

# MEDIA AND AWARENESS REPORT

17-23 JUNE, 2023

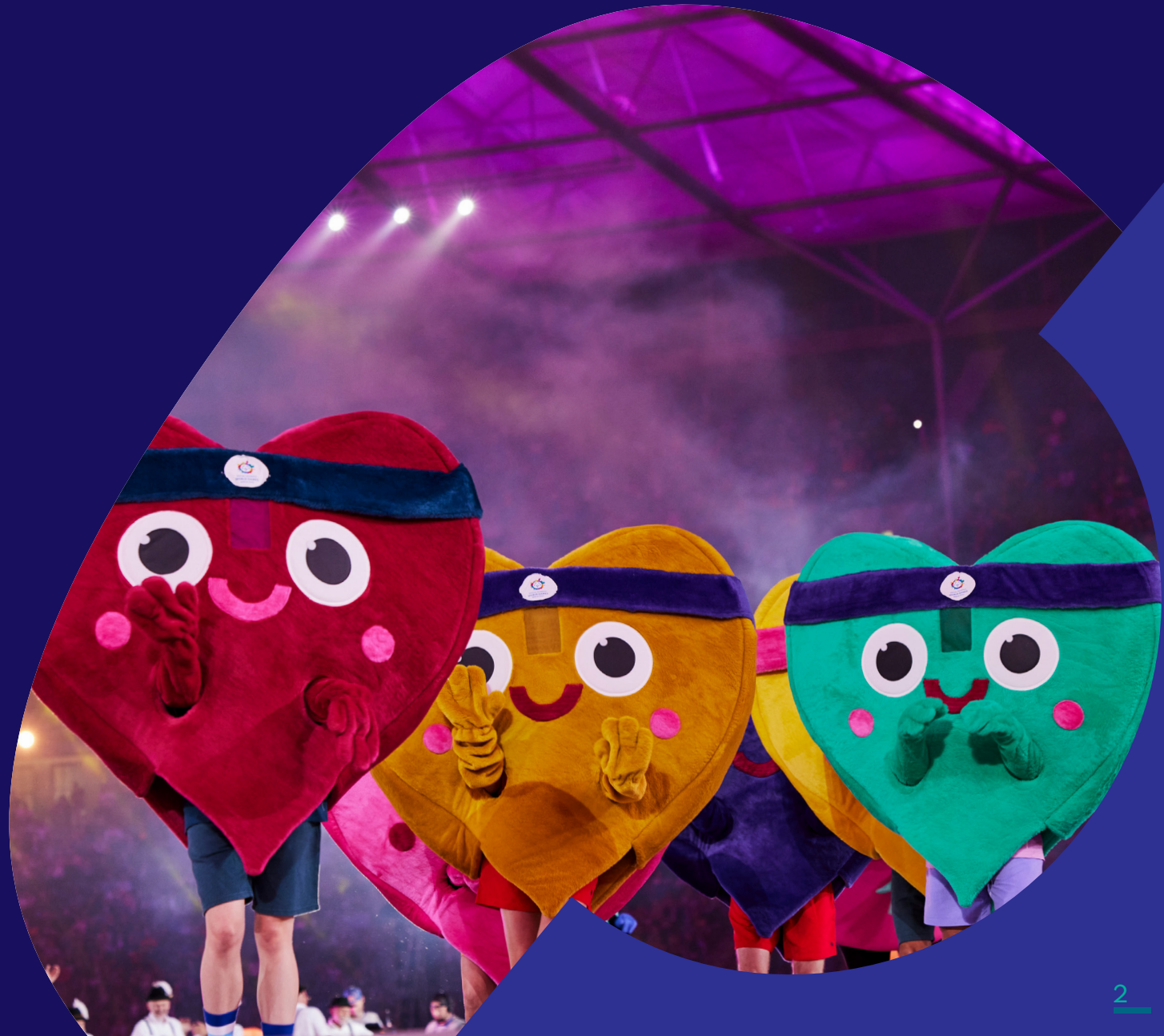


SPECIAL OLYMPICS  
**WORLD GAMES**  
BERLIN 2023





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# EXECUTIVE OVERVIEW





# FACTS AND FIGURES

## FROM OUR WORLD GAMES IN BERLIN

**330,000**

WORLD GAMES  
SPECTATORS

**50,000**

OPENING CEREMONY  
SPECTATORS



**100,000**

COMPETITION SPECTATOR  
TICKETS SOLD

**200**

HOST TOWNS  
WELCOMING ATHLETES

**6,500**

ATHLETES &  
UNIFIED PARTNERS

**48%**

FEMALE ATHLETES

**26**

SPORTS

**3,000**

COACHES

**176**

DELEGATIONS

World Games  
Record

**1,800**

MEDIA FROM  
**90** COUNTRIES

**15,000**

HEALTHY ATHLETES  
SCREENINGS  
completed in  
**7** DISCIPLINES

ATHLETES FROM

**98% OF DELEGATIONS**  
ATTENDED HEALTHY ATHLETES

Over

**60**

MINISTERS AND  
GOVERNMENT  
OFFICIALS

Over

**50**

NATIONAL AND  
INTERNATIONAL  
**SPORT FEDERATION**  
REPRESENTATIVES



**The Special Olympics World Games were the largest sports and humanitarian event in 2023, with 6,500 Special Olympics athletes and Unified partners from 176 delegations, 3,000 coaches, 18,000 volunteers, nearly 100,000 ticketed spectators and more than 330,000 World Games attendees. Over 50,000 people attended Opening Ceremony and a record breaking 1,800 international media registered for these Games from 90 countries, the most amount of media ever attending and covering a Special Olympics World Games. During the 9 day event, athletes competed in 26 Olympic-style sports at 9 venues across the city of Berlin.**

International and domestic media coverage of the Special Olympics World Games Berlin 2023 reached a historical height of awareness for the movement, reaching billions of people worldwide and generating over 72 billion media impressions through multiple mediums. Through our exclusive host broadcast partnership with ESPN, the Opening Ceremony was broadcast live to millions of viewers in the US through ESPN networks and syndication, reaching more than 190 countries worldwide, marking the broadest reach ever for a Special Olympics World Games Opening Ceremony. According to Nielsen Sports, the Opening Ceremony achieved a cumulative audience of almost 51 million worldwide on TV, while the Closing Ceremony achieved more than 22 million worldwide. ESPN+ and ESPN3 aired a combined 504 hours of content, generating 2.8 million watched video minutes. Global ESPN owned and operated platforms aired content in 13 markets and 23 syndicated partners also took all or partial coverage.

To bring more national attention and visibility to the World Games and allow for more coverage instead of competing for coverage, the eleven largest sports reporting media companies in Germany joined forces in an unprecedented creation of the first-ever media alliance to jointly report on the World Games. The media alliance consisted of ARD, BILD, DAZN, Deutsche Telekom AG, Meta, Prime Video, ProSiebenSat1 Media SE, RTL, sky, Sport1 and ZDF. NEP Germany served as the Technical Production Service Provider and the Technical Host Broadcast provider for ESPN and Sky handled production management for host broadcasting. This alliance was a significant factor in raising awareness of Special Olympics throughout Germany as the five broadcasters with the highest reach on TV generate 70% of the reach in Germany. Thanks to the media alliance, the news reports in Germany alone reached greater than 70% of the reach on television.

**UNIQUE MEDIA-ALLIANCE OF  
11 MEDIA / TV COMPANIES  
FOR THE BEST POSSIBLE  
NATIONAL MEDIA  
COVERAGE OF THE SPECIAL  
OLYMPICS WORLD GAMES  
BERLIN 2023**





## EXECUTIVE OVERVIEW

In another first for our movement, Special Olympics partnered with the European Broadcasting Union (EBU) to deliver Games content to their members across Europe, and through their global affiliates, bringing the joy of our athletes to an even wider international audience. Additionally, a new initiative saw the establishment of the European Media Broadcast Unit, led by Restless Films. Operating as a dedicated news source, this team of 12 reporters, camera operators and editors produced more than 800 customized sport news highlights packages comprised of 25 hours of edited material, featuring each of the 56 delegations from across the region. These media highlights packages were sent directly to national media across Europe, as well as the respective national programs which allowed consistent coverage throughout the Games.



Media efforts were also supported by the youth reporter program led by the International Sports Press Association (AIPS), which granted the opportunity of a lifetime for five aspiring European reporters. This dedicated reporting team produced 28 articles for AIPSmedia.com including highlighted coverage of the Global Leadership Coalition for Inclusion, Healthy Athletes and the Global Youth Leadership Summit. AIPS released a Pre-World Games edition of its quarterly magazine featuring a story about Gilmour Borg, an athlete from Special Olympics Malta, as well as an advertising page. A post-Games edition was also published, along with another advertising page. This collaboration marks the fifth partnership between AIPS and Special Olympics, made possible by the support of the Lions Clubs International Foundation.



## EXECUTIVE OVERVIEW

Overall, the impact of the Berlin Games delivered a great boost to the overall awareness of Special Olympics. The media alliance and international coverage fueled the build-up of awareness, **revealing 36% of people in Germany were aware of these Games.** In Berlin, post event research shows that the levels of public awareness for Special Olympics almost doubled, compared with before the Games. **This is accompanied by a significantly stronger association of World Games with the term inclusion, which can be seen as an indicator of a change in attitude.**

## Impacts of the World Games on attitudes of German residents:

**48%**

**OF 16-69 YEAR OLDS** in Germany were aware of the Games.

That is around

**28 MILLION PEOPLE**

## TV BROADCASTS

were the main source of information

**15%**

**OF RESPONDENTS** were able to correctly identify the Games as a sporting event for people with ID

**THE MEDIA ALLIANCE AND INTERNATIONAL COVERAGE FUELED AWARENESS OF THE GAMES IN GERMANY.**

**MORE THAN HALF** of those who saw coverage of the event said that it made them more respectful of the achievements of people with disabilities in everyday life.

Despite the higher relative importance of inclusion in society, 15-25% of respondents believe that people with ID should attend different schools, sports clubs and workplaces than people without disabilities. **There is still a need for more education on inclusion, despite the success of the World Games.**





## EXECUTIVE OVERVIEW

The Special Olympics World Games Berlin 2023 was broadcast to hundreds of millions of viewers worldwide, showcasing athletic performance and highlighting stereotype-defying stories—changing minds and opening hearts through transformational inclusion. A strong team of Media Operations members enabled over 1800 journalists from more than 90 countries to cover these Games successfully. A main media center and international broadcast center, sub-media centers located at each sports venue and a daily media communique outlining all key information allowed journalists to cover the Games and file stories easily. Additionally, the availability of a Games-time app and a dedicated WhatsApp group was used daily by journalists.

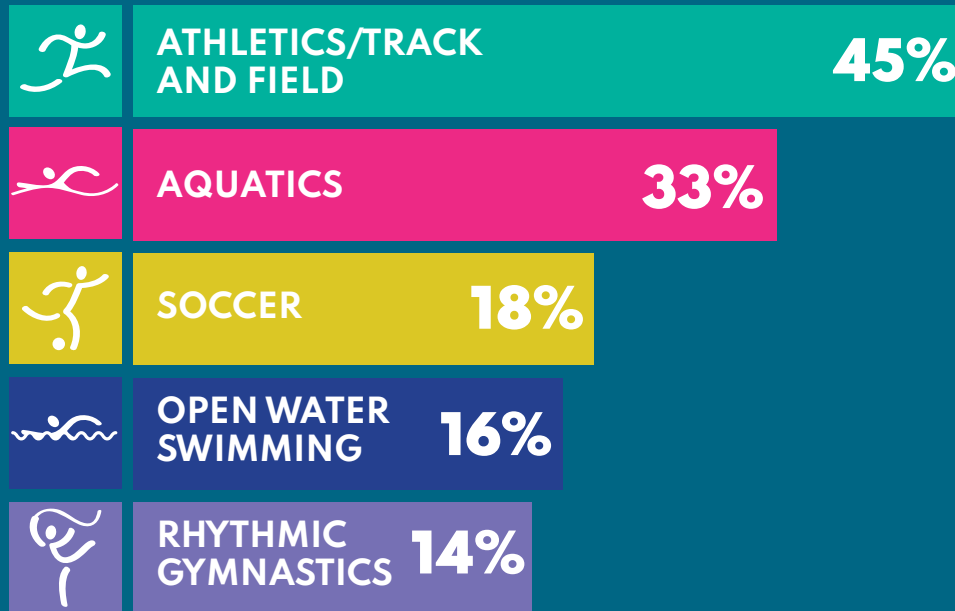
**The social media audience reached more than 21.17\* million total impressions across all Special Olympics International flagship social channels including Facebook, Twitter, Instagram, YouTube, LinkedIn and TikTok.**

\*(time period 1 June – 30 June 2023)





# MOST WATCHED SPORTS BY GERMAN RESIDENTS at the World Games\*\*



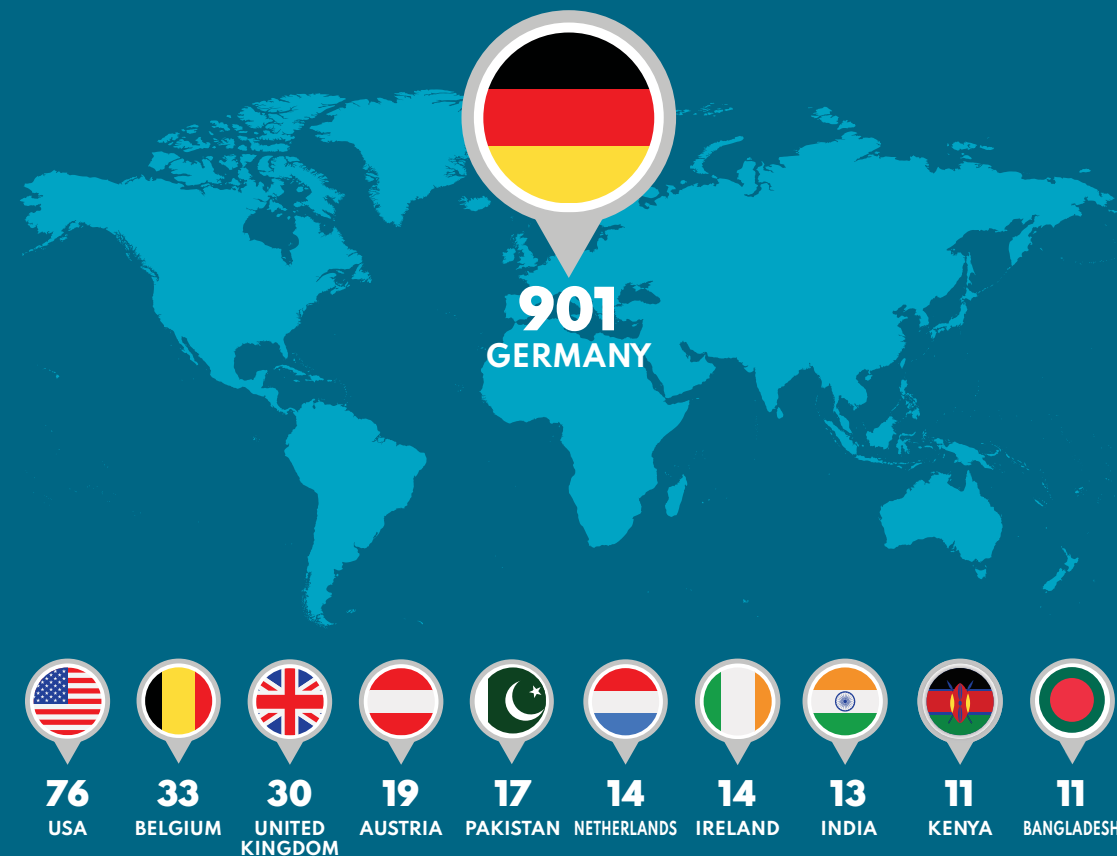
\*ESPN reported that their most viewed live piece of content was from Rhythmic Gymnastics event on 17 June, 2023.

\*\*As reported by Nielsen, 730 respondents surveyed aged 16 to 69 years old from Germany who were aware of the World Games and saw coverage of the event.

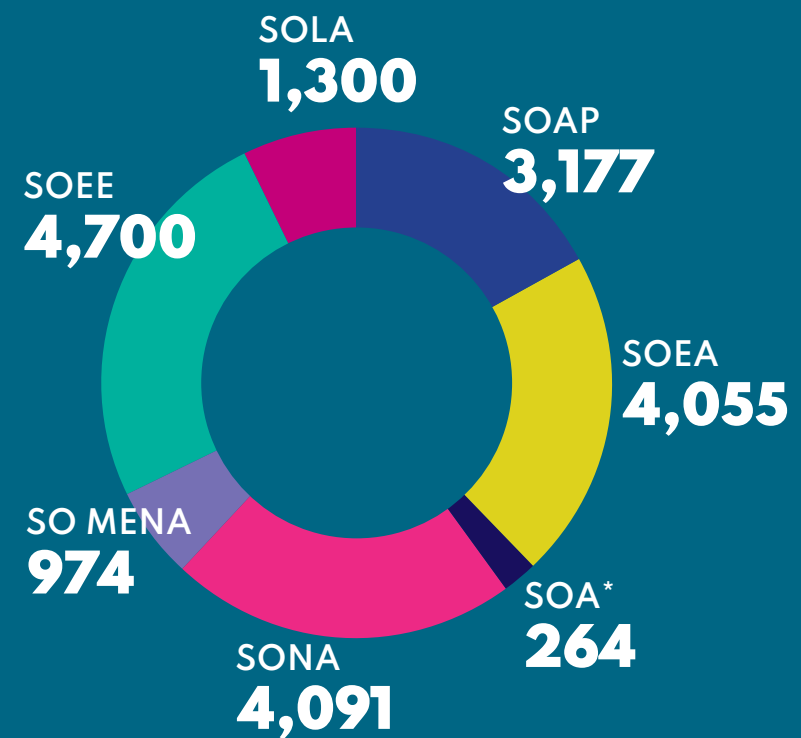


# MEDIA ATTENDANCE AT THE GAMES

## Top 11 Countries with Most Registered Media



## Media Mentions by Region



\*Does not include broadcast coverage or other languages



# MEDIA AND NEWS AGENCIES REPRESENTED

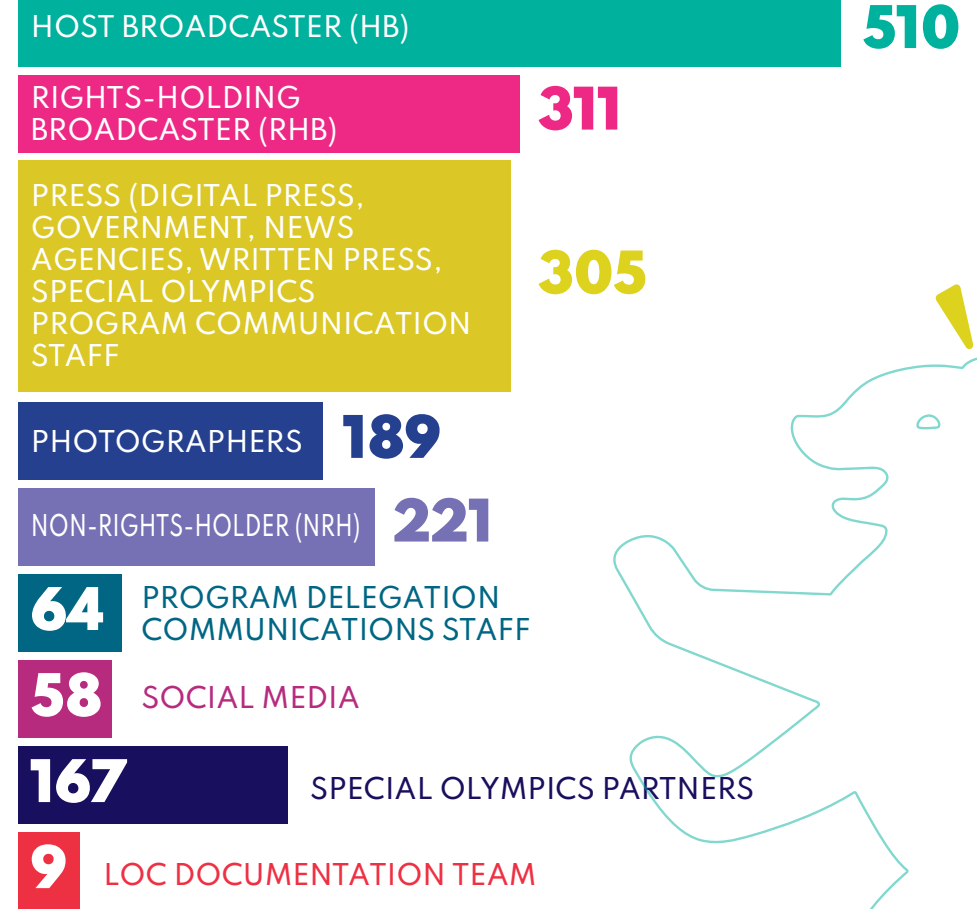
## GERMAN AGENCIES

Deutsche Presse Agentur (DPA)  
Getty Images  
Thomson Reuters  
Axel Springer (BILD)  
Tagesspiegel  
TAZ, die Tageszeitung  
Der Spiegel  
Funke-Medien-Gruppe (Berliner Morgenpost, Berlin Wochenblatt, Hamburger Abendblatt)  
Kicker  
Sport-Informationsdienst (SID)  
Süddeutsche Zeitung (SZ)

## INTERNATIONAL AGENCIES

Anadolu Agency (AA)  
Austria Presse Agentur (APA)  
Kuwait News Agency (KUNA)  
Namibia Press Agency (Nampa)  
Oman News Agency (ONA)  
Saudi Press Agency (SPA)  
Azerbaijan Sports Journalists Association  
Sports Illustrated  
Action Press International  
ABS-CBN News (Philippine News)  
GEPA Pictures  
Iran Pro Sport News Agency (IPNA)

## Media Registrations By Role



# SNAPSHOT OF TOTAL AWARENESS/ COVERAGE AT GAMES

**TOTAL IMPRESSIONS** including website, broadcast, print/online, social, etc.

Over  
**72 BILLION**

NEARLY  
**2 MILLION**  
WEBSITE VISITS TO  
**BERLIN2023.ORG**

**38.6 MILLION**  
COMBINED **SOCIAL MEDIA IMPRESSIONS** FOR GAMES  
(INCLUDES SOI AND BERLIN 2023 PROPERTIES)

OVER  
**50K NUMBER OF STORIES**  
FOR GAMES (INCLUDING US AND INTERNATIONAL COVERAGE)

According to Nielsen Sports, sporting events have an average value on social media of around 20%.

**THE WORLD GAMES HAD A 41% VALUE OF POSTS ACROSS FACEBOOK, INSTAGRAM AND X.**

**72 BILLION**

POTENTIAL READERSHIP FOR GAMES COVERAGE (time period during Games) including US and international coverage

ON AVERAGE  
**470K AUDIENCE VIEWED** THE 'BEST OF THE GAMES' SHOW ON ABC

MORE THAN  
**37K YOUTUBE VIEWS** ON SPECIAL OLYMPICS CHANNEL





# SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES

Overarching stats for 30-day period of 1 June - 30 June

## TOTAL IMPRESSIONS

**38.6 MILLION**

between SOI/SOWG social media channels

**21.17 MILLION**

for SOI channels

**17.43 MILLION**

for SOWG channels

## TOTAL POSTS

**1.1 BILLION**

we had 974 total posts on SOI channels for the month of June

## WHAT ARE DIGITAL IMPRESSIONS?

A digital impression happens when a reference to Berlin2023 displays on a person's screen, via social media, Adwords and display ads, etc. Impressions are the broadest, most general metric to report on.

## MEASUREMENT TOOL: Falcon

## TERMS THAT WERE TRACKED:

Berlin2023, Special Olympics "World Games" and 'Unbeatable Together'.



# SNAPSHOT OF SOCIAL MEDIA

## Special Olympics Flagship Channels



**11.97 MILLION**  
IMPRESSIONS

**17.32 MILLION**  
REACH

**252,020**  
ENGAGEMENTS



**1.76 MILLION**  
IMPRESSIONS

**880,280**  
REACH

**15,700**  
ENGAGEMENTS



**3.87 MILLION**  
IMPRESSIONS

**1.86 MILLION**  
REACH

**114,013**  
ENGAGEMENTS



**334,250**  
IMPRESSIONS

**250,450**  
REACH

**11,180**  
ENGAGEMENTS



**3.24 MILLION**  
IMPRESSIONS/  
VIDEO VIEWS

**2.98 MILLION**  
REACH

**149,650**  
ENGAGEMENTS





# SNAPSHOT OF SOCIAL MEDIA

## Berlin 2023 Flagship Channels



**11.34 MILLION**  
IMPRESSIONS

**10.97 MILLION**  
REACH

**245.51 K**  
ENGAGEMENTS



**1.02 MILLION**  
IMPRESSIONS

**611,400**  
REACH

**13,840**  
ENGAGEMENTS



**1.71 MILLION**  
IMPRESSIONS

**2.4 MILLION**  
REACH

**9,080**  
ENGAGEMENTS



**289,560**  
IMPRESSIONS

**216,650**  
REACH

**10,820**  
ENGAGEMENTS



**3.08 MILLION**  
IMPRESSIONS

**2.84 MILLION**  
REACH

**143,310**  
ENGAGEMENTS



# SNAPSHOT OF SOCIAL MEDIA CONTENT

**Special Olympics** @SpecialOlympics · 17 Jun 2023 18:15  
 🌟 Goodnight Berlin, see you tomorrow for day 1 of competition!  
 #Berlin2023

**Special Olympics Gibraltar**  
 18 May · 🇮🇪  
 Special Olympics Gibraltar Executive Committee were honoured by the visit of H.E. The Governor of Gibraltar Sir David Steel, to their Special Olympics Gibraltar Sports Complex. He was greeted by Chairman Dennis Lafferty and President/CEO Anne Elias. What followed was a half hour round table chat with the committee where Sir David had an opportunity to learn and discuss everything's role and mission in SOG. He later proceeded to meet with Managing Director of SOGSC Francis M... See more

**specialolympics\_korea**  
 2023 베를린 스페셜올림픽 세계대회  
 귀국 환영회

112 likes  
 specialolympics\_korea #현장SOK으로  
 2023 베를린 스페셜올림픽 세계대회 출전 국가대표 귀... more  
 View all 4 comments  
 specialolympics\_ko  
 June 28 · See translation

**specialcanada**  
 #SOTeamCanada23  
 powerlifter David Nicholson took the floor on competition day with one of the heaviest opening lifts seen at a Special Olympics World Games – 175 kilograms.

Head Coach Jeff Butt said that when submitting lift attempts pre-competition, the weight even had organizers doing a double take.

"They read our submission and said, do you mean kilograms or pounds? Are you sure?"

#Berlin2023 | @sowg\_1

**Special Olympics** · 17 Jun 2023 14:31

**Macau Special Olympics 澳門特殊奧運會**  
 Jun 27 · 🇮🇪  
 【2023 Berlin】勇敢嘗試，爭取勝利！澳門代表團凱旋歸來  
 由 Host town 計劃，到最後一個比賽日，澳門隊... See more  
 See translation

**so.mena**  
 SPECIAL OLYMPICS WORLD GAMES BERLIN 2023

Liked by hessa\_az and 127 others  
 so.mena Egyptian rhythmic gymnast Diana Shaaban won the third place and the bronze medal in the all-around competition. Rhythmic gymnastics was the first sport to officially begin with division matches on the... competitions the... medal and

**¿Inclusión?**  
**CARTA AL DIRECTOR**  
 El Mercurio 23 de junio

Por Carolina Picasso  
 Presidenta de Olimpiadas Especiales Chile

**oechileoficial** · Following

oechileoficial · 17v  
 Carta al director enviada por Olimpiadas Especiales Chile al diario "El Mercurio", viernes 23 de junio.  
 See translation

rocioidal.arq · 9v  
 Si no es fútbol no existe en este país... los estoy siguiendo y felicitando a cada familia que hay detrás de cada deportista de esta delegación, en ellos está todo el esfuerzo y el mérito!!  
 6 likes · Reply · See translation

khatralita1982 · 9v  
 Mi hijo es uno de los chilenos q participo representando hijuelas futbol. Me encanta mas lleno de orgullo  
 1,270 likes  
 Add a comment...

energy tonight was amazing!  
 Berlin2023 #UnbeatableTogether  
 Special Olympics original sound

**Special Olympics Great Britain**  
 9 May · 🇮🇪  
**Exceptional - Fearless - Unstoppable**  
 There are no limits to what a Special Olympics athlete can achieve.  
 Join the Special Olympics journey to #CelebrateTheExceptional <https://bit.ly/3VK6Afs>

Some said they couldn't do it. Others believe they were not

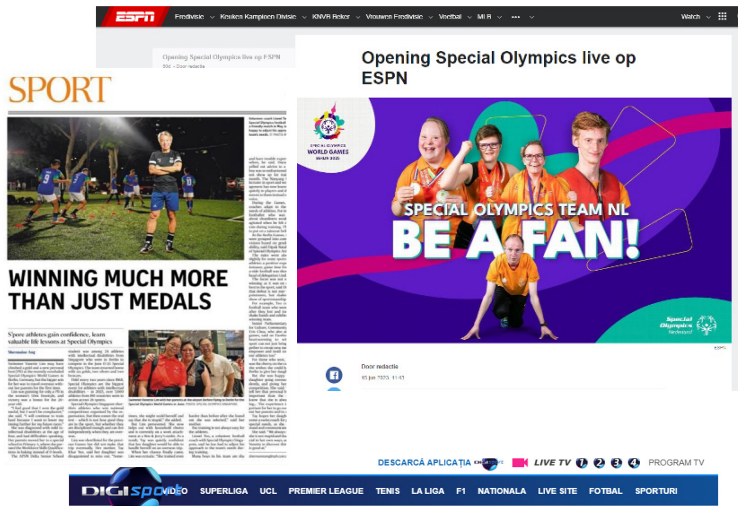
133 likes · 8 comments · Share

**Special Olympics**  
 75231 followers  
 17 Jun 2023

What an unforgettable night for our athletes at Berlin's Olympic Stadium and the millions watching globally. Let the Special Olympics World Games Berlin 2023 begin! #UnbeatableTogether #Berlin2023



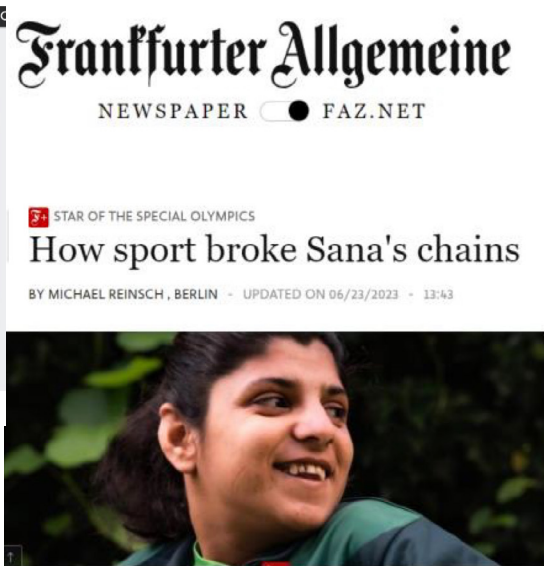
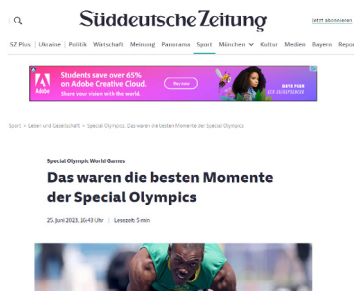
# SNAPSHOT OF TOP TIER MEDIA COVERAGE AT GAMES



## Nadia Comăneci îi va însoți pe cei 31 de sportivi care reprezintă România la JM de Vară Special Olympics, Berlin 2023

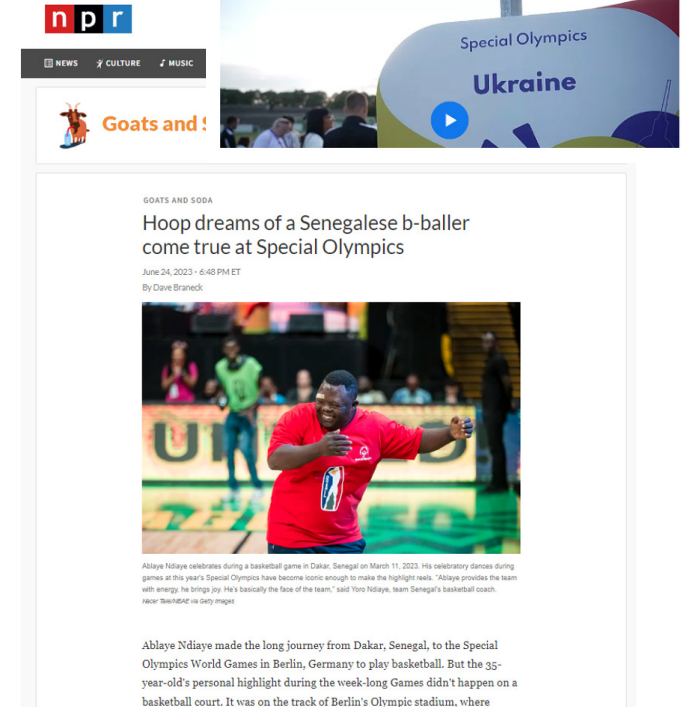
articol scris de Digi Sport  
08.06.2023, 15:24

Echipa României formată din 31 de sportivi și 16 antrenori, staff tehnic și medic va participa la cel mai mare eveniment sportiv mondial dedicat persoanelor cu dizabilități intelectuale, Jocurile Mondiale de Vară Special Olympics, Berlin 2023.



"Don't cry, Mommy": the runner Sana at the Special Olympics in Berlin Image: Patrick Juncker

The mentally handicapped Pakistani Sana is locked up by her parents - sport saves her life. In Berlin, the spectators cheer her on. Her fate is not unique.



Abaye Ndiaye made the long journey from Dakar, Senegal, to the Special Olympics World Games in Berlin, Germany to play basketball. But the 35-year-old's personal highlight during the week-long Games didn't happen on a basketball court. It was on the track of Berlin's Olympic stadium, where



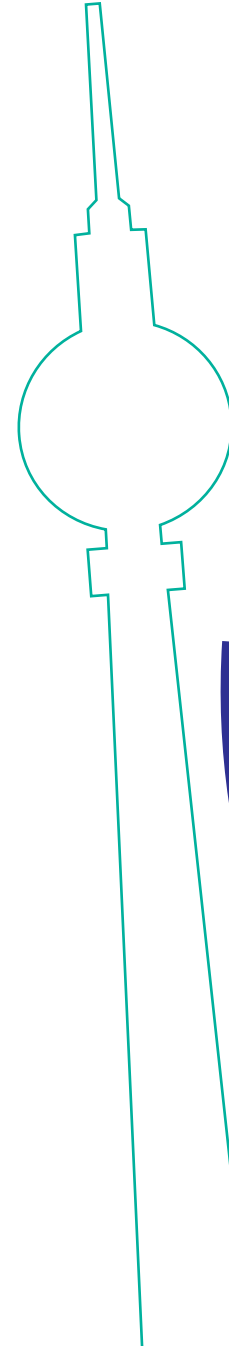


# VIDEO AND PHOTO DOCUMENTATION

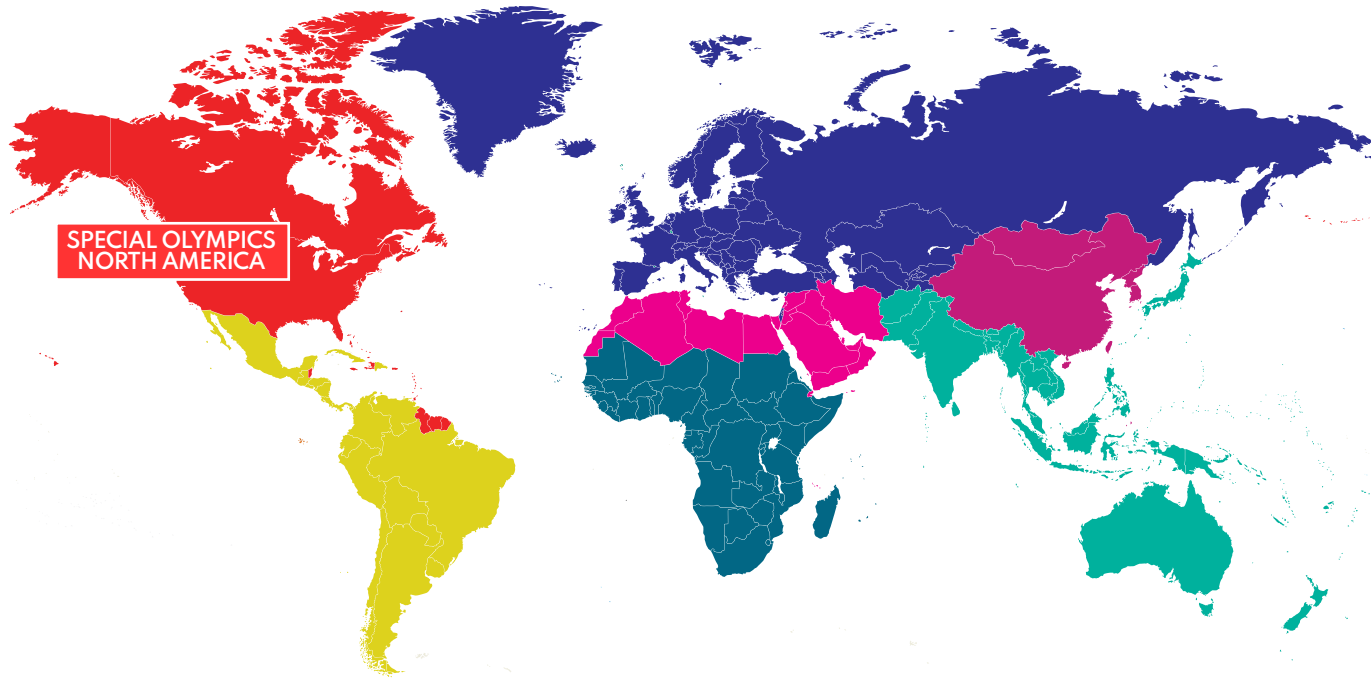
Throughout the Berlin2023 World Games, the Special Olympics Communications team coordinated coverage with LOC volunteers (photo and video) along with a small crew (4) of SOI staff and volunteers to maximize photo and video coverage of the Games. This resulted in more than 2,000 photos covering every sport, plus hours of extensive b-roll, Games action, and event footage, for use by sponsors, global media, and SOI Programs.

This includes special event footage, such as complete coverage of the Global Youth Leadership Summit, the Healthy Athletes Ribbon Cutting, the Global Leadership Coalition for Inclusion, 8 Unified Sports Experiences, and Tim Shriver's address at the JFK-Platz building. Covering these events required meticulous scheduling and logistical strategy, as the staff videographer and volunteer photographers needed to capture multiple events happening in quick succession, located all over the city of Berlin and surrounding towns, sometimes more than an hour apart from each other using available transport.

SOI Communications also worked directly with ESPN and others on athlete profile story features for coverage. Through working with ESPN, we offered separate Parade of Athletes footage to media and all participating delegations within 24 hours of Opening Ceremony. In addition, SOI also made available to media and Programs a daily ESPN video news release from Opening Ceremony through every day of competition.



# REGIONAL SNAPSHOT

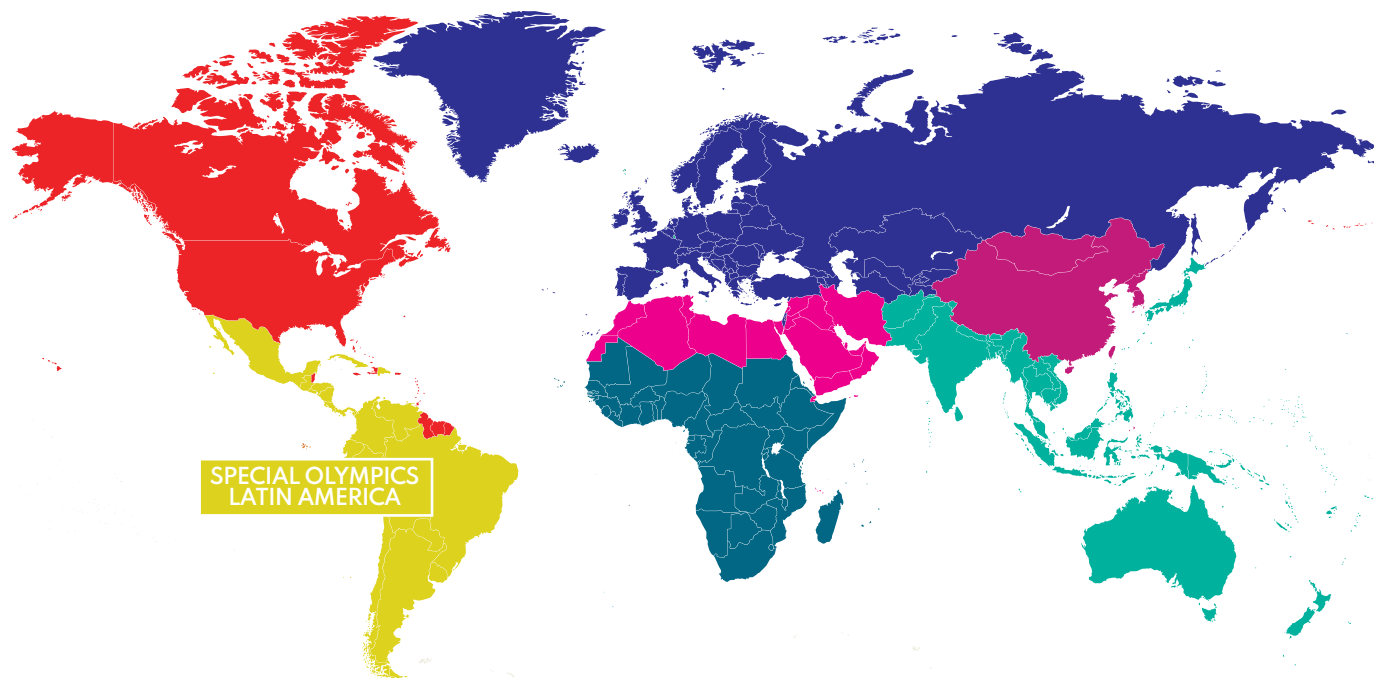


## NORTH AMERICA

- 21 delegations attended World Games.
- ESPN featured delegates from Bahamas, Canada, Jamaica, and United States either in vignettes or short features.
- Good Morning America's live broadcast featured SO USA delegates from New York and Pennsylvania.
- US Secretary of Education Miguel Cardona marched in Opening Ceremony with SO USA and attended swimming competition. During his visit, he met with athletes and Unified partners representing the University of Florida as a Unified basketball team.
- Olympic Gold Medalist Stephanie Labbé named as honorary coach for SO Canada.
- June 8 – July 31, SO USA social media saw more than 460,000 reach on Facebook and Instagram and nearly 770,000 impressions on Facebook and Twitter.
- Strong partnership engagement: Bank of America, Coca-Cola, United, WWE, ESPN, Digicel (Caribbean) and Finish Line Foundation.



# REGIONAL SNAPSHOT



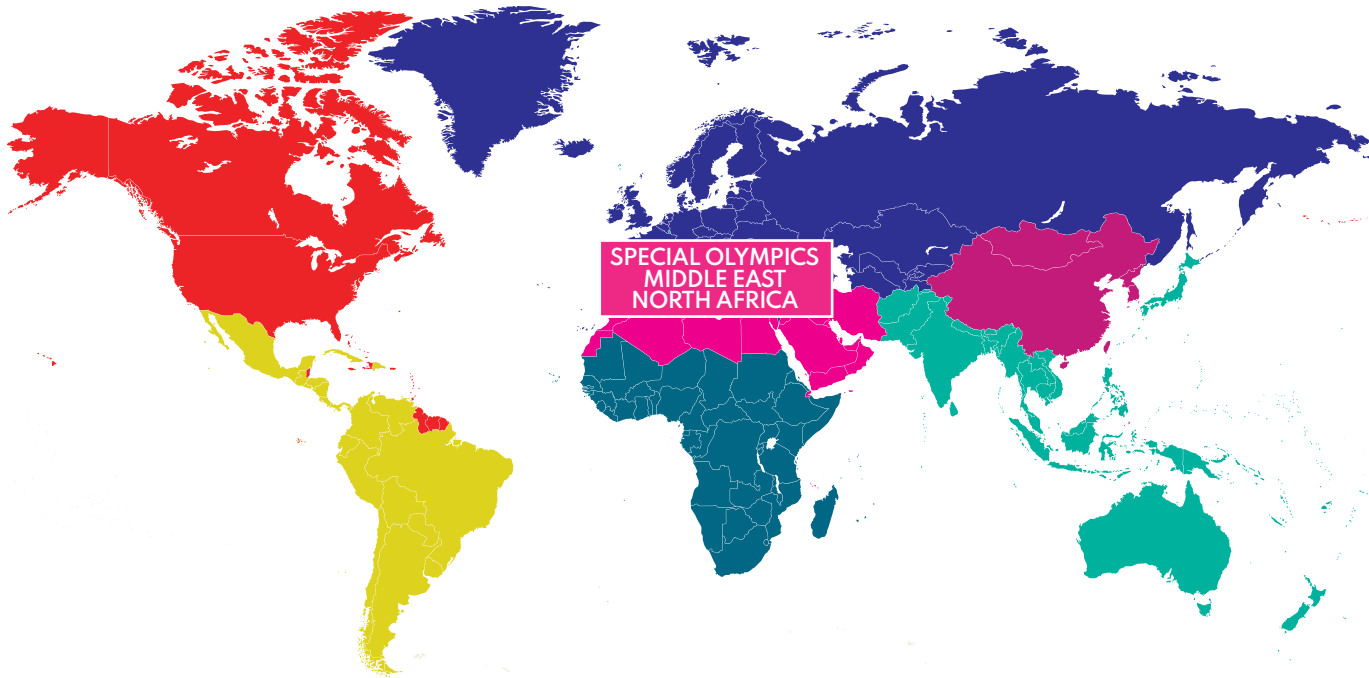
## LATIN AMERICA

- 35 journalists from 15 countries in Latin America attended and covered the Games.
- More than 1,300 news stories ran in broadcast, print, radio and online media.
- ESPN content featured delegates from Mexico, Guatemala, Argentina, Costa Rica, Puerto Rico and more.
- Highest social media coverage & engagement to date resulting in a 442% increase in reach on Facebook and 138% reach increase on Instagram. As well as 1,615 new followers on Facebook and 1,266 new followers on Instagram.
- A regional media group partnership resulted in more than 129 TV stories of approximately 3 to 5 minutes broadcasted on prime time in 11 countries of the region and 109 publications (re-shares) on social media.
- Over 30 media interviews were arranged before and during Games with Special Olympics athletes.
- 25 stories published on World Games Hub on regional Spanish website than resulted in a 400% increase in traffic on page.





# REGIONAL SNAPSHOT



## MIDDLE EAST NORTH AFRICA

- 51 media from 10 Programs attended the Games.
- Special Olympics Kuwait was one of many Programs who launched media campaigns prior to Games. A 13% increase in total media coverage during Berlin Games from Abu Dhabi Games, due to many celebrities posting about digital campaign prior to Games.
- Many new media from the region attended these Games; Algerian television media attended a Games for the very first time. Additionally, an emergence of official Arab news agencies across the region representing Egypt, Kuwait, UAE, Palestine, Oman and Lebanon all covered the Games.
- Hosted Global Ambassador Hussein Fahmy during the Games in addition to 65 other Honored Guests.



# REGIONAL SNAPSHOT



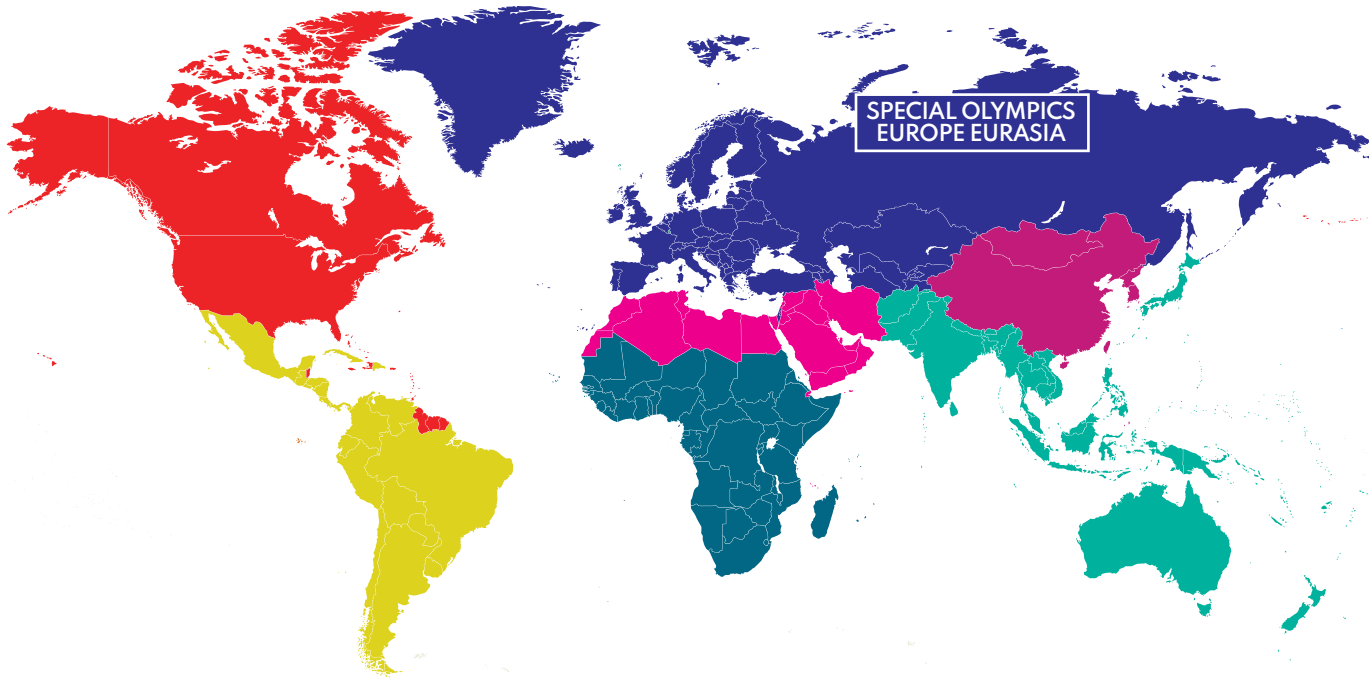
## AFRICA

- 49 media from 18 Programs covered the Games.
- Hosted a 'meet & greet' for over 20 Ministers and key partners.
- For the first time, secured a PSA video ad placement free of charge across DStv, Mnet and SuperSport-owned channels. Aired over 100 times across 10 channels.
- ESPN featured an interview between Special Olympics South Africa table tennis athlete Innocentia Msikinya and Tim Tebow.
- Global documentary 'All Inclusive' featuring Special Olympics Kenya athlete Mary Stella aired special screening during Games.





# REGIONAL SNAPSHOT

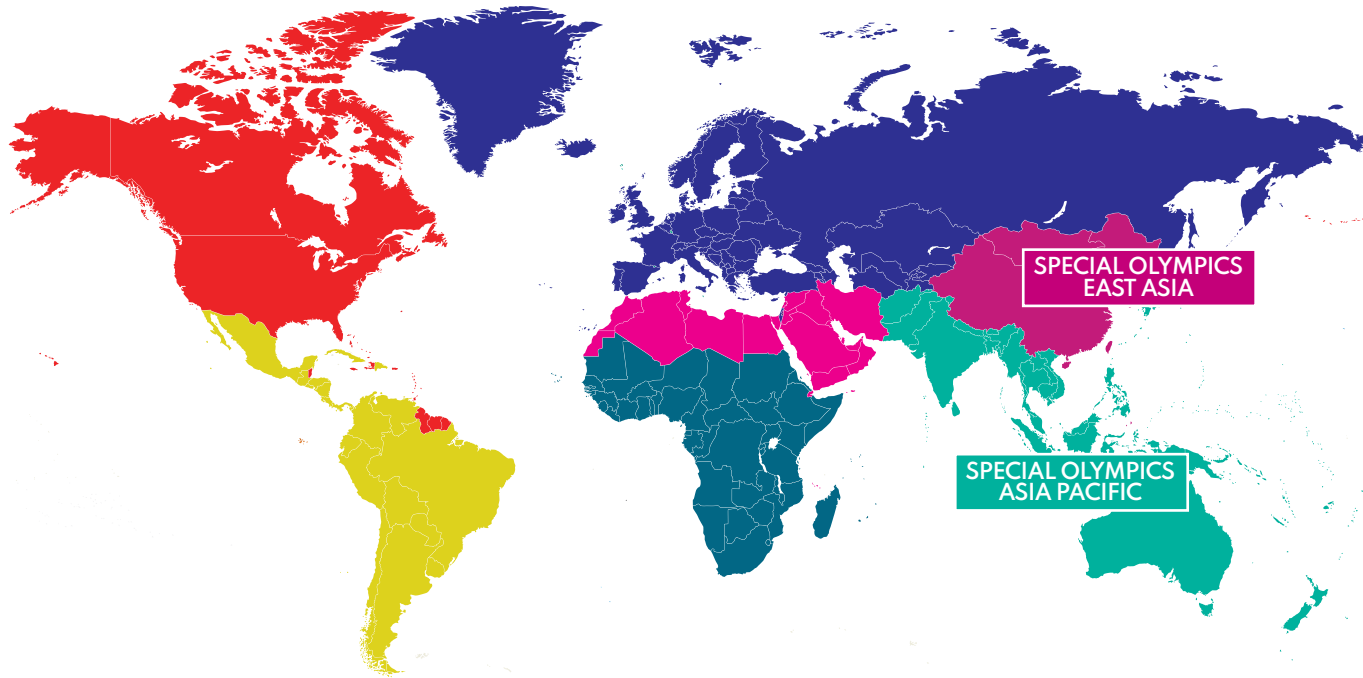


## EUROPE EURASIA

- Over 1,400 media from 36 Programs attended the Games.
- Restless Films Media Broadcasting Unit distributed content including Opening and Closing Ceremony footage, competition footage, and interviews with athletes and coaches to all 56 Programs.
- 1,000+ media outlets across the region published at least one content piece about Games between 26 May and 24 August.
- Launched #CelebrateTheExceptional digital campaign across Facebook, X, Instagram, TikTok and YouTube, reaching 1.8 million with a 4.1% engagement rate.
- 93% of all Programs were digitally active before Games, regularly posting.
- 43 media outlets picked up video content distributed by global sports video production agency Story10.



# REGIONAL SNAPSHOT



## EAST ASIA

- 18 media from 3 Programs covered the Games.
- Yang Lan served as a co-host for the Global Forum for Inclusion and she and Li Na, co-hosted a live stream, watched by over 7 million people.
- New global ambassador Zhou Guanyu attended his first World Games and met with athletes, posting on his Weibo social media channel, generating thousands of likes.
- All 6 SOEA Programs pushed out content during Games, securing unprecedented social media activity.

## ASIA PACIFIC

- 59 media from 8 Programs covered the Games.
- Special Olympics Pakistan athlete Sana carried the Flame of Hope into Opening Ceremony and was profiled in the 'As Far as They Can Run' documentary screened during the Games.
- Launched successful #DreamChasers social media campaign.
- 46 Social Media stories developed and published.





# BROADCAST OVERVIEW



# SNAPSHOT OF TOP BROADCAST MEDIA COVERAGE AT GAMES

## TV COVERAGE

17-  
25  
JUN  
E

**504 hrs**  
generating

**2.8 Million**  
watched  
VIDEO MINUTES

**ESPN+**

**ESPN3**

### MOST VIEWED LIVE PIECE

Rhythmic  
Gymnastics  
Event on  
17 June

Powerlifting  
was also  
popular



### OPENING CEREMONY AND “BEST OF SHOW”

OVER

**1 Million+**  
watched

### FEATURED SEGMENTS



16 June LIVE  
segment from  
Brandenburg Gate

### CONTENT DISTRIBUTION

Global ESPN owned and  
operated platforms – aired  
content in 13 markets.  
23 syndicated partners  
took all or partial coverage





# SNAPSHOT OF TOP BROADCAST MEDIA COVERAGE AT GAMES

## VIDEO COVERAGE

17-25 JUNE

of all  
**26 Sports**  
LIVE or edited highlights and summaries

Almost all **FINALS** were covered

**LIVE OR WORLD FEEDS**

One mixed highlight  
**WORLD FEED DAILY**

Up to  
**10 LIVE VENUE/ SINGLE SPORTS**  
feeds per day

**DAILY HIGHLIGHTS OF ALL SPORTS**

DAILY REPORTS OF  
**NON-SPORTS EVENTS**

(e.g. Special Olympics Festival)

Daily summaries of  
single **bronze** events

**Graphics on all world feeds** – live content



# LIST OF PLATFORMS THAT AIRED ALL OR PARTIAL WORLD GAMES COVERAGE

## List of ESPN International owned and operated platforms that aired all or partial World Games coverage:

### LINEAR

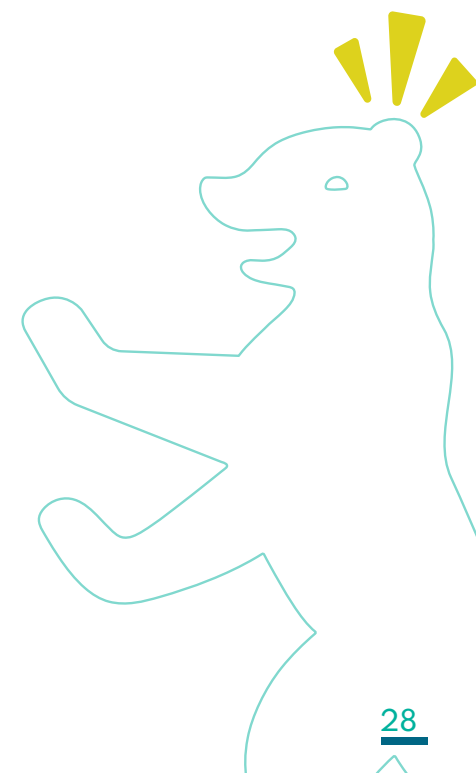
**ESPN** - Latin America (including Brazil)  
**ESPN** - Caribbean  
**ESPN** - Oceania (Aus/NZ & Pacific Islands)  
**ESPN** - Sub-Saharan Africa  
**ESPN** - Netherlands  
**Star** - India  
**Star** - China  
**TSN** - Canada

### DIGITAL

**Star+** - Latin America (DTC)  
**ESPN Play** - Caribbean  
(Authenticated broadband player)  
**WatchESPN** - Oceania (Aus/NZ)  
**ESPN Player** - EMEA (DTC)  
**TSN GO** - DTC

## List of syndication partners who took all or partial World Games coverage:

**Digi Sport** - Romania  
**A Bola TV** - Portugal  
**One Sport** - Israel  
**Arena** - Serbia, Bosnia, Macedonia, Kosovo, Montenegro  
**TV3 & TVE** - Spain  
**Network 4** - Hungary  
**Sky / BT / BBC** - UK & Ireland  
**Isle of Red TV** - Isle of Man  
**Telenet** - Belgium  
**JOJ** - Slovakia  
**Abu Dhabi Media** - Pan Middle East  
**Gibraltar Telekom** - Gibraltar  
**ORF** - Austria  
**RTBF & VRT** - Belgium  
**YLE** - Finland  
**ERT** - Greece  
**NRK** - Norway  
**TVP** - Poland  
**RTS** - Serbia  
**SVT** - Sweden  
**TRT** - Turkey  
**RAI** - Italy  
**Mediacorp** - Singapore





# DIGITAL MEDIA OVERVIEW





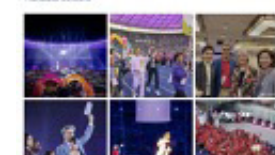
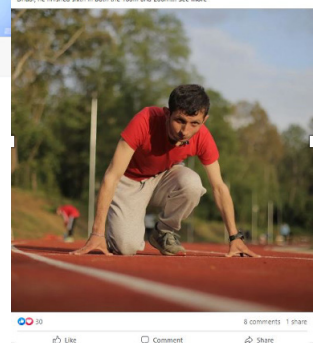
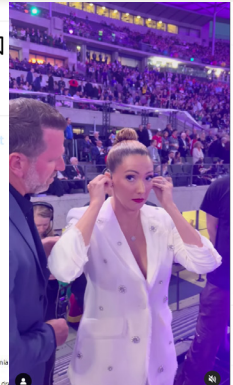
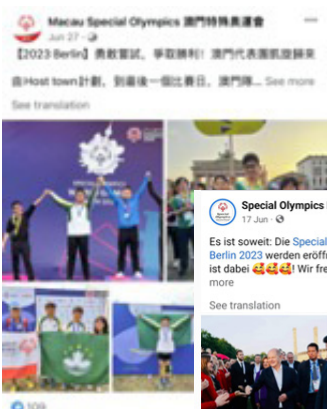
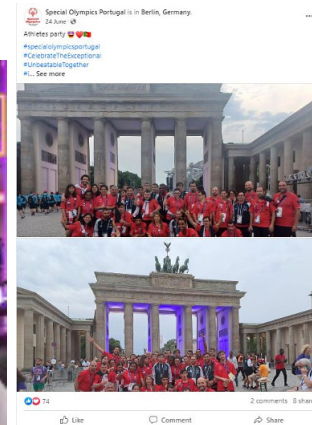
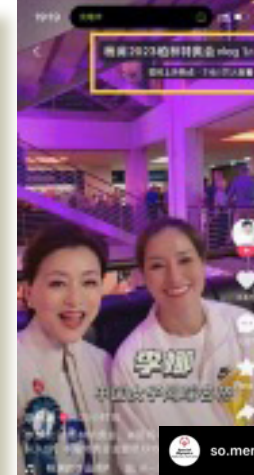
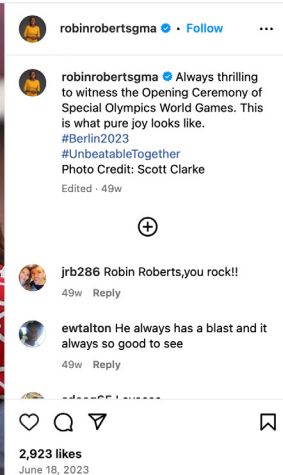
# SNAPSHOT OF SOCIAL MEDIA CONTENT



special  
special  
power!  
compe  
openir  
Games  
Head ( submit weight take. "They mean I



#Berlin2023 | @sowg\_berlin2023





# SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES

17 JUNE  
OPENING CEREMONY

**234 MILLION**

TOTAL IMPRESSIONS\*  
across all global social  
media channels\*\*













This represents

**441 %**

increase on the  
SAME time period  
in 2022

## Top 10 countries with the most mentions of Opening Ceremony

-  GERMANY
-  USA
-  CANADA
-  UNITED KINGDOM
-  IRELAND
-  SAUDI ARABIA
-  SPAIN
-  SOUTH AFRICA
-  PARAGUAY
-  SWITZERLAND

\*A social media impression is defined by the number of times viewers see digital content on a social platform.

\*\*Tracked via #unbeatabletogether; #Berlin2023; #SpecialOlympicsWorldGames; #SpecialOlympics.

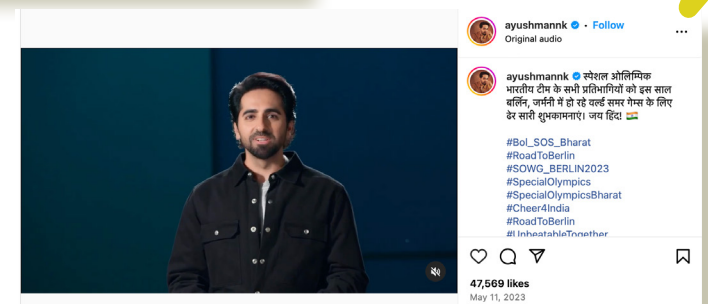


# SNAPSHOT OF CELEBRITY INFLUENCERS AT WORLD GAMES

## NOTABLE CELEBRITY INFLUENCERS\*

Seun Adigun  
Mo'ath Alkhawaldeh  
Victoria Arlen  
Alia Atkinson  
Deniz Aytekin  
Tranquillo Barnetta  
Bob Beamon  
Alain Bernard  
Aziz Bouderbala  
Julius Brink  
Emma Broyles  
Jamaal Charles  
Louisa-Christin Lippmann  
Nadia Comaneci  
Bart Conner  
Gaby Dabrowski  
Natalie Dedreux  
Jimmy Demers  
Pamela Ebanks-Small  
Erika Ender  
Hussein Fahmy  
Gilberto Amauri de Godoy Filno  
Peter Gade  
Sarwat Gilani  
Vladimir 'Vanja' Grbic  
Zhou Guanyu  
Lisa Hahner  
Krzysztof Iwaneczko  
Joanna Jozwik  
Ashley Judd  
Faisal Kapadia  
Gus Kenworthy  
Ayushmann Khurrana  
Vania King

Björn Kroner-Salié  
Florian Langenscheidt  
Laura Ludwig-Bowes  
Maureen McCormick  
Drew McIntyre  
Andreas Mies  
Fahad Mirza  
Dale Moss  
Ibtihaj Muhammad  
Li Na  
Hidetoshi Nakata  
Dirk Nowitzki  
Lula Odiba  
Apolo Ohno  
Isbel Parra  
Verena Pausder  
Lukas Rieger  
Robin Roberts  
Elisabeth Röhm  
Christian Schenk  
Maren Schiller  
Georgia Simmerling  
Tony Snell  
Sebastian Swiderski  
Tim Tebow  
Hannah Teter  
Leanni Tibbetts  
Toine van Peperstraten  
Kristina Vogel  
Lea Voitack  
Tomasz Wolny  
Lan Yang  
Marc Zwiebler



\*Influencers: Either celebrity with large following or expert who successfully engages and sways their audience.



# SNAPSHOT OF BRAND INFLUENCERS AT WORLD GAMES

## NOTABLE BRAND INFLUENCERS\*

AIPS  
AirBnB  
Allianz  
Atos  
Bank of America  
Bolt  
Brightspot  
Coca-Cola  
Dove  
ESPN  
Gallagher  
Good Morning America  
Hasbro  
Laureus  
Microsoft  
Nike  
Nivea Sun  
P&G  
Riedel  
S Bahn Berlin  
Skillsoft  
Starkey  
Top Golf  
Toyota Motors Corporation  
& Toyota Motors Europe  
United Airlines  
Warner Music Central Europe  
WWE



# SNAPSHOT OF GOVERNMENT SUPPORT AT WORLD GAMES

## HIGHEST RECORDED GOVERNMENT ATTENDANCE EVER AT A SPECIAL OLYMPICS WORLD GAMES

### Government Guests

8 Heads of State

5 First Ladies

3 Royalty

57 Ministers

70 Ambassadors

150 National,  
Local, Other  
Government  
Representatives



German President Frank-Walter Steinmeier (2<sup>nd</sup> L) and First Lady Elke Buedenbender (L) attend with German Chancellor Olaf Scholz (2<sup>nd</sup> R) and his wife Britta Ernst (R) the Opening Ceremony for the Special Olympics World Games Berlin 2023 on 17 June, 2023



# REGIONAL AWARENESS OVERVIEW



# SPECIAL OLYMPICS AFRICA

---

**49 MEDIA** from **18 PROGRAMS**  
COVERED THE GAMES

---

Established first-ever media partnership with DStv, Mnet and SuperSport owned channels to distribute free PSA.

**AIRED OVER 100 TIMES ACROSS  
10 CHANNELS, TO A VALUE OF OVER \$20K**

---

Huge spike in readership leading up to Games;  
**87.8 MILLION READERSHIP OF ALL MEDIA  
COVERAGE WITH AN AD VALUE OF \$185K**

---

9 articles and stories published during the Games on the SOI website and in the Games daily communique

---

**COLLABORATION WITH THE BAL  
(BASKETBALL AFRICA LEAGUE)** led to  
unprecedented social reach on Instagram

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# SPECIAL OLYMPICS AFRICA

## SOCIAL MEDIA

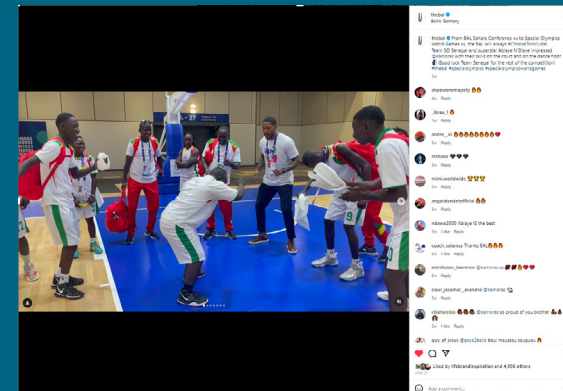
**f** TOTAL LIKES 2,590 +43  
TOTAL FOLLOWERS 3,175 +131  
REACH 42,468 +8.6%

**o** TOTAL FANS 1,375 +198  
IMPRESSIONS 37,215 +590%  
REACH 9,522 +1.2K

**X** TOTAL FOLLOWERS 1,416 +54  
IMPRESSIONS 5,956

**in** TOTAL FOLLOWERS 530 +15  
IMPRESSIONS 859

**▶** VIDEO VIEWS 9,200  
WATCH TIME 240.3 hrs  
IMPRESSIONS 88,500  
SUBSCRIBERS 563 +36



# SPECIAL OLYMPICS ASIA PACIFIC

---

**59 MEDIA** from **8 PROGRAMS**  
COVERED THE GAMES

---

Concentration on pushing #DreamChasers  
social media campaign pre-event, during  
Event and post-event;

**4.9 BILLION READERSHIP OF ALL MEDIA**  
**COVERAGE WITH AN AD VALUE OF \$9.2 MILLION**

---

## SECURED TOP TIER MEDIA COVERAGE INCLUDING:

- Channel NewsAsia – **First live interview with a regional broadcaster** in the region commenting on the vision and mission of the World Games.
  - German newspapers Süddeutsche Zeitung and Frankfurter Allgemeine Zeitung – Featured dedicated full page coverage of athletes including Pakistan's Sana and Australia's Karen Messner.
  - Straits Times: 2x High quality in-depth interviews featuring athletes and SOAP leadership perspectives on inclusion.
- 





# SPECIAL OLYMPICS ASIA PACIFIC SOCIAL MEDIA

FOR THE YEAR 2023,  
ENGAGEMENT INCREASED  
BY MORE THAN 330%

46 SOCIAL MEDIA STORIES DEVELOPED  
AND PUBLISHED for Asia Pacific

Drove compelling storytelling with strong  
visuals - videos, infographics & photographs



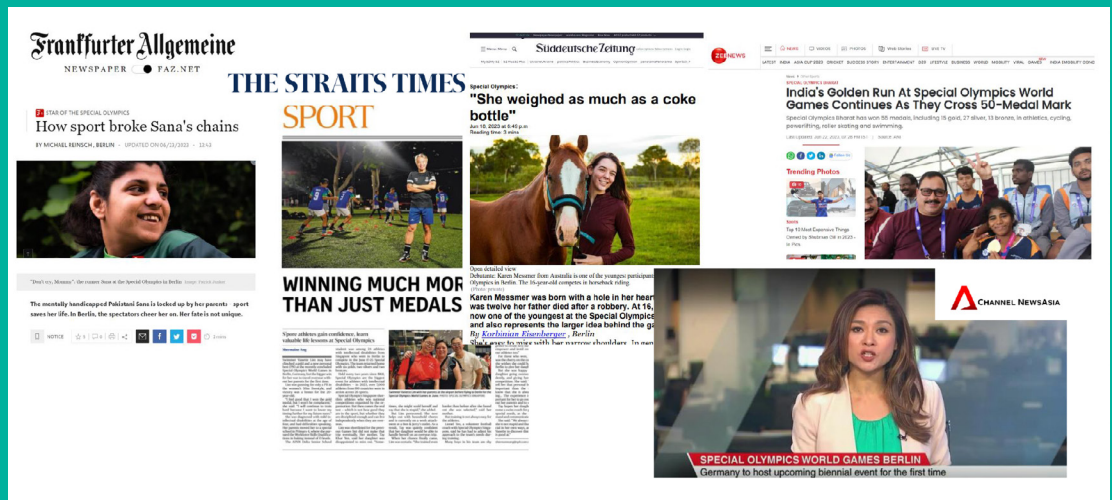
STARTING VALUE  
CURRENT VALUE  
GROWTH

25,796  
31,445  
+21.9%



STARTING VALUE  
CURRENT VALUE  
GROWTH

361  
1,426  
+295%



# SPECIAL OLYMPICS EAST ASIA

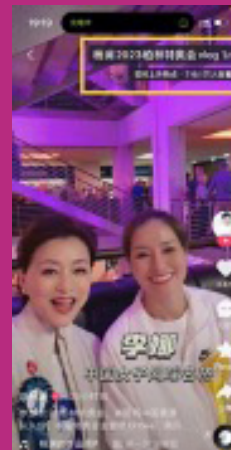
## 18 MEDIA from 3 PROGRAMS COVERED THE GAMES

Established **four strong media partnerships with official and influential news agencies Xinhua.net, CCTV, online media start-up “The Paper”, and Great Sports Media Company** resulting in unprecedented media coverage.

Secured multiple feature stories on athletes, coaches, volunteers and ambassadors and celebrities like Li Na and Huang Xufeng.

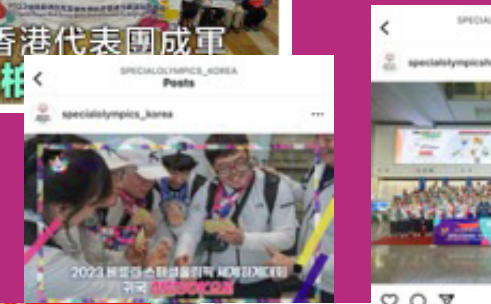
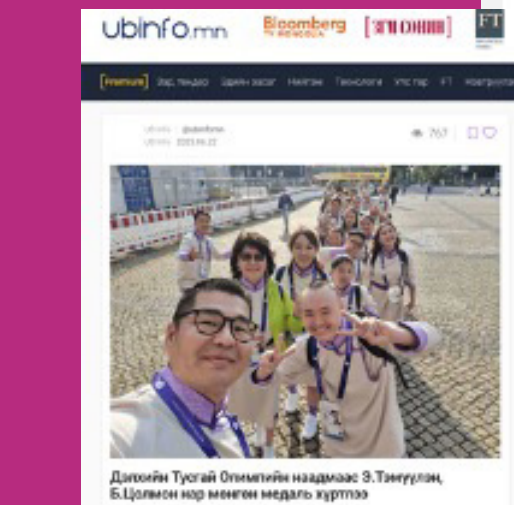
## STRONG AMBASSADOR AND CELEBRITY ENGAGEMENT WITH YANG LAN, LI NA, ZHOU GUANYU AND LI XIAOPENG:

- Yang Lan served as co-host for Global Forum for Inclusion
- Yang Lan and Li Na co-hosted a livestream during the World Games seen by **7 million people**
- Zhou Guanyu met with many athletes and shared interactions on his social media generating thousands of likes
- Li Xiaopeng, a Chinese gymnast and Olympic champion reposted official Weibo post from Opening Ceremony





# SPECIAL OLYMPICS EAST ASIA MEDIA HIGHLIGHTS



# SPECIAL OLYMPICS EUROPE EURASIA

OVER 1,400 MEDIA from 36 PROGRAMS attended the Games

SECURED **INFLUENTIAL MEDIA PARTNERSHIPS** WITH **RESTLESS FILMS, EBU, STORY10, AIPS, INSIDE THE GAMES** AND A MULTITUDE OF OTHERS

Launched **#Celebrate the exceptional digital campaign** across Facebook, X, Instagram, TikTok and YouTube, reaching 1.8 million with a 4.1% engagement rate

**85.4K**

TOTAL  
ENGAGEMENT

**4.1%**

IMPRESSIONS  
ENGAGEMENT  
RATE

**2.1M**

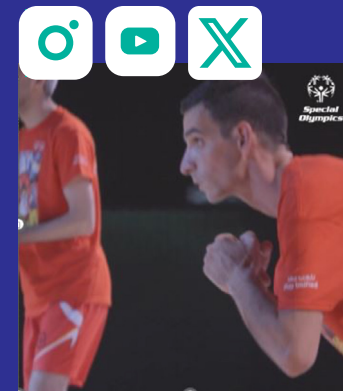
**1.8M\***

TOTAL  
REACH

\*Twitter does not report Reach for organic tweets, hence it's not calculated for this specific metric.



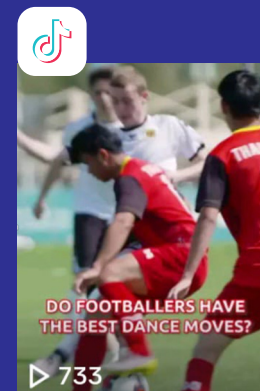
**GROWTH**  
+1.4%



**INSTAGRAM GROWTH**  
+4.3%

**YOUTUBE GROWTH**  
+5.5%

**X GROWTH** +0.8%

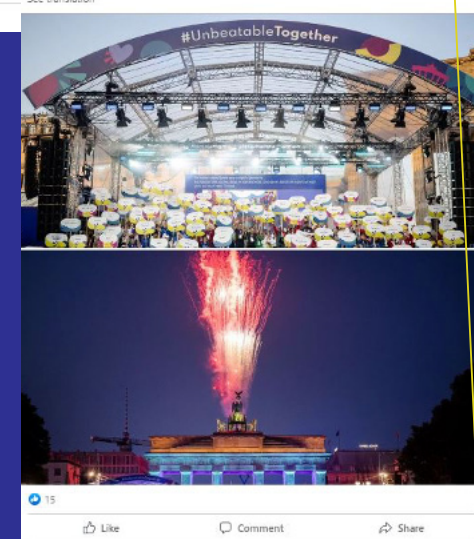
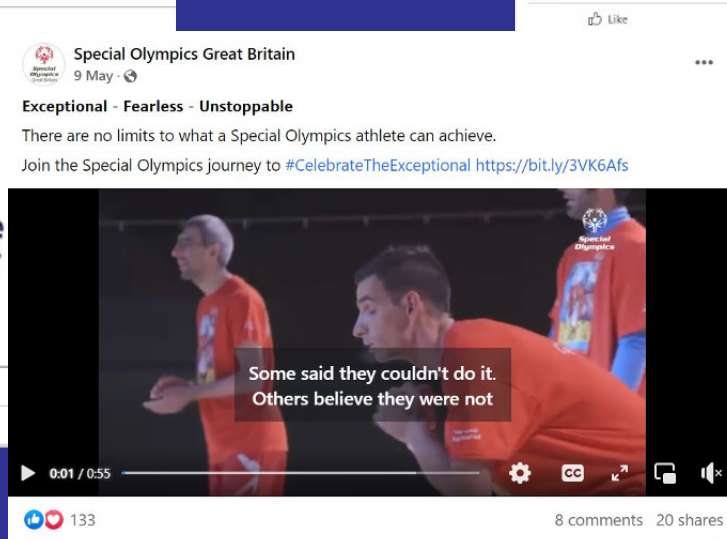
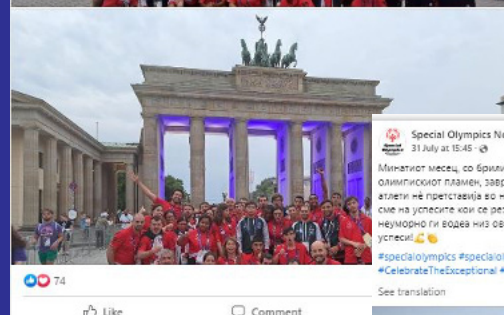
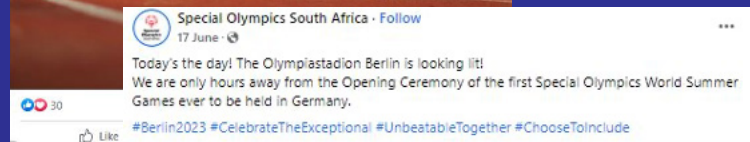
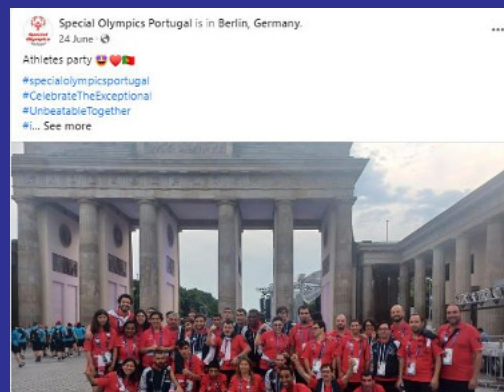
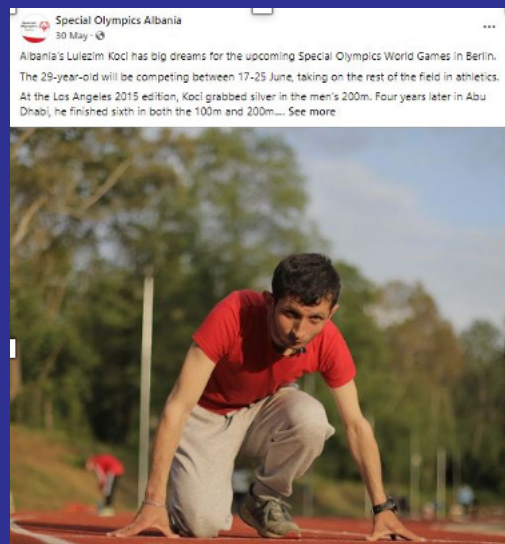


**TIKTOK GROWTH**  
+100



# SPECIAL OLYMPICS EUROPE EURASIA

## #CELEBRATETHEEXCEPTIONAL EARNED MEDIA



# SPECIAL OLYMPICS EUROPE EURASIA

## A FIRST!

7 DOCUMENTARIES MADE ABOUT PROGRAM DELEGATIONS AT GAMES (BELGIUM, FINLAND, FRANCE, ISRAEL, NETHERLANDS, NORWAY, SPAIN)

71% of Programs had media on-site at the Games, with 27 national media outlets publishing at least one feature story about their country's athletes.

Global ambassadors **Nadia Comaneci**, **Vladimir Gbric** and **Drew McIntyre** all posted on their social channels and garnered significant coverage.

Two official photographers provided over 4,000 photos royalty-free for all SOEE Programs.

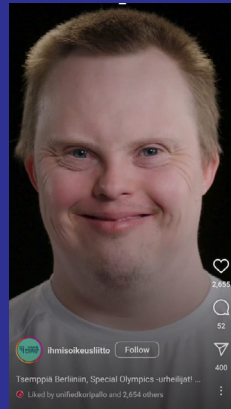
The Icelandic National Broadcasting Service (RUV) employed a 5-people crew, including 2 former Special Olympics athletes to work as presenters on the daily show.





# SPECIAL OLYMPICS EUROPE EURASIA

## #CELEBRATETHEEXCEPTIONAL EARNED MEDIA



### 5 Sports Stars

SO GB did digital activations with prior to the World Games: Lewis Hamilton, Sir Alex Ferguson, Juergen Klopp, Eddie Howe, Jack Grealish. **The latest's collab post had over 1.5 million views on Instagram!**

### 138K Views

SO Finland's **'Don't Break The Game'** digital campaign video launch on Instagram.

### 23K Engagement

SO Italy's collaboration post with **Italian football legend Gianluigi Buffon.**

### 900+ Engagement

Facebook post by SO Germany of its athletes meeting **Chancellor Olaf Scholz and basketball legend Dirk Nowitzki** prior to the Opening Ceremony.

### 999.5K Reach

SO Malta achieved across its digital channels from 22 May, when they kicked off their campaign prior to the World Games until the end of the event.

# SPECIAL OLYMPICS LATIN AMERICA

Established groundbreaking media partnership with Albavisión, the most extensive open tv media network in Latin America with a presence in 12 countries and more than 60 affiliated media outlets. **Secured 129 TV stories broadcasted in 11 countries across the region.**

**Top tier media outlets in 16 different countries** published at least one feature story about their country's athletes.

**Global ambassador Erika Ender entertained audiences during the Opening Ceremony with her song, "Everyone Matters,"** a song she donated to Special Olympics. She also served as a Team Captain in Unified 3x3 Basketball and participated in various Congresses.

**724,136 total unprecedented social media impressions** across Facebook, Instagram, X and LinkedIn.





# SPECIAL OLYMPICS LATIN AMERICA

**TOP 5 PROGRAMS**  
BY NUMBER OF PUBLISHED SOWG POSTS  
ON THEIR SOCIAL MEDIA CHANNELS:

**SPECIAL OLYMPICS  
COSTA RICA**

**+628**

**SPECIAL OLYMPICS  
PUERTO RICO**

**+347**

**SPECIAL OLYMPICS  
CHILE**

**+326**

**SPECIAL OLYMPICS  
PARAGUAY**

**+302**

**SPECIAL OLYMPICS  
GUATEMALA**

**+237**



SPECIAL OLYMPICS LATIN AMERICA



**INAUGURAN EN BERLÍN**

**LOS JUEGOS MUNDIALES DE OLIMPIADAS ESPECIALES 2023**

11:53

**Doménica Romero y Andrea Ponce ganan oro en los Juegos Mundiales de Olimpiadas Especiales**

Las delegaciones de Colombia y Argentina se coronaron campeonas en la prueba de fútbol de la categoría femenina en los Juegos Mundiales de Olimpiadas Especiales de Berlín 2023.

El equipo colombiano, dirigido por el entrenador Juan Carlos Rodríguez, venció a la selección argentina por 2-0 en la final disputada el domingo 10 de agosto. Doménica Romero y Andrea Ponce fueron las goleadoras de la victoria.

Este triunfo es el primero en la historia de la selección femenina de fútbol de Colombia en los Juegos Mundiales de Olimpiadas Especiales. El equipo argentino, por su parte, se coronó campeón en la categoría masculina de fútbol en la misma edición.



**Cortesia**

**Óscar Inow y Pablo Lazaro Oro en Berlín**

Los mexicanos ganaron la prueba de 1,500 metros en aguas abiertas unificada.



**Mónica Prieto conquistó la medalla de oro para Paraguay**

La atleta paraguaya Mónica Prieto alcanzó el primer lugar en los 5.000 metros con un tiempo de 27:40.13 en los Juegos Mundiales de Olimpiadas Especiales que se disputaron en Berlín, Alemania. En una emocionante competencia, la atleta paraguaya se coronó la segunda medalla para nuestro país y la primera de oro.

El triunfo y la granada dorada a la delegación paraguaya sus primeros medallas y la posibilidad de subir al podio de los Juegos Mundiales de Olimpiadas Especiales que se disputaron en Berlín, Alemania. Mónica Prieto y Valery Vera son los primeros atletas con gran ganancia que completaron los primeros puestos en los Juegos Mundiales de Olimpiadas Especiales.



**DEPORTV CENTRAL**

**DEPORTV 10 AÑOS**

**Guatemala brilla en los Juegos Mundiales Berlín 2023**

En la actual edición de los XVI Juegos Mundiales de Berlín 2023, nuestro país suma ocho medallas: Cuatro oro, tres plata y un bronce.

**#BERLIN2023**

El primer fútbol fue en junio. El primer deporte en la historia del fútbol inclusivo en Chile como deporte. Entre el 2 y el 10 de agosto se disputó el torneo de fútbol inclusivo en la categoría masculina en los Juegos Mundiales de Olimpiadas Especiales de Berlín 2023. El equipo chileno, dirigido por el entrenador Jorge Valderrama, se coronó campeón de la competencia. El equipo argentino, por su parte, se coronó campeón en la categoría femenina de fútbol en la misma edición.

**EN LATINOAMÉRICA**

**Solo 3% de personas con discapacidad tiene acceso a servicios de salud de calidad**

Según un estudio realizado por la Organización Mundial de la Salud (OMS), solo el 3% de las personas con discapacidad tienen acceso a servicios de salud de calidad. Este estudio se realizó en 10 países de América Latina y el Caribe, incluyendo Argentina, Brasil, Chile, Colombia, Ecuador, Guatemala, Honduras, México, Nicaragua, Panamá y Perú.

**Programa beneficia a unos 300 mil atletas**

El Programa de Atletas Saludables, impulsado por el Comité Olímpico Internacional (COI), beneficia a unos 300 mil atletas en todo el mundo. Este programa tiene como objetivo mejorar la salud y el bienestar de los atletas, así como promover la inclusión y la igualdad de oportunidades para todos los atletas.

**8**

**Más de 5 mil atletas fueron beneficiados durante los Juegos Mundiales de Olimpiadas Especiales gracias al Programa Atletas Saludables**

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**el Periódico**

**Oro para Honduras en olimpiadas especiales de Berlín, Alemania.**

El equipo hondureño se coronó campeón en la categoría masculina de fútbol en los Juegos Mundiales de Olimpiadas Especiales de Berlín 2023. El equipo argentino, por su parte, se coronó campeón en la categoría femenina de fútbol en la misma edición.

**El hockey inclusivo sigue creciendo en Chile**

El primer fútbol fue en junio. El primer deporte en la historia del fútbol inclusivo en Chile como deporte. Entre el 2 y el 10 de agosto se disputó el torneo de fútbol inclusivo en la categoría masculina en los Juegos Mundiales de Olimpiadas Especiales de Berlín 2023. El equipo chileno, dirigido por el entrenador Jorge Valderrama, se coronó campeón de la competencia. El equipo argentino, por su parte, se coronó campeón en la categoría femenina de fútbol en la misma edición.



**JUEGOS MUNDIALES DE OLIMPIADAS ESPECIALES BERLÍN 2023**

**ARGENTINA VIAJA CON UNA DELEGACIÓN DE 10 ATLETAS**



# SPECIAL OLYMPICS MIDDLE EAST/NORTH AFRICA

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Media published nearly 3K articles with a **TOTAL READERSHIP OF \$701 MILLION AND AN AD VALUE OF \$1.3 MILLION.**

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**ESTABLISHED 10 NEW MEDIA PARTNERSHIPS IN THE REGION**, with Algerian television covering Games for the first time as well as Arab satellite channels and Arab news agencies in Egypt, Kuwait, UAE, Saudi Arabia, Palestine, Oman and Lebanon.

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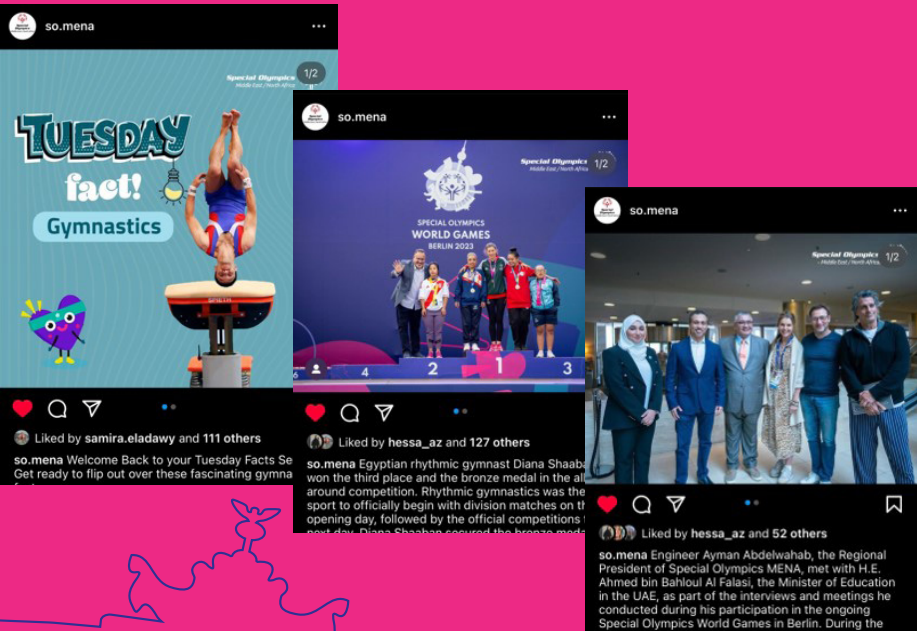
# SPECIAL OLYMPICS MIDDLE EAST/NORTH AFRICA



TOTAL IMPRESSIONS	90.9K	+133%
REACH	841.3K	+104%
NEW NET FOLLOWERS	357	+280%



TOTAL FANS	6,908	+5%
NET NEW FANS	204	+5%
TOTAL REACH	928,533	+137%



# SPECIAL OLYMPICS NORTH AMERICA

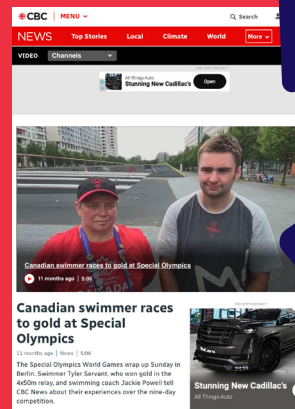
**21 DELEGATIONS** attended World Games.

**ESPN** featured delegates from Bahamas, Canada, Jamaica, and United States either in vignettes or short features.

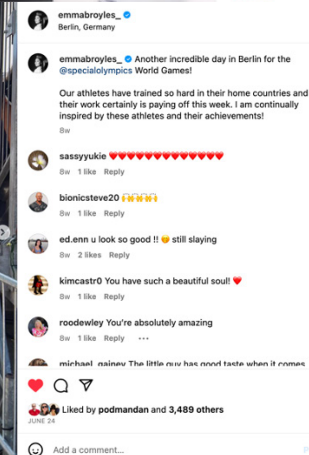
June 8–July 31, SO USA social media saw more than **460,000 reach on Facebook and Instagram** and nearly **770,000 impressions on Facebook and Twitter**.

**Strong partnership engagement:**

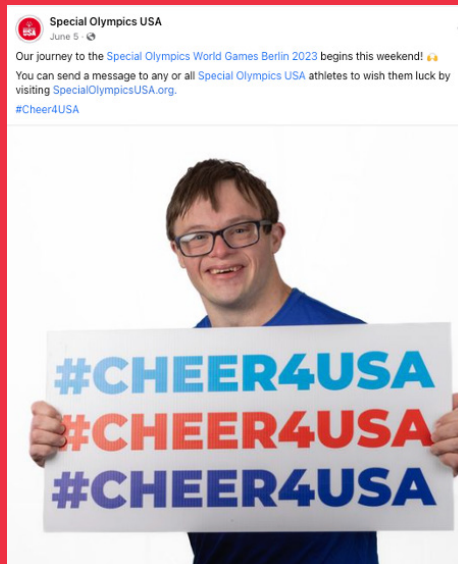
Bank of America, Coca-Cola, United, WWE, ESPN, Digicel (Caribbean) and Finish Line Foundation





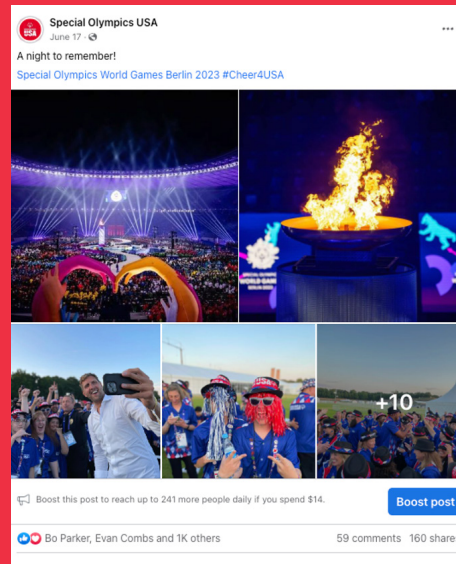


# SPECIAL OLYMPICS NORTH AMERICA



## MOST ENGAGED WITH FACEBOOK POST

Engagements: 5,913  
Reach: 14,184  
Impressions: 14,522  
Engagement Rate: 41.69%  
Likes: 5,403  
Comments: 149  
Shares: 361  
Clicks: 1,879  
Total Reactions: 6,355  
Engaged Users: 7,065



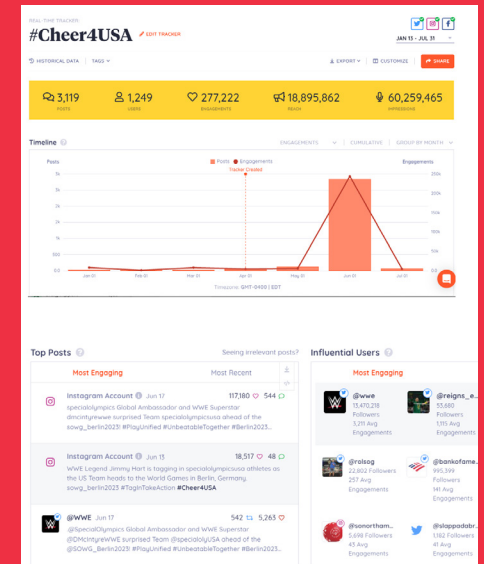
## WIDEST REACHING FACEBOOK POST

Engagements: 1,276  
Reach: 45,225  
Impressions: 49,697  
Engagement Rate: 2.82%  
Likes: 1,077  
Comments: 39  
Shares: 160  
Clicks: 5,992



## SO CANADA

Most liked Instagram post:  
3,564 likes



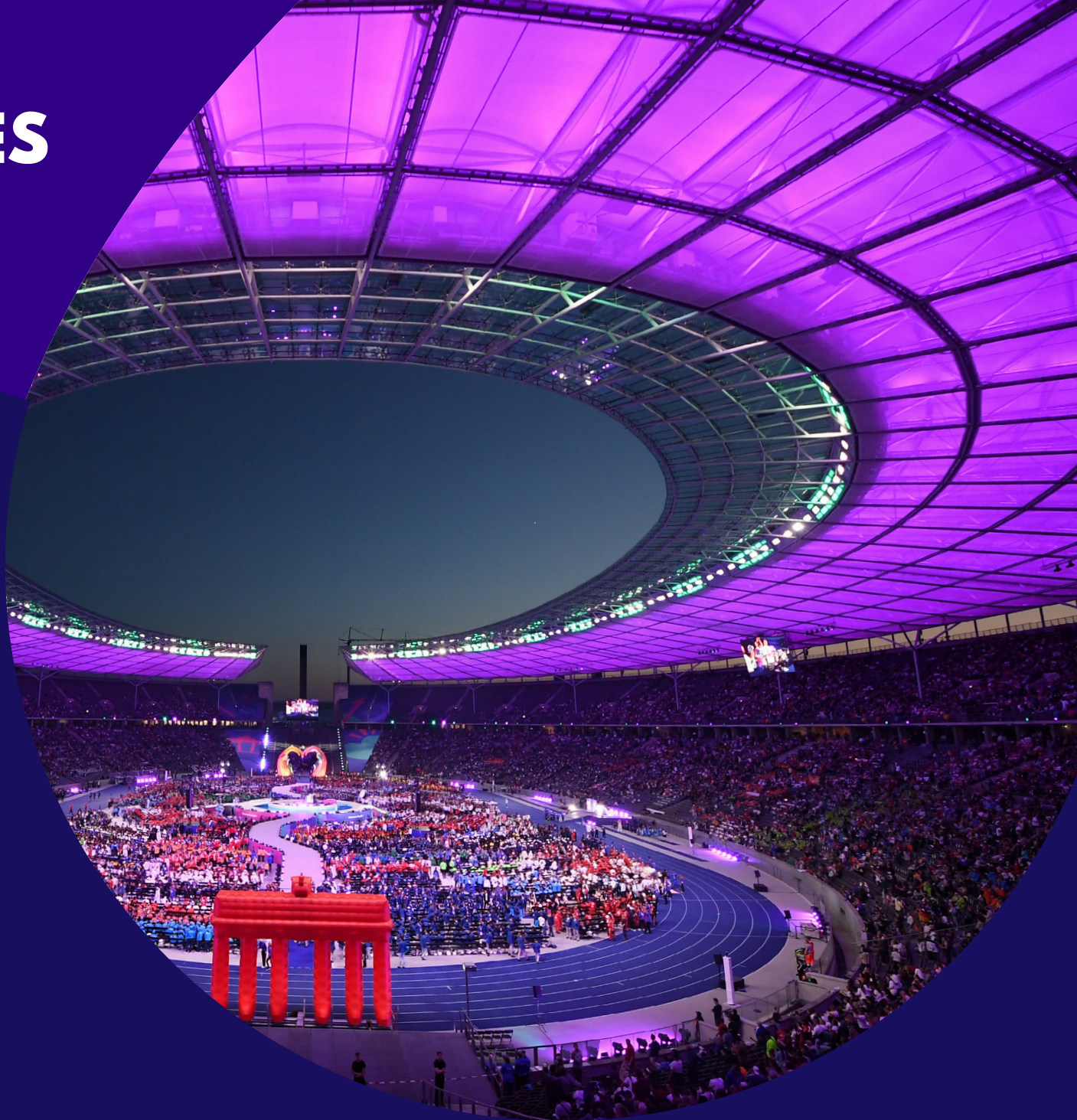
## #CHEER4USA HASHTAG SUCCESS

Strong use of the hashtag by supporters (I.e. WWE) and partners (I.e. Bank of America) significantly contributed to the significant reach.



# WORLD GAMES ACTIVATION

25  
JUN  
NE



# WORLD GAMES ACTIVATION

**200 HOST TOWNS**

WELCOMED ATHLETES

**467 GUESTS**

MARCHED IN THE  
PARADE OF ATHLETES

**125+ GUESTS**

PARTICIPATED IN ONE  
OF 13 UNIFIED SPORTS  
EXPERIENCES ACROSS  
10 SPORTS

Athletics  
Badminton  
Basketball 3x3  
Beach Volleyball  
Bocce  
Football 7-a-side  
Handball  
Kayaking  
Tennis  
Volleyball

**389 GUESTS**

SIGNED UP TO PRESENT  
AWARDS TO ATHLETES

**450+ GUESTS**

SIGNED UP TO ATTEND  
A HEALTHY ATHLETES  
TOUR

Over

**15,000**  
HEALTHY ATHLETES  
SCREENINGS

COMPLETED IN  
7 DISCIPLINES

**STARKEY CARES** fit  
nearly **300 ATHLETES**  
**WITH HEARING AIDS**

In **LION'S CLUBS**  
**INTERNATIONAL**  
**FOUNDATION OPEN-**  
**ING EYES**, nearly **1,400**  
**GLASSES** were provid-  
ed to athletes





# WORLD GAMES ACTIVATION

1,000+ Award Ceremonies	Berlin Senate Reception	Closing Ceremony	5+ Embassy Events	Founder's Reception
Global Athlete Congress	Global Development Roundtable	Global Forum for Inclusion	Global Youth Leadership Summit	Golisano Health Leadership Awards
3 Guest Book Events	Healthy Athletes Ribbon Cutting	20+ Healthy Athletes Tours	4+ MOU Signings	3 Movie Screenings
Opening Ceremony	Opening Ceremony Reception	2 Regional Receptions	SOI Board of Directors Meeting	2 Special Olympics Festivals
	13 Unified Sports Experiences	4 Unified Walks	Young Athletes Demonstration	

# #BERLIN2023



SPECIAL OLYMPICS  
**WORLD GAMES**  
BERLIN 2023