



# Global Sport Events Go Local

And you have to go SOCIAL!



# Do you know them?



.....

All of these athletes were famous before the social media.



**Do you know them?**

**But what was the society like?**

**Who were their fans?**

**How did they consume their stories?**

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



# Sport was always a SOCIAL thing





# Sport was always a SOCIAL thing



**Fans always like to cheer and share their stories together.**



# Sport was always a SOCIAL thing



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



# Sport was always a SOCIAL thing



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

**Are these words familiar to you?**



**FANS, LIKE, SHARE, STORIES**

**YES!**

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





# Media reality in the past



**Limited channels, easy to communicate.**



# Media reality now



**The situation is similar, not the same.**



# Media reality now

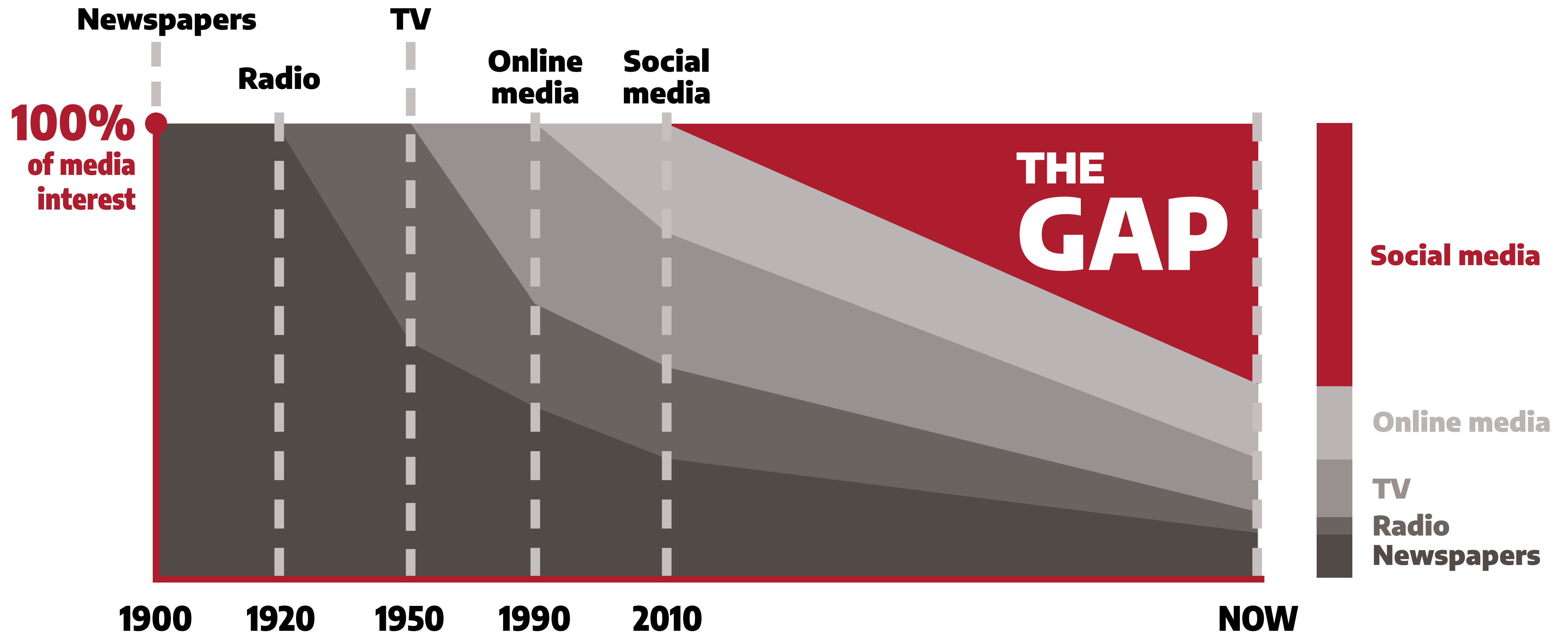


**Millions of brands, millions of interests, millions of channels. SPORT SECTION is not guaranteed.**



# Face the THREAT and fill the GAP

Traditional media is simply not enough.





# We made a strategic decision in 2012



▲ Social media team was built

▼ Olympic parks project was initiated





**We made  
a strategic  
decision  
in 2012**

Two different worlds.

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

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



# Social media team

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WE REACH  
people

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**10 millions nation**

Over 600K fans, followers, subscribers

Over 15 millions views on youtube

Over 10 millions interactions with fans  
per year





# Social media team

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WE ENGAGE  
people

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Fans

Athletes

Sport federations

Media

Sponzors





# Social media team

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WE CONVERT  
people

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They are sport fans

They visit our olympic parks

They buy our merchandise

Over 150 000 kids participate

Olympic school project





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

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We help athletes

We help federations

We are a trustworthy source for traditional media

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



# Summary

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Think digital  
Create a team  
Develop a strategy

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

[houska@olympic.cz](mailto:houska@olympic.cz)

