

# sntv Insights

## Commonwealth Games

### Birmingham 2022

The 2022 Commonwealth Games saw athletes from around the world compete to become Commonwealth champions. **sntv** was on the ground providing news and highlights cleared for digital and broadcast.

#### USAGE FAST FACTS



**2,900+** total story usage



**2.5m** video views on social



**187** media outlets



**27 hours** of media exposure

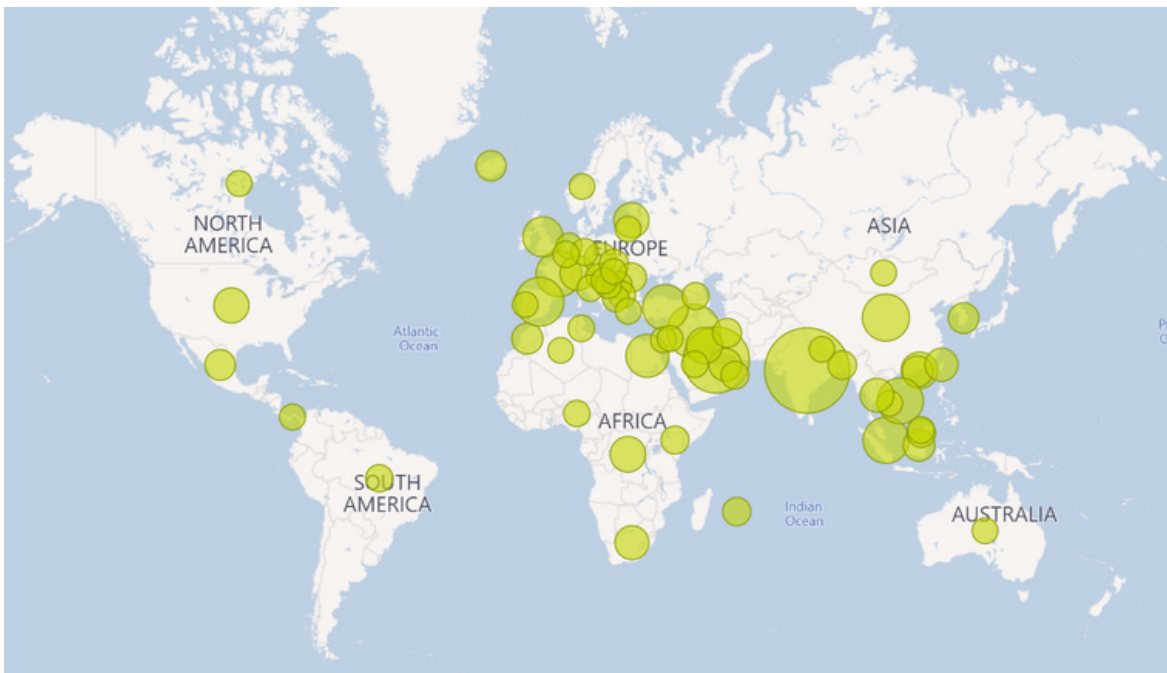


**71** different markets

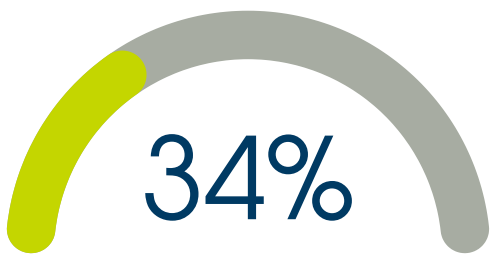


**\$3.8m** of media value

#### TOTAL STORY USAGE BY MARKET



#### MARKET USAGE FOR THE TOURNAMENT



OF TOTAL USAGE WAS RECORDED IN ASIA AND AUSTRALIA

#### TOP 5 MARKETS



#### MOST POPULAR STORIES

Opening Ceremony of the Birmingham 2022 Commonwealth Games

Commonwealth Games brought to a colourful close in Birmingham

Australia's dominance in the pool continues on day six of the Commonwealth Games

Australia continue to dominate in Commonwealth Games pool

More golds for hosts England at the Commonwealth Games



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