

**WE'RE MORE
THAN THE**

Games.

**PARIS 2024
AND BEYOND**

BEAT MEDIA
STORIES, STRATEGY & SYNDICATION

SPORTS BEAT
SPORT, STRATEGY & SYNDICATION

PRTNR
STRATEGIES



PARIS IS ALWAYS A GOOD IDEA

GAMES YEAR HIT DIFFERENTLY *Here.*

We're proud of our role at the heart of these stories, which we tell in print and digital, on social and across broadcast, on channels owned and earned, for a network of clients that demand a gold medal service, from media organisations to brands, national and international federations to rights-holders.

The Games brings together all parts of our business - from **Sportsbeat's** journalists, editors and social media strategists to our communications and syndication experts at **PRTNR Strategies**.

With a 14-strong team in Paris, supported by a round-the-clock support operation in our London office, our Games coverage is months in the planning.

And the 30 days of sport in the French capital is only part of it, we've been working to deliver integrated campaigns since the flame went out in Tokyo, providing a drumbeat of support that is set to peak in the weeks ahead.



WE'VE ALWAYS BEEN ABOUT MORE THAN THE *Games.*



We are proud to be at the heart of the story - and our Games time journalism is essential content, delivered to over 100 national and regional media outlets in text, graphics and video.

IT'S A SEVEN DAY A WEEK, NO BREAK FOR CHRISTMAS *Commitment.*

From assisting Team GB with their digital strategy - providing all-year round always-on coverage on their social channels - to working with ParalympicsGB on official publications and media services and helping both the UK Sports Institute and UK Anti-Doping land their key messages to stakeholder groups. We've helped Discovery+ and Eurosport promote their status as the new broadcast home of the Olympics and enjoy a long-term partnership with the National Lottery, helping them deliver high-impact coverage at scale, targeted at a range of priority platforms, to underline their integral support of our Paris bound athletes.

In addition, we're proud to help deliver content, campaigns and strategy to an ever-growing list of Olympic and Paralympic domestic and international partners, plus international sports federations.

Sportsbeat managing editor James Toney is covering his 12th Olympics and fifth Paralympics this year. He leads on our account work with Team GB, sits on British Olympic Association's media advisory committee and is a board member of the Sports Journalists' Association. Read his reports from [Tokyo](#) and [Beijing](#) via our subscriber media, The Independent.



DELIVERING GUARANTEED MEDIA COVERAGE AT Scale

We're an agency that delivers our clients media coverage at scale, through a unique combination of our own syndication network and unrivalled media outreach.

Our provision delivers all PRTNR's strategic PR and communications thinking, with the reach of Sportsbeat's award-winning content and contacts.

We give our clients direct access to one of the UK's most trusted providers of news content - from our offices words, pictures and videos are ingested to news lists, content management systems and story queues of print and digital publishers every day.

Sportsbeat's editors work alongside PRTNR's communications strategists to help shape stories and campaigns to make an impact - we know what the media want and when they want it.

In addition, our media outreach team secure millions of pounds of coverage every year. From BBC Breakfast to Sky News, GMB to The One Show plus activating regional TV and radio campaigns.

The collage features several news snippets:

- Winning gold is child's play compared with parenting**: A large article featuring a woman and a child, with a sub-headline 'HER MATCH WITH TOTS'.
- WORTH THEIR WAIT FOR GOLD**: A headline above a photo of a kayaker in action.
- UK Sport: Paris Games will emphasise 'winning well'**: A headline about the upcoming Paris Olympics.
- 'I am the best': Kerr confident he can conquer Ingebrigtsen in Paris**: A headline about a cyclist's confidence.
- Caden on quest to hit 2024 Paris Olympics**: A headline about a young athlete's goals.
- Ambitious Tan commences in OLYMPICS**: A headline about a tennis player's start.
- THE UK TONIGHT 'THE WORLD'S FASTEST ACCOUNTANT'**: A headline from a TV show.
- aura has faded, we must inspire new generation**: A headline about a Paralympic athlete.
- 'I can fix it' - Archibald aiming to make British medal history at Paris 2024**: A headline about a Paralympic cyclist.
- I'll win the Olympic final by even more!**: A headline about a cyclist's confidence.
- ambitious Tan commences in OLYMPICS**: A headline about a tennis player's start.

EVERY WEEK YOU'LL FIND US TELLING OUR CLIENTS' STORIES ACROSS BROADCAST, PRINT AND DIGITAL CHANNELS.

We're embedded in the heart of the UK's media - and that's why the likes of everyone from The Times to Daily Mail, Daily Telegraph to Yahoo! use us to train their staff.

And that gives us connections to every level of the editorial decision-making process, connections we make work for you.

- Tokyo 2020
- 25,121 branded content items
- Across 153 media outlets
- Four national TV broadcasters
- Five national radio outlets
- Coverage in every national paper
- Media value £18.3m

PARTNERS READY TO SEIZE THE *Stage*

Prudence dictates and reality demands these Games are measured in dollars (other currencies are available) rather than just gold, silver and bronze.

14 big-name companies contribute a combined \$3 billion for a four-year top tier Olympic sponsorship, are now a bigger source of revenue to the Games than broadcasting rights. Many sat on the side lines for Beijing and Tokyo, for various reasons from logistical to reputational. In a crowded space, where they will compete with local organising committee partners and national Olympic committee sponsors, they will be pushing their messaging hard.

The lesson of previous Games being don't wait too long to get your message out there, once the sport starts it's always harder to land.

Sportsbeat's managing editor James Toney - writing for Yahoo Sports - profiles IOC president Thomas Bach and the challenges he faces [here](#) and [here](#).



NO LATE NIGHTS AND NO EARLY

Alarms

After four consecutive Games where action unfolded through the night – including an unprecedented three straight in Asia – the Olympics and Paralympics returning to a friendly time zone will revolutionise coverage.

While the BBC's free-to-air rights are limited, Discovery+ being the only place to see all the action live and on demand, you still won't be able to escape the action – and linear TV coverage will still drive the media narrative. In addition, the Games will be at the heart of the social conversation – TikTok have some fascinating partnerships lined up – further fuelling the demand.

Team GB's 'Everyday Extraordinary' campaign is underlined by content we are supplying our clients – with editors demanding to know the story behind the story. This is particularly pertinent considering the British A-listers of previous Games – Hoy, Ennis, Farah, Wiggins and Simmonds – are now joining us watching on the sofa.

Gold, silver and bronze will be the crude currency used to determine medal tables and what constitutes success – but the personalities behind the athletes is what

will really capture the hearts of the watching British public and there are a lot more back stories to explain for the 600 plus British athletes that will compete across each Games.

We've certainly noticed a significantly increased interest from editors, schedulers, journalists and our media network in Paris content from the last cycle, especially as digital outlets look to play the SEO long game with back-grounders and explainers.

While the appetite for British success stories remains, we are being told more than ever by print, online and broadcast editors that it's the human being behind the sports star that matters the most.

And more broadly, it's shining a light on events behind the scenes that will grab the attention of inquisitive British audiences, going so much further than just what happens on the track, in the velodrome or in the pool and painting a more powerful picture of the fascinating French landscape.

It's been a long time coming – but Paris and Milano-Cortina provide a unique opportunity for the Games' visibility to further intensify, penetrating new demographics and laying the foundations for even more enhanced interest ahead of LA 2028.

Will Jennings is a key part of Beat Media Group's syndication and media outreach team, working with our PRTNR Strategies brand while also harnessing the value of Sportsbeat's award-winning content production. He will be on the ground with our team in Paris during the Games.



LONDON MAY MEET ITS PARALYMPIC MATCH IN *Paris*

London 2012 was a generation ago – the Paralympic Games in Britain's capital lit a spark in the Paralympic Movement that Paris 2024 is set to reignite.

It's not been plain sailing for the Paralympics since that high water mark of sold-out crowds on balmy summer days.

There was a very real chance the Rio Paralympics would be scrapped due to funding fears and Tokyo's behind closed games missed a gilt-edged opportunity to educate in a country, Japan, not always enlightened about disability.

Paris will be a much needed boost for the movement – following their Olympic sibling's ultimate warm-up act.

PARIS WILL ALSO MARK THE FIRST GAMES FOR A WHOLE HOST OF YOUNG BRITISH ATHLETES, THIS IS WHO SHOULD BE ON PEOPLE'S RADARS.

Emmanuel Oyinbo-Coker became one of the faces of the Commonwealth Games as he exuberantly celebrated his T47 100m gold with his family and friends, cheered on by a packed Alexander Stadium. He later came second in SportsAid's One-To-Watch Award 2022 before making his debut appearance at a World Championships in 2023, finishing 7th but has

promised to make a statement in Paris.

Archie Atkinson was taught how to ride round a velodrome by Chris Hoy, 10 years later he won World Championship gold in the velodrome that bears Hoy's name.

The 19-year-old uses the inspiration of his late friend Magnus to power him towards his goals, which now include becoming the next British cycling star.

With just two World Championships under her belt, 18-year-old Poppy Maskill has already won eight international medals.

The S14 swimmer claimed five medals in home water at the World Championships in Manchester last year including relay gold.

Para-dressage's Gabby Blake enjoyed a major championship debut to remember as she claimed bronze at the 2023 European Championships. Blake, whose horse Strong Beau regularly beats racehorses up the gallops, just missed out on silver, which was coincidentally the name of her first pony.

Gregg Stevenson has taken to international rowing like a duck to water, joining Lauren Rowles in the PR2 Mixed Doubles Sculls and winning European gold at his first international race. Stevenson stood on an IED while serving in Afghanistan, becoming a double amputee aged 24 and joined the GB team 15 years later.

From the same area of North Wales as Jade Jones, Keira Forsythe is hoping to match her fellow Welsh taekwondo athlete's achievements.

Forsythe, who has appeared on First Dates and uses her platform to challenge stigmas and assumptions around disabilities, won bronze at the European Para Championships in 2023.

Milly McEvoy is Sportsbeat's women's sport lead and will be part of our team at Paris 2024



LONDON
2012
VS
PARIS
2024



IT'S MORE THAN JUST THE BIG

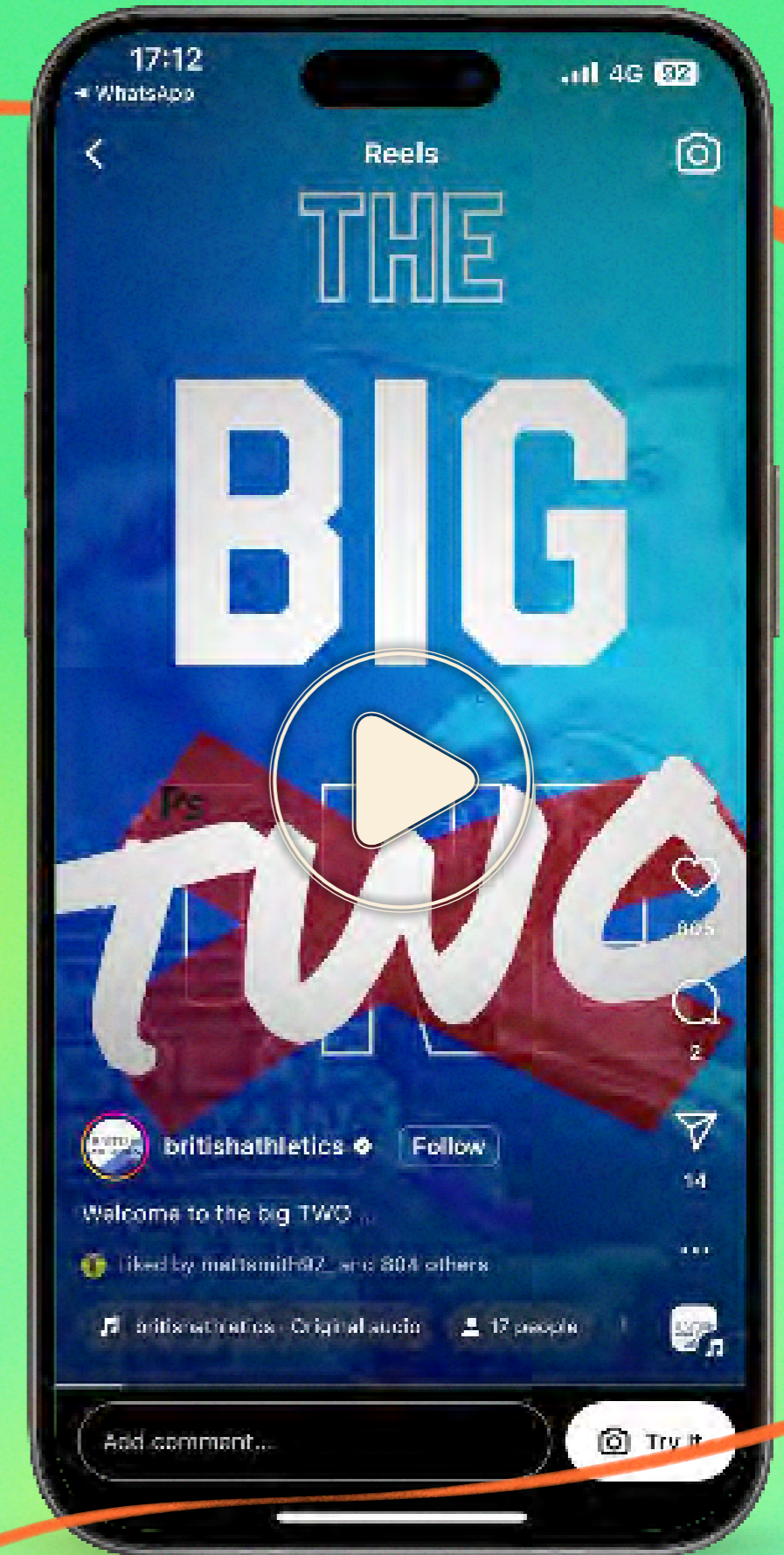
One!

Working with British Athletics we developed #TheBigTwo – a social campaign for Olympic and Paralympic year that aims to put both Games on an equal footing.

In 2024, Sportsbeat worked with British Athletics to develop a new strategy for their digital channels, around the themes of 'inspiration', 'perspiration' and 'perspective'. This includes an exciting content and collaboration partnership with TikTok.

"We are delighted to announce our Sportsbeat partnership which will ensure exciting and engaging digital output across our channels. We are looking forward to telling stories and working with athletes more closely to promote them and their channels to grow the athletics audience."

Jack Buckner,
Chief Executive, British Athletics



Click the phone to view our content

PROUD TO BE PART OF THE TEAM AT *Team GB*

TEAM GB IS THE MOST LOVED SPORTS TEAM IN THE UK AND WE HAVE BEEN THEIR RETAINED DIGITAL AGENCY SINCE LONDON 2012.

Team GB is the most loved sports team in the UK and we have been their retained digital agency since London 2012.

They entrust us with growing and maintaining their digital estate, sharing Olympic stories with four million followers 24/7, not just once every four years.

We have a wide-ranging brief from content creation for owned channels to syndication and earned media.

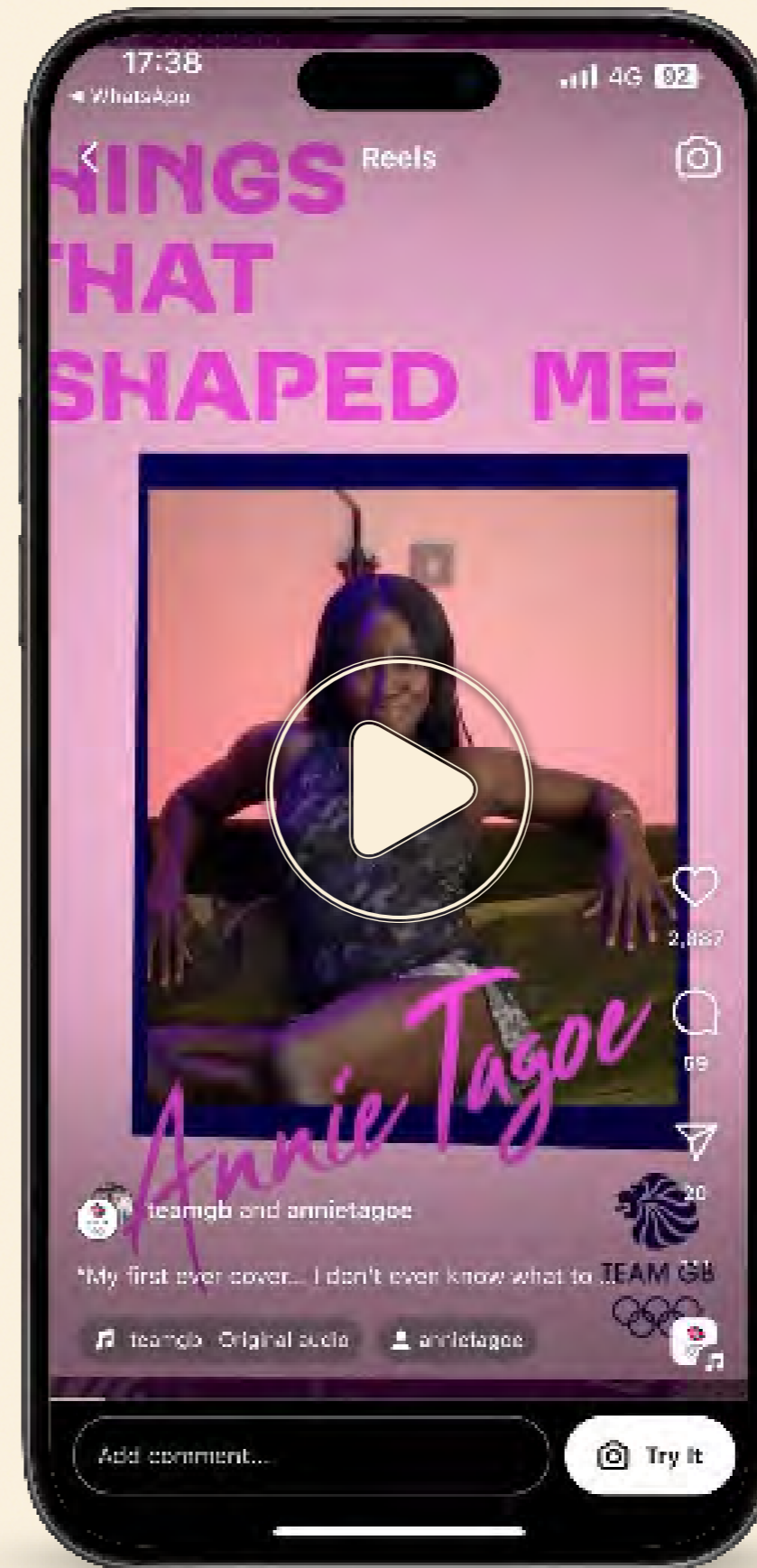
We run Team GB's Games time news service and deliver key stakeholder publications, including their team handbook and media guide.

Our content is tailored to best practice – from platform algorithms to SEO – harnessing the power of new social media spaces, particularly vertical video.

Our shared long-term strategy is designed to drive awareness, interest and advocacy, creating lifelong fans of Team GB, with a 'four year round' passion for the Games.

"From generating coverage in national and regional media to devising and delivering best-in-class strategy for our digital channels, running our Games time news service and producing publications, Sportsbeat are a key and long-standing and essential part of our communications team at Team GB. Their team boast unrivalled major Games experience and know how to deliver when the pressure is on."

Scott Field,
*Head of Communications,
British Olympic Association*



Click the phone to view our content



Click the phone to view our content

NEW PARA STARS TO STEAL

Limelight

ParalympicsGB are never short on gold medal winning performances but after a stunning performance at the 2023 World Para Swimming Championships, in which she was the most successful British athlete, Ellie Challis is set to be a star of the Games in Paris.

Para-triathlete Dave Ellis is also set to break his Paralympic curse on his hunt for gold after 16 years of waiting. This will be a Games where new stars step out the shadow of Paralympic trailblazers like Ellie Simmonds, Jonnie Peacock and Dame Sarah Storey.

Multimedia content producer Megan Armitage will be part of our team in Paris.

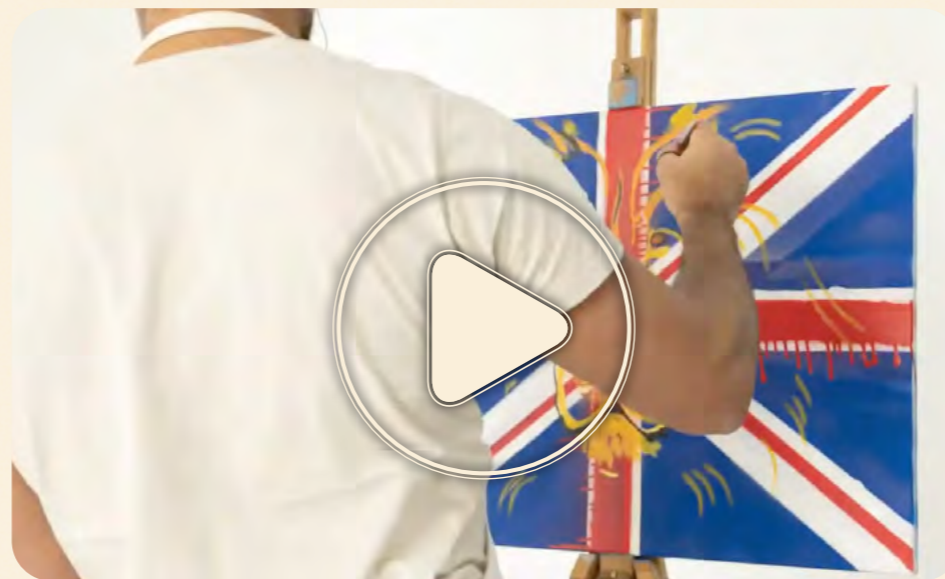


AMPLIFYING THE POWER OF *#HomeSupport*

**OUR VIDEO AND SOCIAL
TEAM WORK WITH BRANDS
TO DEVELOP CONTENT
STREAMS, SECURING
COVERAGE ON EVERY
PLATFORM FROM PRINT TO
TIKTOK.**

For Tokyo, we helped design and deliver online estate agent Purplebrick's Home Support campaign for Team GB, securing £6.1m of earned media value across a 12 month period.

We also provided a range of video and photography assets, produced by our team, for use across athlete and Team GB social channels. The campaign featured works of art from three British athletes past and present, which were used on Purplebricks' sale boards across the country. This was a fully integrated campaign that delivered a significant return on investment – a case study of athlete engagement and emotive storytelling, aligned with an authentic brand story.



[Click the above to view our content](#)

PARIS POSTCARD LANDMARKS MAY JUST OUTSHINE

Athletes

Predicting form is not easy, but what is sure is that the venues in Paris will be breathtaking, from triathlon in the Seine to beach volleyball under the Eiffel Tower. Swimming superstar Leon Marchand should be the home face of the Games and expect Simone Biles to bring down the curtain on the greatest gymnastics career ever in style.

Chief writer Paul Eddison will be a key part of our Paris team providing content to national news media clients



WHO WILL WIN THE TIKTOK Games.

As social media platforms continue to grow, sport is becoming more accessible than ever before.

Many events are set to benefit from this in the new year, but none more so than the Olympic Games, carried by the innovations of TikTok.

To keep up with the competition, and capture new viewers in the process, TikTok are designing a digital strategy which will give Paris 2024 as much exposure as possible.

They're working closely with national governing bodies to help boost their engagement figures during the Games and are establishing a competition hashtag which will run throughout the summer. They've also announced exclusive content partnerships with both Team GB and ParalympicsGB.

But the crucial innovation has come courtesy of the new posting guide set out by the International Olympic Committee. In it they say athletes will be allowed to share pictures and videos on their own social channels, lasting up to a minute (excluding any competition footage).

Letting athletes promote themselves in ways they see fit - following the best practice examples of F1, NFL and NBA - will give fans the chance to connect with their sporting heroes on a more personal level.

And TikTok intends to benefit from this by making their platform a hub for Olympic content.

Twitter - now X - was the platform of choice for London, now some sports bodies are making the decision to no longer post, with issues over verification and drop in engagement on content cited as reasons.

The payoff could be seismic, boosting overall engagement figures so that a variety of Olympic sports become available to a younger generation of viewers.

TikTok is first and foremost marketed as an entertainment channel and they intend to deliver on that promise by empowering content creators, athletes and governing bodies to visually document an Olympic Games like never before.



Sportsbeat's Stef Frost works with organisations including the RFU, British and Irish Lions, Premiership Rugby and British Athletics to design and deliver strategies across social media channels.



BEYOND PARIS: LA 2028 WILL BE TRANSFORMATIVE IN OLYMPIC AND PARALYMPIC *Movement*

**IN AN UNCERTAIN WORLD,
WE CAN RELY ON AMERICA
AND LA 2028 TO GO FASTER,
HIGHER AND STRONGER.**

Paris 2024 marks the re-emergence of the Games after five stagings that have either been non-events for sponsors or plagued by off-field issues - sometimes both.

The Olympics and Paralympics will come into their own when, as an industry, we are challenged to turn Gen Alpha into lifelong advocates for the movement. That generation will only engage with sports properties who put sustainability at the heart of what they do and are truly purpose-driven.

**THE IOC PUTS 4.2 MILLION
USD PER DAY INTO GRASS-
ROOTS SPORT. SIMPLY NO-
ONE KNOWS THIS FACT.**

In our view, the Games does not need to continue to change to suit young people. It just needs to start speaking to them.

As the home of the global entertainment industry, LA promises to do that properly for the first time and in particular to turbocharge the Paralympics.

The feeling is that LA 2028, the IPC and Hollywood will work together to achieve greater representation of persons of disabilities in cinema. What a legacy that would be.

**CRAIG SPENCE, THE IPC'S CHIEF
BRAND AND COMMS OFFICER,
SAYS: "THE GAMES THAT EX-
CITES ME MOST IS LA. OUR PRO-
FILE IS QUITE BIG IN EUROPE BUT
WE'RE STILL QUITE SMALL FRY IN
THE US. IMAGINE THE IMPACT WE
CAN HAVE THERE."**

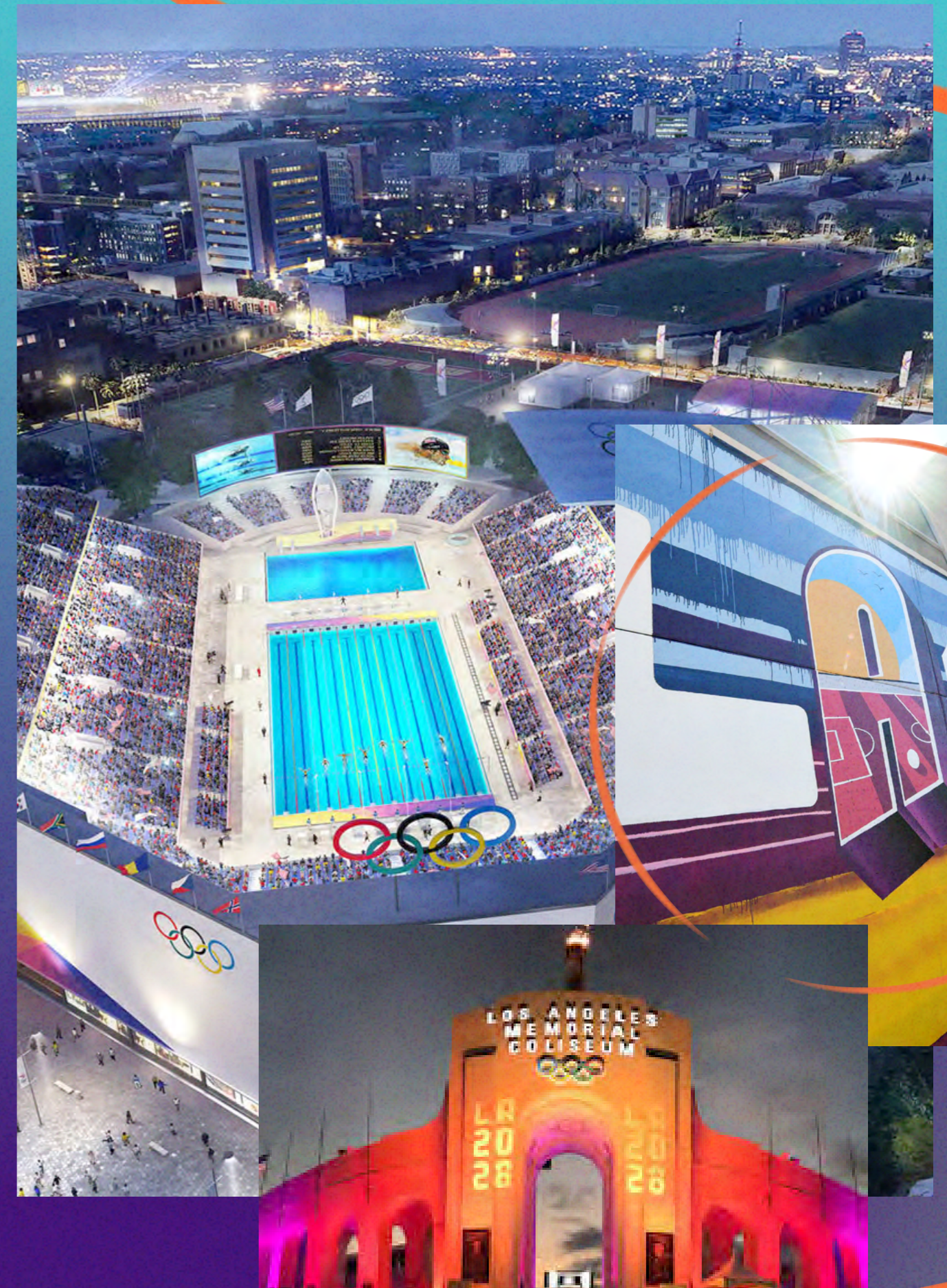
We can dream, too, that Casey Wasserman and his organising committee will challenge the IOC on their prohibitive social media guidelines.

They purport to put athletes in the driving seat but serve as a strait-jacket on NOCs and IFs who are being challenged to improve their content provision.

LA 2028 promises to be the first truly 'AI Games' - stakeholders hoping to get ahead of the curve would be wise to invest in an understanding of the role artificial intelligence might play in the delivery of the event and the interface between fans and athletes.

In 2020, President Donald Trump signed off federal funding for LA 2028 and hailed them as a 'major economic victory'. Perhaps the biggest concern is the potential that the Games will take place in the final throes of the fourth year of a Trump administration. Who knows what the state of global security would be by then.

**Tom Harle is Sportsbeat's Olympics editor
and will be covering his third Games in Paris.**



TO FIND OUT MORE ABOUT
SPORTSBEAT AND PRTNR
STRATEGIES WORK WITH THE
OLYMPICS, PARALYMPICS AND A
HOST OF OTHER INTERNATIONAL
SPORTING EVENTS

Contact

JAMES PARSONS
MANAGING DIRECTOR
jparsons@beatmediagroup.co.uk

MARK MALAVAN
BUSINESS DEVELOPMENT DIRECTOR
mmalavan@beatmediagroup.co.uk