



# Analysis of XX Commonwealth Games Host Broadcast Coverage, Online Media and Official Digital Channels

**Commonwealth Games**



**ANALYSIS OF XX COMMONWEALTH GAMES HOST  
BROADCAST COVERAGE, ONLINE MEDIA AND OFFICIAL  
DIGITAL CHANNELS**

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July 2015

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# 1. INTRODUCTION

1.1 This reports analyses the coverage of the XX Commonwealth Games by the Games' Host Broadcasters, the use of the official Glasgow 2014 website, and associated social media usage during the period between 14 June and 6 August 2014. This is to provide additional information regarding the legacy evaluation research question: "Has there been a change in civic pride and/or international reputation?" Specifically, this work aims to help understand the level of interest in the Games for those who did not attend in person and whether that interest contributed to the reputation of Scotland and Glasgow, both in the UK and internationally.

## *Background*

- 1.2 Sunset+Vine and Global Television (SGVT) were the Host Broadcasters for the XX Commonwealth Games, providing footage for domestic and international broadcasters, known as 'rights holding broadcasters'.
- 1.3 The BBC, as the Domestic Broadcast right holder, produced more than 300 hours of network TV coverage, 200 hours of radio coverage and over 1,300 hours of live action, through 17 digital TV streams, and online and mobile services. During the Games, channels Radio 1, Radio 2, Radio 3 and Radio 4 all broadcast live programmes from BBC Scotland's headquarters, Pacific Quay, in Glasgow.
- 1.4 Alongside this traditional broadcast approach Glasgow 2014 had its own official YouTube channel which broadcast live coverage. There was also a Glasgow 2014 mobile app which was downloaded to over 460,000 devices and various other Games-time apps.
- 1.5 The XX Commonwealth Games had one main official website ([www.glasgow2014.com](http://www.glasgow2014.com)) run by the Organising Committee.

- 1.6 Alongside this there was a main official social media account on Twitter and a main Facebook page: <https://twitter.com/glasgow2014> and <https://www.facebook.com/Glasgow2014>
- 1.7 Again, to support specific activities there were other social media accounts, including <https://www.facebook.com/Glasgow2014VolunteerCentre> and <https://twitter.com/clyde2014>, and a vast array of partner social media accounts.
- 1.8 There was also a wide range of print, broadcast and online media Games related content generated by both the accredited press who attended the Games and outlets across the globe.
- 1.9 All of these traditional, digital and social forms of media provided people throughout the world with a real-time, and reported spectator 'Games Time' experience if not attending the games in person.

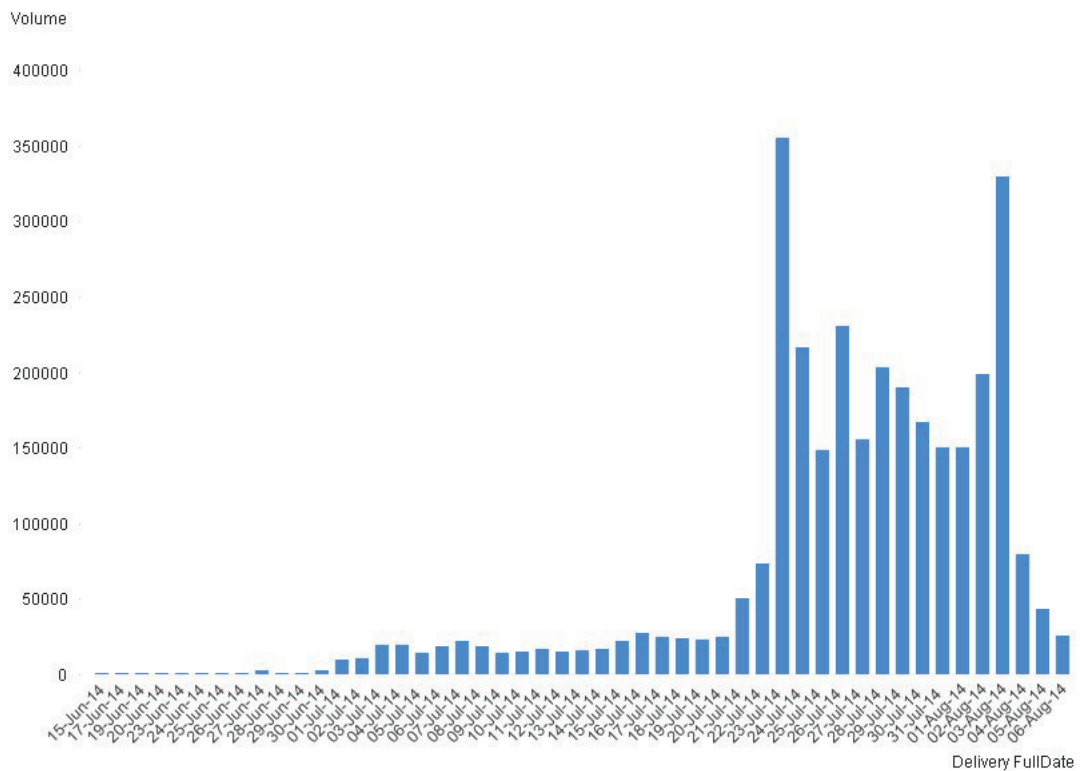
## 2. METHOD

- 2.1 Three methods were employed to analyse the data available around broadcast media coverage, the Glasgow 2014 website and social media for this report.
- 2.2 Firstly, a content analysis of the material provided as part of the XX Commonwealth Games Transfer of Knowledge was undertaken. This focused on an analysis of content regarding right holding broadcast coverage, the Glasgow 2014 website and YouTube. This was supplemented with information provided by Ofcom on media consumption around the Games in the UK.
- 2.3 Secondly, a further analysis of the Glasgow 2014 website was undertaken using Google Analytics covering the number of pages viewed, users per session, location of users and social media referrals for the period of the Games (23 July to 3 August 2014).
- 2.4 Thirdly, social media analysis was undertaken across the period of 14 June to 6 August using a commercially available social media analytics platform<sup>i</sup>. This analysis covered message volumes, key word analysis, top hash tags and linked media, top authors and top tweets by retweets. This analysis was based on a retrospective look at the feed of tweets sent (known as the 'Firehose') for a set of Commonwealth Games terms<sup>ii</sup> and publically available social media (from Facebook), online news and online video content. Analysis was limited to English language search terms. Data for these search terms were cleaned to remove unrelated content. However, due to the volume of data it is possible that some unrelated content may remain in the dataset. Analysis of content was undertaken in the social media analytics platform and is summarised in this report.
- 2.5 Additional social media analysis was undertaken in NVivo, a qualitative data analysis software package, in order to generate a word cloud of social media content for the period of 14 July to 6 August 2016. Context was provided using information from Facebook and Twitter's 'Review of the Year' on what was trending over 2014.
- 2.6 The time period of 14 June to 6 August 2014 was chosen as this was the period between the Queen's Baton arriving back in Scotland



with the Scottish Relay leg starting on 14 June 2014 and the Athletes' Village closing to athletes on 6 August 2014. Social media messages were examined across the whole year of 2014 but as can be seen in Figure 2.1 below the vast majority of the posts occurred during 14 June to 6 August 2014 so the analysis in this report focuses on this period.

**Figure 2.1. Commonwealth Games related social media trend over time between 14 June and 6 August 2014**



### 3. RIGHTS HOLDING BROADCASTERS

3.1 The Games achieved a wide global broadcast audience across Africa, Americas, Asia, Caribbean, Europe and Oceania. More than 30 individual broadcasting rights deals ensured a wider international coverage than any previous Commonwealth Games (see Table 3.1).

**Table 3.1. XX Commonwealth Games Rights Holding Broadcasters**

<b>Territory</b>	<b>Broadcaster</b>	<b>Country</b>
<b>Africa</b>	SuperSport	Sub-Saharan Africa and Adjacent Islands.
	South African Broadcasting Corporation	South Africa
<b>Americas</b>	Canadian Broadcasting Corporation	Canada
	Falkland Islands	Falkland Islands
<b>Asia</b>	TAJ (Ten Sports)	Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka
	ABU (Astro, RTV Brunei, RTV Malaysia, TV3, Media Corp)	Brunei Darussalam, Hong Kong, Malaysia, Singapore, Cambodia, China, Indonesia, Iran, Kazakhstan, Kyrgyzstan, Laos, Macau, Mongolia, Myanmar, North Korea, Papua New Guinea, Philippines, Taiwan, Thailand, Timo Leste, Turkmenistan, Uzbekistan, Vietnam, Kazakhstan and Mauritius
	Air India Radio (AIR)	India
<b>Caribbean</b>	Television Jamaica	Caribbean
<b>Europe</b>	BBC	United Kingdom and Republic of Ireland
	CyBC	Cyprus
<b>Oceania</b>	Network Ten	Australia and Papua New Guinea
	ABC (Radio)	Australia
	SKY Television	New Zealand, Pacific Islands (including multiple regional broadcasters providing highlights coverage) and Papua New Guinea

3.2 The Games were broadcast across the Commonwealth, and, for the first time, daily highlights packages were shown by the CBS Sports network in the USA and TV Asia – widening the global audience (see Table 3.2).

**Table 3.2. Daily Highlights Packages by Rights Holding Broadcaster**

<b>Territory</b>	<b>Broadcaster</b>	<b>Country</b>
Africa	Botswana Television	Botswana
	Cameroon Radio Television	Cameroon
	Ghana Broadcast Corporation	Ghana
	Kenya Broadcasting Corporation	Kenya
	Lesotho Television	Lesotho
	Malawi Broadcasting Corporation	Malawi
	Televisao de Mocambique	Mozambique
	Namibia Broadcasting Corporation	Namibia
	Rwanda Broadcasting Agency	Rwanda
	Seychelles Broadcasting Agency	Seychelles
	Sierra Leone Broadcasting Agency	Sierra Leone
	Swaziland Television Authority	Swaziland
	Tanzania Broadcasting Authority	Tanzania
	Uganda Broadcasting Services	Uganda
	Zambia Broadcasting Services	Zambia
Americas	CBS Sports Network	USA
	Video Sound Inc. (TV Asia)	USA (on delay)
Middle East	Dubai Sports Channel	Middle East
Europe	Eurosport – Post Games Package (including daily highlights in UK )	Europe
	Gibraltar Broadcasting Corporation	Gibraltar

3.3 The estimated global audience reach was 1.5 billion worldwide through a range of international television and radio channels (Glasgow 2014, 2014).

3.4 Broadcasters Audience Research Board (BARB) figures indicate that over 35 million people in the UK watched the Games, representing 61% of all TV viewers in the UK. This was higher than the audience for previous Commonwealth Games in Dehli and Melbourne.

- 3.5 In Scotland, 78% of TV viewers watched the Games (3.6m people). A high proportion of Glasgow residents in particular (84%) followed the Games by watching, listening to or reading coverage. In the UK, TV was the primary medium for consuming Games content. More than nine out of ten (92%) people who chose to follow the Games did so via a television set and almost half of these viewed coverage daily (Ofcom, 2014).
- 3.6 The opening ceremony was the most popular Commonwealth Games TV programme in the UK, attracting an audience of 7.7 million viewers (39% share) and peaking at 9.3 million viewers between 9.30pm and 10pm. This was also the case in Scotland, where the Opening Ceremony was the most watched Games programme, peaking at an audience of 1.8 million viewers (Ofcom, 2014<sup>iii</sup>).

## 4. THE GLASGOW 2014 WEBSITE

- 4.1 Based on Google Analytics, there were 25.8 million page views of the [www.glasgow2014.com](http://www.glasgow2014.com) website over the 12 days between 3 July and 3 August 2014 from 228 countries. On 23 July there were over 2.3 million page views alone.
- 4.2 These page views equated to just under 12.5 million visits (sessions) to the site across the 12 days with an average of over 1 million visits a day. Page views on [www.Glasgow2014.com](http://www.Glasgow2014.com) peaked on Monday 28 July with 2.4 million. These visits were made by 6.7 million unique users.
- 4.3 The peak for unique visitors on Glasgow 2014's website was on 29 July.
- 4.4 Over 40% of users of [www.glasgow2014.com](http://www.glasgow2014.com) were from the UK (3.5 million from England and 1.7 million from Scotland), followed by almost 19% being from India and just over 13% from Australia. Outside the Commonwealth, the USA was the 5<sup>th</sup> highest location of users' visits to the site, equating to 3.5% of the visits to the site. Outside this top 10, other countries made up 8.2% of visits (see Table 4.1).

**Table 4.1. Top 10 countries from where users visited the [www.glasgow2014.com](http://www.glasgow2014.com) site**

Country	Visits	%
1. UK	5,337,084	42.8
2. India	2,327,492	18.7
3. Australia	1,647,398	13.2
4. New Zealand	589,754	4.7
5. USA	440,121	3.5
6. Canada	336,922	2.7
7. Malaysia	306,671	2.5
8. Singapore	191,270	1.5
9. South Africa	165,535	1.3
10. Bolivia	101,468	0.8
Other	1,025,569	8.2
<b>Total</b>	<b>12,469,284</b>	<b>100</b>

- 4.5 In terms of pages viewed per session for [www.glasgow2014.com](http://www.glasgow2014.com), smaller nations and territories had the highest consumption of pages per session. St Helena had the highest consumption of pages per session with an average of 3.24, followed by St Barthelemy, Greenland, Venezuela and the Cook Islands. Not all the countries with the highest consumption were within the Commonwealth.
- 4.6 There were over 1 million visits to [www.glasgow2014.com](http://www.glasgow2014.com) during the Opening Ceremony, with India equating to 23.7% of these. Google searches for 'Scottish Terrier' increased dramatically after the Opening Ceremony with searches for the 'Red Arrows' fly past and 'Glasgow 2014' also increasing at this time. The most popular site content trends within the competition schedule pages were Rugby Sevens followed by athletics, netball, aquatics, hockey and boxing.
- 4.7 Peak traffic on the Glasgow 2014 website was observed on 3 August.
- 4.8 Social network referrals to [www.glasgow2014.com](http://www.glasgow2014.com) accounted for just under 8,000 sessions on the website on the first day with Facebook being the main referral source, followed by Twitter. Levels of referrals continued throughout the Games fluctuating with over 3,000 on 1 August, and to over 9,000 on 28 July.

## 5. DIGITAL AND SOCIAL MEDIA

- 5.1 Over the Games Time period, people spent 25.8 million minutes watching the Games on YouTube via the Games official YouTube channel <https://www.youtube.com/user/Glasgow2014OC>, this equates to 49 years of viewing.
- 5.2 On Twitter, at its peak there were just over half a million followers of @Glasgow2014.
- 5.3 Based on the search terms used by Games Partners, between 14 June 2014 when the Queen's Baton arrived back in Scotland with the Scottish Relay leg beginning and 6 August 2014 when the Athletes' Village closed to competitors, there were 3.2 million mentions (of the Commonwealth Games and associated keywords) in social media in the English language, from 834,000 unique sources. On average this was 64,000 mentions per day across the period. Eighty nine per cent of these messages were tweets.
- 5.4 The highest volumes of social media messages were on 23 July (with nearly 355,000) and 3 August 2014 (with nearly 330,00), at the beginning and end of the Games (see Figure 2.1).
- 5.5 The top source of social media content for the Games was YouTube, followed by the Games Travel Twitter account (@GamesTravel2014) then Glasgow 2014's Twitter account (@Glasgow2014). The top 20 sources also included a range of sports related Twitter accounts, the BBC, news accounts, and @legacy2014scot (the Scottish Governments Games legacy account). These 20 sources accounted for just under 38,000 of the social media posts about the Games during the period of 14 June to 6 August 2014 (see Table 5.1).

**Table 5.1. Top 20 sources by number of social media messages posted between 14 June and 6 August 2014**

Source	Rank	Count
Youtube	1	4,568
<a href="#"><u>@GamesTravel2014 (Twitter)</u></a>	2	3,453
<a href="#"><u>@Glasgow2014 (Twitter)</u></a>	3	2,892
<a href="#"><u>@Glasgow Cable (Twitter)</u></a>	4	2,414
<a href="#"><u>@AmazeWall (Twitter)</u></a>	5	2,053
<a href="#"><u>@ts sport (Twitter)</u></a>	6	1,889
<a href="#"><u>@TheHockeyFamily (Twitter)</u></a>	7	1,855
[Member of the public]	8	1,708
<a href="#"><u>@BBCSportScot (Twitter)</u></a>	9	1,655
<a href="#"><u>@NetballScotland (Twitter)</u></a>	10	1,650
<a href="#"><u>@BBCSport (Twitter)</u></a>	11	1,618
[Member of the public]	12	1,588
<a href="#"><u>@ScottishHockey (Twitter)</u></a>	13	1,555
<a href="#"><u>@legacy2014scot (Twitter)</u></a>	14	1,500
<a href="#"><u>@Scotland4me (Twitter)</u></a>	15	1,459
<a href="#"><u>@BBCWalesSport (Twitter)</u></a>	16	1,314
<a href="#"><u>@drinksbreak com (Twitter)</u></a>	17	1,231
<a href="#"><u>@trafficscotland (Twitter)</u></a>	18	1,228
Glasgow 2014	19	1,145
[Member of the Public]	20	1,091
<b>Total</b>		<b>37,866</b>

5.6 From the top 20 sources, based on the numbers of followers, the top source was BBC Sport, followed by NDTV an Indian TV channel. Both the BBC and Indian authors predominate in the top 20 sources based on the number of followers. Also in the top twenty are a number of UK and Indian newspapers, sports and entertainment personalities, and political authors (see Table 5.2). These top 20 sources posted a relatively small number of social media messages about the Games, just over 3,100, but these had the potential to be read by millions of people both in the UK and overseas (particularly in India).



**Table 5.2. Top 20 sources based on number of followers between 14 June and 6 August 2014.**

Author	Current Twitter BIO	Followers	Activity
BBC Sport	For #bbcf1 #britishgp coverage follow @bbcf1.	3,907,413	1,618
NDTV	Breaking news alerts from India	4,433,441	420
Hindustan Times	One of India's largest media companies. Latest news from around the world.	2,138,940	326
BBC News (UK)	News, features and analysis ( <a href="http://bbc.in/newschannel">http://bbc.in/newschannel</a> ).	4,452,085	222
BBC News (World)	World News, features and analysis ( <a href="http://bbc.in/worldnews">http://bbc.in/worldnews</a> ).	10,508,642	96
TIMES NOW	India's most watched English news channel	2,569,456	65
The Guardian	Top stories, special features, live blogs and more	3,849,163	54
Times of India	News. Views. Analysis. Conversations. India's No.1 digital news destination, world's largest-selling English newspaper.	4,802,891	50
Sky Sports	The official Sky Sports Twitter account. Bringing you the latest sports news, 24-7.	3,092,593	47
The Hindu	News feeds from India's National Newspaper	1,621,704	28
Amir Khan	Professional Boxer. 2 time world champion.	1,609,726	28
Sky Sports News HQ	The official Twitter account for Sky Sports News HQ. Your home of sports news.	3,875,304	27
Gary Lineker	Once kicked a ball about. Now talk about kicking a ball about. Still flogging spuds.	3,988,199	25
India Today	Brings you news breaks:Exclusive political, entertainment, sports insight, unbiased-nonaligned	1,608,590	21
Usain St. Leo Bolt	Anything is possible I don't think limits	3,703,786	20
UK Prime Minister	The official Twitter channel for Prime Minister David Cameron's office, based at 10 Downing	3,472,862	20
Kylie Minogue	#LOVER	2,243,026	20
ABP News	Follow for latest news alerts from India	1,935,329	12
Sky News	Stories direct from the @SkyNews newsroom.	2,225,596	11
Aam Aadmi Party	<a href="http://fb.com/AamAadmiParty">http://fb.com/AamAadmiParty</a>	1,595,736	9
<b>Total</b>			<b>3,119</b>

5.7 The top 10 tweets in terms of reach were: HM The Queen's 'photo bombs'; a range of sporting moments for medal winners including Geraint Thomas winning gold for Wales in the cycling road race; netball (Jamaica claiming bronze and Australia gold); hockey

(Australia winning gold); women’s boxing (with England winning gold and Northern Ireland silver); women’s weightlifting (India winning gold); England ending at the top of the medals table; Scotland finishing fourth in the medals table; and the men’s boxing gold for Ireland (see Table.5.3)

**Table 5.3. Top Commonwealth Games tweets by reach across between 14 June and 6 August 2014**

Date	Summary	Reach
24-Jul-14	RT @_JaydeTaylor Ahhh The Queen photo-bombed our selfie!! #royalty #sheevensmiled #amazing #Glasgow2014 @Hockeyroos @AusComGames <a href="http://t.co/ZMtHYFUqHk">http://t.co/ZMtHYFUqHk</a>	1 <sup>st</sup>
03-Aug-14	RT @BBCSport .@GeraintThomas86 wins gold in the #Glasgow2014 cycling road race for Wales. <a href="http://t.co/zpL2FRgMWb">http://t.co/zpL2FRgMWb</a>	2 <sup>nd</sup>
24-Jul-14	RT @BBCSport The Queen photo-bombs two Australian #Glasgow2014 hockey players's selfie <a href="http://bbc.in/WJKs1l">http://bbc.in/WJKs1l</a> <a href="http://t.co/hlQjnr1">http://t.co/hlQjnr1</a>	3 <sup>rd</sup>
03-Aug-14	RT @BBCSport Jamaica beat England 52-48 to claim bronze in the netball <a href="http://bbc.in/1o02Oun">http://bbc.in/1o02Oun</a> #Glasgow2014	4 <sup>th</sup>
03-Aug-14	RT @BBCSport Australia win netball gold at #Glasgow2014 <a href="http://bbc.in/1o02Oun">http://bbc.in/1o02Oun</a> <a href="http://t.co/CkMRDbTG">http://t.co/CkMRDbTG</a>	5 <sup>th</sup>
03-Aug-14	RT @BBCSport Australia win #Glasgow2014 hockey gold after a 4-0 win over India <a href="http://t.co/eTlBjwthfW">http://t.co/eTlBjwthfW</a>	6 <sup>th</sup>
02-Aug-14	RT @BBCSport Boxing gold for England's @NicolaAdams2012 with Northern Ireland's Michaela Walsh settling for silver #Glasgow2014 <a href="http://t.co/skXodDz1P">http://t.co/skXodDz1P</a>	7 <sup>th</sup>
24-Jul-14	T 1156 - Congratulations INDIA ! Commonwealth Games .. Sanchita wins Gold in women's weightlifting .. Feeling proud .. well done Sanchita	8 <sup>th</sup>
03-Aug-14	RT @BBCSport England end #Glasgow2014 top of the medals table with 58 golds, with Scotland fourth on 19 golds <a href="http://t.co/4RgjWxGirY">http://t.co/4RgjWxGirY</a>	9 <sup>th</sup>
02-Aug-14	RT @BBCSport Northern Ireland's Paddy Barnes wins his second successive #CommonwealthGames boxing gold medal with victory in #Glasgow2014 light flyweight	10 <sup>th</sup>

5.8 The top tweets in terms of retweets across the period tended to be more light hearted in nature and included two of HM The Queen’s ‘photo bomb’ moments, the first of which was retweeted over 27,000 times, and a range of sporting and ‘celebrity’ moments from the Games (see Table 5.4).

**Table 5.4. Top Commonwealth Games tweets by retweets between 14 June and 6 August 2014**

Tweet	ReTweets
RT @_JaydeTaylor Ahhh The Queen photo-bombed our selfie!! #royalty #sheevensmiled #amazing #Glasgow2014 @Hockeyroos @AusComGames <a href="http://t.co/ZMtHYFUqHk">http://t.co/ZMtHYFUqHk</a>	27,119
RT @bagyben The big question of the commonwealth games <a href="http://t.co/uLbWzZRxAAd">http://t.co/uLbWzZRxAAd</a>	14,289
RT @BBCSport The Queen photo-bombs two Australian #Glasgow2014 hockey players's selfie <a href="http://bbc.in/WJKS1l">http://bbc.in/WJKS1l</a> <a href="http://t.co/hl0jnr1">http://t.co/hl0jnr1</a>	10,894
RT @SportsCenter There are ping pong rallies & then there are RIDICULOUS 41-shot rallies like this one in the Commonwealth Games. <a href="http://es.pn/1xuSzi6">http://es.pn/1xuSzi6</a>	8,683
RT @BritishLogic The big question of the Commonwealth Games <a href="http://t.co/zt6FFmftu1">http://t.co/zt6FFmftu1</a>	7,366
RT @TheLadBible The big question of the Commonwealth games <a href="http://t.co/j9HfDcMBG8">http://t.co/j9HfDcMBG8</a>	6,420
RT @rodstewart I never thought I'd be able to stand in the Celtic Board Room in front of the trophy case. . . with no pants. <a href="http://t.co/FCILZzm0ke">http://t.co/FCILZzm0ke</a>	4,569
RT @ThisIsGaZa Malaysian cyclist Azizulhasni at the Commonwealth Games in Glasgow. #SupportGaza #PrayForGaza #Malaysia <a href="http://t.co/kvihEdsic2">http://t.co/kvihEdsic2</a>	4,193
RT @Glasgow2014 They have given their time, energy and spirit –RT to join us in thanking the thousands of #Glasgow2014 clyde- siders! <a href="http://t.co/YQHvApuWzB">http://t.co/YQHvApuWzB</a>	2,940
RT @paddyb_ireland If I get 5 million retweets I'll wear a thong in my fight tonight! #Glasgow2014	2,635

5.9 The top twenty hash tags used during the Games Time period can be seen in Table 5.5. These include general hash tags for the Games such as #Glasgow2014 which was used nearly 1 million times, #CommonwealthGames which was used nearly half a million times and #Bringiton, as well as the team specific hash tags #goscotland (just over 70,000 times) #TeamEngland and #TeamScotland. Also used were a range of hashtags relating to parts of the Games such as #openingceremony, #closingceremony and #batonrelay. There were also a range of hash tags relating to the geographic area such as #Glasgow (over 28,000 times) and #Scotland (over 18,000 times). #royalty and #sheevensmiled were within the top ten and relate to

HM The Queen's so-called 'photo bombs', as was #Amazing and the Glasgow 2014 and UNICEF fundraising appeal hash tag #putchildrenfirst.

5.10 A range of other hashtags were used but did not appear in the top twenty. These included #Festival2014 which was the 41th most popular hash tag with just under 6,500 uses; #bestgamesever which was the 42th most popular hash tag with just over 6,000 uses; and #Legacy2014 which was the 58th most used (just over 4,700 times).

**Table 5.5. Top Commonwealth Games social media hash tags used between 14 June and 6 August 2014**

Hashag	Hash Tag Count
GLASGOW2014	983,751
COMMONWEALTHGAMES	492,967
GOScotLAND	72,634
BRINGITON	65,373
CWG2014	35,320
BBCGLASGOW2014	33,848
AMAZING	28,906
GLASGOW	28,798
ROYALTY	28,346
SHEEVENSMILED	27,803
TEAMENGLAND	22,714
2014CEREMONY	22,321
OPENINGCEREMONY	21,315
CLOSINGCEREMONY	20,632
TEAMSCOTLAND	19,286
SCOTLAND	18,775
COMMONWEALTHGAMES2014	17,706
BATONRELAY	17,353
PUTCHILDRENFIRST	14,868
COMMONWEALTH	14,600

5.11 The most shared media content connected to the Games was dominated by the BBC digital output, with eight out of ten of the most linked media between 14 June and 6 August 2014. HM The Queen’s ‘photo bomb’ moment story was the most shared (over 11,500 times), and of the most linked media still available to view, daily report pages for days 7, 2, 5 and 3 of the BBC Online site ranks the highest. In addition, the light hearted BBC Quiz ‘which sport are you made for?’ is also in the top 10 (see Table 5.6).

**Table 5.6. Most shared online media related to the Commonwealth Games between 14 June and 6 August 2014**

Topic	Shared Links	Number Shared
Queen's photobomb	<a href="http://bbc.in/WJkS1l">http://bbc.in/WJkS1l</a>	11,592
Content deleted	<a href="http://es.pn/1xuSzi6">http://es.pn/1xuSzi6</a>	8,905
Content deleted	<a href="http://g2014.is/WxjNtp">http://g2014.is/WxjNtp</a>	7,612
Day 7 of the Games	<a href="http://bbc.in/UAMtQl">http://bbc.in/UAMtQl</a>	5,771
BBC Sports CWG page	<a href="http://bbc.in/1o02Oun">http://bbc.in/1o02Oun</a>	5,393
Day 2 of the Games	<a href="http://bbc.in/UxvkXL">http://bbc.in/UxvkXL</a>	4,798
Day 5 of the Games	<a href="http://bbc.in/1AouBcC">http://bbc.in/1AouBcC</a>	4,590
Day 3 of the Games	<a href="http://bbc.in/1kg8uAH">http://bbc.in/1kg8uAH</a>	3,722
BBC Sports CWG page	<a href="http://bbc.in/1mHgAG2">http://bbc.in/1mHgAG2</a>	3,635
Which sport are you made for?	<a href="http://bbc.in/1l3XHE">http://bbc.in/1l3XHE</a>	3,029

5.12 Figure 5.1 summarises the top 500 terms used around the Games within social media across the period between 14 June and 6 August 2014. These include the terms in the sections above, but also a range of other terms. Most of the words relating to emotions appearing in the top 500 words in Figure 5.1 are positive and include words like 'proud', 'congratulations', 'great', 'excited', 'best', and 'anticipation'. The figure also captures some of the Games-related and wider news items happening at the time including the BBC 'strike', the 'Ebola' outbreak in West Africa which was affecting some of the countries competing, and the Team Scotland athletes ceremony 'uniforms'.

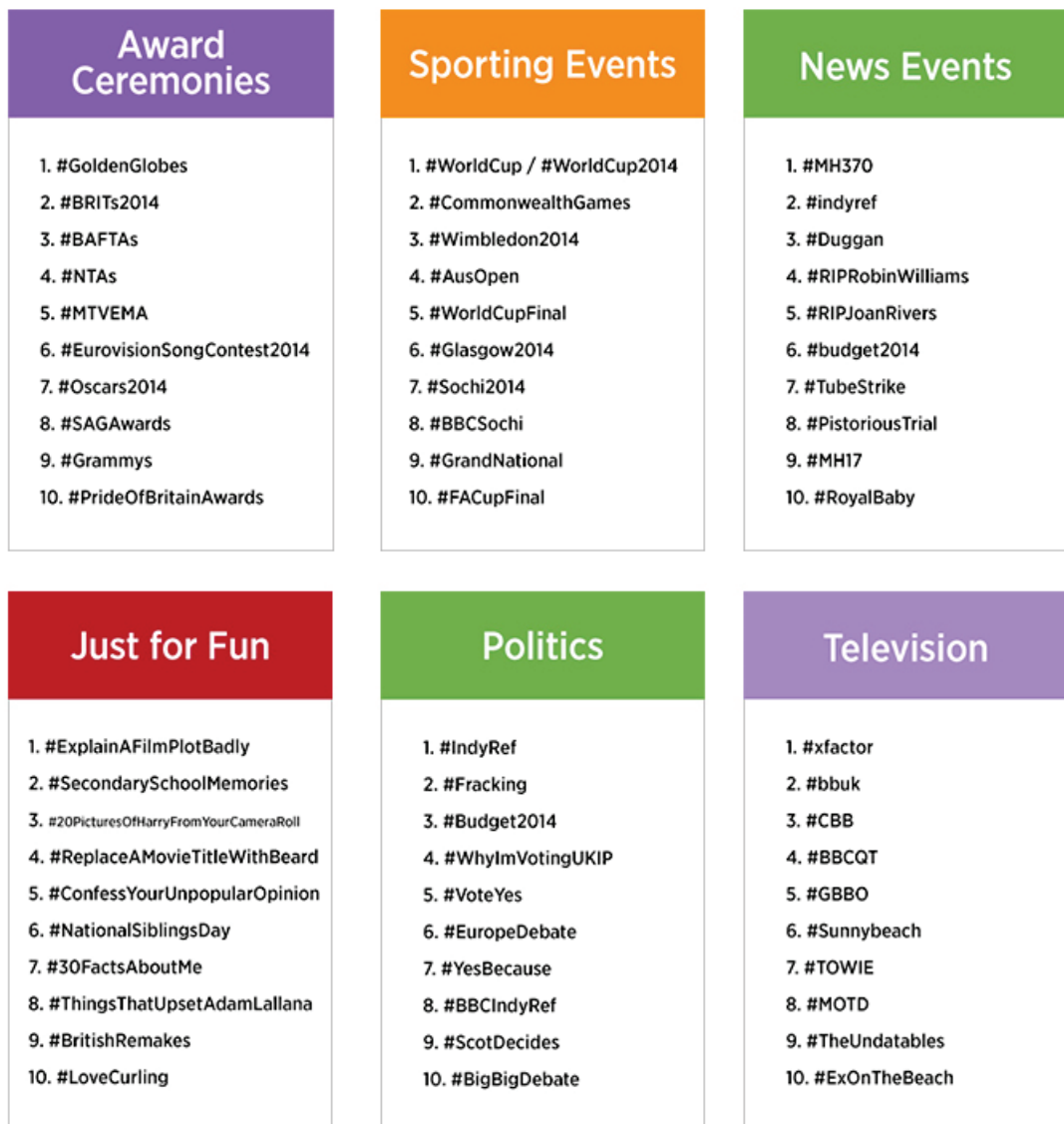
Figure 5.1. Commonwealth Games social media word cloud for the period 14 June to 6 August 2014.



### *Social Media Trends in the UK for 2014*

5.13 For the UK, #CommonwealthGames was the second highest-trending sporting event hashtag in 2014, with only the World Cup 2014 hash tag above it (Twitter, 2014). This demonstrates that the Commonwealth Games was one of the most talked about sporting topics on Twitter in the UK during the year (see Figure 5.2).

Figure 5.2. Highest Trending Hash tags 2014 for the UK (Twitter, 2014<sup>iv</sup>)



5.14 For Facebook, the Commonwealth Games did not feature in its Review of the Year Top 10 which was dominated by the Scottish Referendum, the most talked about topic on Facebook in 2014 in the UK, see Table 5.7 (Facebook, 2015<sup>v</sup>).



**Table 5.7. Most popular topics on Facebook in the UK for 2014 (Facebook, 2015)**

<b>Topic</b>	<b>Rank</b>
Scottish Referendum	1
Ice Bucket Challenge	2
World Cup	3
Premier League title race	4
Conflict in Gaza	5
Robin Williams	6
Louis van Gaal takes over Manchester United	7
Ebola virus outbreak	8
Champions League Final	9
First World War Centenary	10

## 6. SUMMARY AND CONCLUSION

- 6.1 Glasgow 2014 estimated a potential global audience reach of 1.5 billion worldwide, through a range of international television and radio channels. This included a number of regions outwith the Commonwealth including Asia and the USA, some of which had broadcast coverage for the first time.
- 6.2 There were 25.8 million page views of the [www.glasgow2014.com](http://www.glasgow2014.com) website over the 12 days between 23 July and 3 August 2014 from 228 countries. On 23 July there were over 2.3 million page views alone.
- 6.3 Over 40% of users of [www.glasgow2014.com](http://www.glasgow2014.com) were from the UK (3.5 million from England, followed by 1.7 million from Scotland), followed by almost 19% being from India and just over 13% from Australia. Outside the Commonwealth, the USA had the 5th highest number of visits equating to 3.5% of the visits to the site. Outside this top 10 other countries made up 8.2% of visits.
- 6.4 There were just over 1 million visits to [www.glasgow2014.com](http://www.glasgow2014.com) during the Opening Ceremony with India equating to 23.7% of these. Google searches for 'Scottish Terrier' increased dramatically after the Opening Ceremony with searches for 'Red Arrows' flypast increasing in line with Glasgow 2014. The most popular site content trends within the schedule were Rugby sevens followed by Athletics, netball, aquatics, hockey and finally boxing. Peak traffic on the Glasgow 2014's website was observed on 3rd August.
- 6.5 Over the Games Time period, people spent 25.8 million minutes watching the Games on YouTube via the Games official YouTube channel <https://www.youtube.com/user/Glasgow2014OC>. This equates to 49 years of viewing.
- 6.6 Between 14 June 2014 (when the Queen's Baton arrived back in Scotland beginning its Scottish Relay leg) and 6 August 2014 (when the Athletes' Village closed to competitors), there were 3.2 million mentions of the Commonwealth Games and associated keywords on social media in the English language from 834,000 unique sources. On average this was 64,000 mentions per day across the period.

- 6.7 The top 10 tweets, in terms of reach, were HM The Queen's so-called 'photo bomb' moments along with a range of sporting moments for medal winners including: Geraint Thomas winning gold for Wales in the cycling road race; netball (Jamaica claiming bronze and Australia gold); hockey (Australia winning gold); women's boxing (with England winning gold and Northern Ireland silver); women's weightlifting (India winning gold); England ending at the top of the medals table; Scotland finishing fourth on the medals table; and men's boxing gold for Ireland.
- 6.8 The most shared media content connected to the Games was dominated by the BBC digital output, with eight out of ten of the most linked media between 14 June and 6 August 2014. HM The Queen's 'photo bomb' moment story was the most shared (over 11,500 times), and of the most linked media still available to view, daily report pages for days 7, 2, 5 and 3 of the BBC Online site ranks the highest. In addition, the light hearted BBC Quiz 'which sport are you made for?' is also in the top 10.
- 6.9 In terms of the highest trending sporting events Twitter hash tags of the year for the UK, #CommonwealthGames was second, with the World Cup 2014 hash tag in first position and #Glasgow2014 in sixth place (Twitter, 2014).
- 6.10 In terms of host broadcast coverage, online media and official digital channels the XX Commonwealth Games were of huge interest globally not just within the Commonwealth but outwith it, particularly in India. In Twitter, the Commonwealth Games was within the top 10 highest trending sporting events hash tags of the year. The level of social media messages around the Games shows a keen interest in the Games that was predominantly positive, focused on the sporting action, and created shared iconic moments relating to the location of the Games, the monarchy, key moments from the Opening Ceremony, and the host city. It is plausible to assume from this that XX Commonwealth Games broadcast coverage and social media interactions made a positive contribution to the reputation of Scotland and Glasgow internationally, as well as the UK as a whole.

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<sup>i</sup> Precise MP+ which uses Gnip aggregation via Twitter.

<sup>ii</sup> Across 15 different sub searches on Commonwealth Games related content around business, culture, tickets, travel, venues, volunteers, domestic dignitaries, evaluation, international, legacy, Organising Committee, Scotland House, QBR,, sports and general Commonwealth Games related terms. These searches were built using complex Boolean including geofencing around Scotland where appropriate to avoid including non-relevant content. The searches contained over 300 individual search terms.

<sup>iii</sup> <http://stakeholders.ofcom.org.uk/spectrum/glasgow2014/glasgow-2014-games-media-consumption/>

<sup>iv</sup> <https://blog.twitter.com/en-gb/2014/2014-the-year-on-twitter>

<sup>v</sup> <http://www.ibtimes.co.uk/facebook-2014-review-top-10-uk-topics-places-revealed-1478800>



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Any enquiries regarding this publication should be sent to us at  
The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

Social Research series  
ISSN 0950-2254

ISBN: 978-1-78544-537-8 (web only)

Published by The Scottish Government, July 2015

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA  
PPDAS53374 (07/15)

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