



2020

A vision of social networks **now** and **then**

London 2012 will be the favorite, most liked and trended sporting event in history. But this is just the start. By the time of the 2020 Games, social networks will be integral to every aspect of our lives and an enormous generator of sporting data

2012
4 billion
estimated global audience for London 2012



57% 
of the world's population

2020
5 billion
expected to rise to at least 5bn by 2020, as two thirds of the world's population gain access to mobile broadband

66% 
of the world's population

2012
1 billion
people expected to share London 2012 content via social networks

2020
3000%
forecast increase in data traffic by 2020

2012  25% proportion of viewers who subscribe to a mobile broadband network
2020  100% estimated by 2020

hub.olympic.org

2012
1,000
athletes joining the Olympic Athletes Hub at hub.olympic.org

2020
10,500
all athletes will be on the hub by 2020

2012
420,000 likes
of London 2012 on Facebook

2020
1.7 million likes
estimated for the 2020 Games

2012
20,000 tweets/second
estimated peak during London 2012

2020
660,000 messages/second
via single social interface




2012
1.3 billion
total active users of Facebook, YouTube and Twitter

2020
4.3 billion
estimated total subscribers to a social interface by 2020

2012
700,000 followers
of London 2012 on Twitter

2020
2.8 million followers
estimate for the 2020 Games

2012  **16 million** Most followed Olympic athlete is LeBron James (Basketball)
2020  **64 MILLION** Who will be the most followed athlete?

2012
Official London 2012 pages exist on
**Facebook
Twitter
YouTube
& Flickr**

2020
There will be
One Games channel
that you will access through your social network

Growth in data traffic from 2012 to 2020
2012  **30x**  2020