



In its recently released **2021 Summer Olympics Viewing Habits Report**, Amdocs surveyed consumers across the U.S. to uncover how, when and where consumers plan to watch the events this summer. According to the findings, U.S. consumers are excited for the return of the 2021 Games as restrictions wind down across the country, but have new demands for viewing experiences in a post-pandemic environment.

1 Consumers see the Olympics as a social event and the start of a “return to normal.”



Consumers are starting to lean on sporting events to bring back the social aspect of their viewing experience. More than a third (**37%**) said they are comfortable going to a bar to watch the Olympics, and an additional **35%** are planning to watch the Games with friends and family. While some aren't comfortable with in-person events (**36%**), they still yearn for the social component, with **18%** interested in virtual viewing parties and **14%** interested in Olympics-themed online gaming through Twitch.

Which of the following do you agree with?

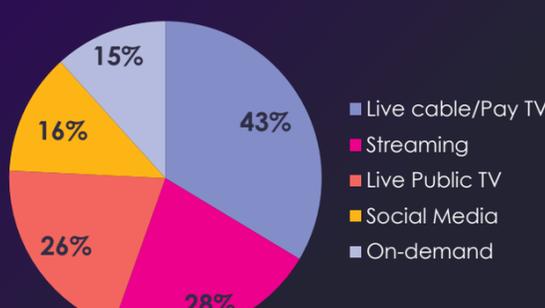


2 Most consumers are tuning into the Games and maintaining their pandemic-viewing habits.



As restrictions lift across the U.S., **48%** of respondents said they definitely would be tuning in to the Olympics, with only **26%** declining any interest. When asked which events they are most interested in, Gymnastics was the most popular choice (**46%**), followed by swimming (**43%**) and the opening/closing ceremonies (**40%**). In terms of how they'll be watching, just under half of respondents said live cable/pay TV, followed by streaming (28%). Many consumers are maintaining habits developed during the height of the pandemic. **15%** plan to watch via on-demand services, and an additional **16%** plan to watch via social media channels.

How are you planning to watch this year's 2021 Summer Olympics?



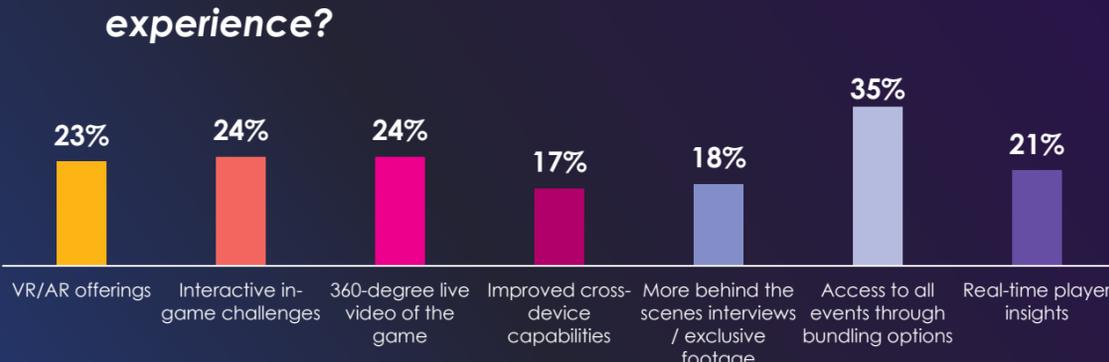
3 Consumers are willing to invest to elevate their viewing experience with better connectivity, on-demand options and add-ons.



The past year put pressure on media and entertainment providers to improve technology, and virtual accessibility and consumers expect the same kind of high-quality viewing experiences for the Olympics. To enhance their connectivity, roughly half (**46%**) of respondents said they would pay extra for 5G speeds.

When asked which services they would pay more for, **24%** said they would pay more for interactive in-game challenges with redeemable rewards or 360-degree live video/user-controlled video, and an additional **23%** would invest in VR/AR offerings. With timing of the Olympics being a growing issue for live-viewing (**40%** said this was a primary roadblock for watching the event), **48%** also said they would pay extra for every event on demand.

Which features would you pay extra for from TV/streaming providers to enhance your viewing experience?



*Source: May 2021 Dynata survey of 1,000 U.S. consumers.