

# OLYMPICS 2024

OLYMPIC ENTHUSIASTS &  
SPORTS FANS

OLYMPIC GAMBLERS &  
SPORTS BETTORS



GLOBALDATARESOURCES



# Olympic Enthusiasts & Sports Fans

## THIS AUDIENCE

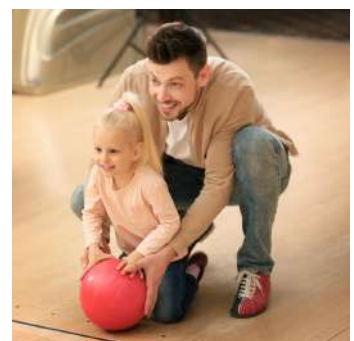
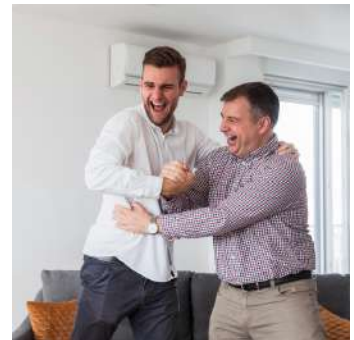
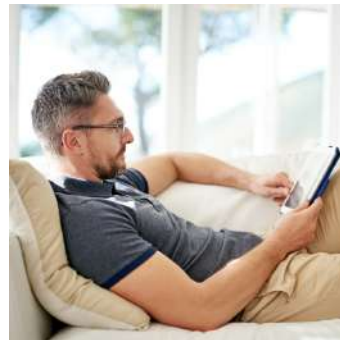
This audience lives for the adrenaline and camaraderie of the Olympics and various sports, embracing both summer and winter games with equal fervor.

## THEY FOLLOW

They follow a wide range of sports, from track and field to swimming, and from gymnastics to skiing, tracking athletes' careers and reveling in the global unity of the games.

## THEIR PASSIONS

Their passion extends to collecting memorabilia, attending live events, and actively participating in sports communities and forums online.



# Olympic Gamblers & Sports Bettors

## THIS AUDIENCE

Combining seasoned bettors with casual enthusiasts, this audience enjoys the thrill of Olympic and sports betting, engaging in everything from analytical wagers to casual, small-stake bets for fun.

## THEIR BETTINGS

While some delve into detailed performance analytics, others bet more on the excitement and social interaction, sharing the experience with friends and community, making each event a lively and engaging occasion.

