



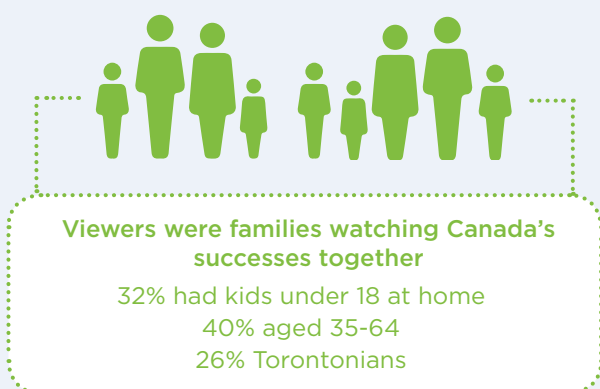
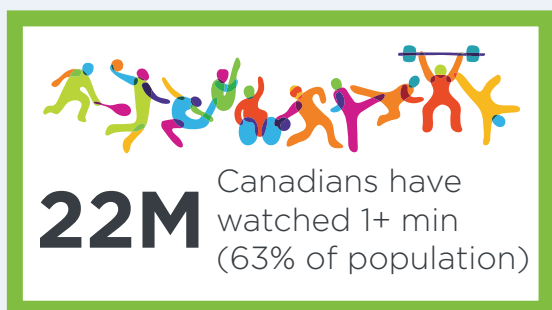
PAN AM 2015 PROVIDED A GOLDEN MOMENT FOR CANADA

TV AND TWITTER ANALYSIS

After 16 days of events, 217 medals for Canada and one epic Kanye West performance - Pan Am 2015 has come to a close. The event was enjoyed throughout Canada - with millions of viewers and thousands of tweets.



WAY OVER HALF OF CANADIANS TUNED IN



5.5M Watched the Opening Ceremony*



20.7M Watched event-based coverage*



6M Watched the Closing Ceremony*



42K tweets on Opening Ceremony day



280K tweets on non-ceremony days



24K tweets on Closing Ceremony day

SPORTS, PANAMANIA, AND HOV LANES GOT US TALKING - A LOT



Tweeters were sharing buzz live from the event

- 60% male
- 44% aged 18-34
- 61% Torontonians

TWITTER WINNERS OF PAN AM 2015

Most talked about people

KANYE WEST



12.7K tweets



ANDRE DE GRASSE



4.1K tweets



PAN AM VOLUNTEERS



3K tweets



Most talked about events

BASEBALL



10.8K tweets



RUGBY



6.7K tweets



SOCCER



5.2K tweets



THE MOST VISUAL PAN AM GAMES EVER

79.6K Instagram pics tagged with #TO2015*

CREATING & SHARING CONTENT DROVE UP TOP BRAND TWEETS



CBC

37,779 tweets

TORONTO STAR

4,916 tweets



CN TOWER

4,679 tweets



CIRQUE DU SOLEIL



1,363 tweets



CHEVROLET

424 tweets



MOLSON CANADIAN

309 tweets



CISCO

253 tweets

ALL STATISTICS ARE FOR CANADA ONLY

Sources: Numeris (Unconfirmed Data as of July 27th, *Watched 1+ minute of Pan Am Games), Sysomos, LeadSift, Toronto2015.org July 7th to July 26th, 2015 # Number quoted is global

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