

WWW.THEBRIDGE.IN

CASE STUDY - OLYMPICS COVERAGE

Covering India's journey in the Tokyo Olympics



Website Analytics - 1st July to 12th Aug 2021

Users

5,676,824



New Users

5,176,561



Sessions

8,158,779



Number of Sessions per User

1.44



Pageviews

23,904,972

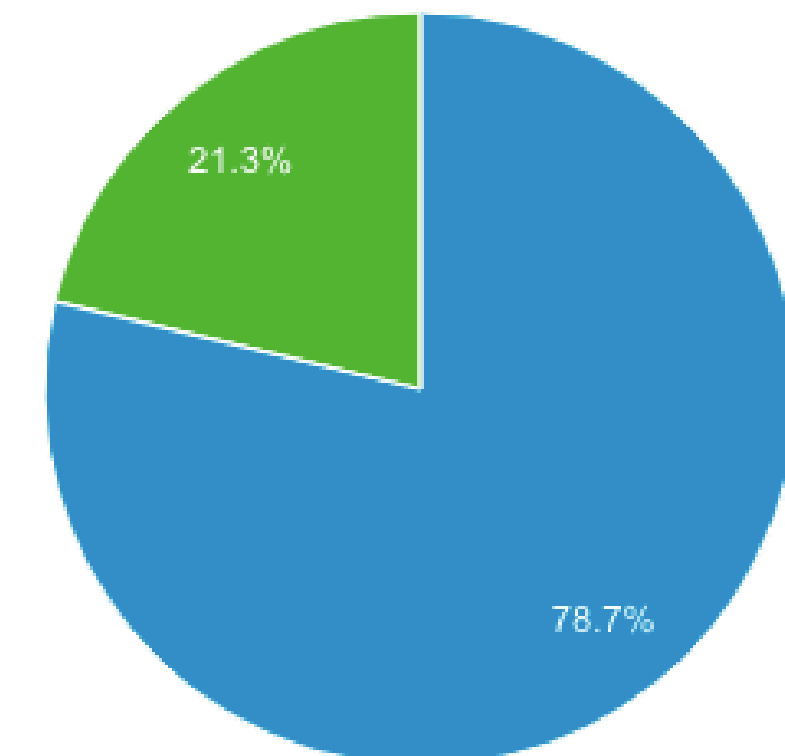


Pages / Session

2.93



■ New Visitor ■ Returning Visitor

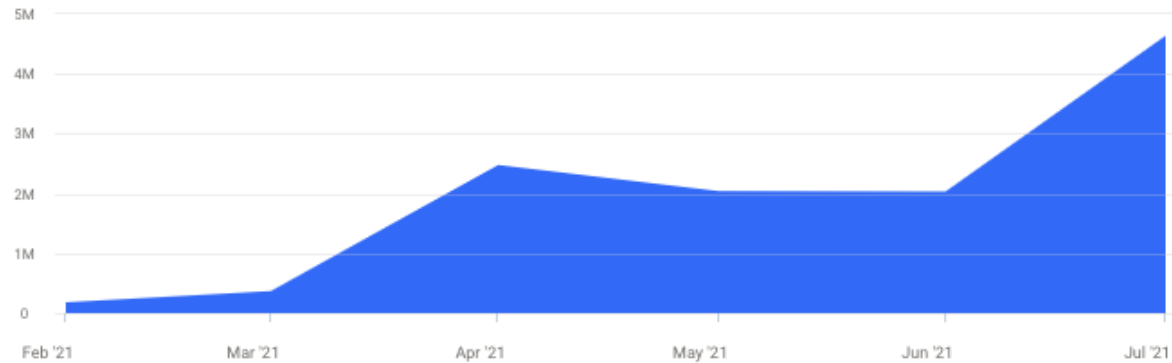


Similarweb Data

Traffic Overview ⓘ

Total Visits to thebridge.in ⓘ

Measured by  Google Analytics
Growth & total visits to thebridge.in over time
 On desktop & mobile web, in the last 6 months



 similarweb ☒  Google Analytics

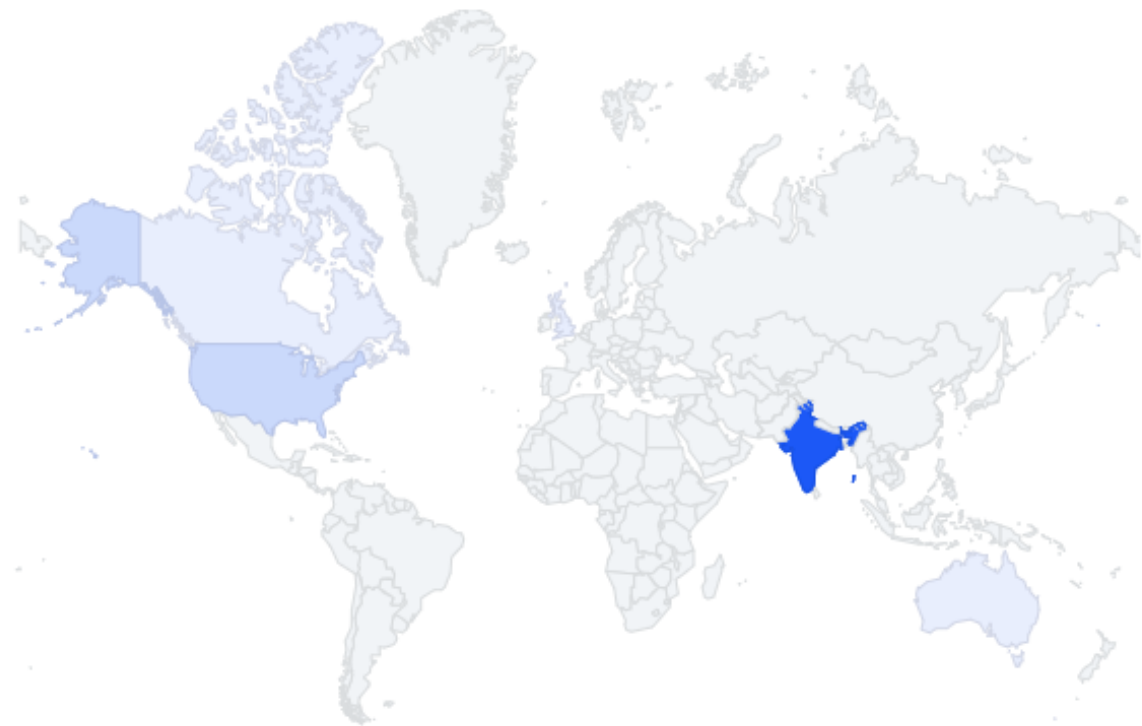
Engagement






Measured by  Google Analytics

Total Visits	4.64M
⌚ Avg. Visit Duration	00:01:07
📄 Pages per Visit	3.44
📈 Bounce Rate	42.68%

Traffic to thebridge.in by country ⓘ

Visits to thebridge.in by country
 On desktop

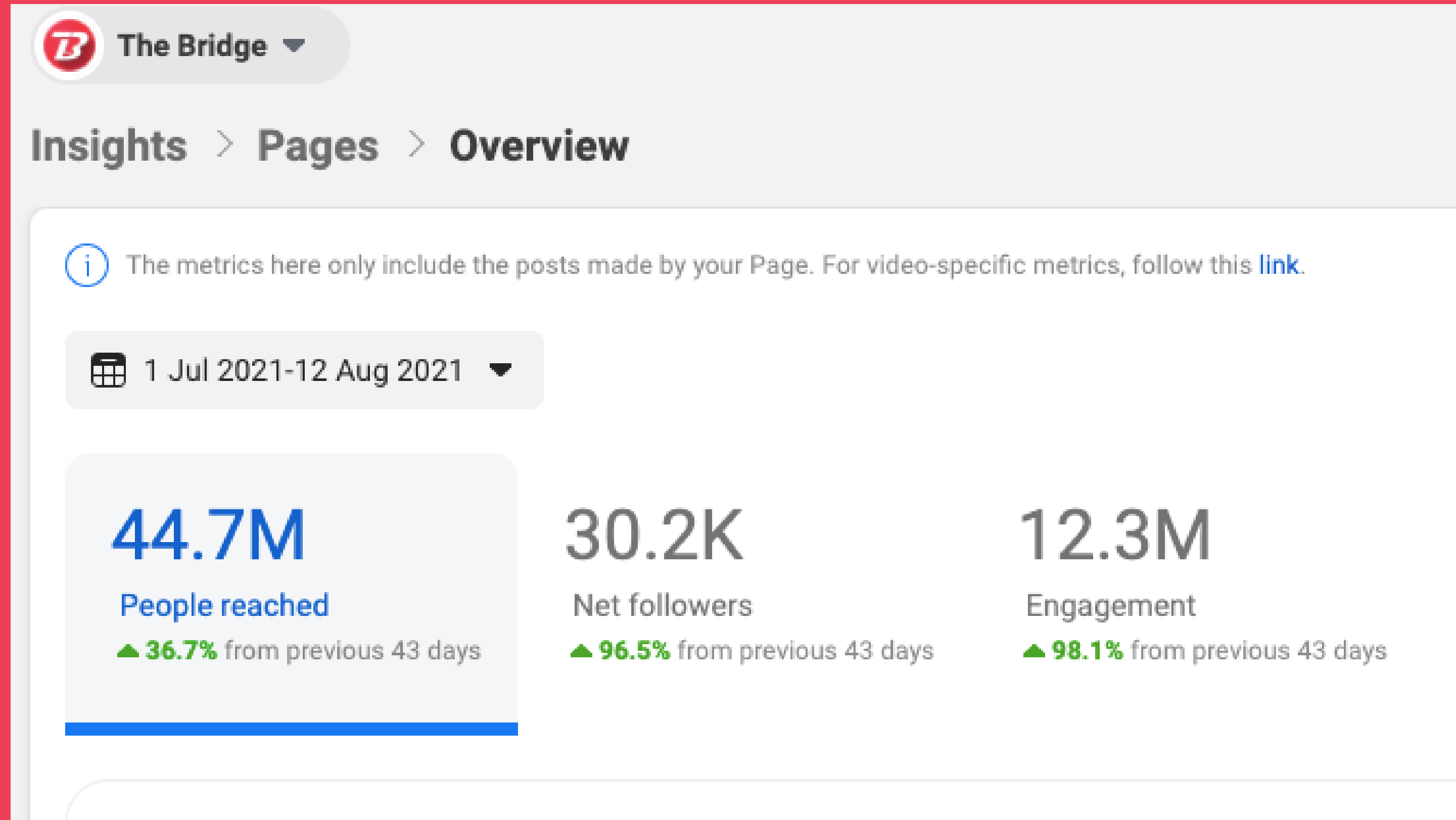


 India	65.51%	⬆ 273.5%
 United States	10.68%	⬆ 332.5%
 United Kingdom	1.92%	⬆ 295.9%
 Canada	1.63%	⬆ 344.7%
 Australia	1.52%	⬆ 448.9%

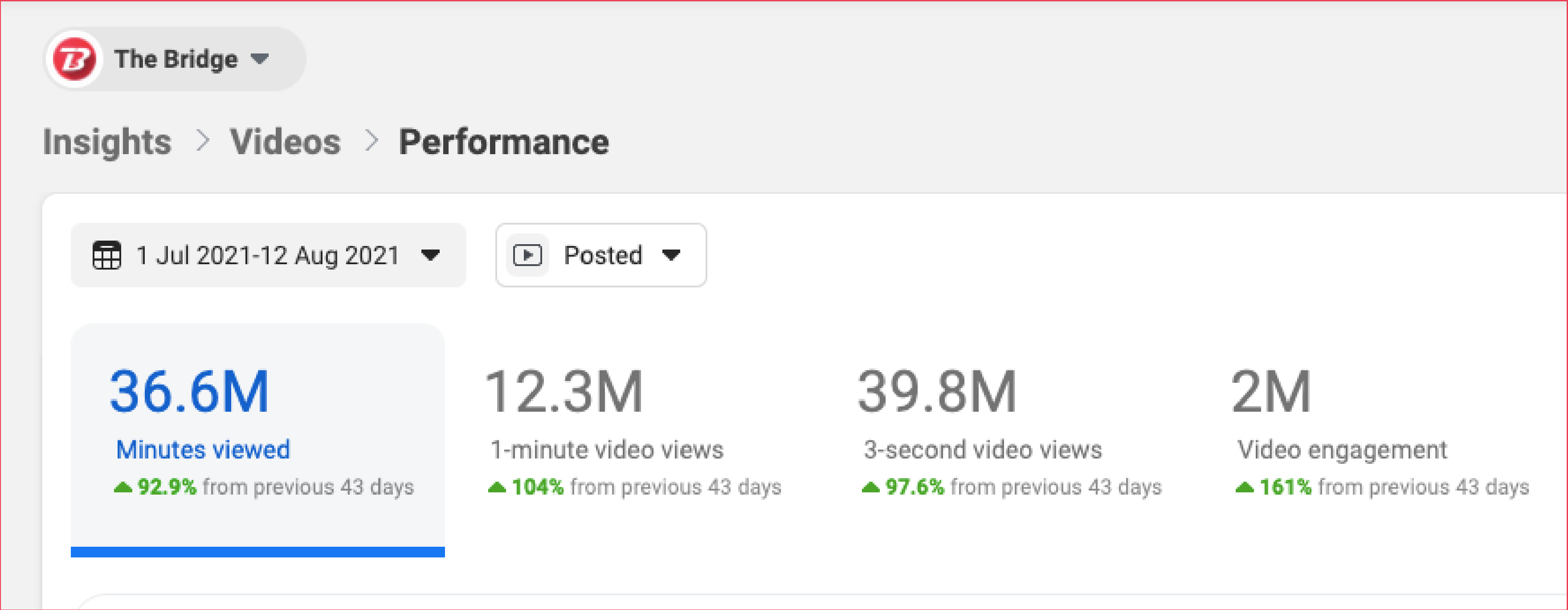
SEE 247 MORE COUNTRIES




Facebook Analytics - 1st July to 12th Aug 2021



Facebook Video Analytics - 1st July to 12th Aug 2021



Top Facebook Videos



THE BRIDGE

The Army has provided some of

How Indian Army helped India get its first Olympic gold medallist in Athl...

Like Comment Share

Narendra Kumar Firodia, Ashwin Pogula and 94K others · 1K comments · 900K views

The Bridge posted a video to the playlist **India at Tokyo Olympics.** 7 August at 21:15 ·

India's Neeraj Chopra, who won the men's javelin today for the country's first-ever Olympic athletics gold, is also a soldier in the Indian Army. Neeraj, 23, managed a winning best of 87.58 metres to go one better than India's previous best.

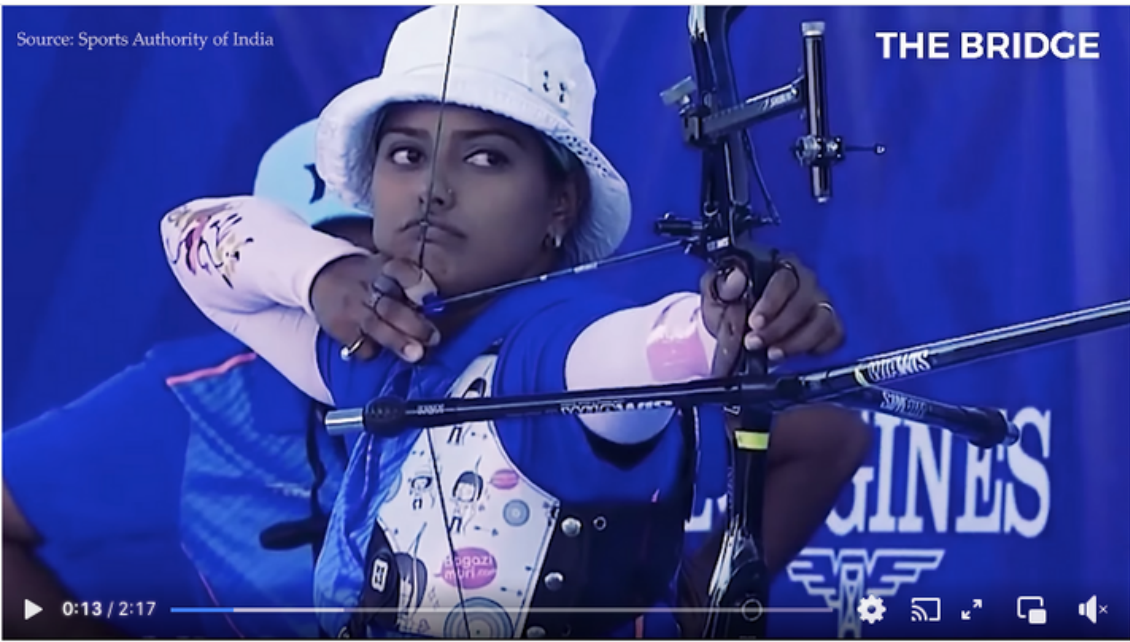
Know more about how the Indian army helped Neeraj in his journey: [See less](#)

Most relevant

Sandra Rodrigues
Congratulation Neeraj Chopra for winning gold medal may God bless you and give you courage to play more countries I am proud of you.
Like · Reply · 2 d · 4

Aruna Belliappa
My thoughts,India would do well with a mandatory period in the Army for a short period,for its young men.
Like · Reply · 2 d · 12

Write a comment...



Source: Sports Authority of India

THE BRIDGE

Daughter of an Auto-Rickshaw Driver, Deepika Kumari, is now India's Oly...

Like Comment Share

24K · 192 comments · 751K views

The Bridge posted a video to the playlist **India at Tokyo Olympics.** 19 July at 16:00 ·

She was born in Ranchi and her father was an auto-rickshaw driver. She studied to be a nurse at Ranc... [See more](#)


Most relevant

Selva Rani
All the very best to you
Like · Reply · 2 w

Archit Gupta
Well done.. proud of you..
Like · Reply · 2 w

[View more comments](#) 2 of 186

Write a comment...



THE BRIDGE

The first Indian to win the Badminton world championship

Behind PV Sindhu's Olympic success — Parents who never stopped beli...

Like Comment Share

Shekar Rajan, Sunil Patil and 142K others · 1.8K comments · 633K views

The Bridge posted a video to the playlist **The Bridge News.** 1 August at 23:41 ·

Today PV Sindhu has two Olympic medals, she is the first Indian woman to achieve this feat. But what... [See more](#)

Most relevant

Nandkishore Upadhyay
P V Sindhu you are simply Great! You have made every Indian feel proud after winning a Bronze Medal at the TOKYO 2020 OLYMPICS in JAPAN on 1st August 2021.It's a proud moment for everyone in our country.You are also an inspiration for younger generatio... [See more](#)
Like · Reply · 1 w · 3

Atul Sawdawkar
Congratulations great job ...but why only Sindhu what about others?
Like · Reply · 1 w · 3

[View more comments](#) 2 of 1,812

Write a comment...



Twitter Analytics



Top 3 Tweets

Tweet activity



The Bridge @the_bridge_in

While celebrating [#PVSindhu](#) and Indian [#Hockey](#), let's not forget Satish Kumar who fought with 13 stitches on his face.

"My wife had told me not to fight. My children (son and daughter) were both watching. I hope they felt proud of their father."

Champion. ❤️ pic.twitter.com/EhCVW06FgJ

Impressions	997,032
Total engagements	100,134
Media engagements	43,720
Likes	27,886
Detail expands	18,786
Retweets	6,837
Profile clicks	1,987
Hashtag clicks	467
Replies	355
Link clicks	92
Follows	4

Tweet activity



The Bridge @the_bridge_in

RAVI KUMAR DAHIYA - OLYMPIC MEDALLIST

[#RaviDahiya](#) comes back from behind to defeat Nurislam Sanayev of Kazakhstan in a dramatic semifinal.

[#Tokyo2020](#) | 🏆: [@wrestling](#)
pic.twitter.com/70qvf7vpZ9

Impressions	401,156
Total engagements	21,269
Media engagements	10,626
Likes	4,859
Detail expands	3,196
Hashtag clicks	1,164
Retweets	645
Profile clicks	583
Replies	112
Link clicks	84

Tweet activity



The Bridge @the_bridge_in

World Rankings of the current Top 5

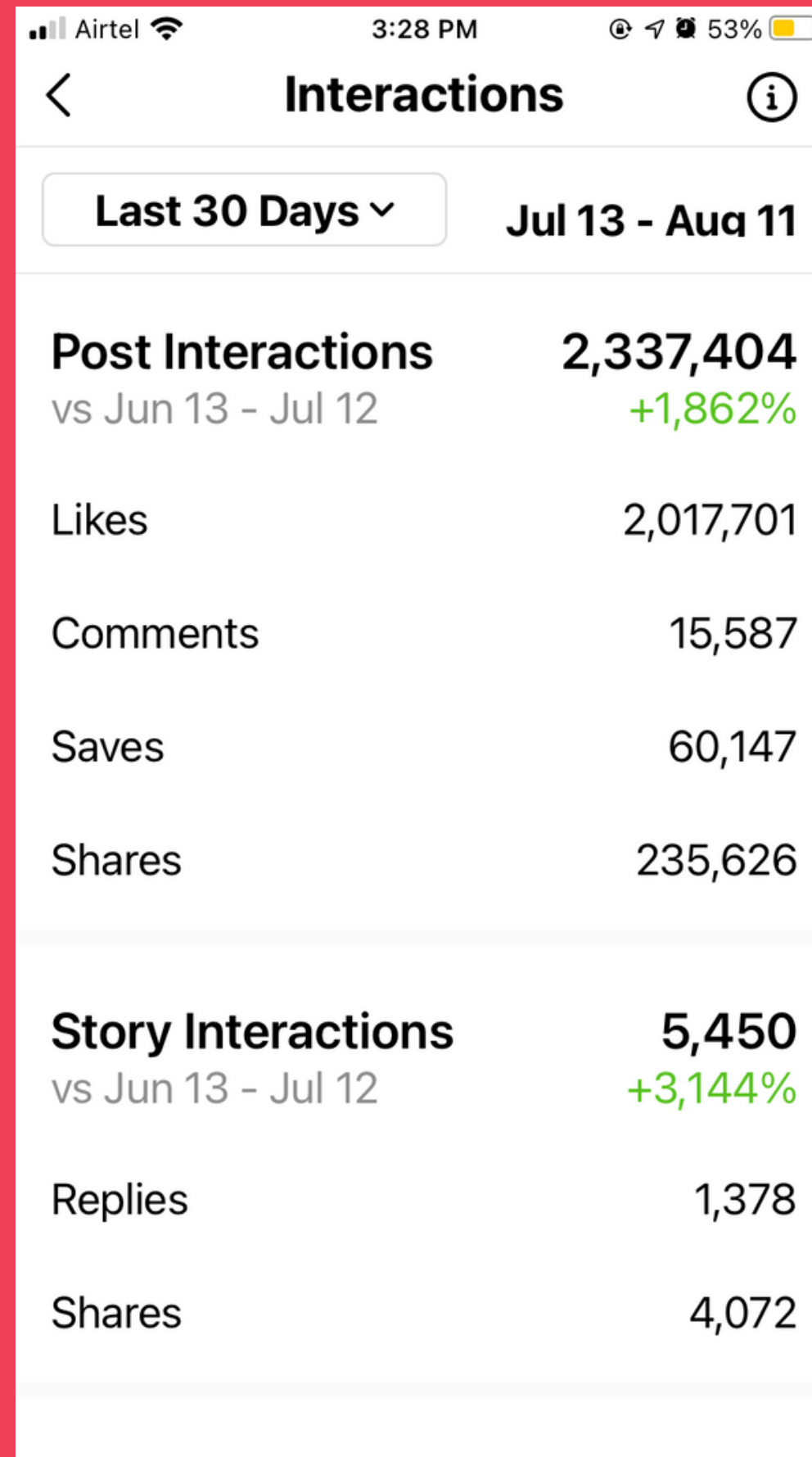
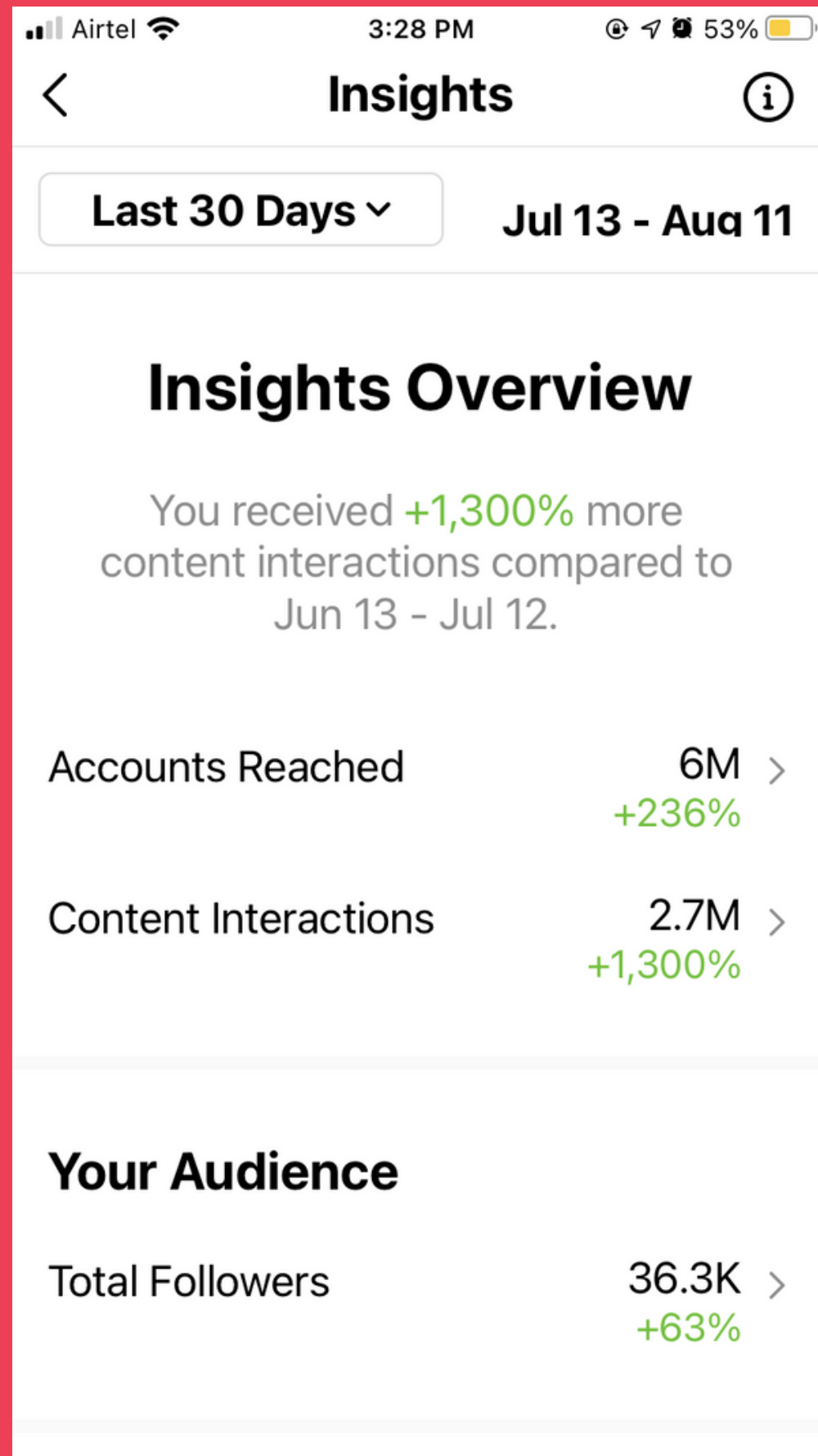
- Nelly Korda 1
- Mone Inami 28
- Lydia Ko 11
- Aditi Ashok 200
- Hannah Green 17

[#Tokyo2020](#) | [#Golf](#)
pic.twitter.com/qhchaGeCxL

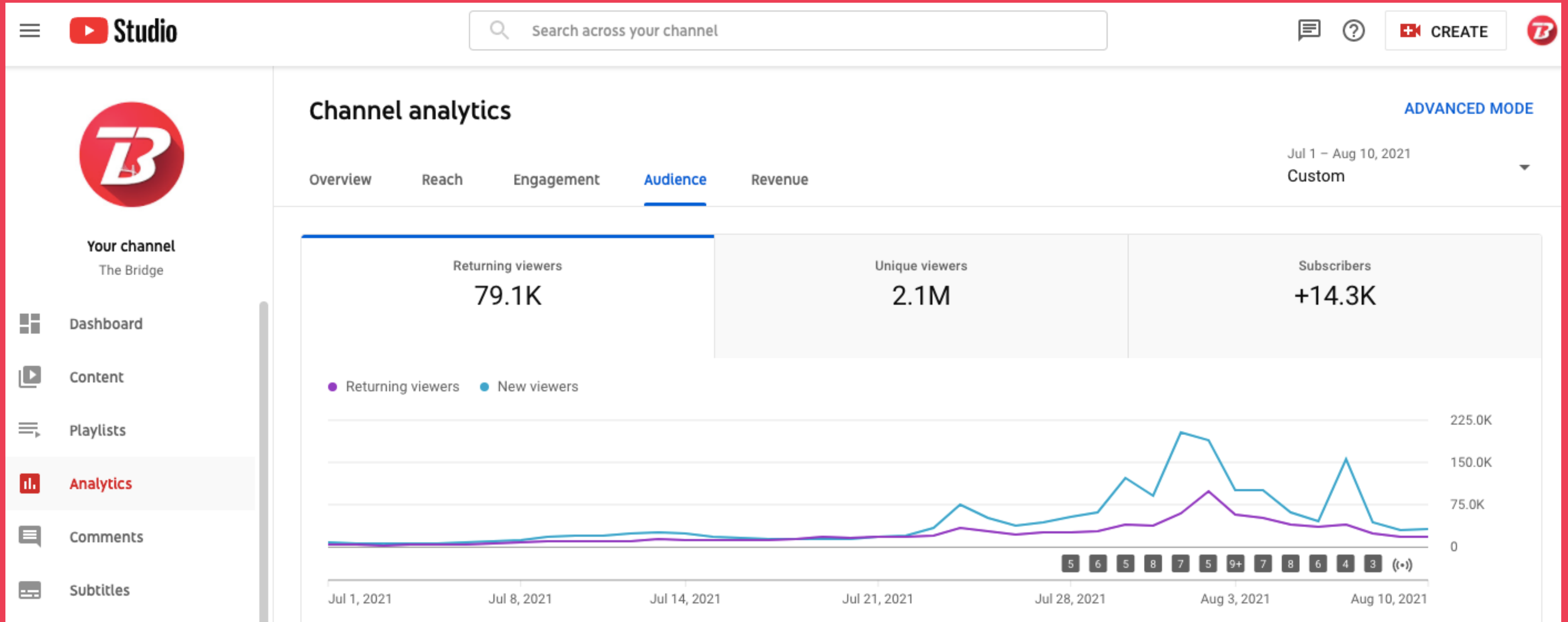
Impressions	162,242
Total engagements	6,550
Detail expands	2,251
Media engagements	1,865
Likes	1,200
Profile clicks	825
Retweets	325
Hashtag clicks	54
Replies	19
Link clicks	11



Instagram Analytics



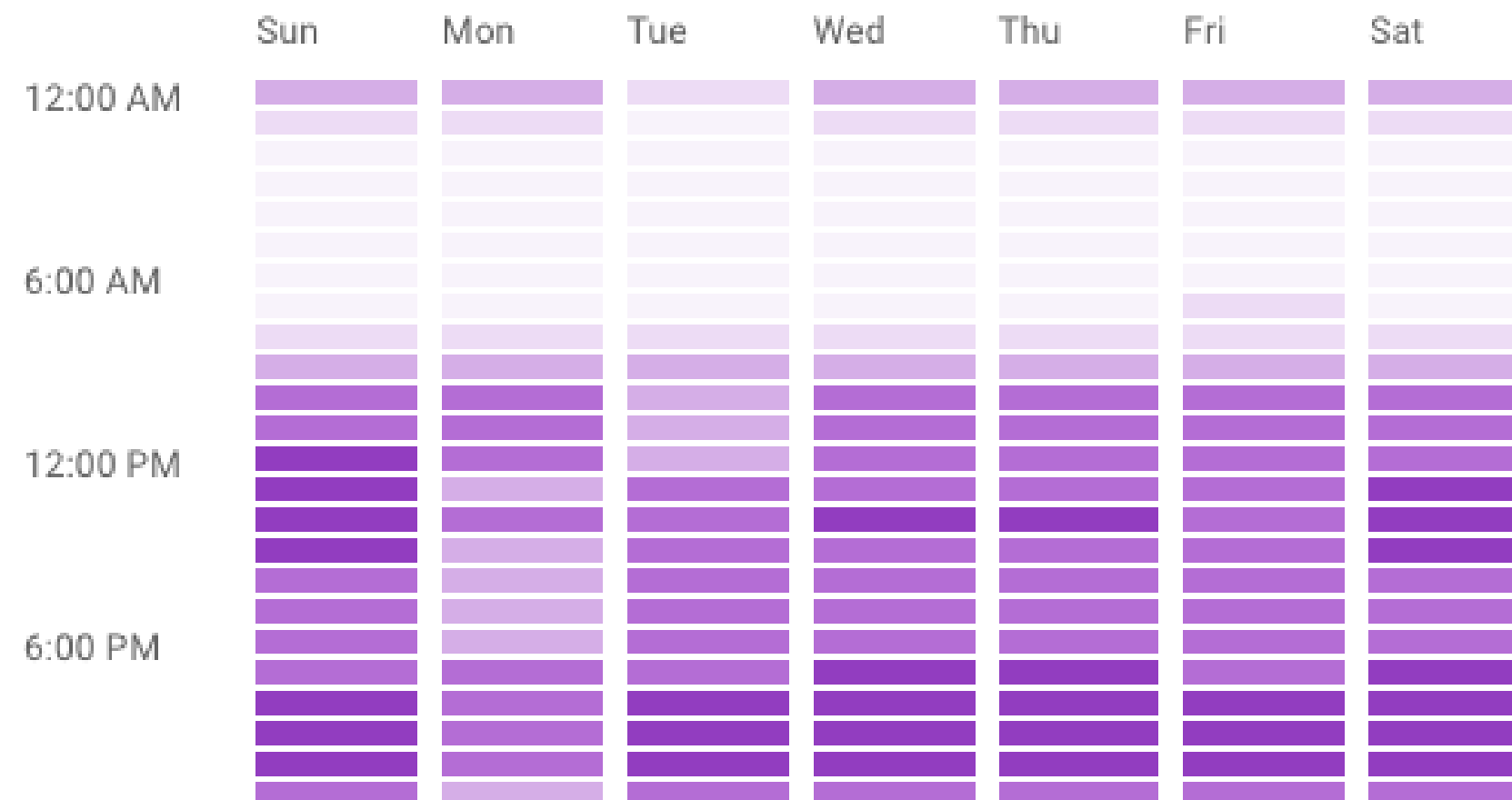
Youtube Analytics - 1st July to 12th Aug 2021



Youtube Audience Analytics






When your viewers are on YouTube

Your local time (GMT +0530) · Last 28 days



Other channels your audience watches

Last 28 days

-  Sony Sports India
2.6M subscribers
-  The Quint
3.1M subscribers
-  NNIS Sports News
74.8K subscribers
-  India Today
4.9M subscribers
-  Doordarshan National
4.1M subscribers



Your channel

The Bridge

- Dashboard
- Content
- Playlists
- Analytics**
- Comments
- Subtitles
- Copyright
- Monetization
- Settings

Overview
Reach
Engagement
Audience
Revenue

Your top videos in this period

Video	Average view duration	Views
<div> 1 </div> <div> Why are PV Sindhu and Pullela Gopichand not together for Tok... Jun 9, 2021 </div>	1:47 (54.5%)	598,404
<div> 2 </div> <div> Tokyo Olympics: Star Indian athletes who missed the cut ft. Sai... Jul 4, 2021 </div>	3:32 (38.9%)	420,664
<div> 3 </div> <div> How will I fight for an Olympic medal in Tokyo? – M Sreeshank... Jun 22, 2021 </div>	0:56 (12.8%)	158,185
<div> 4 </div> <div> PV Sindhu shows true sportsmanship, consoles silver medallis... Aug 2, 2021 </div>	1:03 (41.6%)	149,974
<div> 5 </div> <div> India's Neeraj Chopra wins Tokyo Olympics GOLD medal in Jav... Aug 7, 2021 Recent upload </div>	0:48 (18.0%)	142,284
<div> 6 </div> <div> Indian Hockey team enters Tokyo Olympics Semifinal, creates ... Aug 1, 2021 </div>	0:34 (17.4%)	139,451



Appreciation from Minister of Law and Justice of India & Former Sports Minister Kiren Rijiju



Kiren Rijiju ✓
@KirenRijiju



I congratulate [@the_bridge_in](#) for their brilliant coverage of our Indian athletes at the Olympics. The instant updates and in-depth content really stood out.

This kind of positive coverage of all Olympic sport round the year will inspire sports fans and budding athletes alike.

The Bridge ✓ @the_bridge_in · Aug 7

It was Milkha Singh's last wish to see India win an Olympics medal in athletics. #NeerajChopra's gold medal is the perfect tribute to the legend.

#Tokyo2020 🏹 | #Athletics

[thebridge.in/athletics/neer...](#)

8:14 PM · Aug 8, 2021 · Twitter for Android

181 Retweets **19** Quote Tweets **1,836** Likes



Audience's Appreciation



archagarwal This place has been my very source of updates on the Olympics here in Toronto. First thing in the morning would be check the posts on this account !



goel.pooja It has been amazing. Thank you for bringing the background story of the players on the forefront. Without media coverage, the play becomes only about winning or losing medals. You have shown how it is far beyond that. ❤️



jahanveeachantani_ Loved the way, each and every sport was covered, no matter how much of a fan base it holds in India. The time and energy this team has put in, to ensure real time updates and insightful educative posts, live blogs and feature stories of the players, coaches and games reach us, is impeccable!! Marvelous Effort ❤️



Audience's Dissatisfaction on Sony's Coverage of the Olympics



Sankul Sonawane
@Sankul333

4 Sony channels showing ONE Indian cricket match. Just 2 Sony channels showing the Olympics, including India's gold medal match right now. And you wonder why India doesn't succeed at any Olympic sports

4:21 PM · Aug 5, 2021 · Twitter Web App

47 Retweets 2 Quote Tweets 484 Likes



Vijay Lokapally ✓
@vijaylokapally

No TV channel abroad will have panel discussion when Olympics live is going on. It doesn't matter whether the panel has Carl Lewis, Ric Charlesworth, Nadia Comaneci, Michael Phelps and Morten Frost 😊😊
[@arshi_yasin](#) [@SonySportsIndia](#)

5:34 PM · Jul 25, 2021 · Twitter Web App

18 Retweets 2 Quote Tweets 216 Likes



Harish Puri 🇮🇳
@harishbpuri

The first Olympics we saw live on TV were the 1984 Los Angeles games (Colour TV had come to India post the 1982 Asiad).. Ten games have since gone by, and I can categorically say that Tokyo 2020 has had the WORST TV coverage by far.. Thanks to Sony Sports network and [@SonyLIV](#)..!

4:38 PM · Aug 5, 2021 · Twitter for iPhone

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