

Thursday, 15 April 2021

Let the Games begin Interest in Tokyo 2020 is at an all-time high

With the start of the Olympics Games Tokyo 2020 less than 100 days away, Australians are feeling positive about Tokyo 2020 and are confident that the Australian team will perform better than at recent Olympics.

A new survey by the Seven Network and TEG Insights found that over 70% of people are interested in the Olympic Games Tokyo 2020, which begin on 23 July, compared with the 61% of Australians who were interested in the Olympics Games Rio 2016 before they started.

Almost 80% of the 1,500 people surveyed by Seven and TEG Insights said the Olympics offer world-class sport on an international stage and is considered an event that can connect people.

Swimming is the sport people are most looking forward to watching, followed by gymnastics, track and field, diving, basketball, football, tennis and cycling.

While 61% of people regard Tokyo 2020 as a welcome distraction from COVID-19, 53% say it is very important for the Games organisers to be extremely vigilant about the health and safety of athletes, officials and local spectators.

Seven's Director, Audience Intelligence, Andrew Brain, said: "Australians are looking forward to Tokyo 2020 and supportive of our athletes attending. But they do have concerns about the Games happening in a COVID world and expect all stakeholders to put the safety of athletes first."

Almost 40% of people said it was important to be able to watch Tokyo 2020 anywhere and anytime on Seven and [7plus](#). Ninety-three per cent are likely to watch on the largest screen in the house, including connected TV, and 23% on a mobile phone.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "The Olympic Games are more than sport. They represent passion, pride, community, achievement, positivity and the world coming together – and there is no bigger or more significant cultural event this decade than the Olympic Games Tokyo 2020.

"The research clearly shows that Australians love the Olympics and Paralympics and see Tokyo 2020 as something that will give the world hope in a dark time.

"As one of the respondents said: 'I love cheering on our fellow Aussies from the comfort of my home. I feel proud of all their hard work and achievements'."



Media Release

Andrew Reid, General Manager, TEG Insights, said: “Despite the uncertainty, Tokyo 2020 is the most anticipated sporting event in 2021. That says a lot about the expectations Australians have about the Games and their team’s performance in particular.”

Seven’s coverage of the Olympic Games Tokyo 2020 will include 45 dedicated Olympics channel across the network and 7plus, all free and in HD. In addition, 7NEWS.com.au will be the #1 online destination for Olympic news, updates and insights.

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