

International
Olympic
Committee

MILANO CORTINA 2026 AUDIENCE & INSIGHTS REPORT

International Olympic Committee
June 2026



CONTENT



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2. SPECTATOR EXPERIENCE

3. FAN INSIGHTS

4. MEDIA RIGHTS-HOLDERS

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ATHLETES RATED THE MILANO CORTINA 2026 EXPERIENCE AS MEMORABLE



Athletes

Spectators

Fans

Media Rights-Holders

Digital Engagement




 **desijohnsonn** Edited • 12w
My Olympic campaign is complete. A dream I've had since I was a little girl... and truly the most memorable experience of my life.




 **eileengu**
Thank you for all the support this Olympics. It was such a dream to compete in beautiful Italy 🇮🇹❤️



 **ilia_quadg0d_malinin** Edited • 13w
Grateful 🙏🏆



 **alysaxliu** 11w
Grateful to have shared the podium with two incredible teammates of mine on this crazy Olympic journey! Proud of what we accomplished together and individually. Hyped, we each got to capture this victory selfie as a group and share our joy with the world.

ONE OF THE MOST MEMORABLE EXPERIENCES

9 IN 10

Agree that

“Participating in the Olympic Winter Games was one of the most memorable experiences of my sporting career”

PARTICIPATION IN THE OLYMPIC WINTER GAMES MILANO CORTINA 2026 WAS IMPORTANT FOR ATHLETES



TOP 3 MOTIVATIONS

TO COMPETE AT THE BIGGEST
MULTI-SPORTS EVENT ON EARTH



92%

Rated "Important"

Beijing 2022: 91%

TO REPRESENT MY COUNTRY



90%

Rated "Important"

Beijing 2022: 90%

TO BECOME AN OLYMPIAN



83%

Rated "Important"

Beijing 2022: 80%

Athletes
Spectators
Fans
Media Rights-Holders
Digital Engagement

MILANO CORTINA 2026 DREW OVER 5.4M SPECTATORS AND VISITORS, ALONGSIDE STRONG RATINGS



Athletes

Spectators

Fans

Media Rights-Holders

Digital Engagement

5.4 M+

SPECTATORS & VISITORS*

Including:

3.5M – Torch Relay

1.3M – Tickets Sold

600K – Fan Villages

85%

OF ALL TICKETHOLDERS

Rated their **overall experience** as **good or excellent**

92%

OF ITALIAN TICKETHOLDERS

Rated their **overall experience** as **good or excellent**

MILANO CORTINA 2026 WAS WIDELY REGARDED AS A SUCCESS, BOTH INTERNATIONALLY AND IN ITALY



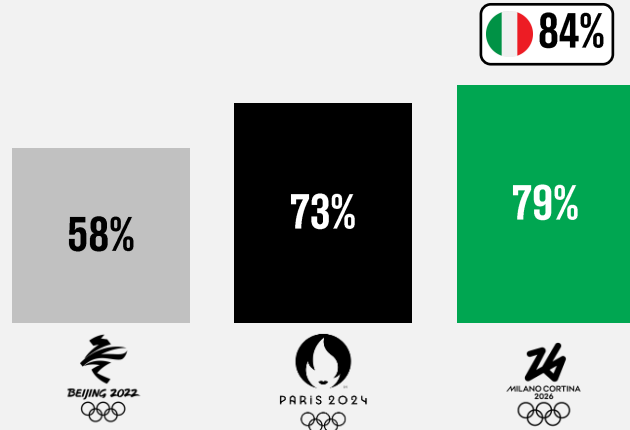
Athletes

Spectators

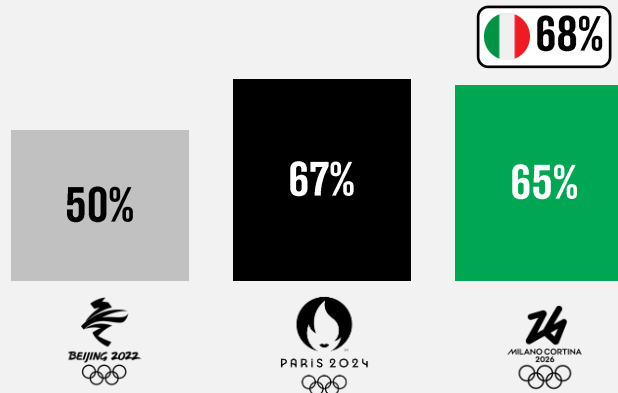
Fans

Media Rights-Holders

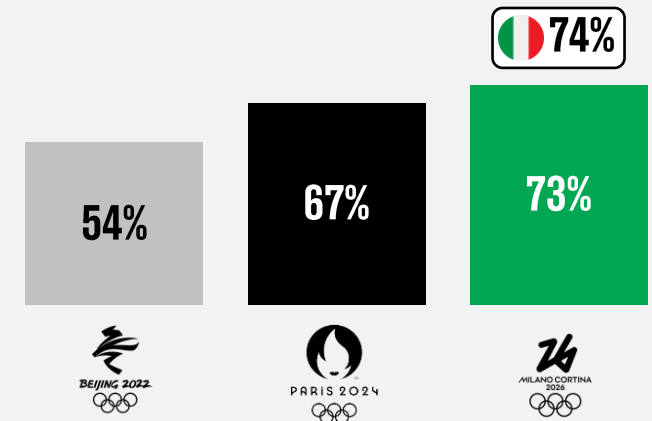
Digital Engagement



... deem Milano Cortina 2026 to have been
A SUCCESS
(7+ out of 10)



... believe the IOC was
RIGHT TO SELECT
Milano Cortina as
2026 host

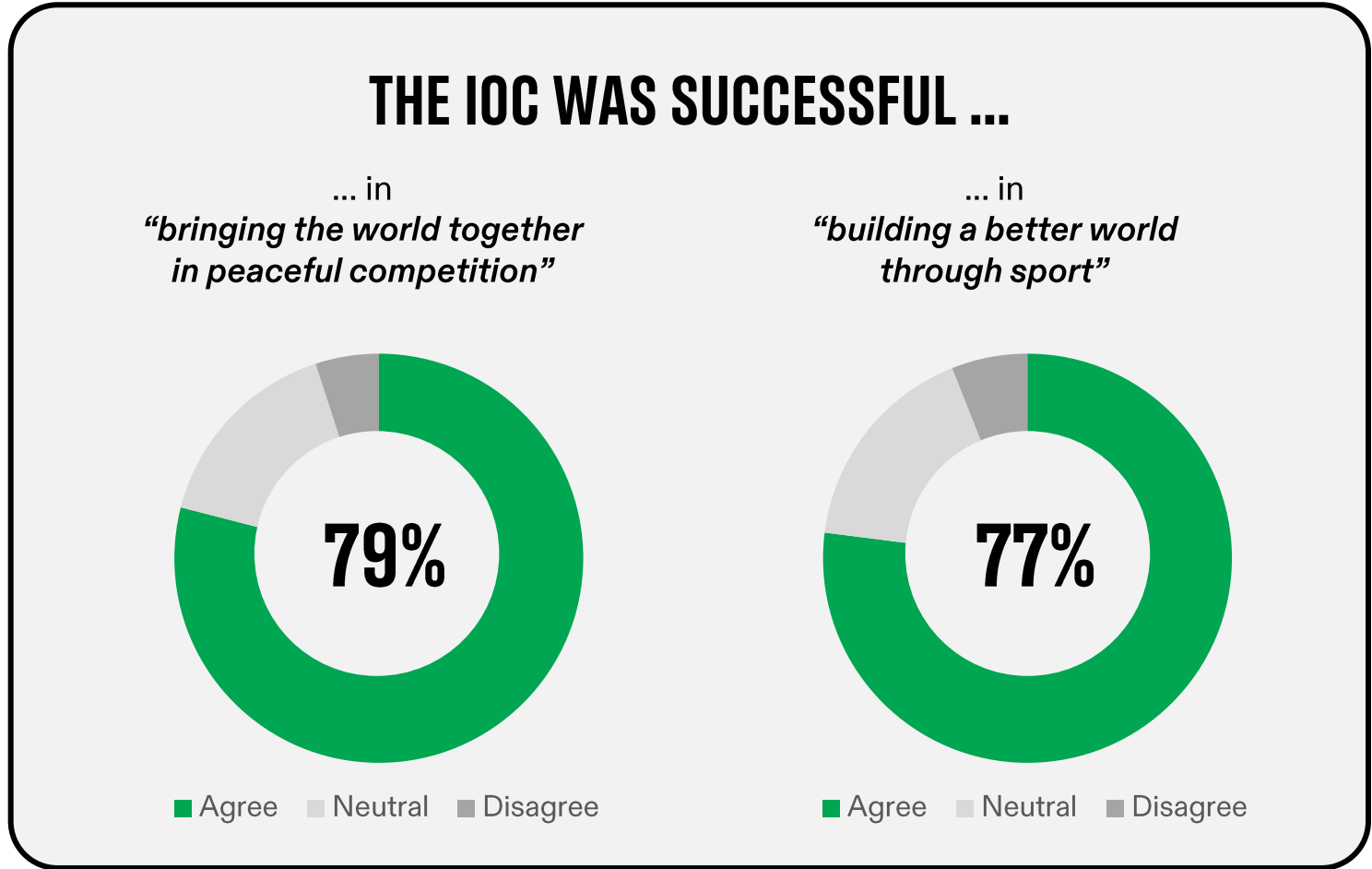
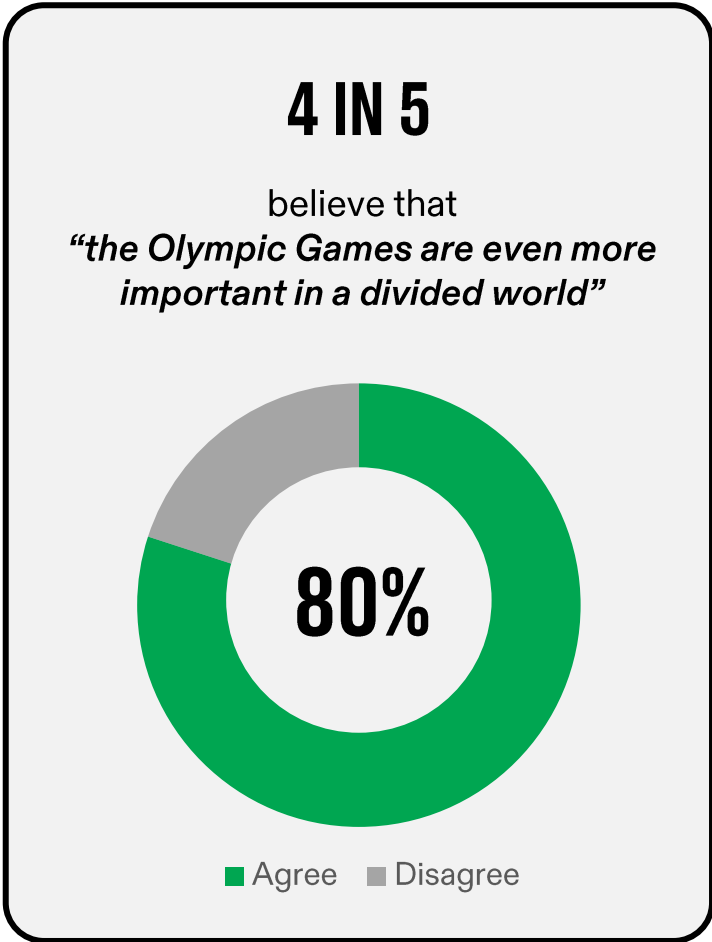


... expect the 2026 Olympic Winter Games to leave
A POSITIVE LEGACY
for Milano Cortina / Italy

THE OLYMPIC GAMES ARE PERCEIVED AS EVEN MORE IMPORTANT IN A DIVIDED WORLD



- Athletes
- Spectators
- Fans
- Media Rights Holders
- Digital Engagement





~2.6B

BILLION PEOPLE FOLLOWED THE OLYMPIC WINTER GAMES MILANO CORTINA 2026

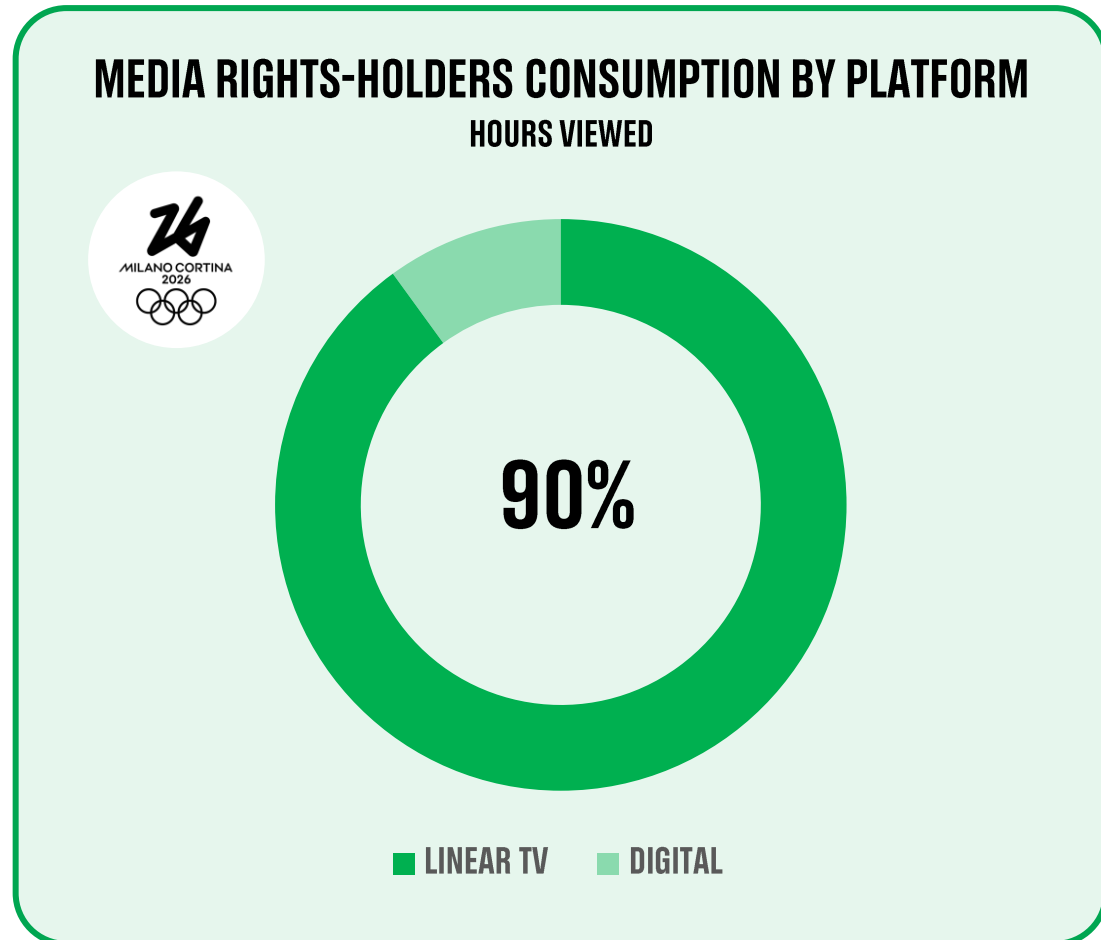
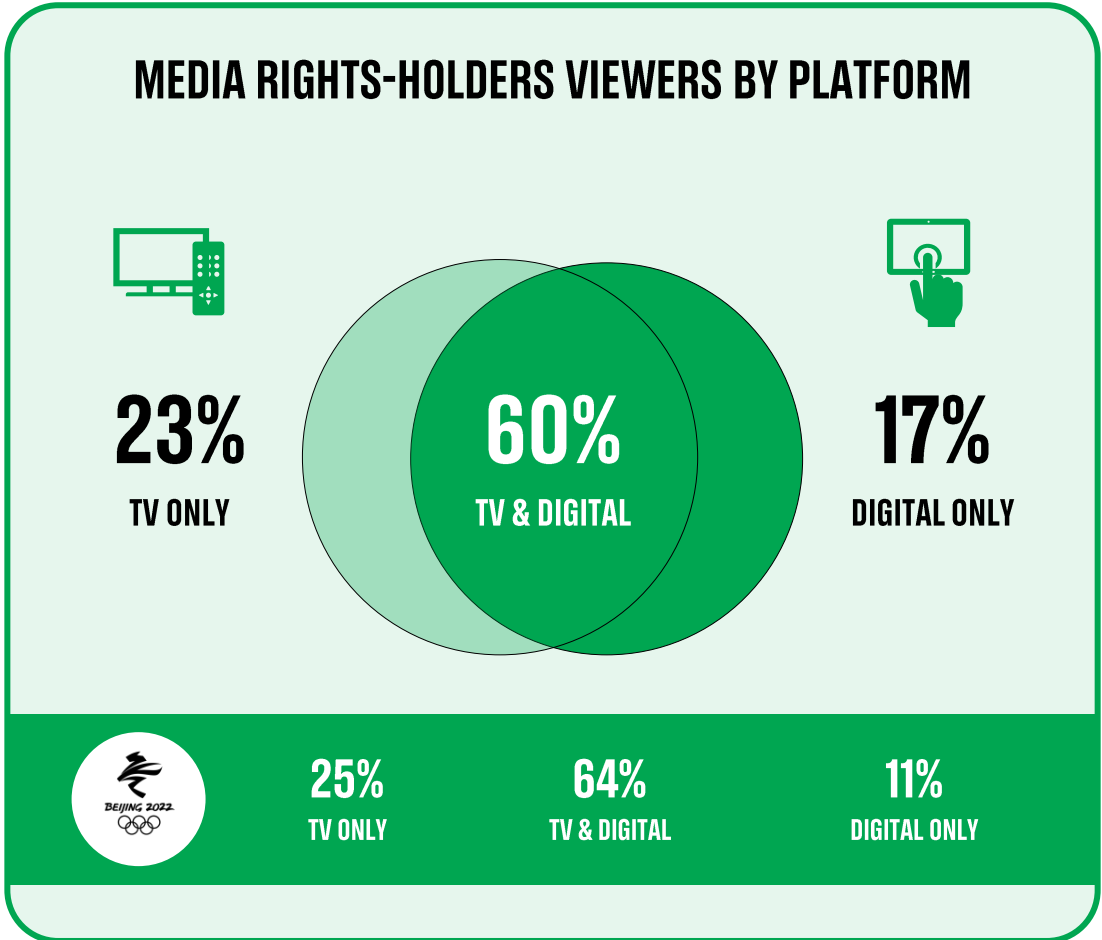


Source: Publicis Sport & Entertainment; Milano Cortina 2026 Global Broadcast & Audience Research & Milano Cortina 2026 Post-Games Research; 15 territories; February 2026

AUDIENCES ARE INCREASINGLY MOVING TOWARDS DIGITAL, WHILE LINEAR TV REMAINS DOMINANT FOR CONSUMPTION



Athletes
Spectators
Fans
Media Rights-Holders
Digital Engagement



VIEWERS OF MILANO CORTINA ENJOYED IT, WATCHED MORE THAN EVER... AND WANT MORE



OF THOSE WHO WATCHED MILANO CORTINA 2026 ...

84%

ENJOYED IT

Beijing 2022: 74%
Paris 2024: 84%

TV HOURS
WATCHED
PER VIEWER



5.6 hours



6.1 hours



6.9 hours

53%

WANT TO WATCH
MORE OLYMPIC
GAMES COVERAGE
IN THE FUTURE

Beijing 2022: 46%
Paris 2024: 51%



Athletes

Spectators

Fans

Media Rights-Holders

Digital Engagement

DIGITAL CHANNELS DROVE EXCEPTIONAL ENGAGEMENT



Athletes

Spectators

Fans

Media Rights Holders

Digital Engagement

4X 

HIGHER INTERNET SEARCH INDEX

Vs Beijing 2022

4.2X

MORE ENGAGEMENTS

On international social media platforms vs Beijing 2022

110B+

TOTAL ENGAGEMENTS

On social media platforms (Estimation)

- On IOC channels: **12.7B ENGAGEMENTS** | **+10.4M NEW FOLLOWERS**
- On Athletes, IFs, NOCs, MRHs channels: **20B+ ENGAGEMENTS** | **+91M NEW FOLLOWERS**
- On General Public & Other channels: **80B+ ENGAGEMENTS**

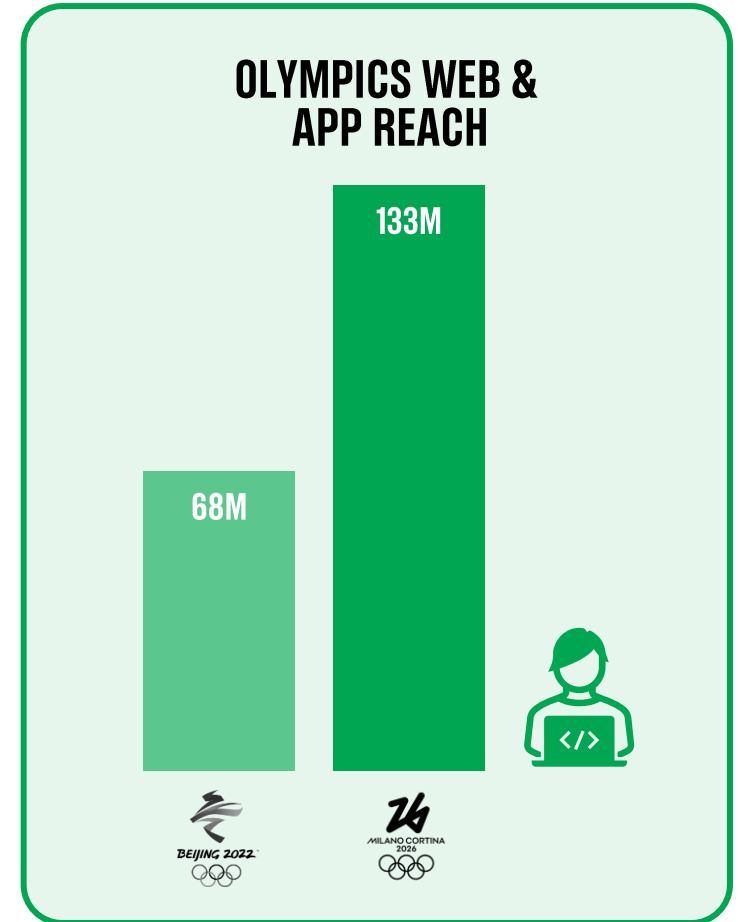
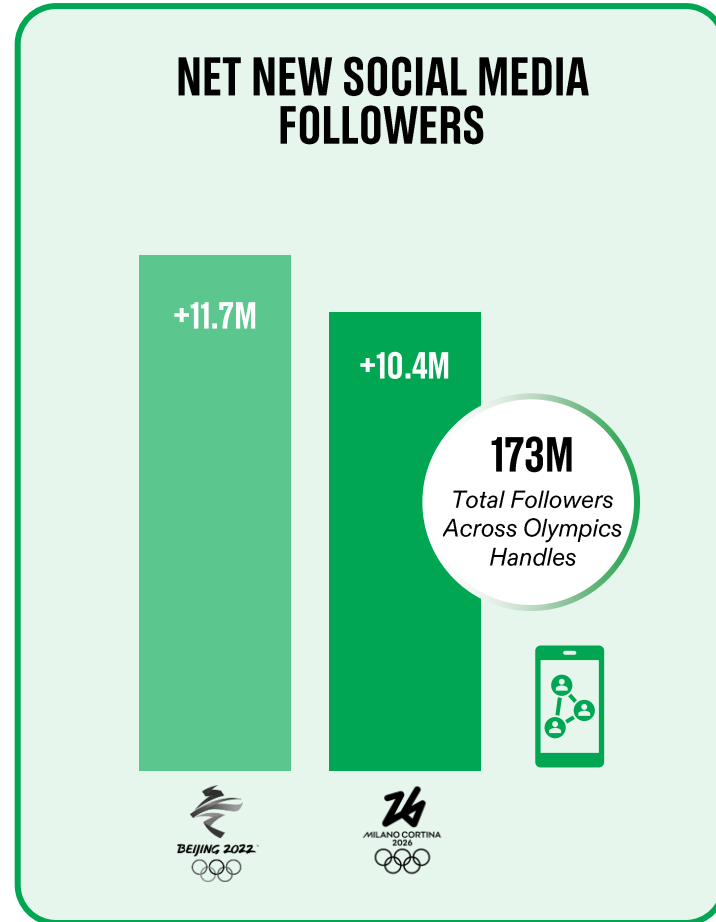
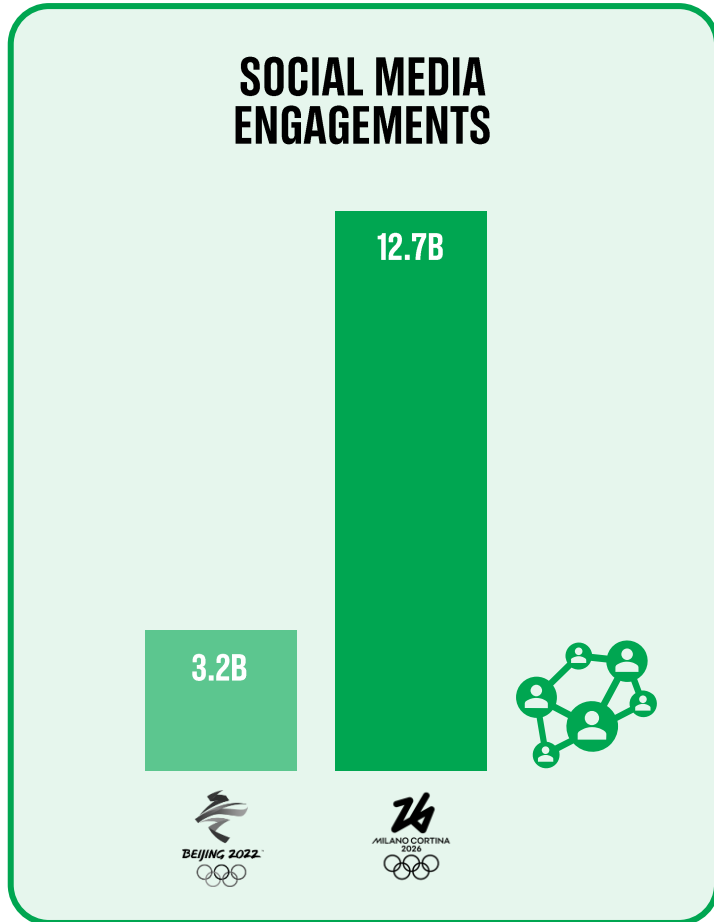
Source: Google Trends; -7 days to Opening Ceremony

Source: Storyclash, Meltwater, Fanpage Karma, Miaozen; Engagements: 06 September 2025 to 28 February 2026; Followers: 30 January to 28 February 2026

THE IOC'S DIGITAL PERFORMANCE SIGNIFICANTLY INCREASED DURING THE MILANO CORTINA 2026 PERIOD



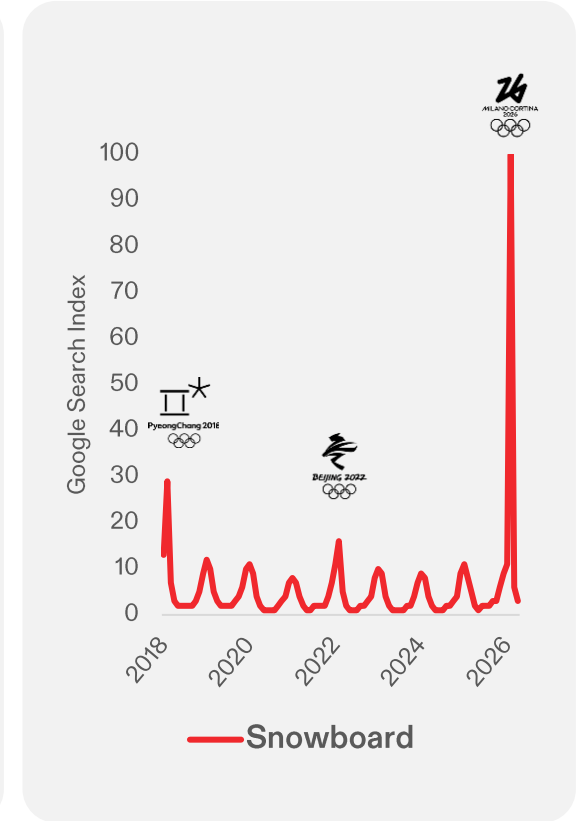
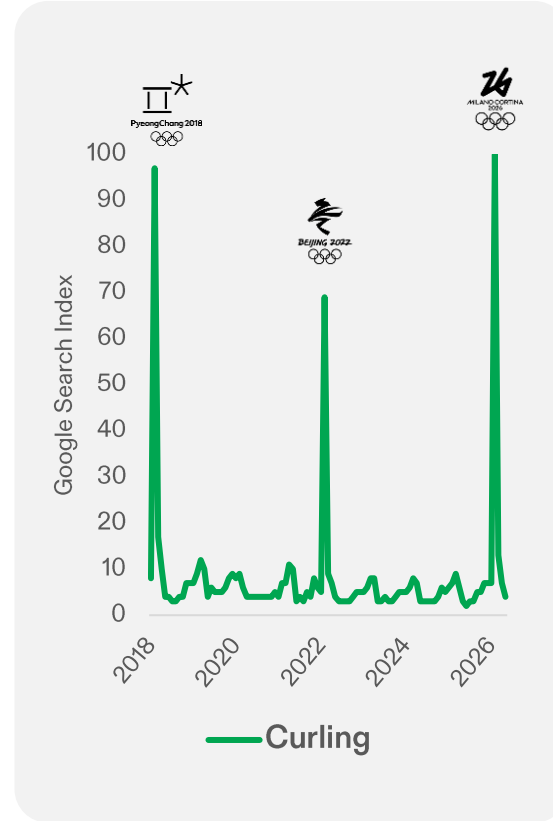
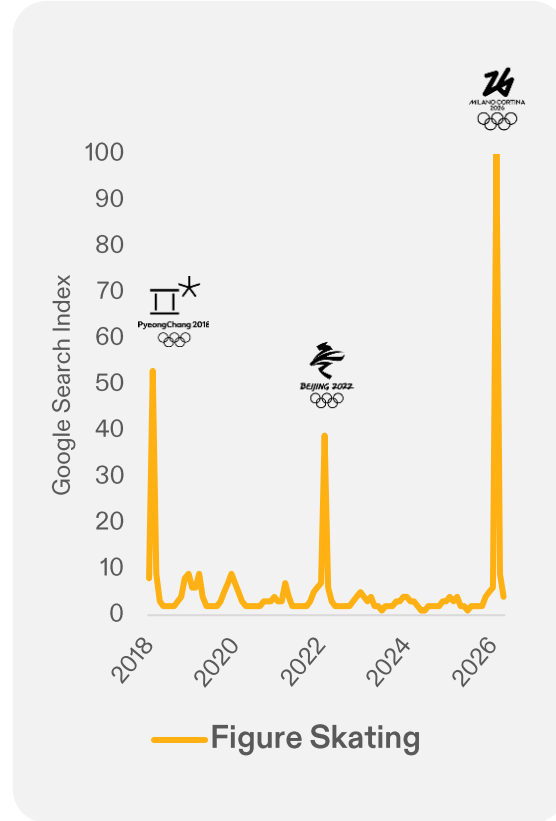
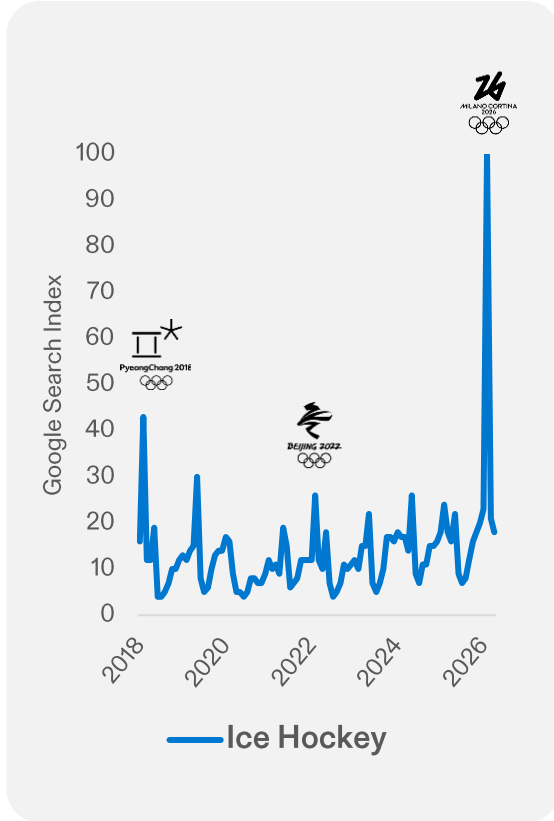
Athletes
Spectators
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Media Rights Holders
Digital Engagement



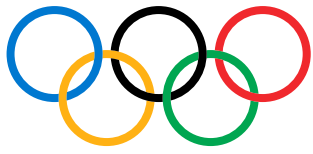
OLYMPIC WINTER SPORTS SAW PEAK INTERNET SEARCHES DURING MILANO CORTINA 2026



Selected examples of sports



Athletes
Spectators
Fans
Media Rights-Holders
Digital Engagement



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THANK YOU

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