



# Olympic Games Tokyo 2020



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# THE WORLD'S LARGEST SPORTING SPECTACLE

## GLOBAL

206 COUNTRIES

33 SPORTS

11 000 ATHLETES

## TELEVISION CHANNELS

500

## NEW DISCIPLINES

BASEBALL/SOFTBALL, KARATE,  
SKATEBOARD, CLIMBING, SURFING

18 ADDITIONAL TESTS

## TELEVISION VIEWERS

3,6 BILLION

## SCHEDULE

23/07 to 08/08/2021

### TV on Tipik non stop live

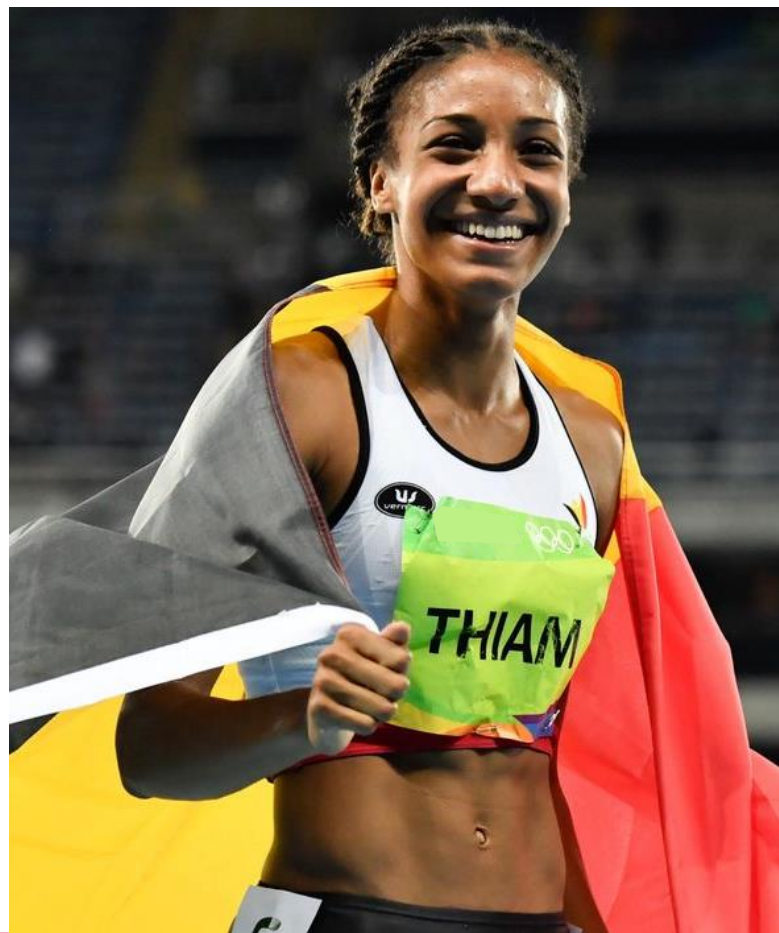
- from 9:00 am to 4:00 pm
- 16 days of live coverage
- A magazine from 8:00 pm to 8:30 pm on La Une

### RADIO on Vivacité go and back live

- from 9:00 am to 4:00 pm
- 16 days of live coverage

### DIGITAL on AUVIO non stop live

- Same live streaming as television
- Exclusives lives



# Olympic Games Tokyo 2020 – 8 sponsorings packs available



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Counterparts	Number	Period
<b><u>TV</u></b> (200 GRP's/pack on 15/54)		
Billboards :	85	23/7 to 08/8
Trailers :	10	
Commercial spots :	50	
<b><u>RADIO</u></b>		
Billboards :	16	23/7 to 08/8
Trailers :	20	
Logo sponsor on	vivacite.be website 1 newsletter Vivacite	
<b><u>Digital</u></b>		
Pre-roll video	500.000 imps	23/7 to 08/8
Halfpage	450.000 imps	
Responsive takeover	100.000 imps	

**The IOC Top Sponsors have a Right of Protected First Negotiation during 45 business days**

**BUDGET Excl. VAT: 95.600 € / pack**





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