

# 2022



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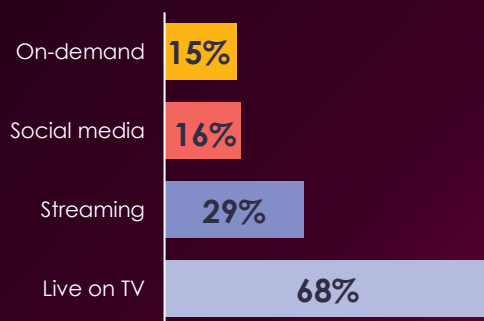
In its recently released **2022 Winter Olympics Viewing Insights Report**, Amdocs surveyed consumers across the U.S. to uncover how they prefer to watch the Games this February. With nearly half of respondents (49%) planning to tune into the events – and another 27% still undecided – the research highlighted growing changes in expectations and concerns as the athletes head to Beijing.

## 1 Consumers are excited to tune in, but fear missing out.

Consumers are just as excited about the Winter Games as they were the Summer Games (**48%**) earlier this year. When asked which events they're most looking forward to, figure skating was the most favored option (**48%**), followed by opening/closing ceremonies (**44%**) and skiing (**41%**).

Most plan to watch live on TV (**68%**), however, another **29%** will be streaming their favorite events. Notably, **21%** are bothered they do not have access to all events with their cable/streaming provider and another **17%** feel their network connection isn't strong enough to consistently stream.

**How are you planning to watch this year's 2022 Winter Olympics**

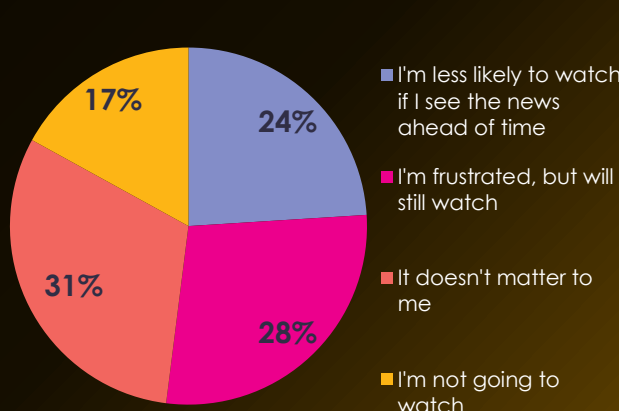


## 2 The location of the Games presents some challenges for viewers.

With the Olympics being held in Beijing this February, **42%** find time zone issues to be a top concern. We saw similar responses around the Summer Olympics in Tokyo, with **40%** echoing these sentiments. The time zone differences are impacting if/what they'll watch, too. **24%** said they are less likely to watch the events if they see highlights ahead of time and **31%** are frustrated when they see event outcomes before the event's primetime viewing slot.

Beijing is also stirring up some controversy. **10%** of consumers are completely boycotting the Games due to what they said were personal concerns around human rights issues. **90%** still plan to watch, though **45%** of these same responders cited concern for what is happening.

**Are you less likely to watch because of time zone differences?**

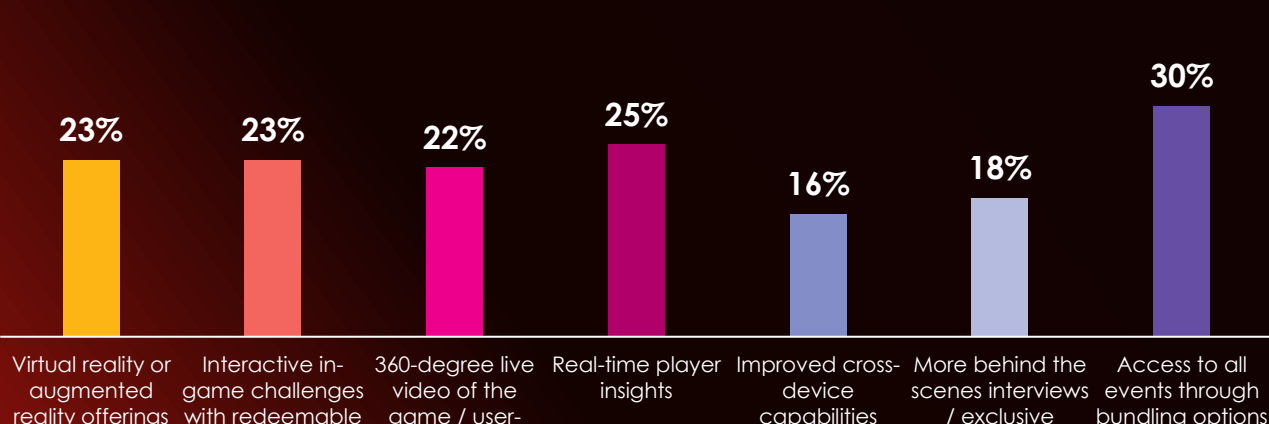


## 3 Consumers are willing to spend money for a more expansive experience.

With more than 100 events planned for the Winter Olympics, getting access to all the different channels and platforms can become a problem. Because of that, **52%** of respondents said they would pay more money to have every event on demand.

To make the Games more interactive this time around, nearly a quarter said they'd be willing to invest in more services that offer virtual reality or augmented reality (**23%**). Another **23%** would pay more for in-game challenges with redeemable rewards.

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



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

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