



## Medienresonanzanalyse des Österreichischen Olympischen Comité (ÖOC)

Beobachtungszeitraum: 01.01.-01.03.2022

Beobachtungsraum: Globale Medienresonanz und Sponsormonitoring

Medien: Print, RTV, Web, Social Media



# Medienresonanz Überblick

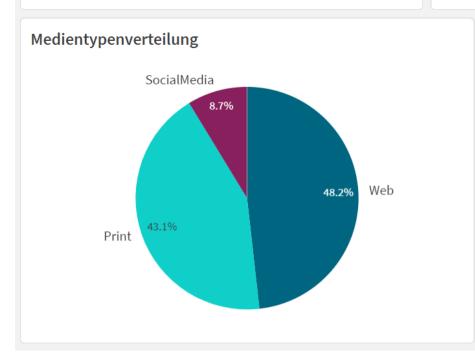


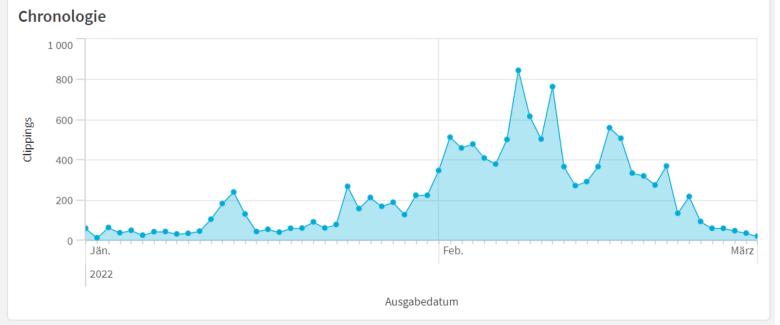
Clippinganzahl

12 332

easyAPQ-Summe 
€ 117.648.172,16

Reichweite 14 541 478 604





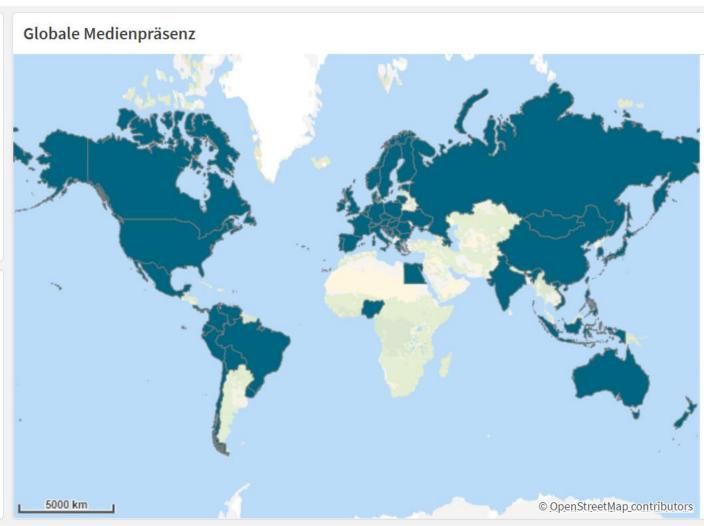


#### Länderanalyse





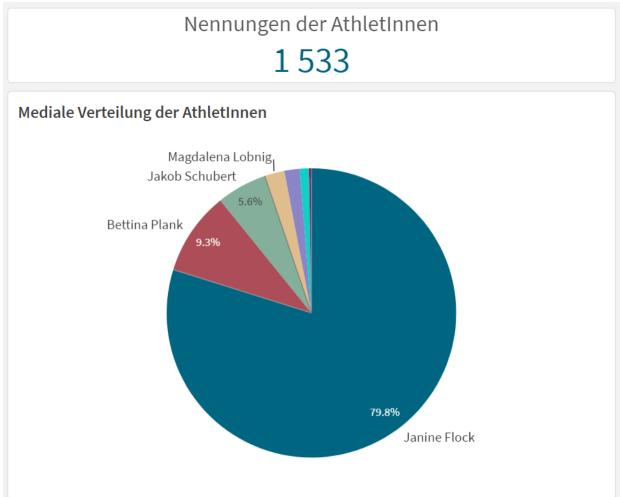


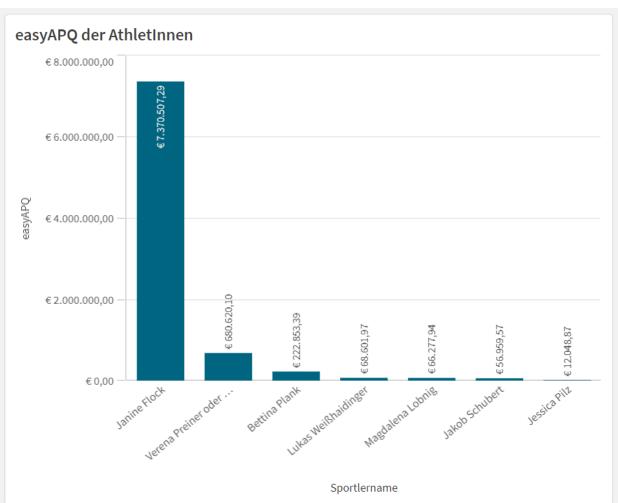




### Detailanalyse der SportlerInnen



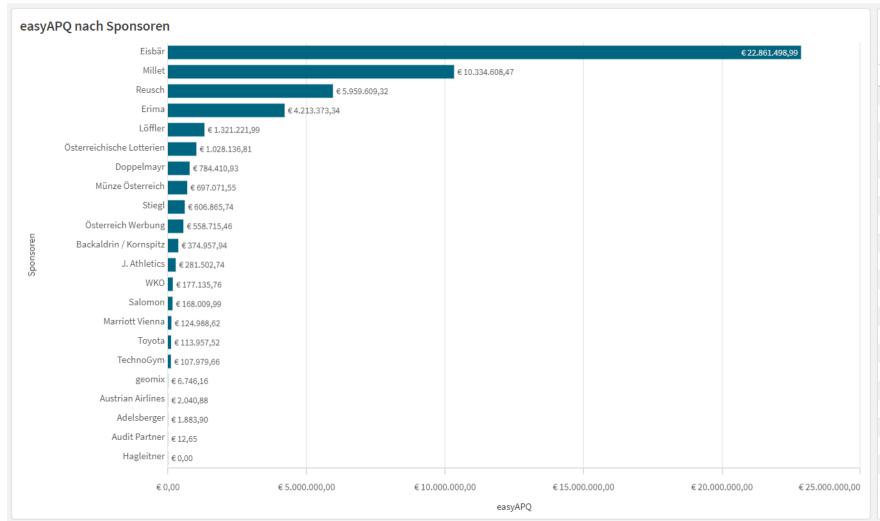






#### Detailanalyse der Sponsoren





| Sponsoren                 | Q   | easyAPQ         |
|---------------------------|-----|-----------------|
| · •                       | ٧ - |                 |
| Gesamtwerte               |     | € 49.724.728,42 |
| Adelsberger               |     | €1.883,90       |
| Audit Partner             |     | € 12,65         |
| Austrian Airlines         |     | €2.040,88       |
| Backaldrin / Kornspitz    |     | €374.957,94     |
| Doppelmayr                |     | € 784.410,93    |
| Eisbär                    |     | € 22.861.498,99 |
| Erima                     |     | € 4.213.373,34  |
| geomix                    |     | € 6.746,16      |
| Hagleitner                |     | €0,00           |
| J. Athletics              |     | € 281.502,74    |
| Löffler                   |     | € 1.321.221,99  |
| Marriott Vienna           |     | € 124.988,62    |
| Millet                    |     | € 10.334.608,47 |
| Münze Österreich          |     | € 697.071,55    |
| Österreich Werbung        |     | € 558.715,46    |
| Österreichische Lotterien |     | € 1.028.136,81  |
| Reusch                    |     | € 5.959.609,32  |
| Salomon                   |     | € 168.009,99    |
| Stiegl                    |     | € 606.865,74    |
| TechnoGym                 |     | € 107.979,66    |
| Toyota                    |     | € 113.957,52    |
| WKO                       |     | € 177.135,76    |





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