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# “OUR TAKE”

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*Paris 2024: Where Record-Breaking Views Meet  
Controversial Creations*

*“The Olympics Like Never Before!”*

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# Introduction

The record-breaking viewership and the controversy surrounding the Paris 2024 Olympics have both made a lasting impression. The following examines the relationship between media coverage, Olympic business, and the debates that influenced the Games:

## i. The Media Surge

**a. Record-Breaking Views:** NBCUniversal's platforms aggregated 30.6 million viewers for the Paris Olympics, an 82% rise in viewership over the Tokyo Games. New streaming technology and widespread media coverage contributed to this increase.

**b. Success in Streaming:** NBCUniversal's Peacock recorded remarkable numbers, including over 3,200 live events and 23.5 billion minutes of stream time. There was a 40% increase in streaming duration over prior Games thanks to features like the multiview tool and AI-powered recaps.

**c. Influence of the Media:** The rise in viewers underscores the ability of the media to influence public opinion and participation in the Olympics. Media coverage has a big influence on the success and exposure of the Games, with big events like the men's basketball gold medal game receiving 20.3 million viewers.



## ii. The Controversy

**a. Reaction to the Opening Ceremony:** A declaration from the Holy See was among the many sources that expressed disapproval of the Paris 2024 opening ceremony. Some people thought the performance, which included a drag queen and a portrayal of Leonardo da Vinci's "The Last Supper," was offensive to religious views

**b. Artistic Defense:** The ceremony's artistic director, Thomas Jolly, defended the performance by arguing that it was more accurately depicted as a pagan feast than as a recreation of religious scenes. Despite this justification, the dispute raised important questions regarding respect for religious beliefs and the limits of artistic expression.

**c. Media's Role:** The media's role was to influence public opinion and perception of the Games by extensively covering the controversy surrounding the opening ceremony. This coverage demonstrates how the media may highlight both the good and bad parts of the Olympics, which can impact how people react to them overall and how engaged they are.

***"In the arena of sports and art, let us remember: while creativity pushes boundaries, respect for diverse beliefs keeps the spirit of the Games inclusive and meaningful," Hansen Omido, CPM***



### iii. Business Implications

Broader developments in the sports industry are mirrored in the junction of media power and cultural disputes. The complicated mechanics of how media coverage can affect viewership, public opinion, and the financial success of big sporting events were made evident during the Paris Olympics.

### iv. Conclusion

The Olympics in Paris in 2024 serve as a prime example of the media's influential influence in today's sports environment. Breaking viewing records demonstrate the expanding power of streaming services and cutting-edge media techniques. But issues like the criticism surrounding the opening ceremony also highlight the fine line that must be drawn between respect for different religious beliefs and artistic freedom. The interaction between media coverage, audience involvement, and cultural sensitivities will continue to be a critical component in determining the success and perception of international sporting events as the sports industry develops.

### References

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