

Website Summary for U.S. Users

Users

Sessions

Screen + Pageviews

Bounce Rate

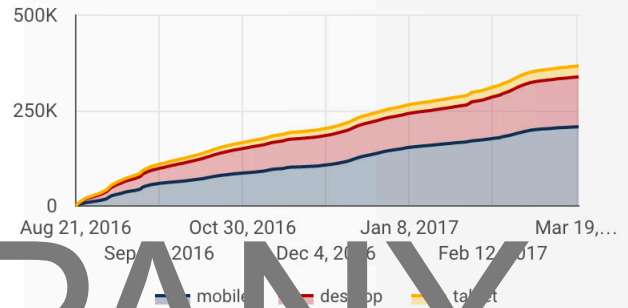
How are site sessions trending?

Since Launch

Configuration Incomplete
Invalid Dimension, Metric or Filter selected

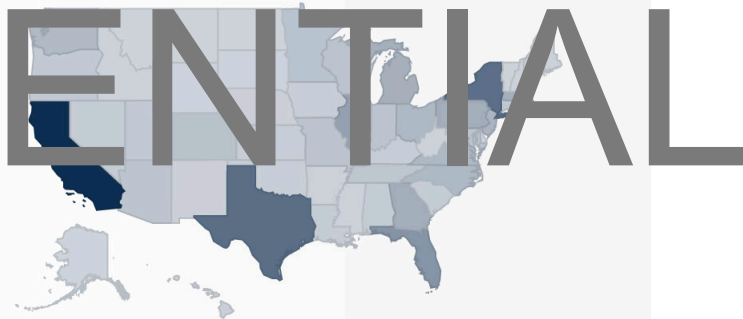
Engagement by Device

Showing the number of sessions since Launch



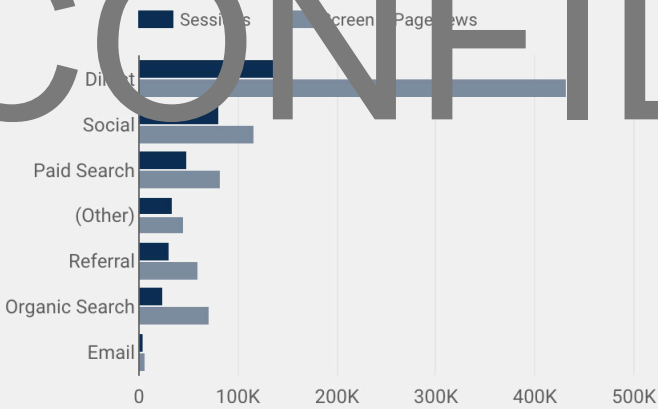
What are the top states by sessions?

Since Launch



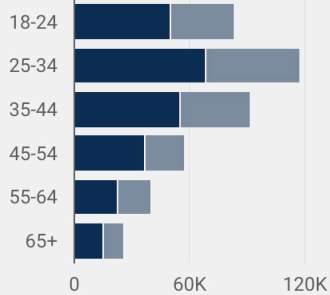
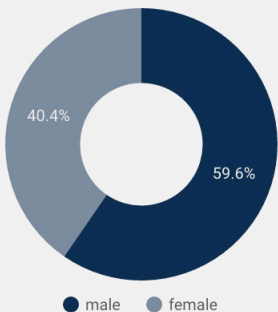
Which channels are driving engagement?

Goal: Engaged Users



Engagement by Age & Gender

Showing the number of screen + pageviews since Launch



Region	Sessions	Screen + Pageviews
1. California	~150K	~150K
2. New York	~80K	~80K
3. Texas	~60K	~60K
4. Florida	~30K	~30K
5. Illinois	~15K	~15K
6. Pennsylvania	~5K	~5K
7. Georgia	~5K	~5K
8. Massachusetts	~5K	~5K
9. Michigan	~5K	~5K
10. New Jersey	~5K	~5K

Content Summary for U.S. Users

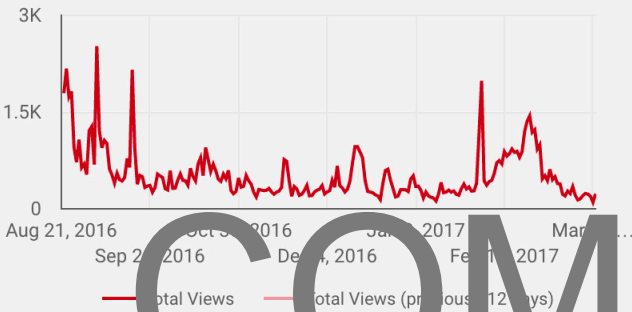
Views

Total Duration (hrs)

Unique Users

Avg. Watchtime

How is U.S. viewership trending?



How do U.S. users connect to watch content?

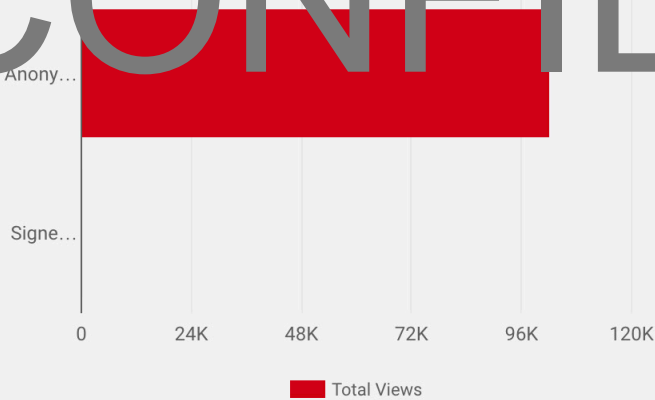
System error..
6845474c
[See Details](#)

Browser	Total Views	Total Duration (...)
1. Chrome	[Bar]	[Bar]
2. Mobile Safari	[Bar]	[Bar]
3. Firefox	[Bar]	[Bar]
4. Chrome Mobile	[Bar]	[Bar]
5. Internet Explorer	[Bar]	[Bar]
6. Opera	[Bar]	[Bar]
7. Safari	[Bar]	[Bar]
8. Pale Moon	[Bar]	[Bar]
9. Maxthon	[Bar]	[Bar]
10. Unknown	[Bar]	[Bar]

1 - 10 / 15 < >

Viewership by signed-in users

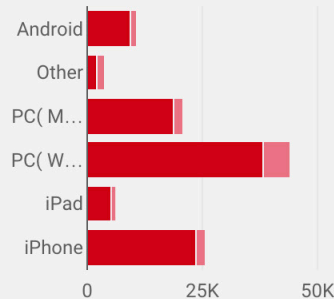
Goal: Viewership



U.S. Watches by Play Type & Device

Showing the number of video views since Launch

System error..
fc57a225
[See Details](#)



Affinity Category (reach)	Total Events
1. Movie Lovers	[Bar]
2. TV Lovers	[Bar]
3. News Junkies/Entertainment &...	[Bar]
4. Technophiles	[Bar]
5. Shutterbugs	[Bar]
6. News Junkies/Political News J...	[Bar]
7. Music Lovers	[Bar]
8. Health & Fitness Buffs	[Bar]
9. Travel Buffs	[Bar]
10. Shoppers/Shopaholics	[Bar]

1 - 10 / 106 < >

* Total Events refers to total play events only

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Top Performing Content

What are the top performing U.S. videos?

Showing the number of video views

	Title	Views
1.	Olympic Channel	9,691
2.	Usain Bolt breaks the 100m w...	2,944
3.	Can an Olympic legend turn a...	2,802
4.	The mysterious medal shake	2,363
5.	Against All Odds - Enhamed E...	2,123
6.	Anatomy of a Snowboarder: H...	1,731
7.	Can Buff Dude @Brandon_My...	1,632
8.	Usain Bolt at 17	1,504
9.	Enhamed Enhamed: Emergin...	1,439
10.	VIVA - The Opening Cerem...	1,277
11.	Walter: The sports-mad samb...	1,321
12.	Welcome to the Olympic Cha...	1,088
13.	Kygo takes to the stage at the...	1,000
14.	Can an Olympic hero help The...	1,006
15.	Anatomy of a cyclist: Is Neff's...	951
16.	Anatomy of a Rugby Player: H...	883
17.	Kaitlyn Lawes challenges @P...	803
18.	The extra mile - when human ...	723
19.	How will @SusanaYabar fare ...	701
20.	Ice Hockey: Olympic Qualifica...	677



What are the top performing global videos?

Showing the number of video views

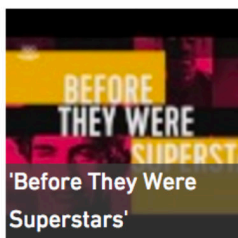
	Title	Views
1.	Olympic Channel	76,244
2.	Can an Olympic legend turn aro...	20,915
3.	Usain Bolt breaks the 100m worl...	15,661
4.	Anatomy of a Snowboarder: Hid...	14,587
5.	VIVA - The Opening Ceremony D...	12,582
6.	Anatomy of a cyclist: Is Neff's st...	12,089
7.	Welcome to the Olympic Channel	8,491
8.	Against All Odds - Enhamed Enh...	7,177
9.	The mysterious medal shake	6,552
10.	Anatomy of a Rugby Player: How...	6,846
11.	Usain Bolt at 17	6,702
12.	Enhamed Enhamed: Emerging fr...	6,207
13.	Can Buff Dude @Brandon_My...	5,003
14.	Karate World Championship 2016	5,077
15.	Walter: the sports-mad samba...	5,046
16.	Can an Olympic hero help The Ro...	5,566
17.	The fairytale of Rio 2016	5,186
18.	Can a 5-time Olympian transform...	5,061
19.	Kygo takes to the stage at the Ri...	4,969
20.	The story of Beatrice Vio: the tee...	4,673



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Top Video Content

1 [Video](#) (12/22/2016)
3.98M Interactions



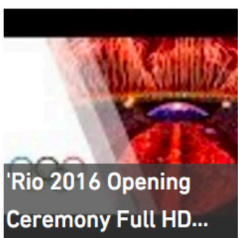
▶ 3.98M ▶ 132 ▶ 8 ▶ 11

2 [Video](#) (08/24/2016)
1.28M Interactions



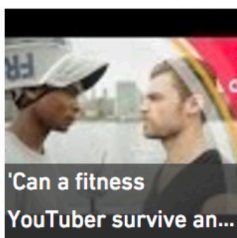
▶ 1.27M ▶ 3,441 ▶ 96 ▶ 352

3 [Video](#) (09/25/2016)
768K Interactions



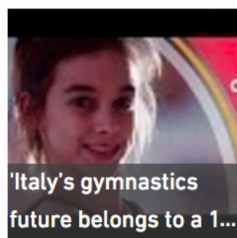
▶ 752K ▶ 12.6K ▶ 272 ▶ 3,509

4 [Video](#) (12/14/2016)
645K Interactions



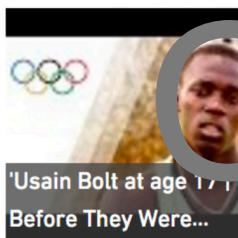
▶ 636K ▶ 7,621 ▶ 336 ▶ 909

5 [Video](#) (11/26/2016)
599K Interactions



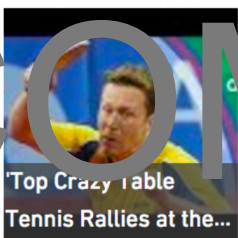
▶ 591K ▶ 7,028 ▶ 72 ▶ 380

6 [Video](#) (09/16/2016)
495K Interactions



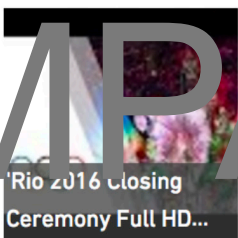
▶ 491K ▶ 3,420 ▶ 80 ▶ 162

7 [Video](#) (11/15/2016)
390K Interactions



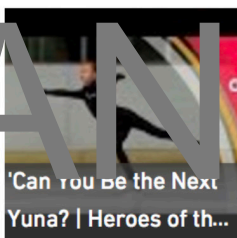
▶ 388K ▶ 1,416 ▶ 62 ▶ 91

8 [Video](#) (09/25/2016)
276K Interactions



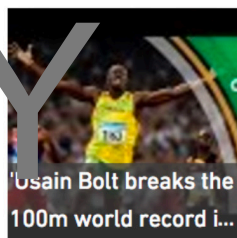
▶ 272K ▶ 3,603 ▶ 41 ▶ 790

9 [Video](#) (11/05/2016)
245K Interactions



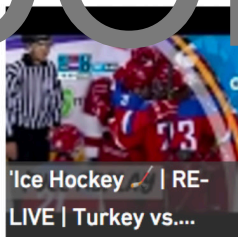
▶ 242K ▶ 2,910 ▶ 77 ▶ 243

10 [Video](#) (12/02/2016)
238K Interactions



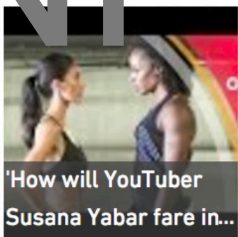
▶ 236K ▶ 1,232 ▶ 48 ▶ 78

11 [Video](#) (02/13/2017)
196K Interactions



▶ 205K ▶ 773 ▶ 33 ▶ 290

12 [Video](#) (2/29/2016)
193K Interactions



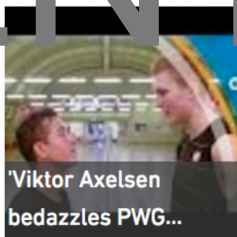
▶ 191K ▶ 1,893 ▶ 51 ▶ 181

13 [Video](#) (05/05/2017)
192K Interactions



▶ 190K ▶ 1,914 ▶ 62 ▶ 216

14 [Video](#) (01/04/2017)
175K Interactions



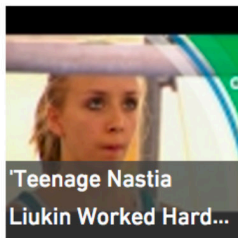
▶ 173K ▶ 1,828 ▶ 26 ▶ 113

15 [Video](#) (11/09/2016)
153K Interactions



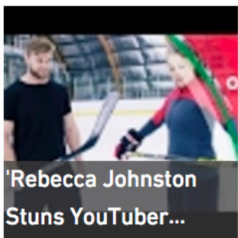
▶ 161K ▶ 1,767 ▶ 44 ▶ 144

16 [Video](#) (02/03/2017)
154K Interactions



▶ 153K ▶ 1,342 ▶ 23 ▶ 109

17 [Video](#) (02/18/2017)
147K Interactions



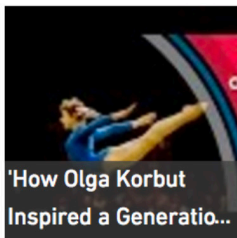
▶ 145K ▶ 1,489 ▶ 50 ▶ 93

18 [Video](#) (12/03/2016)
140K Interactions



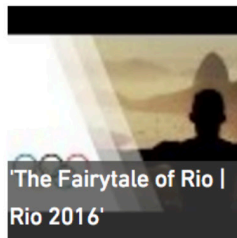
▶ 140K ▶ 387 ▶ 23 ▶ 62

19 [Video](#) (12/28/2016)
136K Interactions



▶ 135K ▶ 1,082 ▶ 26 ▶ 64

20 [Video](#) (09/06/2016)
133K Interactions



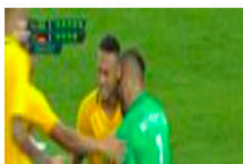
▶ 131K ▶ 2,048 ▶ 49 ▶ 327

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- 12. Natasha Hastings
- 16. Nastia Liukin
- 18. Venus and Serena Williams

Top Facebook Content

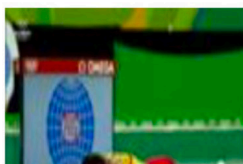
1 Video (09/13/2016)
301K Responses



'Prepare yourself for Neymar Jr.'s music...

287K 10.9K 3,259

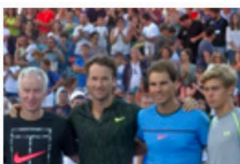
2 Video (09/18/2016)
290K Responses



'Don't try this at home! 😬'

234K 48.4K 7,703

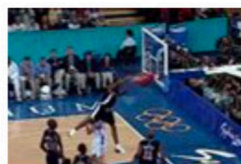
3 Link (09/28/2016)
289K Responses



'Rafa Nadal sharing tennis secrets with...

288K 215 157

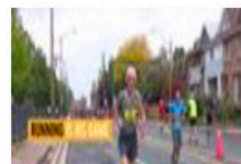
4 Video (09/25/2016)
168K Responses



'On Sept. 25 in 2000, Vince Carter dunked...

109K 51.7K 7,265

5 Video (10/18/2016)
164K Responses



'85-year-old breaks world marathon...

102K 58.9K 3,512

6 Photo (10/04/2016)
144K Responses



'From Jesse Owens to Usain Bolt Check out...

144K 11.1K 113

7 Video (10/04/2016)
127K Responses



'Watch the spectacular triple-...

96.7K 27.7K 2,871

8 Video (09/10/2016)
107K Responses



'Can Lionel Messi score while...

107K 11.4K 652

9 Video (09/19/2016)
105K Responses



'Did we just see Usain Bolt of...

81.4K 13.7K 1,175

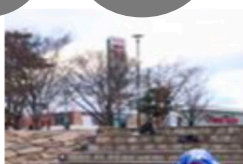
10 Video (12/02/2016)
102K Responses



'Torino #FencingGrandPrix ...

102K 724

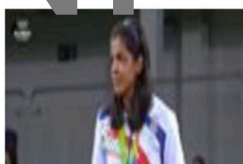
11 Video (01/25/2017)
87.1K Responses



'The most amazing 13 year old JP freestyle...

74.9K 11.2K 1,652

12 Video (01/25/2017)
87.1K Responses



'Indian wrestler Sakshi Malik already...

75.5K 2,967 325

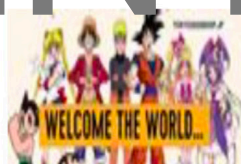
13 Video (11/06/2016)
73.3K Responses



'These table tennis rallies are insane!...

56.4K 13.6K 3,422

14 Video (01/19/2017)
55.4K Responses



'READY TO MEET Tokyo 2020...

36.2K 16.5K 2,773

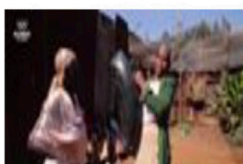
15 Video (10/25/2016)
46.9K Responses



'Celebrating #WORLDKARATEDAY...

33K 13.2K 696

16 Video (01/26/2017)
42.8K Responses



'These Kenyan KE grannies are...

38.7K 3,637 450

17 Video (10/12/2016)
42.4K Responses



'Korean star Dae-hoon Lee shows...

34.7K 6,726 1,008

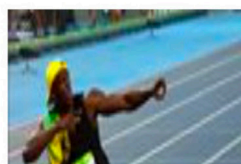
18 Video (11/01/2016)
34.6K Responses



'Tannie Ans: "You are never too old to lear...

31.1K 3,327 169

19 Video (11/07/2016)
32.8K Responses



'Everybody hates goodbyes. Even Usai...

31.4K 1,266 109

20 Video (10/30/2016)
31.8K Responses



'This is how Carolina Marin made history ...

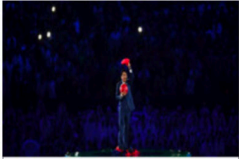
30K 1,389 434

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4. Vince Carter
6. Jessie Owens

Top Twitter Content

1 [Tweet](#) (08/21/2016)
7,356 Responses



""@Tokyo2020 here we come!...

♥ 4,656 🗨️ 2,700

2 [Tweet](#) (09/08/2016)
5,198 Responses



""The Queen of Gymnastics? That...

♥ 3,939 🗨️ 1,259

3 [Tweet](#) (08/26/2016)
4,338 Responses



""♡♡♡♡ Piotr Malachowski The...

♥ 2,930 🗨️ 1,408

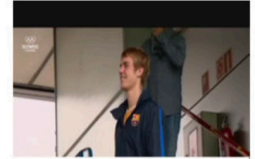
4 [Tweet](#) (09/05/2016)
3,944 Responses



""@neymarjr's penalty kick brought...

♥ 2,654 🗨️ 1,290

5 [Tweet](#) (11/22/2016)
3,841 Responses



""Can @justinbieber beat @neymarjr and...

♥ 2,089 🗨️ 1,752

6 [Tweet](#) (03/14/2017)
3,079 Responses



""#HappyBirthday to 4 time Olympic gold...

♥ 2,435 🗨️ 644

7 [Tweet](#) (08/22/2016)
2,002 Responses



""The flags of Brazil, Greece and Japan ar...

♥ 1,448 🗨️ 554

8 [Tweet](#) (09/01/2016)
1,669 Responses



""She's India's first ever Olympic female...

♥ 1,000 🗨️ 490

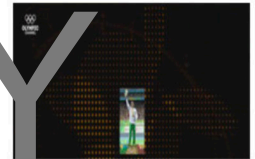
9 [Tweet](#) (11/15/2016)
1,663 Responses



""And the Best Female Athlete goes...

♥ 910 🗨️ 709

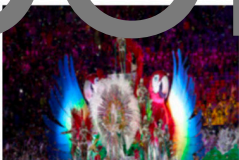
10 [Tweet](#) (09/13/2016)
1,482 Responses



""Meet the Paralympians who...

♥ 940 🗨️ 541

11 [Tweet](#) (08/21/2016)
1,400 Responses



""It wouldn't be Rio without one last...

♥ 881 🗨️ 559

12 [Tweet](#) (09/21/2016)
1,374 Responses



""What a MATCH! 🏓 Ai Fukuhara, the tabl...

♥ 1,007 🗨️ 367

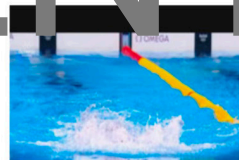
13 [Tweet](#) (08/26/2016)
1,322 Responses



""Do you think cheerleading can...

♥ 844 🗨️ 478

14 [Tweet](#) (11/23/2016)
1,210 Responses



""@MichaelPhelps: "Yes, I am done. I sai...

♥ 823 🗨️ 387

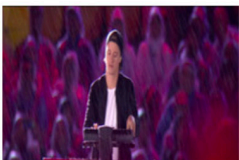
15 [Tweet](#) (10/10/2016)
1,158 Responses



""Miu Hirano is the first Japanese, the...

♥ 825 🗨️ 333

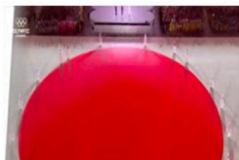
16 [Tweet](#) (09/08/2016)
1,143 Responses



""Let @KygoMusic Carry you 🎧 through...

♥ 905 🗨️ 238

17 [Tweet](#) (01/19/2017)
1,023 Responses



""READY TO MEET @Tokyo2020...

♥ 575 🗨️ 448

18 [Tweet](#) (02/20/2017)
1,019 Responses



""History has been made! Pakistani...

♥ 601 🗨️ 418

19 [Tweet](#) (09/17/2016)
905 Responses



""It's Gold and Silver in @Rio2016_en for...

♥ 737 🗨️ 168

20 [Tweet](#) (08/21/2016)
889 Responses



""Pita! #TGA One more tim...

♥ 601 🗨️ 288

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- 2. Simone Biles
- 6. Simone Biles
- 14. Michael Phelps

Top Instagram Content

1 [Post](#) (08/31/2016)
9,286 Responses



'Barcelona Youth set emotional example...

9,035 251

2 [Post](#) (08/21/2016)
5,168 Responses



'@kygomusic has landed and we're...

5,086 82

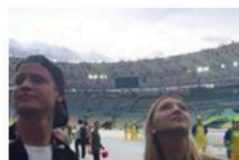
3 [Post](#) (08/22/2016)
4,974 Responses



'🌟🌟 during the #closingceremony of...

4,933 41

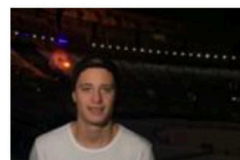
4 [Post](#) (08/21/2016)
4,927 Responses



'@kygomusic and @imj Michaels are...

4,879 48

5 [Post](#) (08/21/2016)
4,841 Responses



'Lights, camera, Kygo.'

4,703 138

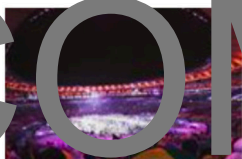
6 [Post](#) (08/30/2016)
3,599 Responses



'When you cannot pick the best photo of Rio...

3,588 2

7 [Post](#) (08/21/2016)
3,573 Responses



'#ClosingCeremony #Rio2016...

3,514 59

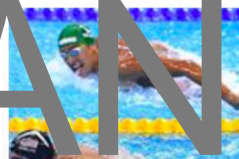
8 [Post](#) (08/21/2016)
3,549 Responses



'Can't believe we're here already! 😊😊...

3,501 46

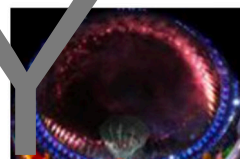
9 [Post](#) (08/28/2016)
2,878 Responses



'"Like" this photo if you think this one is...

2,878 14

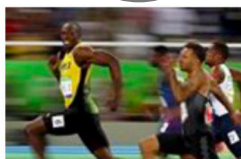
10 [Post](#) (08/22/2016)
2,874 Responses



'2,843 Likes, 9 Comments - Olympic...

2,843 8

11 [Post](#) (10/07/2016)
2,772 Responses



'Happy #WorldSmileDay!...

2,762 7

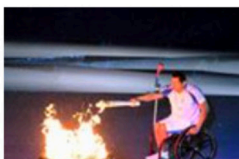
12 [Post](#) (09/23/2016)
2,686 Responses



'Selfie time! GB @teamgb'

2,671 15

13 [Post](#) (09/17/2016)
2,480 Responses



'With @tubaraoparalimpic...

2,475 5

14 [Post](#) (09/17/2016)
2,409 Responses



'Richard Whitehead celebrates the victor...

2,406 3

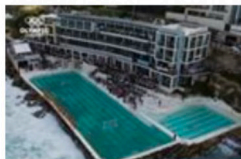
15 [Post](#) (09/18/2016)
2,315 Responses



'The #OlympicSpirit is amazing. Well done t...

2,304 11

16 [Post](#) (03/17/2017)
2,154 Responses



'👏👏👏 The most awesome water polo...

2,129 25

17 [Post](#) (09/09/2016)
2,109 Responses



'#Gold @danieldias88 > 200m Freestyle - S...

2,105 4

18 [Post](#) (09/05/2016)
2,008 Responses



'2,009 Likes, 26 Comments - Olympic...

1,984 24

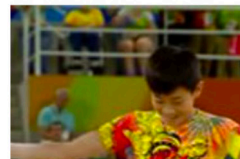
19 [Post](#) (08/23/2016)
1,842 Responses



'Pita Taufatofua #ClosingCeremony...

1,821 21

20 [Post](#) (09/18/2016)
1,753 Responses



'1,722 Likes, 29 Comments - Olympic...

1,724 29

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9. Michael Phelps
18. Simone Biles