

8 - 15 March, 2025



SPECIAL OLYMPICS
**WORLD
WINTER
GAMES**
TURIN 2025

MEDIA & AWARENESS REPORT



TABLE OF CONTENTS

3	EXECUTIVE OVERVIEW
10	BROADCAST OVERVIEW
14	DIGITAL MEDIA OVERVIEW
26	MEDIA ATTENDANCE
30	VIDEO AND PHOTO DOCUMENTATION
31	GLOBAL MEDIA HUB
35	UNIFIED SSGM STORYTELLING
37	MEDIA PARTNERSHIPS
38	INFLUENCERS
39	CORPORATE PARTNERS
40	GOVERNMENT SUPPORT
41	HEALTH PROGRAMMING IMPACT
49	REGIONAL AWARENESS OVERVIEW





EXECUTIVE OVERVIEW

FACTS AND FIGURES

FROM OUR WORLD WINTER GAMES IN TURIN

More than

100,000

WORLD GAMES
SPECTATORS

Nearly

500

MEDIA FROM
47 COUNTRIES
representing
7 REGIONS

8



SPORTS

1,000

COACHES

100

DELEGATIONS

1,500

ATHLETES &
UNIFIED PARTNERS

2,000

VOLUNTEERS

3,000

FAMILY MEMBERS

Over

1,850

HEALTHY ATHLETES
SCREENINGS
completed in
7 DISCIPLINES
with
3 operating entirely
digitally through the
successful launch
of the **HAS 2.0**
system

75

YOUTH LEADERS
with and without
ID from over
20 Programs
participated in
the Global Youth
Leadership Summit
– fully planned and
led by the
**GLOBAL YOUTH
LEADERSHIP
COUNCIL**
resulting in

16

**YOUTH LED
PROJECTS**
to be implemented
in all
7 REGIONS

EXECUTIVE OVERVIEW

The Special Olympics World Winter Games Turin 2025 celebrated 1,500 Special Olympics athletes and Unified partners from 100 delegations, 1,000 coaches, 2,000 volunteers, and thousands of World Games attendees*. Nearly 500 international media registered for these Games from 47 countries, and the first-ever global media hub launched, delivering up-to-the minute content to millions of fans. Content teams captured 55K photos throughout the eight-day event, in which athletes competed in 8 Olympic-style sports across Turin, Sestriere, Bardonecchia, and Pragelato, Italy. Sports included Alpine Skiing, Cross-Country Skiing, DanceSport, Figure Skating, Floorball, Snowboarding, Snowshoeing, Short Track Speed Skating and Motor Activity Training Program.

This event marked the **first time Italy hosted** the Special Olympics World Winter Games, bringing together athletes from around the globe to compete in a celebration of inclusion and unity.

This was the first World Winter Games held since 2017 due to Covid-19 and the geopolitical landscape - a triumphant return of our signature Winter sport event!

DanceSport was first offered as a demonstration sport at the Special Olympics World Winter Games Austria 2017. In March 2019, Special Olympics and the World DanceSport Federation penned a Proclamation in support of each other's organization, and to develop and improve the quality of DanceSport for Special Olympics athletes. DanceSport provides a dynamic platform that bridges athletic performance and artistic expression on an international stage.



EXECUTIVE OVERVIEW

Building on this momentum, Turin became the first World Winter Games to feature DanceSport as an official sport on the Games program, reinforcing its adaptability and relevance within multi-sport events. DanceSport will continue to be eligible for consideration for inclusion in Special Olympics World Games as a winter sport, providing a unique opportunity for Special Olympics program participation for those that do not have a traditional winter climate.

DanceSport encompasses a diverse and inclusive range of disciplines, each defined by distinct movement styles, technical foundations, and performance characteristics. These disciplines include:

- Ballroom, featuring recognized dances such as Slow Waltz, Tango, Viennese Waltz, Foxtrot, Quickstep, Samba, Cha Cha, Rumba, Paso Doble, and Jive
- Streetdance, including Hip Hop, Breaking, Locking, and Electric Boogie
- Performing Arts, comprising Modern, Ballet, Jazz Dance, and Contemporary
- Specialty Categories, including LaBlast and Folk Dance

Across all disciplines, DanceSport competitions are structured to support multiple competitive categories, allowing athletes to participate as solos, duos, couples, or teams, depending on the discipline and event format. Each category emphasizes different performance requirements, ranging from individual technical execution to partnership skills, synchronization, and group formations.

Collectively, these disciplines reflect DanceSport's unique ability to unite cultures, generations, and performance traditions under a structured, competitive framework—strengthening its role as both a sport and a global artistic movement.



SNAPSHOT OF TOTAL AWARENESS AT GAMES

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

Over
1.8 BILLION

NEARLY
30K
NEW FANS

11.88 MILLION
COMBINED SOCIAL MEDIA
IMPRESSIONS FOR GAMES
(ONLY SOI PROPERTIES)

OVER
10K STORIES
FOR GAMES (INCLUDING US AND
INTERNATIONAL COVERAGE)

MORE THAN
1.2 MILLION

YOUTUBE VIEWS
ON SPECIAL OLYMPICS
CHANNEL WITH
86.6K HOURS
OF WATCH TIME!

Due to a number of mentions across
secondary TV formats with high audiences,
**Germany dominated media value with a
62% share (€44M), ahead of host nation
Italy at 34% (€24M).***

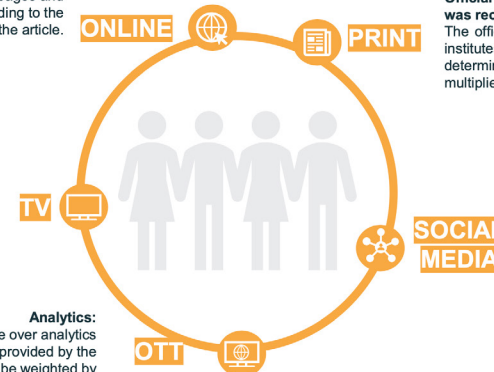
For online coverage Germany and Italy,
followed by India, U.K. and the USA were
the top 5 markets concerning reach,
together comprising 62% of the total
value.*

DETERMINING MARKET REACH

Page visits of the website where the article was published:
Since the page visits are only issued centrally for the web pages and
not for each article, the page visits are weighted according to the
reading probability (genre-related) of the article.

**Average reach of the programme in which the content
was recorded:**
Quota information of the responsible quota institute or
IRIS quota prognosis model

Analytics:
Collection of the video views and average viewing time over analytics
access provided by the customer or information provided by the
platforms. In consultation with the client, views may be weighted by
the average viewing duration to reflect a realistic audience figure.



**Official edition of the publication in which the article
was recorded:**
The official edition is published both centrally by official
institutes and decentrally by marketers. In order to
determine the number of readers, the circulation is
multiplied by one factor

**Different approaches to reach determination
per platform:**

- Facebook: (author's follower + (commitment x average number of friends)) x reading probability
- Instagram: Follower of the author x probability of reading
- X: Follower of the author x probability of reading
- YouTube: Impressions + Number of video views weighted
- TikTok: Impressions + Number of video views weighted

Page 10 of 10







BROADCAST OVERVIEW

BROADCAST OVERVIEW

Despite a short promotional timeline and the absence of a confirmed host broadcast partner, the Special Olympics World Winter Games Turin 2025 reached millions of viewers worldwide, significantly boosting awareness of Special Olympics. Through strategic use of media partnerships, the Games delivered comprehensive coverage that showcased exceptional athletic performances and powerful, stereotype-defying stories, advancing inclusion and changing perceptions globally.

For the first time at a World Games, Sky Deutschland delivered live competition coverage, broadcasting skating events from Pala Tazzoli. ESPN produced its own unilateral coverage, complete with on-site commentators and talent, while a live world feed was made available for licensed broadcasters to downlink and distribute within their respective regions. Italian national broadcaster RAI committed to broadcasting the Opening Ceremony live on their free-to-air channel RAI 2, ensuring widespread local audiences across Italy. Balich Wonder Studio (BWS), produced the world feed, with NEP Italy and ESPN supplying additional equipment and technical support.

German media organizations also revived their highly successful “Media Alliance,” with seven national outlets collaborating to share footage and maximize content distribution, building on the model established at the Berlin 2023 World Games.

A dedicated SOI Media Operations team supported more than 500 journalists from over 47 countries, enabling effective and efficient coverage of the Games. Media infrastructure included a main Media Center at Inalpi Arena, sub-media centers at key sports venues, and a daily media communique providing essential information. Journalists also made extensive daily use of a dedicated WhatsApp group to support real-time communication.



OPENING CEREMONY COVERAGE

(ALL LIVE)



LIVE Short Track and Figure Skating Competition Coverage (three days)

USA | ESPN+ and ESPN3
CANADA | DISNEY+

GERMANY | SKY DEUTSCHLAND
LATIN AMERICA | DISNEY+
CARIBBEAN | DISNEY+

AUSTRALIA | LIVE DISNEY+
NEW ZEALAND | LIVE DISNEY+

“BEST OF GAMES” RECAP SHOW

USA: ABC / Disney+ / ESPN+

CANADA: TSN

NETHERLANDS: ESPN Netherlands

FRANCE: beIN

UK & IRELAND: Sky

ISRAEL: One Sport Israel

CHINA: Star Sports China

ARGENTINA: Disney+

BOLIVIA: Disney+

BRAZIL: Disney+

CHILE: Disney+

COLUMBIA: Disney+

COSTA RICA: Disney+

DOMINICAN REPUBLIC: Disney+

ECUADOR: Disney+

EL SALVADOR: Disney+

GUATEMALA: Disney+

HONDURAS: Disney+

MEXICO: Disney+

NICARAGUA: Disney+

PANAMA: Disney+

PARAGUAY: Disney+

PERU: Disney+

URUGUAY: Disney+

VENEZUELA: Disney+

SUB SAHARAN AFRICA:
ESPN Africa
(including 48 territories)

ANGUILLA: Disney +

ANTIGUA: Disney+

ARUBA: Disney+

BAHAMAS: Disney+

BARBADOS: Disney+

BARBUDA: Disney+

BELIZE: Disney+

BERMUDA: Disney+

BONAIRE: Disney+,

BRITISH VIRGIN ISLANDS: Disney+

CAYMAN ISLANDS: Disney+

CURACAO: Disney+

DOMINICA: Disney+

FALKLAND ISLANDS: Disney+

GRENADA: Disney+

GUYANA: Disney+

HAITI: Disney+

JAMAICA: Disney+

MONTSERRAT: Disney+

ST. KITTS/NEVIS: Disney+

ST. LUCIA: Disney+

ST. VINCENT/GRENADINES: Disney+

SURINAME: Disney+

TRINIDAD & TOBAGO: Disney+

TURKS & CAICOS: Disney+

AUSTRALIA: ESPN Pac Rim

NEW ZEALAND: ESPN Pac Rim



DIGITAL OVERVIEW

11.8* MILLION
TOTAL IMPRESSIONS

SOCIAL MEDIA REPORT SUMMARY

**JULY 1, 2024 -
APRIL 8, 2025**

IMPRESSIONS	NEW FANS	TOTAL ENGAGEMENTS
11.88 MILLION	29,870	294,710

ENGAGEMENT RATE	POST REACTIONS	POST COMMENTS
3.1%	257,790	7,630

TOTAL SOCIAL FOLLOWERS
1.28 MILLION



VIEWS HOURS OF WATCH TIME TOTAL YOUTUBE SUBSCRIBERS

1.2 MILLION **86.6k** **1.19 MILLION**

HASHTAGS FEB 25-MARCH 16, 2025

Total mentions 2.7K /  142% Previous period: 1.1K	Total reach 11M /  164% Previous period: 4.1M
Total impressions 86M /  479% Previous period: 15M	Unique authors 1.3K /  104% Previous period: 651

SUMMARY:

Social media for the Special Olympics World Winter Games saw exceptional engagement and growth, showcasing the global excitement and support for our movement. Our content was shared over 25k times directly from our pages, helping us reach more than 11.8m impressions.

We welcomed nearly 30k new fans across platforms, with a strong engagement rate of 3.1%—well above industry average. On average, each post received over 3k interactions, contributing to a total of 258k reactions, 76k comments, and 295k overall engagements. These numbers reflect the power of inclusive storytelling and the global impact of our athlete-driven content.



SNAPSHOT OF SOCIAL MEDIA STATS

OVERARCHING STATS FOR 30 DAY PERIOD OF 1 MARCH - 31 MARCH 2025

7.92 MILLION

TOTAL IMPRESSIONS IN
MARCH ACROSS ALL SOI
MEDIA CHANNELS



WE HAD

7.06 MILLION

IMPRESSIONS

OVER

205K

ENGAGEMENTS

3K

AVERAGE REACH

3.71

ENGAGEMENT RATE

WE HAD

1900 POSTS

TOTAL POSTS ACROSS
ALL SOI CHANNELS FOR
THE MONTH OF MARCH!



MORE THAN

**267K YOUTUBE
VIEWS**

ON THE SPECIAL OLYMPICS
CHANNEL (OVER 50% MORE
VIEWS THAN AUSTRIA 2017
GAMES, WHICH HAD 143K
VIEWS)



IMPRESSIONS **2.33M**
REACH **1.98M**
ENGAGEMENT RATE **2.26%**



IMPRESSIONS **3.48M**
REACH **2.69M**
ENGAGEMENT RATE **4.62%**



IMPRESSIONS **110,840**
REACH **1,840**
ENGAGEMENT RATE **1.66%**
(Brandwatch does not track for reach for X)



IMPRESSIONS/VIDEO VIEWS **527,999**
REACH **442,150**
ENGAGEMENT RATE **4.1%**



IMPRESSIONS **147,500**
REACH **104,840**
ENGAGEMENT RATE **7.39%**



IMPRESSIONS **863,302**
VIEWS **267,208**
ENGAGEMENT RATE **3.6%**

SOCIAL MEDIA TERMS & DEFINITIONS

WHAT ARE DIGITAL IMPRESSIONS*?

A digital impression happens when a reference to Turin2025 displays on a person's screen, via social media, Adwords and display ads, etc. Impressions are the broadest, most general metric to report on.

WHAT IS ENGAGEMENT RATE*?

In social media, engagement rate measures how actively an audience interacts with content, relative to its reach or audience size.

Engagement Rate = (Total Engagements ÷ Reach) × 100

WHAT IS REACH?

Reach is explained within the diagram on page 35 of this report.

TRACKED TERMS

Turin2025

Special Olympics

World Games

The Future is Here

* We use BrandWatch as our measurement tool for tracking these metrics.

SNAPSHOT OF MOST HIGH-PERFORMING POSTS OVERALL

Special Olympics
19 Mar, 13:03

The Special Olympics World Games brought LOTS of medals to the Italian mountains. Dreams came true on the snow!
#SpecialOlympics #Turin2025



4,43K

Special Olympics
18 Mar, 13:00

"Don't cry because it's over, smile because it happened!"

The Closing Ceremonies in Turin and Sestriere just marked the conclusion of the Special Olympics Winter World Games 2025. There'll be plenty of time ahead to reflect on the accomplishments of our athletes, the charm of Turin, the majesty of the mountains, and the multiple memories made.

But for now, #SpecialOlympics says a heartfelt **THANK YOU** to everybody who helped make #Turin2025 the experience of a lifetime.

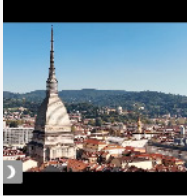
#ChooseToInclude #TheFuturesHere

Special Olympics
21 Mar, 11:02

Athletes had us spinning with their incredible performances on the ice in Turin! #SpecialOlympics #TheFuturesHere



7,66K 266 465 60,0



0 52,16K

Special Olympics
9 Mar, 11:40

"At these games we don't ask for pity for our athletes, we ask for a change of heart from the world" - Tim Shriver, Special Olympics Chairman.

The games are more than a competition, they are a movement and a celebration.

#TheFuturesHere #SpecialOlympics #Turin2025



4,52K 92 802

Special Olympics
14 Mar, 18:27

When Jurre was born, people said he wouldn't be able to walk. Now, he's a medal-winning snowboarder.

#TheFuturesHere #SpecialOlympics #Turin2025



17,95K 370 1,02K 43

Special Olympics World Games
@sowg_

This year at #Turin2025, the Special Olympics Healthy Athletes® discipline Strong Minds 🧠 will offer inclusive mental health screenings, teaching Special Olympics Athletes healthy coping skills & offering follow-up referrals. Learn more: brnw.ch/21wr7Hj #InclusiveHealth



10:02 AM · Mar 5, 2025 · 1,214 Views

SNAPSHOT OF MOST HIGH-PERFORMING POSTS ON FACEBOOK

DATE	POSTS 458		IMPRESSION ↓ 5M	REACH AVG. 9,37K	ENGAGEMENT 83,1K	ENGAGEMENT 1,95%	REACTIONS 68,8K	COMMENTS 3,43K
18 Mar 7:00		"Don't cry because it's over, smi... Special Olympics Promoted sowg turin	728,88K	441,73K	0	0%	0	0
15 Feb 9:53		Get Ready to Cheer on the S... Special Olympics Promoted sowg turin	395,9K	359,93K	219	0,06%	205	12
18 Feb 11:12		From the slopes of Chile to t... Special Olympics World Games Promoted sowg turin +1	392,75K	244,79K	32	0,01%	25	6
28 Feb 1:02		"I'm a champion and a ninja!... Special Olympics World Games Promoted Cheers For Cha... +1	205,43K	151,84K	478	0,31%	405	35
21 Mar 5:02		Athletes had us spinni... Special Olympics sowg turin	176,69K	175,46K	7,51K	4,28%	6,84K	230
9 Feb 14:31		Join us in cheering for ch... Special Olympics World Games Promoted Cheers For Cha... +1	85,81K	42,55K	181	0,43%	115	13
28 Jan 9:03		From emotions to movement... Special Olympics World Games Promoted sowg turin +1	71,66K	49,99K	59	0,12%	49	1
28 Aug 2024 11:01		Did you know that Special Ol... Special Olympics sowg turin +1	71,19K	62,76K	746	1,19%	367	16
9 Mar 16:06		"This is Special Olympics Co... Tim Shriver sowg turin	68,72K	68,72K	2,84K	4,13%	2,47K	84

SNAPSHOT OF MOST HIGH-PERFORMING POSTS AND REELS ON INSTAGRAM

DATE	POSTS 2,2K		IMPRESSIONS ↓ 5,4M	COMMENTS 2,96K	ENGAGEMENTS 161,29K	VIEWS 5,4M	REACTIONS 145,45K
3 Mar 12:48		A delegation of Special Olympics ... @ Special Olympics World Games Story sowg turin +1	324,29K	1	-	324,29K	-
14 Mar 12:27		When Jurje was born, people said... @ Special Olympics Reel sowg turin	171,66K	358	18,74K	171,66K	16,97K
9 Mar 5:40		"At these games we don't ask for p... @ Special Olympics Reel sowg turin	116,54K	91	5,61K	116,54K	4,52K
15 Mar 6:44		"I'm just the happiest and proudest... @ Special Olympics Reel sowg turin	74,33K	38	1,77K	74,33K	1,62K
25 Feb 10:23		🏃🔥 The journey has begun! @sp... @ Special Olympics World Games 2025 final leg +1	72,93K	8	1,46K	72,93K	1,32K
9 Mar 4:04		About last night... 🥳 #SpecialOly... @ Special Olympics sowg turin	50,96K	7	783	50,96K	738
28 Aug 2024 12:01		Did you know that Special Olympic... @ Special Olympics Paralympics +1	45,07K	18	1,33K	45,07K	1,22K
24 Feb 9:12		"This is life-changing—not just for ... @ Special Olympics World Games Reel sowg turin	43,51K	16	2,3K	43,51K	2,15K
15 Mar 14:21		The closing ceremony in Sestriere ... @ Special Olympics Reel sowg turin	43,47K	29	2,47K	43,47K	2,21K

Reels performance

2 Filters

Missing Data

...

Content

POSTS	ENGAGEMENTS ↓	REACH AVG.	ENGAGEMENT RATE (REACH)	PLAYS	WATCH TIME (MIN)	AVERAGE WATCH TIME
149	97,03K	10K	6,51%	2,06M	177,23K	16:05

Special Olympics
14 Mar 13:27 song turn
When Jure was born, people said he wouldn't be able to walk. Now, he's a...

Engagements 16,85K
Reach 127,26K
Engagement rate (reach) 13,24%
Plays 159,58K
Watch time (min) 23,39K
Average watch time 00:11

Special Olympics
9 Mar 5:40 song turn
"At these games we don't ask for pity for our athletes, we ask for a change...

Engagements 5,61K
Reach 86,25K
Engagement rate (reach) 6,51%
Plays 111,59K
Watch time (min) 8,86K
Average watch time 00:06

Special Olympics
15 Mar 15:21 song turn
The closing ceremony in Sestriere ended with the Special Olympics Fla...

Engagements 2,46K
Reach 31,54K
Engagement rate (reach) 7,79%
Plays 41,9K
Watch time (min) 3,68K
Average watch time 00:07

Special Olympics
13 Mar 10:05 song turn
"She's my hero."
...

Engagements 2,39K
Reach 20,45K
Engagement rate (reach) 11,67%
Plays 29,98K
Watch time (min) 2,94K
Average watch time 00:08

Special Olympics World G...
24 Feb 10:12 song turn
"This is life-changing—not just for the athletes, but for the entire community...

Engagements 2,3K
Reach 28,38K

Special Olympics World G...
13 Mar 9:50 song turn
Discover the story of Stephanie Gott, a @SpecialOlympicsgb athlete, who...

Engagements 2,24K
Reach 21,2K

Special Olympics
11 Mar 9:54 song turn
Behind every athlete is a whole team and a story of hard work and...

Engagements 1,79K
Reach 23,67K

Special Olympics
15 Mar 7:44 song turn
"I'm just the happiest and proudest brother in the world..."

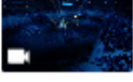
Engagements 1,77K
Reach 42,38K

SNAPSHOT OF MOST HIGH-PERFORMING POSTS ON LINKEDIN

DATE	POSTS 222		IMPRESSIONS 382,05	REACH AVG. 1,26K	ENGAGEMENT 18K	ENGAGEMENT 4,71%	CLICKS 23,63K	CTR 6,18%
13 Mar 12:26		Discover the story of Stepha... Special Olympics sowg turin	11,9K	8,67K	594	4,99%	650	5,46%
28 Aug 2024 11:59		Did you know that Special Ol... Special Olympics Paralympics +1	11,53K	8,66K	432	3,75%	1,49K	12,89%
15 Mar 13:02		*Don't cry because it's over, sm... Special Olympics sowg turin +1	7,79K	5,31K	519	6,66%	335	4,3%
8 Mar 16:14		*Che i giochi abbiano inizio!... Special Olympics sowg turin	7,48K	4,98K	418	5,59%	1,67K	22,28%
14 Feb 8:30		Driving Inclusion & Sustaina... Special Olympics sowg turin	6,57K	4,42K	198	3,02%	554	8,44%
12 Dec 2024 11:00		Today, we unveiled some ex... Special Olympics sowg turin	5,58K	3,83K	275	4,93%	536	9,6%
9 Aug 2024 9:41		Just 200 days until the FI... Special Olympics sowg turin +1	5,31K	3,91K	196	3,69%	90	1,7%
11 Sep 2024 7:01		Did you know that Special Ol... Special Olympics sowg turin	5,06K	3,86K	177	3,5%	229	4,52%
22 Jul 2024 5:00		The Special Olympics World... Special Olympics sowg turin	5K	3,83K	284	5,68%	65	1,3%
11 Mar 5:27		Relive the best moments of t... Special Olympics sowg turin	4,96K	3,63K	278	5,61%	258	5,21%

SNAPSHOT OF MOST HIGH-PERFORMING POSTS ON

X

DATE	POSTS 222		IMPRESSIONS 382,05	REACH AVG. 1,26K	ENGAGEMENT 18K	ENGAGEMENT 4,71%	CLICKS 23,63K	CTR 6,18%
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22 Jul 2024 5:00		The Special Olympics World... Special Olympics sowg turin	5K	3,83K	284	5,68%	65	1,3%
11 Mar 5:27		Relive the best moments of t... Special Olympics sowg turin	4,96K	3,63K	278	5,61%	258	5,21%

SNAPSHOT OF MOST HIGH-PERFORMING POSTS ON TIKTOK

DATE	POSTS		IMPRESSIONS ↓	ENGAGEMENTS	ENGAGEMENT R	VIDEO FREQUEN	FULL VIDEO WA
	76		537,85K	22,51K	4,18%	1,19X	5,05%
14 Mar 1:32		Discover the story of Stephanie Go... ♫ Special Olympics 📍 sowg turin	138,89K	3,47K	2,5%	1,25X	0,15%
13 Mar 17:34		"She's my hero."#USA #TeamUSA ... ♫ Special Olympics 📍 sowg turin	136,5K	7,68K	5,63%	1,16X	8,66%
10 Mar 10:04		Have you tried Unified Sports? #S... ♫ Special Olympics 📍 sowg turin	39,09K	833	2,13%	1,3X	0,91%
12 Mar 9:12		Pre-medal ceremony dance party ... ♫ Special Olympics 📍 sowg turin	33,66K	1,23K	3,65%	1,1X	6,81%
11 Mar 9:41		No, you're crying.😭#Mexico #Ski... ♫ Special Olympics 📍 sowg turin	15,86K	597	3,76%	1,12X	11,82%
13 Mar 2:26		USA boarder Catherine Darrow ha... ♫ Special Olympics 📍 sowg turin	11,84K	339	2,86%	1,08X	28,59%
14 Mar 8:14		Shoes with TEETH#snow #snowsh... ♫ Special Olympics 📍 sowg turin	11,51K	232	2,02%	1,12X	16,95%
9 Mar 11:04		Have you tried it?#SpecialOlympic... ♫ Special Olympics 📍 sowg turin	10,6K	128	1,21%	1,07X	15,32%

SNAPSHOT OF MOST HIGH-PERFORMING VIDEOS ON YOUTUBE

	Content	Views from playlist	Total views ↓
1	 Cheers for Champions: Floorball, Team Kenya Jan 21, 2025	31	313,904
2	 Cheers for Champions: Fan Xinwei, Shanghai, China Feb 11, 2025	24	88,053
3	 Cheers for Champions: Elisa Parutto, Special Olympics Italy Jan 28, 2025	33	82,429
4	 Cheers for Champions: Alexandra Rutledge, Special Olympics USA Feb 9, 2025	25	63,063
5	 The medals of the Special Olympics World Games #turin2025 🏅 A Sy... Dec 15, 2024	45	14,190
6	 Turin 2025: Watch the Opening Ceremony in full! Courtesy of ESPN Mar 10, 2025	161	5,642
7	 Special Olympics World Winter Games Turin 2025 - media registration n... Nov 25, 2024	50	4,714
8	 Cheers for Champions: Gonzalo Escobar Wernli, Special Olympics Chile Feb 18, 2025	16	4,264

SOCIAL MEDIA HASHTAG PERFORMANCE FOR GAMES

Total mentions

15K

Total reach

50M

Total impressions

343M

Unique authors

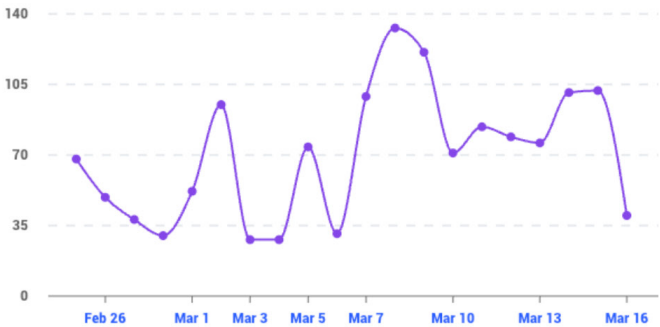
6.9K

Top hashtags

	Hashtag	Volume ▼	Reach
1	#specialolympics	8.4K	31M
2	#thefutureishere	3.6K	11M
3	#turin2025	2.8K	12M
4	#choosetoinclude	1.5K	7.6M
5	#inclusionrevolution	809	3.2M



SOCIAL MEDIA HASHTAG PERFORMANCE JULY 1, 2024 - APRIL 8, 2025



Word cloud





MEDIA ATTENDANCE AT THE GAMES

TOP 10 COUNTRIES WITH MOST REGISTERED MEDIA



79
USA



56
GERMANY



12
IRELAND



11
SWITZERLAND



9
INDIA



9
CANADA



8
BANGLADESH



8
MEXICO



8
JAPAN

7 – France
6 - Netherlands
5 – Spain
5 - Austria
5 – Great Britain
5 – Costa Rica
4 – Belgium

4 – Slovakia
4 - Poland
4 - Singapore
3 – UAE
3 – Kenya
3 - China
2 – Pakistan

2 – Korea
2 – Algeria
2 - Albania
2 - Finland
2 – Norway
2 – Iceland
2 - Denmark

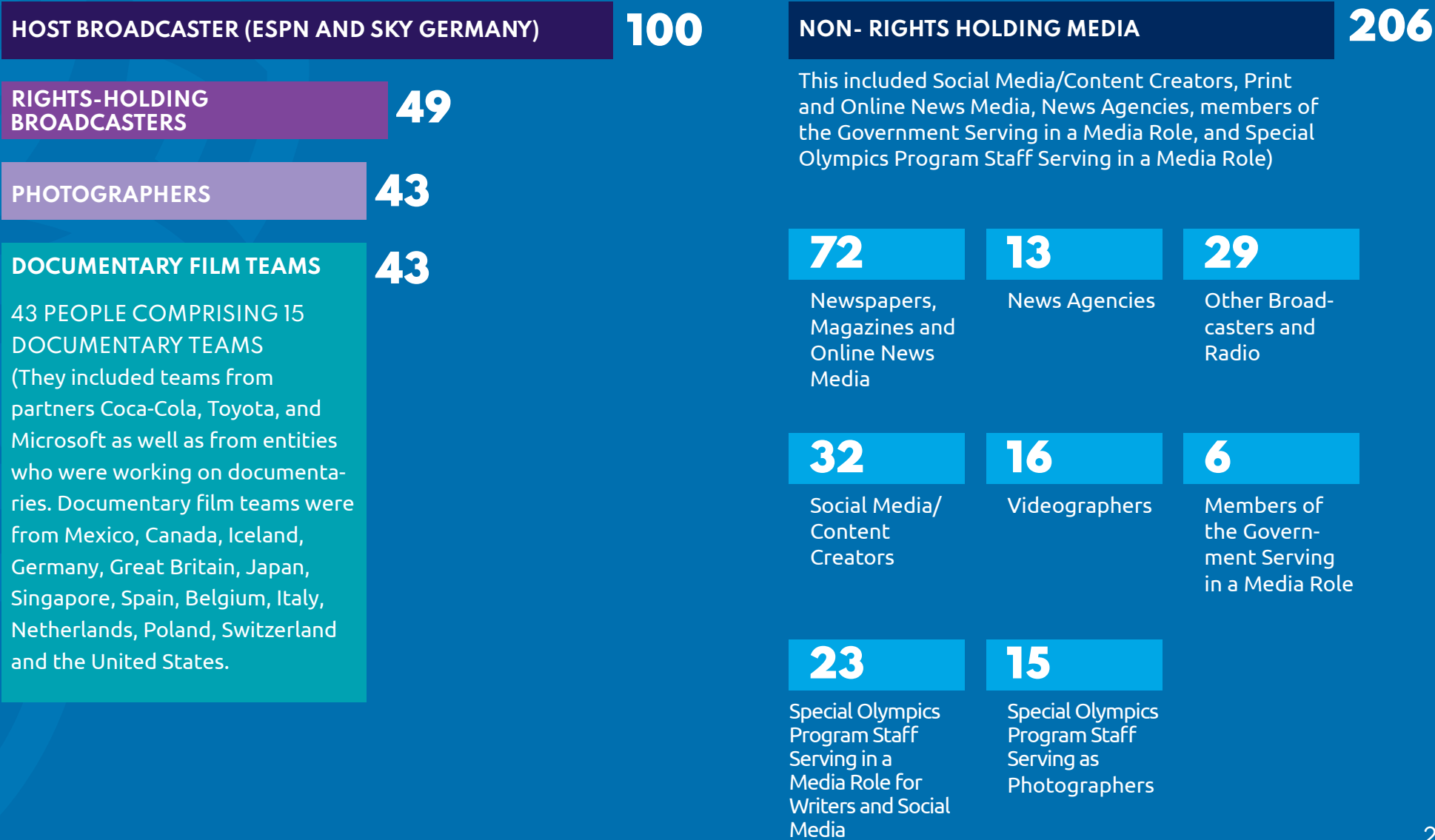
1 – Uruguay
1 – Egypt
1 - Australia
1 – Morocco
1 – Mongolia
1 - Hungary

1 – Peru
1 – Israel
1 - Ghana
1 – Venezuela
1 - Jamaica
1 – Saudi Arabia

1 - Senegal
1 – South Africa
1 – Slovenia
1 - Cyprus
1- Chile

MEDIA REGISTRATION BY ROLE

Media Registrations By Role



SNAPSHOT OF MEDIA REPRESENTED

NEWSPAPERS

- Corriere della Sera
- Il Giornale
- La Stampa
- Il Giorno
- Avvenire
- alanba
- Repubblica
- essalam el youm
- Al Ahram
- The Daily Industry
- THE DAILY AMAER SHOMOY
- Tuttosport
- TorinoClick
- Irish Independent
- VITA DIOCESANA PINEROLESE

NEWS AND PHOTO AGENCIES

- Adnkronos
- Agenzia DIRE
- ANSA
- AIPS
- LaPresse Italy
- Regione Piemonte
- SHOKALSHONDHA.COM
- Sportsfile
- Pacifipress Agency
- Ufficio Stampa Città metropolitana di Torino
- Torinoclick.it
- AGF Foto IT
- GEPA Pictures
- Photo Kishimoto Corporation

MAGAZINES

- Vanity Fair
- IL SAVIGLIANESE
- ACIT
- La Valsusa
- Chieri Magazine
- L'eco del chisone

BROADCAST

- ESPN
- Sky Deutschland
- RTL
- ORF
- ZDF
- Forty10 GmbH
- viscompark media GmbH / SO Germany
- groox Filmproduktion GmbH
- RAI
- Sky Sport Italy
- RTE
- BBC Sport
- STV Radio
- TV JOJ
- RSI Radiotelevisione
- Kenya Broadcasting Corporation
- Ghana Broadcasting Corporation
- TV BRA
- Great Sports Media
- Representaciones Televisivas REPRETEL S.A.

VIDEO & PHOTO DOCUMENTATION

Throughout the Turin World Games, the Special Olympics Storytelling team coordinated coverage with LOC volunteers (photo and video) along with a small crew (3) of SOI staff and volunteers to maximize photo and video coverage of the Games. This resulted in more than 40,000 photos covering every sport, plus 54 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 and documenting all SSGM storytelling coverage as well as dedicated resources to cover health programming.

Special health event photography and other footage included coverage of Special Olympics Healthy Athletes® screenings, the Healthy Athletes Ribbon Cutting Ceremony, the Safilo partnership signing, Medical Services, Athlete Recovery Areas, and Special Olympics Young Athletes. Healthy Athletes screenings, the Healthy Athletes Ribbon cutting ceremony, and the Safilo

partnership signing all took place in Inalpi Arena. During these events, b-roll and photos were captured of athletes participating in health screenings. Special Olympics Europe Eurasia developed a [YouTube highlight video](#) of Healthy Athletes screenings from the Turin World Winter Games. Photos were captured during the Ribbon Cutting Ceremony covering all the distinguished guests in attendance and photographing the ribbon cutting. Photos of the Athlete Recovery Areas were captured in Inalpi Arena and Pala Tazzoli. In partnership with Toyota Motor Europe (TME), videos of the Recovery Areas were also captured.

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 Turin, Sestriere, Bardonecchia and Pragelato, sometimes more than an hour apart from each other using available transport. Hours of extensive b-roll, interviews, and event footage were captured and used by sponsors, global media, and SOI Programs.

SOI Communications also worked directly with ESPN, Sky Germany and Restless Films via the Global Media Hub on athlete profile story features for coverage. Through working with the Global Media Hub, we offered separate Parade of Athletes footage to media and all participating delegations within 24 hours of Opening Ceremony.

FIRST-EVER WORLD GAMES GLOBAL MEDIA HUB

Most Special Olympics Programs are unable to deploy communications staff to World Games due to staffing and budget constraints which in turn, means delegations outside of Italy have little access to content featuring their athletes consistently. Delegations often rely on sending mobile phone footage taken by families and volunteers to their national media. It is essential to ensure that every Special Olympics Program participating in Games is equitably represented through compelling stories and visual coverage.

Designed to significantly amplify global coverage of the Turin Games, this first-ever Global Media Hub at a World Games was developed and launched to deliver rights-free, high-quality video content – including competition footage and athlete interviews – across all sports and venues.

Following its initial deployment in 2022 at a Unified Basketball Tournament in Italy, engaging 16 nations and 250 athletes, and subsequently at the 2022 Malta Invationals with 24 international delegations and over 1,000 athletes, the Global Media Hub was launched at the Turin Games on a global scale. While earlier iterations of the Media Hub were funded by Local Organizing Committees and the European Union, the Turin Media Hub was funded by Special Olympics International.



FIRST-EVER WORLD GAMES

GLOBAL MEDIA HUB

This centralized, professional broadcast operation was staffed by a dedicated team of 28 experienced camera operators, reporters, producers and editors. The Hub supported all 100 participating delegations, enabling broadcasters, digital publishers, and Special Olympics Programs to access and use content freely within their home markets and on their official social media channels. This model removes traditional rights barriers, ensuring equitable visibility for athletes and delegations worldwide.

Dedicated teams of camera operators and reporters covered all eight sports each day, with footage routed to a four-person production team responsible for reviewing, quality-checking, and approving all content prior to global distribution to broadcasters and Special Olympics programmes. A separate team of four craft editors edited incoming footage and produced bespoke creative content, including

the Opening Ceremony, Closing Ceremony, and daily highlights, for worldwide broadcast and social media use. This team was also responsible for covering the Parade of Athletes footage and delivered clips for each nation highlighting their walk into the Opening Ceremony.

Concurrently, the Local Organizing Committee (LOC) provided a similar video service. While the LOC's team did not produce native-language interviews for all delegations, it delivered high-quality 4K videos and daily highlights with strong coverage of events and moments, widely used for highlights and social media.

Although we don't have a full analysis on which media accessed the Hub and used content in their stories, we know roughly 250 global media accessed the Hub and each Special Olympics delegation used the content packages.

Special Olympics Europe Eurasia partnered with leading global sports video distribution agency Story10 to boost the international visibility and reach of the Global Media Hub. Story10 distributed daily broadcast highlights through its extensive network of broadcast and digital media partners, securing placements on major outlets such as NPO, TVE, RTL, beIN Sports, CCTV, Mediaset Italia, and others.

KEY STATS ON STORY10

247

MEDIA OUTLETS ACROSS BROADCAST AND DIGITAL USED THE FOOTAGE

69

MARKETS WERE REACHED BY STORY10 THROUGH ITS DISTRIBUTION

73

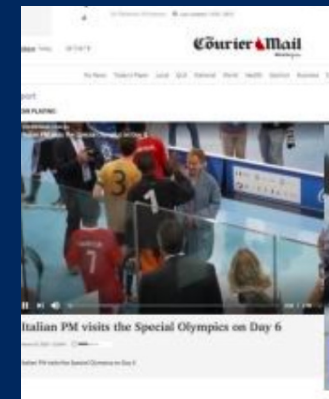
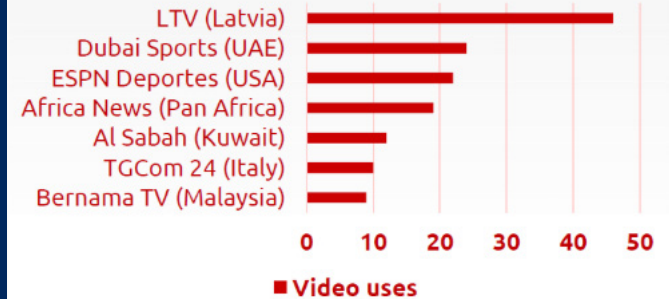
BROADCASTERS IN **39 MARKETS** USED THE FOOTAGE PROVIDED

693K

IMPRESSIONS GENERATED THROUGH DIGITAL DISTRIBUTION TO **174**

SPORTS, NEWS, AND ENTERTAINMENT WEBSITES

MEDIA OUTLET



KEY STATS ON THE GLOBAL MEDIA HUB

512

RECORDED INTERVIEWS
WITH ATHLETES, COACHES
AND UNIFIED PARTNERS

REACHED

247

MEDIA OUTLETS ACROSS
BROADCAST AND DIGITAL
PLATFORMS

ESTIMATED TO GENERATE
NEARLY

700K

MEDIA IMPRESSIONS

ACHIEVED

750K

VIEWS ON FACEBOOK
FOR THE TURIN 2025
HIGHLIGHT VIDEO

OVER

1K

PIECES OF MEDIA, CREATED
AND DISTRIBUTED TO

99

COUNTRIES

KEY LEARNINGS FROM THE GLOBAL MEDIA HUB

Regions and Programs are advocating for a single, Unified Video Service that combines the strengths of both the Global Media Hub and LOC Video Service. A consolidated approach would simplify access for Programs, media and stakeholders via one platform link.

Use a more user-friendly and searchable platform than Dropbox.

Provide 4K video quality instead of HD, similar to the LOC Video Service.

Expand daily highlights to cover a broader range of sports and athletes, similar to the LOC's output, understanding that Story10 requested them to be a maximum length of 3 minutes in Turin.

SCISSORTAIL TEAMS UP WITH SARGENT SHRIVER GLOBAL MESSENGERS IN TURIN

At the Turin World Winter Games, Special Olympics' Sargent Shriver Global Messengers (SSGMs)—elite athlete leaders and spokespeople for the movement—expanded their role beyond traditional advocacy to become active storytellers and content creators. The SSGM program trains athlete leaders to represent Special Olympics publicly, promoting inclusion, dignity, and opportunity for people with intellectual disabilities through speeches, media engagement, and global representation.

The SOI Communications team sought to engage Sargent Shriver Global Messengers in more strategic roles at the Games, expanding beyond their traditional responsibilities. To enable this shift, the team focused on empowering SSGMs as storytellers in their own right and partnered with the Athlete Leadership team to secure funding that supported the expenses of long-standing SOI Media volunteer Nance Larsen, who served as the SSGMs' coordinating lead, senior writer, and head of editorial. She volunteered 10 days of her time in Turin as well as participated in months of planning sessions with the SSGMs leading up to the Games. Additionally, the SOI Comms team secured a pro-bono relationship with Scissortail Studios, a film and digital media education program based in Oklahoma.

Scissortail deployed student filmmakers to the Games on a pro bono basis to work alongside SSGMs, providing hands-on mentorship in photography and videography. This partnership coupled with

Nance's leadership created a "light bulb moment", catalyzing athlete confidence and skill development with professional gear and real-world training.

Each student was paired up with an SSGM, loaning them their own state-of-the-art Sony cameras and lenses, then each SSGM captured photo and video of events, receiving hands on experience with one-on-one guidance.

The experience enabled SSGMs to document athlete stories through compelling visual media, expanding their influence from spoken advocacy into multimedia storytelling that can be shared across digital platforms. This collaboration not only enriched the Games' narrative coverage but also contributed to athlete empowerment and media capability building within the movement.

UNIFIED SSGM STORYTELLING

KEY OUTCOMES

BROADENED SSGM ROLES:

Messengers acted as photographers, reporters, and interviewers, illustrating the evolving scope of athlete leadership.

CAPACITY BUILDING THROUGH MENTORSHIP:

Direct coaching from Scissortail students accelerated skill acquisition and confidence in visual media creation.

ENHANCED STORYTELLING INFRASTRUCTURE:

The partnership created additional content streams and strengthened the Special Olympics' storytelling toolkit, with potential long-term benefits for future event coverage.

LINKS TO READ

To learn more about this activation in Turin and see what the SSGMs captured, click on the links below to read:

- [Reflecting on the Special Olympics World Winter Games](#)
- [Special Olympics "Goal"](#)



MEDIA PARTNERSHIPS

CONTINUED PARTNERSHIP WITH THE EBU

In 2023, during the Special Olympics World Games in Berlin, 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.

The EBU partnered with us again during these Games, providing daily video highlights of the Turin Games. Among the daily highlights edited by the Global Media Hub, those that attracted the most viewership on linear TV across member broadcasters were the Opening Ceremony, Days 2, 3, 5 and 7, as well as Closing Ceremony. These highlights were particularly popular in Central and Northern Europe, especially in countries around the North Sea and Baltic Sea. Lack of more detailed performance data prevents us from meaningfully evaluating the impact of this partnership.



EBU

SNAPSHOT OF NOTABLE SUPPORTERS & INFLUENCERS AT WORLD GAMES

DALE MOSS

Professional Football
Player and Media
Personality

DONNA DE VARONA

Olympic Swimming
Gold Medalist and
Sportscaster

HANNAH TETER

Olympic
Snowboarding Gold
Medalist and Global
Ambassador, Special
Olympics

DR. SEUN ADIGUN

Olympic Hurdler and
Bobsledder, Special
Olympics Board
of Directors and
Global Ambassador

VICTORIA ARLEN

SportsCenter Host,
ESPN, Special
Olympics Global
Ambassador

BOB BEAMON

Olympic Long Jump
Champion & United
States Olympic Hall of
Fame Member, Special
Olympics Global
Ambassador

HUSSEIN MAHMOUD FAHMY

Actor and Goodwill
Ambassador, Special
Olympics Middle East/
North Africa



WORLD GAMES PARTNERS

- Seven Special Olympics corporate partners sponsored the 2025 Turin Games (**The Coca-Cola Company, Toyota, Gallagher, ESPN, Microsoft, Nestle Health Sciences, and Brightspot**); three supported **Special Olympics USA (Bank of America, Microsoft, and Coca-Cola)**, and one, **United Airlines**, supported the **Global Youth Leadership Summit**.
- 10 Special Olympics partners attended the Games as Honored Guests and/or volunteers.
- **Four partners, Coca-Cola, Bank of America, Gallagher and Microsoft, ran campaigns** related to the World Games featuring our athletes and their support of the movement.
- Healthy Athletes brought together a dynamic coalition of partners dedicated to enhancing the health and well-being of Special Olympics athletes. Among the distinguished attendees was Erica Dayton, Executive Director of the **Golisano Foundation**, whose support has been a vital force in expanding athlete health initiatives worldwide.
- Key collaborators also included **Lions Clubs International Foundation**, renowned for their commitment to vision health; **Safilo**, who contributed an extensive selection of eyewear frames; **iCare**, who provided advanced tonometers and fundus cameras for more comprehensive eye care screenings; and **OneSight EssilorLuxottica Foundation**, who generously supplied lenses to ensure optimal eyewear fit for athletes.
- During the Games, **Safilo renewed their commitment to Special Olympics** with the signing of a new three-year partnership agreement, celebrating over 20 years of collaboration, and underscored Safilo's essential role in the delivery of the Opening Eyes discipline worldwide. In addition to their financial and logistical support, Safilo equipped Special Olympics Italia with high-quality sunglasses, ski goggles, and helmets—ensuring both performance and safety during competition. The renewal was a high-profile moment of the Games, serving as a model for how corporate partnerships can advance inclusive health and broaden athlete opportunities.



SNAPSHOT OF GOVERNMENT SUPPORT AT WORLD GAMES

GOVERNMENT GUESTS

2 HEADS OF STATE

4 FIRST AND SECOND LADIES

4 ROYALTY

12 MINISTERS

4 NATIONAL, LOCAL, OTHER
GOVERNMENT REPRESENTATIVES





SPECIAL OLYMPICS HEALTH IMPACT AT THE WORLD GAMES

HEALTH IMPACT AT THE GAMES

HEALTHY ATHLETES

The World Winter Games Turin 2025 showcased a global commitment to inclusion, athletic excellence, and health equity.

A major highlight was the debut of Healthy Athletes (HA) 2.0, showcasing updated screenings and digital Healthy Athletes System (HAS) 2.0, developed in partnership with Mozzaz, a leader in digital health solutions. This innovative platform transformed health screenings, referral management, and data collection for 883 athletes and Unified partners from 77 countries, reaching around 80% of all participating delegations and enhancing the delivery of vital services across seven disciplines including vision, dentistry, audiology, and mental health. Delegations were served by 570 volunteers, including 250 health professionals and 320 general volunteers who provided critical health screenings. Over the course of three days, 1,854 individual screenings were conducted, resulting in 925 direct referrals for follow-up care – evidence of the program’s clinical quality and referral sensitivity.

The introduction of HAS 2.0 represented a major technological leap forward for Healthy Athletes. For the first time at a World Games, three health disciplines—Special Olympics Fit Feet (podiatry), Special Olympics Health Promotion (preventative medicine), and Special Olympics Special Smiles® (dentistry)—implemented live digital data capture during screenings using the new system.



A major milestone was achieved at the Games. For the first time ever at a World Games, Strong Minds implemented its first formal mental health screening, including tools such as CORE-LD30 and WEMWBS-ID to identify athletes who may be at risk for mental health concerns. The impact of this new mental health screening resulted in 43 recommendations. Additionally, Special Olympics Lions Clubs International Foundation Opening Eyes® screened 331 athletes and prescribed 150 pairs of prescription eyewear.

HEALTHY ATHLETES

OUTCOMES

DISCIPLINE	SCREENINGS	REFERRALS
Fit Feet	284	250
FUNfitness	251	217
Health Promotion	215	158
Healthy Hearing	344	63
Opening Eyes	295	19
Special Smiles	268	182
Strong Minds	168	36
TOTAL	1825	925

UNIFIED HEALTHY ATHLETES TOURS

Unified Honored Guest tours were a hallmark of Healthy Athletes, pairing individuals with IDD and Special Olympics Health staff to guide global dignitaries, sponsors, and athlete leaders through the venue while screenings were taking place.

Led by Sargent Shriver Global Messengers and athlete leaders including Margaret Turley, Susan Wang, and Gilmour Borg, the tours fostered authentic, person-centered engagement and highlighted the transformative impact of accessible health care. An estimated 200 honored guests attended the tours. High-profile participation from U.S. and European leaders—including Second Lady Usha Vance, Abigail Cox, First Lady of Utah, and Gabriella Shapiro, First Lady of Pennsylvania,—underscored bipartisan and global support for Special Olympics’ mission and the vital multisector partnerships, such as with the Golisano Foundation, that sustain the Healthy Athletes model worldwide.



MOTOR ACTIVITY TRAINING PROGRAM (MATP)

The Motor Activity Training Program (MATP) is our movement-based sport program for athletes with profound intellectual disabilities who have high support needs. MATP includes athletes who are unable to participate in traditional competitions.

The program's goal is to meet the individual autonomy needs of each person, even in cases of severe intellectual disability, as every person has the right to an appropriate physical education program.

MATP can be made up of skill stations where athletes take part in sport related activities that develop their mobility, dexterity, kicking and balance skills.

MATP can also involve group games where athletes can work and interact with others to develop their skills.

All MATP activities are modified to each athlete's needs, interests, and motivations.

For the first time at a World Winter Games, a Unified MATP exhibition featured athletes with severe and profound disabilities.



Second Lady Usha Vance led the U.S. Presidential Delegation to the 2025 Special Olympics World Winter Games in Turin and marched with Special Olympics USA in the Parade of Athletes at Opening Ceremony.

During her visit to the Games, she cheered for athletes in competition, presented medals at MATP, and participated in the project exhibition at the Global Youth Leadership Summit.

” I am honored to have attended the Special Olympics World Winter Games this weekend and to have led the Presidential delegation. Hearing from these inspirational athletes about their journeys and dedication to their events was uplifting. Thank you Special Olympics for fostering a community of leaders, and for such a warm welcome.

- Usha Vance Second Lady of the United States



SPECIAL OLYMPICS YOUNG ATHLETES

Special Olympics Young Athletes took place on 11 March in Pala Gianni Asti with 198 children from seven area schools in Italy participating in inclusive play and health-focused activities.

This was the first-ever hybrid Young Athletes demonstration at a World Games. In addition to the nearly 200 children from local schools that participated in-person, there were an additional 2,250 children from over 20 schools across Italy that participated virtually. In total, 45 schools across Italy participated in the Young Athletes demonstration. During the event, children participated in over 10 gross and fine motor skills activities.

Alongside the vast number of young participants who attended, the event also saw high engagement from local high school students. Over 40 students volunteered for both the Young Athletes and MATP demonstrations. At the conclusion of the event, Young Athletes received certificates of completion, a water bottle, and a mascot (Moly) toy.





REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS **AFRICA**

5 media from **4 Programs** covered the Games
(Kenya, Namibia, Senegal, South Africa)

In South Africa alone, **122 articles and stories written** during the Games across broadcast, print and online mediums, with an **ad value of \$234,740**.

Conservatively at least **300 individual pieces of media content** were sourced and recorded from Program submissions and link sharing. This included a full page spread earned in La Stampa on Victor Lijembe from SO Kenya.

SuperSport, Africa's premier sports broadcaster, aired the documentary "**Brave Boys**" from Namibia leading up to the Games (free as an earned PSA placement for NPO's), and SuperSport Blitz received curated and scripted reels of Africa highlights fed directly to their production by the Global Media Hub.

Strong broadcast coverage from Kenya Broadcasting Corporation (KBC), South Africa Broadcasting Corporation (SABC) and Namibian Broadcasting Corporation (NBC).



SPECIAL OLYMPICS AFRICA

First ever: Social media content management takeover directly through the SOI main channel and Global Media Hub with daily collaborations of quality curated content led to an unprecedented spike in reach and impressions for SO Africa Instagram as well as collaborations with every single delegation's Program account.

Didier Drogba, Global Ambassador, posted both a MATP documentary in lead up of Games and good luck post of Brave Boys documentary (both produced by Global Media Hub/Restless Films) - landing high tier media coverage in Novy Cas Slovakia. 15.4M followers on Instagram, 13M on Facebook.

26 stories published on the SOI website and the Games daily communique, possibly the highest ratio of Regional stories to athletes attending Games (30 athletes, 4 delegations)

Charles Nyambe, presidente di Special Olympics Africa: «Le famiglie che prima nascondevano i propri figli disabili, ora prendono l'aereo per vederli vincere» | Vanity Fair Italia



SPECIAL OLYMPICS AFRICA OWNED AND SOCIAL MEDIA



IMPRESSIONS 92.83K
REACH 68.48K
TOTAL LIKES 1.26K
TOTAL FOLLOWERS 3.34K +34 (1%)



IMPRESSIONS 311.31K (7,172%)
REACH 3.04K
ENGAGEMENT 14.41K (24,7528%)
TOTAL FOLLOWERS 1.95K +324 (853%)



FOLLOWERS 834 +41 (48%)
ENGAGEMENT 196 (176%)
VIDEO VIEWS 4.72K (37%)



IMPRESSIONS 4.95K (849%)
REACH 35.34 (1,185%)
ENGAGEMENT 270 (1,829%)



IMPRESSIONS 116
FOLLOWERS 1.5K +6

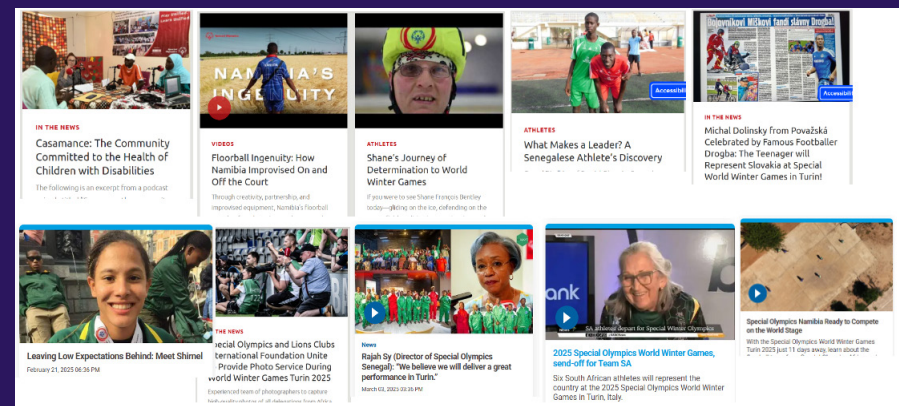
* X is no longer a priority platform for the Region



Didier Drogba

December 3, 2024 · 🌐

This International Day of Persons with Disabilities (IDPD), we're celebrating athletes like Michal Dolinsky! Michal, a skier with Special Olympics Slovakia, competes through the Motor Activity Training Program (MATP)—a program designed for athletes with severe intellectual or physical disabilities who aren't able to join official competitions. 🙌 Using an adaptive sit-style ski and a certified instructor's support, Michal conquers the slopes, showcasing his determination, tal... See more



SPECIAL OLYMPICS ASIA PACIFIC

33 media from 6 Programs covered the Games
(Australia, Bangladesh, Bharat, Japan, Pakistan and Singapore).

Drove compelling storytelling with strong visuals - videos, infographics & photographs securing media coverage in over **3K articles over 7-month reporting period.**

2.9 BILLION

READERSHIP

\$5.4 MILLION

AD VALUE

3,031

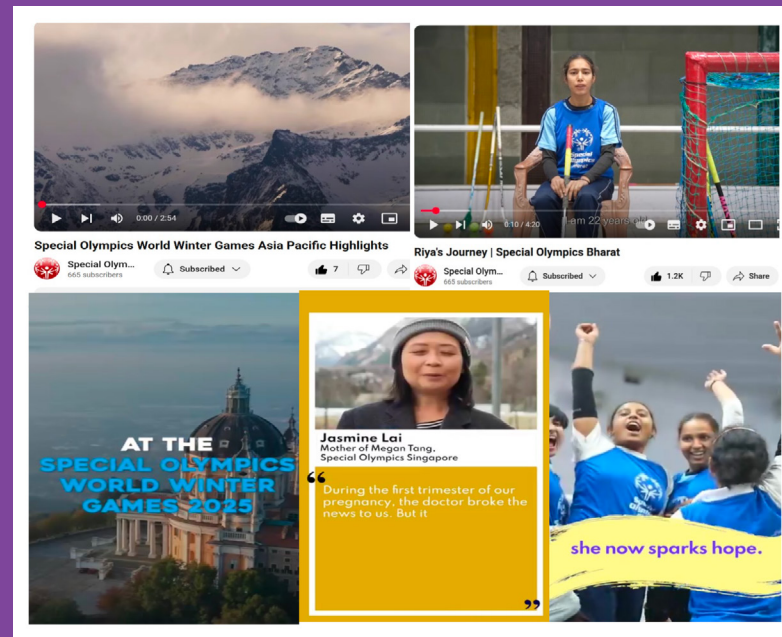
MENTIONS



SPECIAL OLYMPICS ASIA PACIFIC EARNED MEDIA AND SOCIAL MEDIA

Our top 5 Social Media Posts:

1. Special Olympics World Winter Games Asia Pacific Highlights
Video: 124K views (YouTube)
2. Jasmine Lai
122K Views (Instagram)
3. Meet Riya
56.1K views (Instagram)
4. Riya's Journey
45K views (YouTube)
5. Pre-Games AP Sizzle Reel
49.4K views (Instagram)



SPECIAL OLYMPICS EAST ASIA

6 media from **3 Programs** covered the Games (China, Korea and Mongolia).

Received media coverage in nearly **3,500 news articles** across the region, with the majority of coverage in China in March.

Weibo had the most engagement across SOEA social media channels, with over **1 million views** across only **37 posts!**



SPECIAL OLYMPICS EAST ASIA SOCIAL MEDIA

CHINA

SOCIAL & MEDIA HIGHLIGHTS: SOC

Instagram

Reach	16,648
Engagements	1,574
Posts	34
Top Post	Travel around Shanghai with Moly (March 6)
Follower Growth	+195

X (Twitter)

Views	18,655
Posts	21
Top Post	Opening Ceremony (March 8)

TikTok

Views	12,000
Likes	328

WeChat

Views	5,856
Posts	5
Top Post	Join us in Turin and witness the miracle! (February 26)
Follower Growth	+108

LinkedIn

Impressions	3,786
Reactions	92

Weibo

Views	1,528,870
Posts	37



SPECIAL OLYMPICS EAST ASIA SOCIAL MEDIA

HONG KONG

SOCIAL & MEDIA HIGHLIGHTS: SOHK

Facebook (March 6-17)

Impressions	55,676
Engagements	3,524
Posts	15
Top Post	Result of Figure Skating team (March 16)
Follower Growth	+26

Instagram (March 6-17)

Impressions	31,578
Engagements	974
Posts	15
Top Post	Opening Ceremony (March 9)
Follower Growth	+31

YouTube (March 6-17)

Views	161
Peak View Window	March 8
Top Video	2025 Special Olympics World Winter Games – SOHK Delegation



SPECIAL OLYMPICS EAST ASIA SOCIAL MEDIA

MONGOLIA

SOCIAL & MEDIA HIGHLIGHTS: SOM

Facebook

Impressions	35,996
Engagements	3,466
Posts	24
Top Post	The delegation departed for Italy (March 6)
Follower Growth	+320

Instagram

Reach	9,333
Engagements	1,484
Posts	23
Top Post	Opening Ceremony (March 9)
Follower Growth	+100

WeChat

Impressions	4,518
Engagements	833
Posts	19
Top Post	Macau team first golden metal (March 15)
Follower Growth	+98



TikTok

Views	1,232
Videos	8

YouTube

Views	298
Videos	7

Website

Page Views	9K
Posts	21

Newsletter

Posts	8
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SPECIAL OLYMPICS EAST ASIA SOCIAL MEDIA

MONGOLIA

SOCIAL & MEDIA HIGHLIGHTS: SOMGL

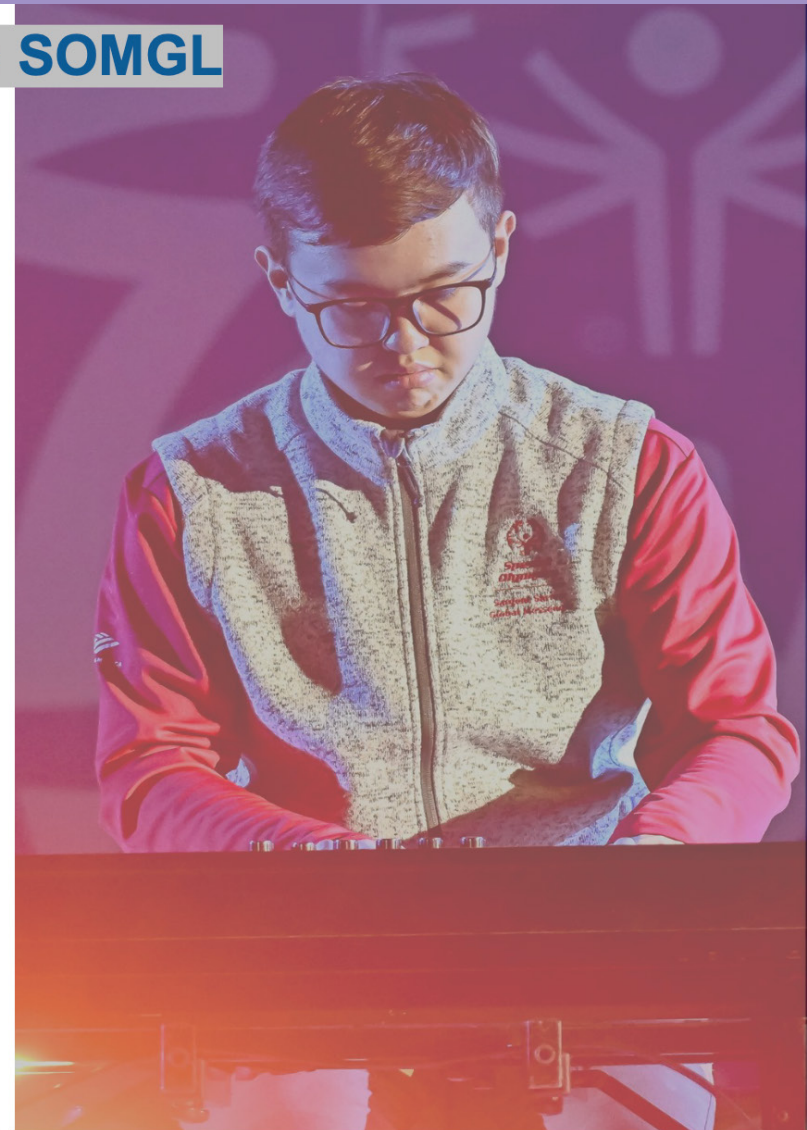
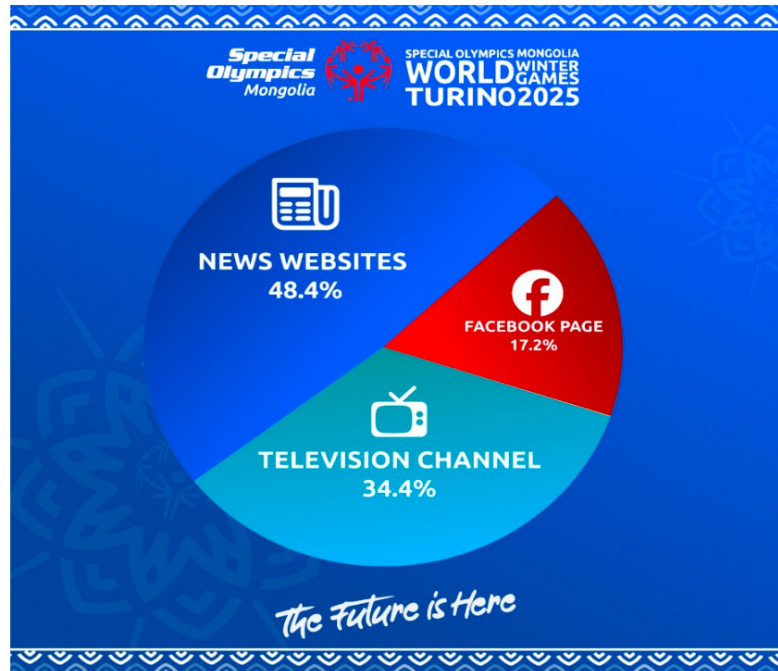
Special Olympics Mongolia

❄️ *Digital Media Coverage Statistics about Mongolia's Participation in the Special Olympics World Winter Games Turin 2025*

Total reach: 121,073 people

Distribution by channel (number of people):

- Television — 34.4% → ≈ 41,653 people
- News websites — 48.4% → ≈ 58,560 people
- Facebook — 17.2% → ≈ 20,860 people



SPECIAL OLYMPICS EUROPE EURASIA

263 accredited media from **21 Programs** covered the Games on-site, however **52 Programs** were represented in media coverage.

Helped Programs secure coverage in at least **500 media outlets** throughout the Region.

Over four-month time period, received **987M+ aggregated viewership/readership** with **1,779K+ mentions**.

Secured **688 media placements** with a reach of **287 million** through partnership with the **Associated Press**.

Despite no registered media attending, the Games generated significant coverage in Bulgaria, with **61 media outlets publishing a total of 340 stories**.

Special Olympics Hellas' media value **exceeded their budget by more than 4x**; Over **40 articles** were published with Tier 1 national exposure.



SPECIAL OLYMPICS EUROPE EURASIA

Only 4 accredited media from Special Olympics Poland attended the Games, however **524 articles** were published about the Games in Poland media.

Captured **18K+ photos** taken by SOEE photographers of every SOEE, SOA, SOLA delegation competing across each sport and distributed royalty-free.

1M+ digital impressions achieved from the start of the Celebrate the Exceptional campaign until Closing Ceremony.

‘Celebrate the Exceptional,’ a digital storytelling and visual campaign supported by Toyota Motor Europe and UPS, reached more than **565,000 impressions** while profiling eight athletes and their remarkable journeys. Featured Athletes & Sports; Javier Trejo (Spain, Alpine Skiing), Fanélie Croizat (France, Cross-Country Skiing); Lukas Hämmerli & Victoria Kälin (Switzerland, Dance Sport); Stephanie Gott (Great Britain, Figure Skating); Ines Kwaschnowitz (Germany, Floorball); Sebastiaan Van Luijn (Netherlands, Short Track Speed Skating); Ugo Valentini (Italy, Snowboarding) and Anca Miron (Romania, Snowshoeing).



SPECIAL OLYMPICS EUROPE EURASIA SOCIAL MEDIA

#CELEBRATETHEEXCEPTIONAL

OVERALL METRICS ACROSS FACEBOOK,
X, INSTAGRAM, TIKTOK, YOUTUBE, LINKEDIN

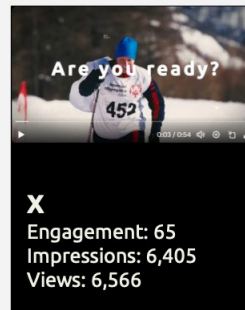
20.1K
TOTAL ENGAGEMENT

565.3K
TOTAL IMPRESSIONS

510.1K
TOTAL REACH



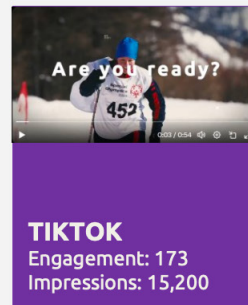
FACEBOOK
Engagement: 663
Reach: 33,755



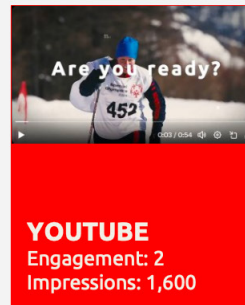
X
Engagement: 65
Impressions: 6,405
Views: 6,566



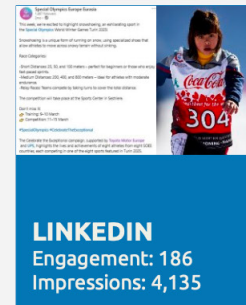
INSTAGRAM
Engagement: 1,296
Reach: 24,306



TIKTOK
Engagement: 173
Impressions: 15,200



YOUTUBE
Engagement: 2
Impressions: 1,600



LINKEDIN
Engagement: 186
Impressions: 4,135



CELEBRATE THE EXCEPTIONAL

EARNED MEDIA, SOCIAL MEDIA AND WEBSITE HIGHLIGHTS

ATHLETES

Sebastiaan Van Luijn: From Childhood Bullying to Competing at Turin 2025

From early challenges to international sporting ambitions, Sebastiaan's journey in short track speed skating shows the power of perseverance and community support.

f i x



Sebastiaan Van Luijn is set to represent Special Olympics Netherlands at Turin 2025

Standing at an impressive 1.98 meters tall, Sebastiaan Van Luijn faced bullying during his childhood, which could have easily deterred him from his dreams. Instead, he found strength in his passion for sport and the unwavering encouragement of those around him.

READ MORE ABOUT OUR ATHLETES

Taste of Victory: China's Top Scorer Leads His Team to Success
It was Fan Xingwei's first time visiting Italy. Although the city of Turin offered sites, history, and iconic Italian cuisine, the only thing on this floorball player's mind was victory.

From the Arctic Circle to Italy: Greenland's Nuka Martin Lyngse Raises the Bar
At 21 years old, cross-country skier Nuka Martin Lyngse, from Greenland, has already completed two runs of the Arctic Circle Race—recognised as the world's most challenging....

Konrad Dębnicki: Team Poland's Generous Spirit and Sporting Hero!
Konrad Dębnicki (35), an accomplished athlete from Special Olympics Poland, has become a true role model for his community—on and off the sports field.

ATHLETES

TV Star, Photographer, Dancer and Athlete: The Many Talents of Anca Miron

Star of a reality show and featured in ELLE Romania magazine, the Special Olympics athlete now takes on Turin 2025.

f i x




READ MORE ABOUT OUR ATHLETES

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Toyota Motor Europe
115,315 followers
2mo •

🌟 Celebrate the Exceptional! 🌟 The Special Olympics World Winter Games Turin 2025 are set to kick off on March 8th. Let's come together to celebrate the incredible athletes who will be competing in eight different disciplines, each sharing their unique story of pushing boundaries and achieving greatness.

#Toyota Motor Europe is proud to support Special Olympics Europe Eurasia in fostering #InclusiveSocieties where every individual, regardless of ability, can thrive. It takes small steps to create positive change, and every small step deserves our respect and celebration! 🙌

In the first story of the series, meet Stephanie Gott, a figure skater from Great Britain. #Turin2025 holds deep significance for Stephanie, not just for her athletic accomplishments but also because her journey began with a fight for survival. Italy is especially meaningful to her as it's home to Dr. Marco Pozzi, the surgeon who saved her life at just 10 days old.

Let's cheer for Stephanie and all the athletes as they inspire us with their resilience and determination! 🙌

#SpecialOlympics #Inclusion #Diversity #CelebrateTheExceptional

Special Olympics Europe Eurasia
1,454 followers
2mo •

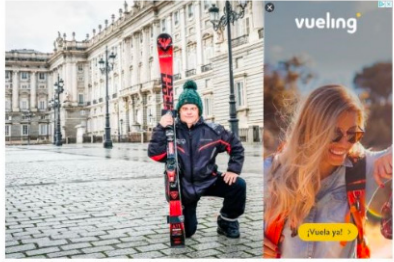
Special Olympics Great Britain figure skater Stephanie Gott is excited about returning to Italy for the World Winter Games Turin 2025 – the country that gave her a second chance at life.more




Nada El Badmoussi and 50 others
1 comment · 1 repost

Javier Trejo: velocidad, pasión y el camino hacia Turín 2025

Disputa los Juegos Mundiales de Invierno de Special Olympics que comienzan este sábado



El esquiador Javier Trejo. SPECIAL OLYMPICS

MARCA POLIDEPORTIVO Actualizado 07/03/2025 - 18:36 CET

f i x

Para Javier Trejo, participante en Special Olympics España en el esquí alpino, todo es cuestión de velocidad. "Me encantaba verlo por la tele, lo rápido que iban, y quise ser como ellos", dice sonriendo.

Ahora, mientras se prepara para competir en los Juegos Mundiales de Invierno de Special Olympics Turin 2025, su pasión por las pistas es mayor que nunca. Trejo, natural de Madrid, disfruta con la emoción de

REPORTAJE - PUBLICITATE - ADVERTORIAL

Atletă, fotograf, dansatoare: sportiva Special Olympics Anca Miron, în campania globală Celebrate the Exceptional



Articol de GSP - Publicat pe: 13 februarie 2025 12:16 / Actualizat pe: 13 februarie 2025 16:08

Sportiva Special Olympics România, Anca Miron din București, emană o bucurie de a trăi care se reflectă în tot ce face, indiferent că dansează tango, surprinde momente de viață prin obiectivul aparatului foto, pictează sau practică sport.

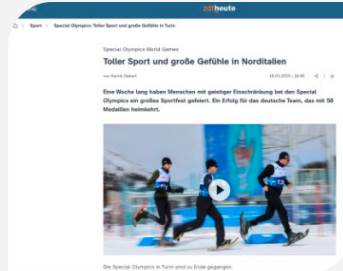
Dragostea Ancăi, în vârstă de 41 de ani, pentru dansurile populare și moderne, talentele ei multiple în fotografie și creațiile ei artistice emană dintr-o

SPECIAL OLYMPICS EUROPE EURASIA MEDIA OUTREACH - TOP PUBLISHERS

BBC SPORT (GB)



ZDF (Germany)



Marca (Spain)



MILLIYET (Turkiye)



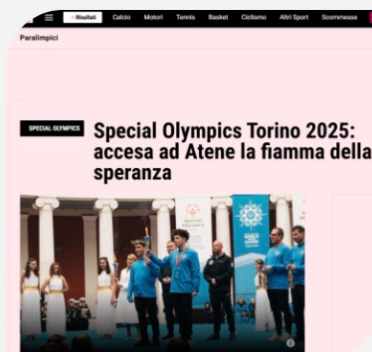
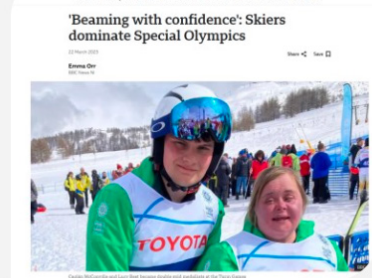
RTÉ (Ireland)



ONET Przegląd Sportowy (Poland)



BBC



SPECIAL OLYMPICS LATIN AMERICA

Media from 6 Programs covered the Games on site (Chile, Costa Rica, Peru, Mexico, Venezuela and Uruguay). Print media coverage ran across Colombia, Chile, Argentina, Honduras and the Dominican Republic.

251 print articles published across the region reached an audience of **282M**, with Chile having the most coverage, with 65 articles published.

125 SOLA social media posts reaching over **220K impressions**, with an **8.66% engagement rate!**

Albavision aired one story that was picked up in Mexico, Guatemala, El Salvador, Costa Rica, Nicaragua, Ecuador, Paraguay, Argentina and the DR.

First medal of the Games was won by a Chilean athlete ([link to story](#)).

Documentary teams from both Chile and Mexico attended the Games.



SPECIAL OLYMPICS LATIN AMERICA SOCIAL MEDIA



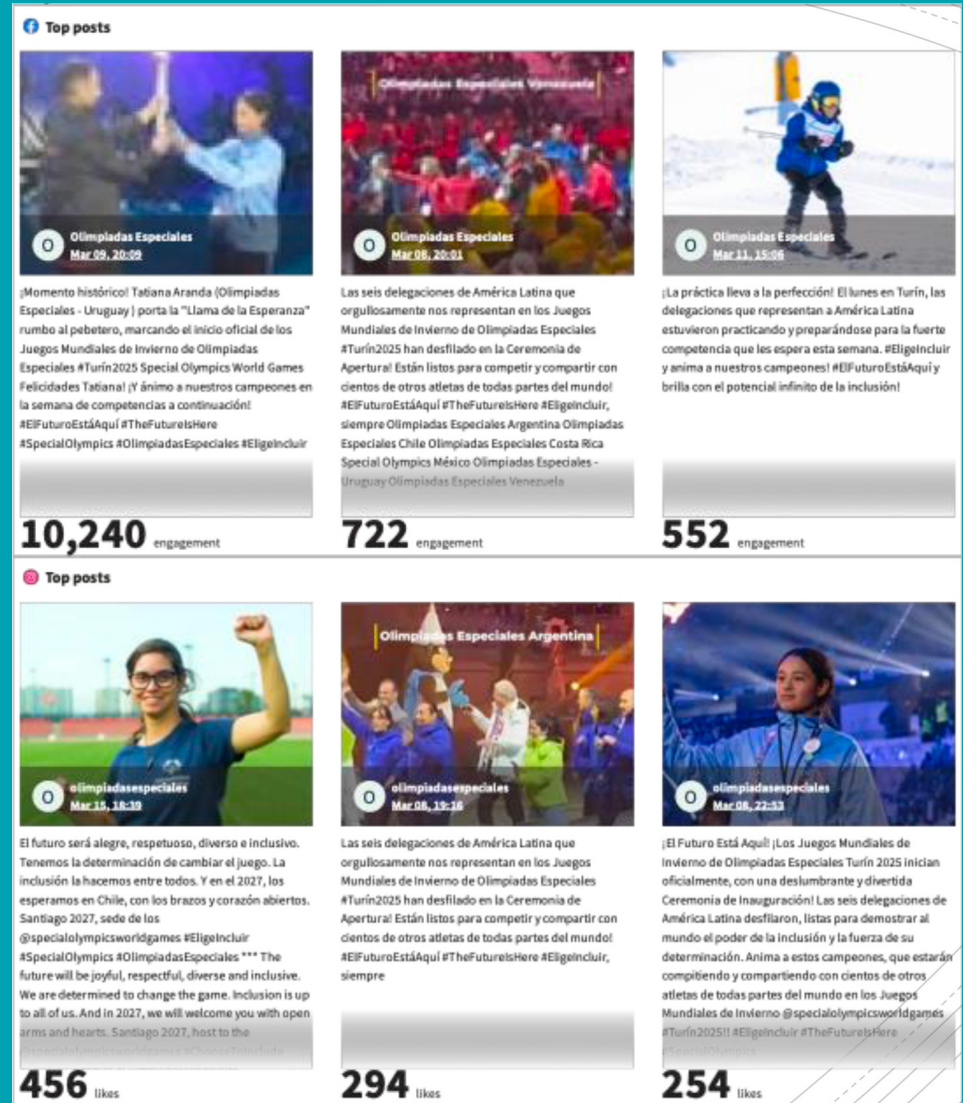
IMPRESSIONS
POSTS
ENGAGEMENT RATE

154K+
58
6.84%



IMPRESSIONS
POSTS
ENGAGEMENT RATE

61K+
58
9.16%



SPECIAL OLYMPICS LATIN AMERICA EARNED MEDIA HIGHLIGHTS

DEPORTES - VIERNES, 14 DE MARZO DE 2025

Con guía guanajuatense, México suma metales en Juegos Mundiales de Invierno de Special Olympics Turín 2025

Siete medallas en patinaje de velocidad sobre hielo fue la cosecha de los cuatro atletas que fueron dirigidos por la entrenadora leonesa, Imelda Rodríguez



La entrenadora leonesa, Imelda Rodríguez posa junto a sus cuatro palmarios medallistas. | Cortesía | Special Olympics México

Rodrigo Vázquez

En Guanajuato - Desde el país con forma de bota, México tuvo presente en el patinaje con siete metales olímpicos por los cuatro atletas que la entrenadora guanajuatense Imelda Rodríguez dirigió en el patinaje de velocidad sobre hielo de los Juegos Mundiales de Invierno de Special Olympics Turín 2025.

El medallista más destacado fue el hidalgüense Leonel Trejo, con galardones de oro en las pruebas de 333 y 500 metros.

¡Únete a la comunidad de El Sol de León en WhatsApp! Mantente al tanto de las últimas noticias, deportes y mucho más.

"Es muy grato para mí, me da mucha satisfacción que el deporte en el que fui comisionada como entrenadora titular haya traído varias medallas para México. Cabe resaltar que las primeras dos medallas de oro que tuvo el país fueron en patinaje de velocidad"

Entrenadora guanajuatense Imelda Rodríguez

"Estoy muy orgullosa de los chicos y niñas que han logrado muchos apoyos para estos atletas tan especiales tanto en nuestro estado de Guanajuato, como para nuestros atletas del país de Special Olympics México, para que puedan practicar su deporte favorito. Todos son grandes y unos campeones", añadió Rodríguez Ibarra.

Las medallas

Cabe resaltar que el **selectivo mexicano de patinaje de velocidad** se integró por cuatro representantes, dos varones originarios del estado de Hidalgo y dos mujeres oriundas de Puebla. Además de su par de aros. Leo Trejo logró la cuarta posición en los 222 metros.

biobiochile.cl | DEPORTES

Ingresa a Comunidad Bio Bio

PORTADA DEPORTES FÚTBOL BASKETBOL TENIS MOTOR ADLP MÁS DEPORTES Escuchar Radio Bio Bio

Deportes > Noticia

Miércoles 12 marzo de 2025 | 18:06

Team Chile gana 4 nuevas medallas en segunda jornada de las Olimpiadas Especiales de Invierno en Turín

Publicado por Francisco Solís
La información es de Comunicado de Prensa

Seguimos criterios de The Trust Project

Ética y transparencia de BioBioChile



Equipo Olimpiadas Especiales

821 visitas

VER RESUMEN

No paran de caer las medallas para el Team Chile que participa en los Juegos de Invierno de Olimpiadas Especiales Turín 2025.

Luego de la tremenda primera jornada de la competición, sólo 24 horas le bastaron a los atletas chilenos para conseguir 4 nuevas medallas. En total la delegación nacional suma 8 medallas. 6 son de oro, 1 de plata y otra de bronce.

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Recibe lo mejor de BioBioChile en nuestros Newsletters, entregados directamente a usted de forma gratuita

Ingresa aquí

Defensa de Gabinete de Ministros / Vicepresidencia de Gabinete del Interior / Deportes /

La delegación argentina de Olimpiadas Especiales rumbo a Italia

En la previa de los Juegos de Invierno Turín 2025, el equipo nacional tuvo su despedida en el CeNARD de cara al evento que se realizará del 8 al 15 de marzo.

Ver el video

06 de marzo de 2025



La delegación argentina que participará en los Juegos Mundiales de Invierno Turín 2025 tuvo su despedida en el Centro Nacional de Alto Rendimiento (CeNARD), donde fueron recibidos por el subsecretario de Deportes de la Nación, Diógenes de Urquiza.

Durante el encuentro, Diógenes de Urquiza alentó a los atletas: "Aprovechen esta oportunidad porque no hay nada más lindo que representar a tu país en una competencia internacional. Es una experiencia inolvidable. Van a conocer gente, van a hacer amistades y eso también es parte del deporte".



En Italia, el equipo argentino se presentará en las pruebas de esquí alpino y raquetas e intentará igualar la actuación de la última edición realizada en Austria en 2017 donde obtuvo once medallas (tres doradas, tres plateadas y cinco de bronce). La

Presidente Uruguay

Comunicación / Noticias / Presidente Orsi entregó Pabellón Nacional A Deportistas Que Participan En Olimpiadas Especiales

Juegos de Invierno de Turín

Presidente Orsi entregó pabellón nacional a deportistas que participarán en Olimpiadas Especiales

06/03/2025

Compartir

La delegación uruguaya que concurrirá a los juegos de Invierno de las Olimpiadas Especiales de Turín, en Italia, está compuesta por 12 participantes entre deportistas, profesores y referentes. Uruguay participará en el deporte de equipo llamado floorball, que consiste en una adaptación del hockey sobre hielo, entre el 7 y el 17 de marzo.



El presidente de la República, profesor Fernando Orsi, recibió en Torre Guebarra, sede del CeNARD, a la delegación que participará de las Olimpiadas Especiales en Turín entre el 7 y el 17 de marzo.

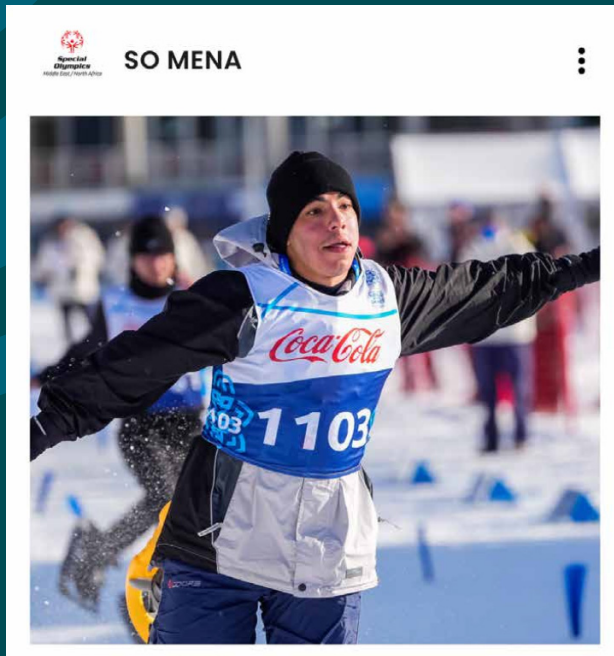
Las deportistas Argentina Espinosa, Lady Oliveira, Tatiana Arendt, Camila Rodríguez, Lourdes Figueroa, Valentina Acosta, Florencia Tappa y Mariana Rodríguez, junto a la presidenta de las Olimpiadas Especiales de Uruguay, Aurora Sarría, recibieron el pabellón nacional por parte del presidente y dialogaron sobre el desafío que enfrentarán en los próximos días.

66

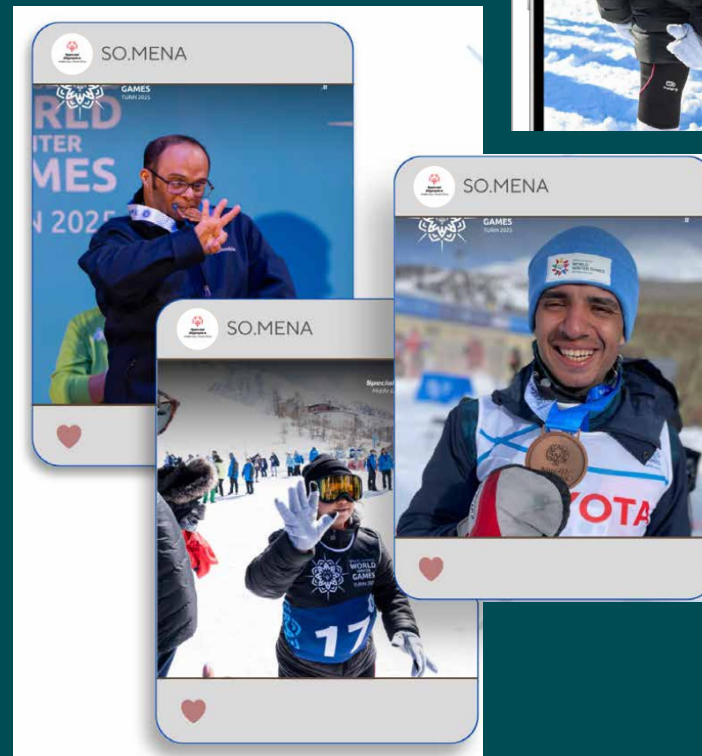
SPECIAL OLYMPICS MIDDLE EAST NORTH AFRICA

10 media from 6 Programs covered the Games (Algeria, Egypt, Kuwait, Morocco, Saudi Arabia and UAE)

Media published nearly **314 articles**.



SPECIAL OLYMPICS MIDDLE EAST NORTH AFRICA



[illegible][illegible][illegible]

REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS NORTH AMERICA

73 media from **3 Programs** covered the Games
(Canada, Jamaica and the USA) *(*Majority of media were from ESPN)*

There were over **1K articles published** across the United States, Canada and Trinidad & Tobago with an estimated **reach of 938 million.**

Opening Ceremony content ruled across all platforms

“Medal” photos consistently drew high engagement

#Cheer4USA drove massive interaction, especially on X

The SO USA video from ESPN of Opening Ceremony was a favorite

March 15 = High engagement day for multiple delegations



SPECIAL OLYMPICS NORTH AMERICA SOCIAL MEDIA

USA



TOTAL POSTS **40**
IMPRESSIONS **402,969**
ENGAGEMENTS **12,558**

(Top Post: Opening Ceremony – March 8)



TOTAL POSTS **23**
VIEWS **166,076**
ENGAGEMENTS **4,177**



TWEETS **72**
IMPRESSIONS **17,085**
ENGAGEMENTS **402**



TOTAL POSTS **23**
VIEWS **13,700**
TOP VIDEO **Team trials day 1**

WEBSITE
8K (7.1K new) Users
24K Page Views

CANADA

NEWSLETTER
9 Newsletters Distributed
45% Open Rate

WEBSITE
10.4K (10.2K new) Users
Top Page: Meet The Team

SOCIAL MEDIA
967,952
TOTAL IMPRESSIONS
with nearly
1500 NEW FOLLOWERS

TOP CONTENT
MEDAL AND
SEND OFF POSTS (FB & IG)

TRINIDAD & TOBAGO

PLATFORM OF CHOICE



WWG POSTS IN MARCH
28

TOP POSTS
MARCH 15
4TH PLACE AWARDS

41 LIKES
9 COMMENTS
17 SHARES



#TheFutureIsHere