



# SNTV INSIGHTS

## 2024 Summer Olympics

The 2024 Summer Olympics, hosted in Paris from 26 July to 11 August, saw over 10,000 athletes compete for gold. **sntv** had crews on the ground capturing the entire event including breaking news, athlete profiles, press conferences and interviews.

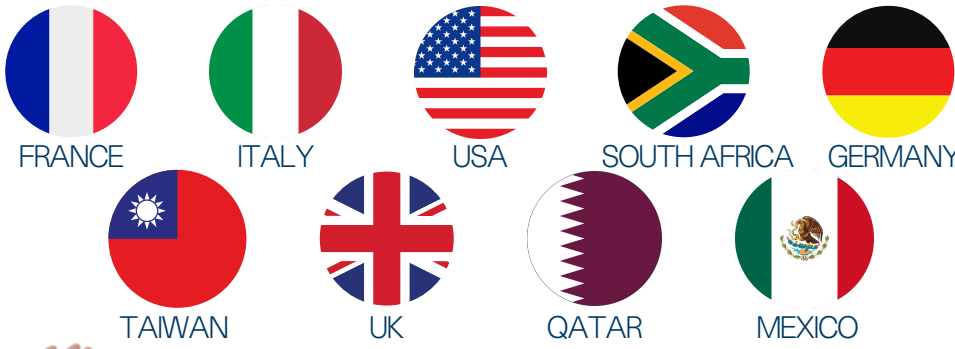


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### USAGE FAST FACTS

- 406 media outlets
- 86 different markets reached
- 270 videos shot and distributed by **sntv**
- sntv** news videos were used over 12k times by our clients across the world

### TOP MARKET USAGE



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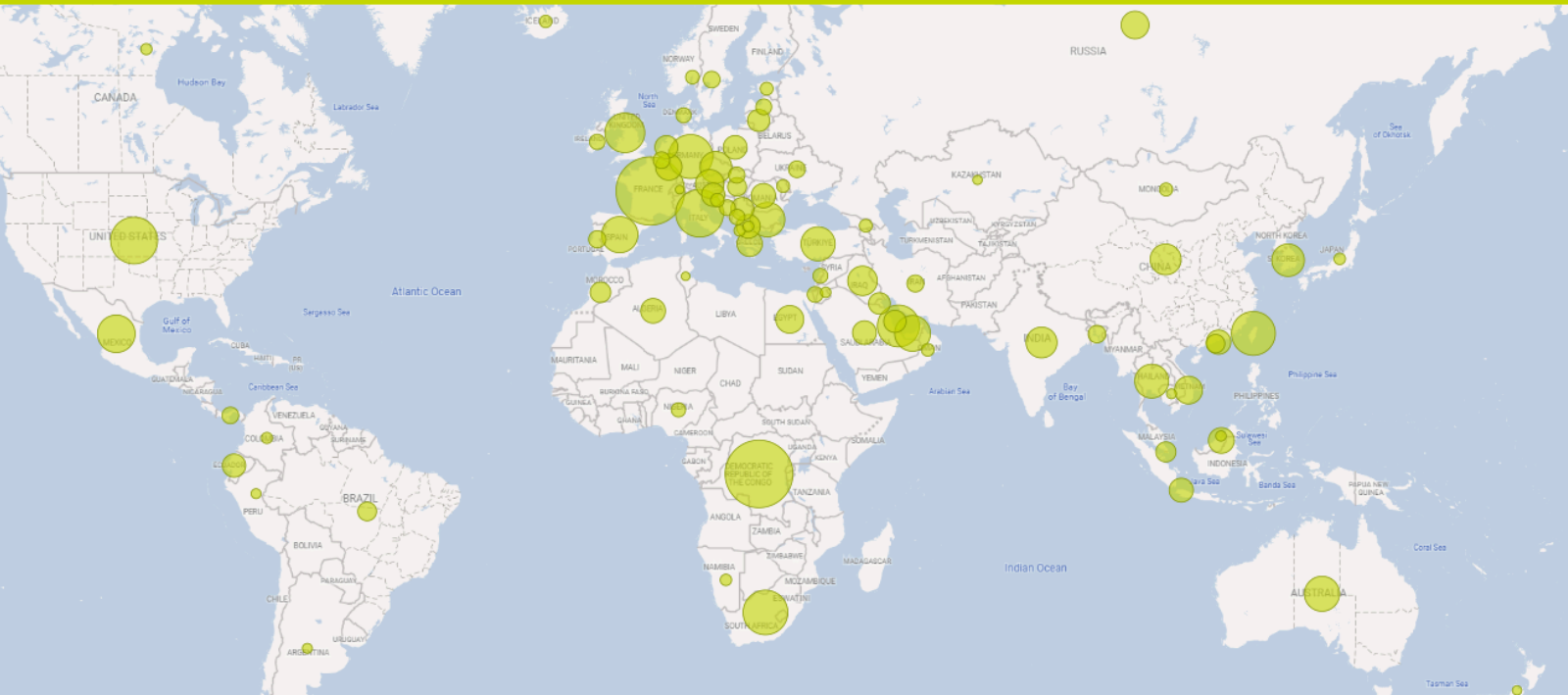
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### MOST POPULAR SNTV STORIES

1. A look at the Paris 2024 athletes village with athletes' arrival imminent
2. 'Bullying can destroy people' - Olympic boxer Imane Khelif tells SNTV
3. Djokovic and Serbian stars given heroes' welcome home after Olympics
4. US athletes as excited as regular visitors to be tourists in Paris during the Olympic Games
5. 'I want to push the limits' - Biles ahead of Paris 2024
6. Khelif and Algerian delegation return home from Olympics
7. Paris 2024 cites Olympics legacy beyond sport
8. Boxing fans in Algeria celebrate Khelif's historic win



### TOTAL STORY USAGE BY MARKET



\*The above insights are for SNTV's self-shot content only