

SUMMER 2024



OLYMPIC ENTHUSIASTS & SPORTS FANS

The audience

This audience lives for the adrenaline and camaraderie of the Olympics and various sports, embracing both summer and winter games with equal fervor.

They follow

They follow a wide range of sports, from track and field to swimming, and from gymnastics to skiing, tracking athletes' careers and reveling in the global unity of the games.

Their passions

Their passion extends to collecting memorabilia, attending live events, and actively participating in sports communities and forums online.

