

Au Revoir et Merci Paris!

The 2024 Olympics / Paris delivered **BEAUCOUP** metrics!



University of Detroit Mercy

Streaming Delivery for Paris Olympics: 2,201,693

Total Investment: \$15,000

CPM: \$7

14.6 million impressions on
NBC/Peacock Streaming for WDIV!



Source: NSI LSD Overnights 7/26-8/11/2024 and NBC Freewheel