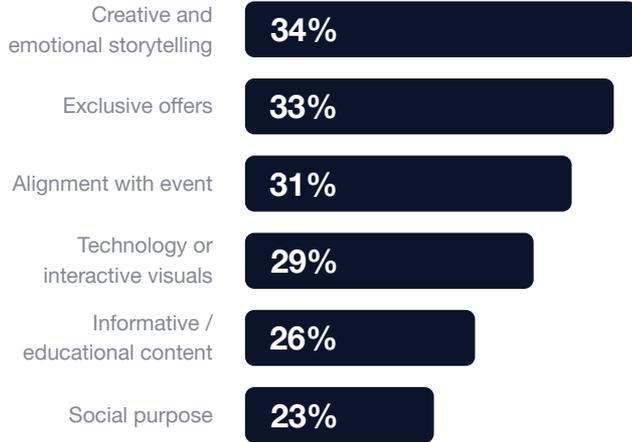
Compared to other sports events, Winter Olympic fans show heightened openness to brands in terms of trust, curiosity, and trial. This presents a real window for advertisers to grow their brand by connecting it to moments of relevance.

	Trust brands not commonly associated with sports	Willing to learn about brands in sports moments	Desire to try new brands during sports moments
All sports fans Agree (net)	39%	49%	51%
Winter Olympic fans Agree (net)	+6 pts	+10 pts	+9 pts



Influence Multiplier: *Creative & Context*

Brand success hinges on creative and emotional connection, as well as alignment to the games.



Q: "What mainly makes a brand stand out to you during major sporting events? (Select up to 3)"

Contextual influence for brands within sports moments:



54%

say their consideration is likely influenced if brands advertise next to sports or event-related content.

+7 pts

Among Gen Z

+15 pts

Among Millennials

+22 pts

Among fans with high sports interest

Q: "If a brand advertises alongside sport/event-related content, how likely is it to influence your consideration for that brand?"



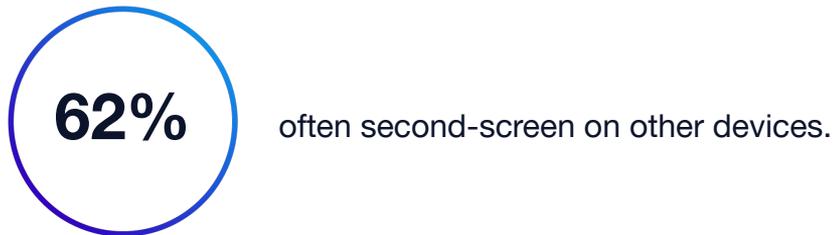
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The Cross-Screen Opportunity: *From CTV to Digital Publishers*



Moments Happen *Across Screens*

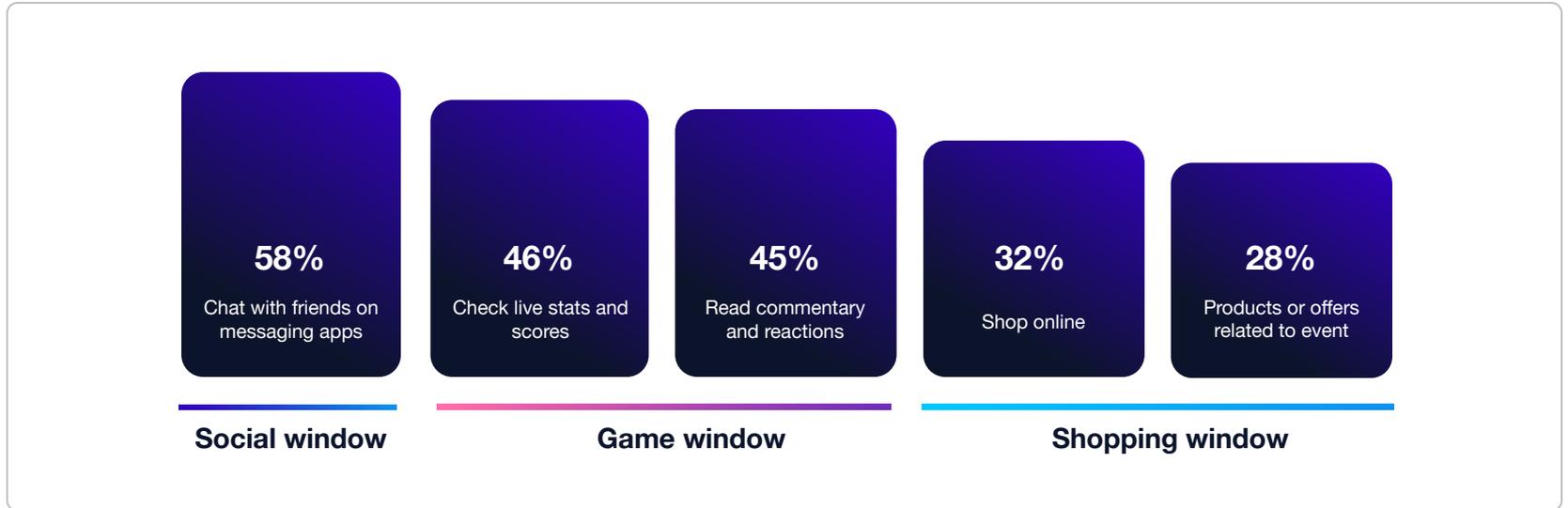
While Olympic action unfolds on the main screen, viewer attention splinters across devices. Brands win big with cross-screen advertising, meeting fans wherever they roam for maximum exposure and impact.





Second-Screen *Brand Opportunities*

Beyond social chatter, second-screen behavior opens brand education and shopping windows, where Olympic fans convert excitement into online purchase.

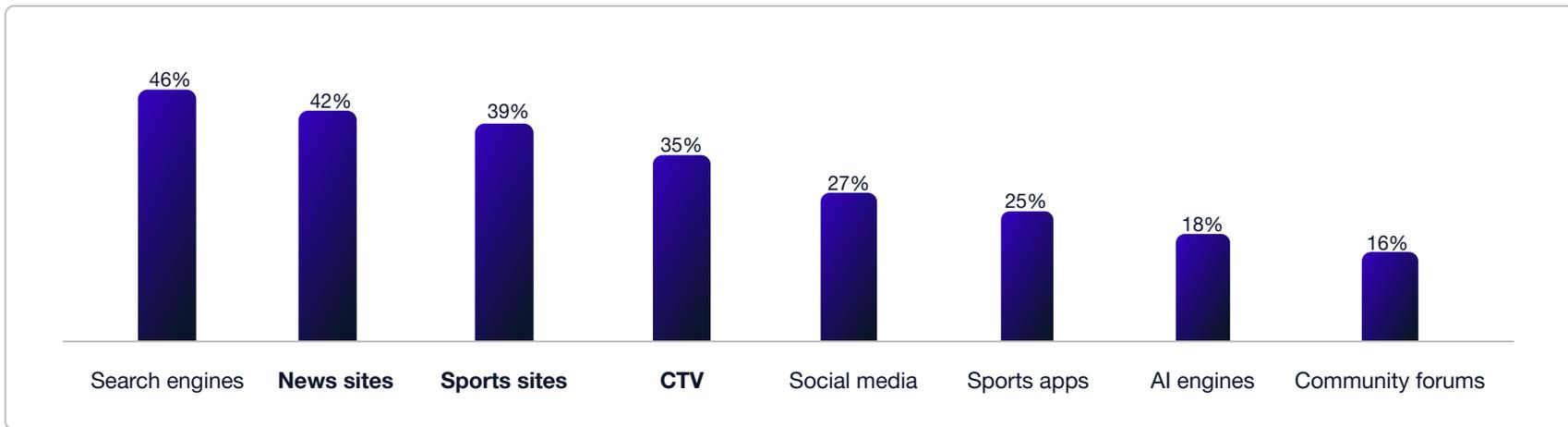


Q: "How do you typically discover brands and professional players during sports-related tournaments? (Select all that apply)"



Where Brand Discovery *Takes Place*

For Olympic fans, brand discovery thrives on the open internet ecosystem – CTV and web – demanding its place in effective media plans.

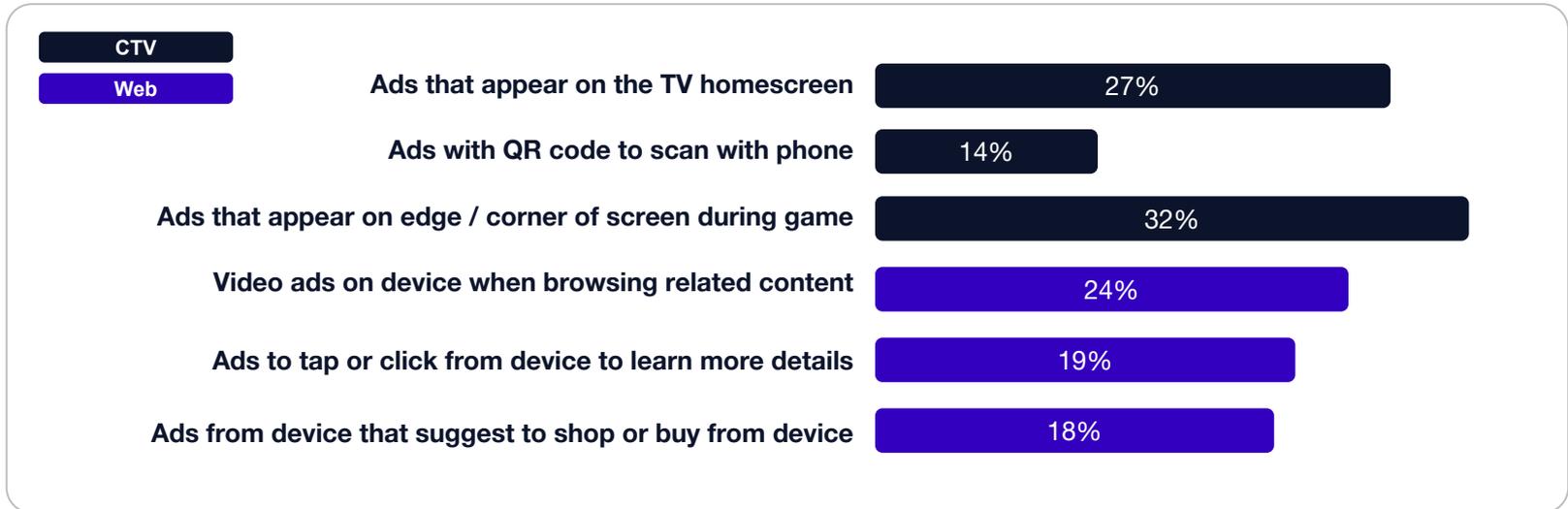


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Ads That *Engage Best*

Advertising across screens opens the door to different ways of exposure and interactivity among Olympic audiences. CTV and web creates a powerful way for brands to build on each touchpoint toward their desired outcome.



Q: "Which of the following ad types from brands are you most likely to notice or interact with while watching on your device or TV? (Select up to 2)"



Cross-Screen Benefit: From *Brand Recall* to *Revenue*

Olympic fans, especially Millennials and those with high sports fandom, are more likely to recall and purchase from brands they see advertise across screens.



Brand Recall

S: "Multi-screen and multi-platform advertising during sports events increases my overall brand recall."

Purchase

S: "I am more likely to purchase from a brand if I see its advertising consistently across screens."



The platform that *knows*
your audience best,
based on what they
watch, read, explore,
and engage with
throughout the day.



Ready to learn more? Contact us.

07:00 AM
News Headlines

07:30 AM
Finance Content

08:30 AM
AccuWeather

11:00 PM
Gaming Content

02:30 PM
Retail Content

10:00 PM
Live Sports

06:00 PM
Court TV

08:30 PM
Black Hawk Down

07:30 PM
Sport Content