

## SPORT

**1 IN 2** people on Twitter agree that being part of the conversation on Twitter helps them feel more connected to the game<sup>1</sup>

Monaco 23 <sup>rd</sup> May   British 18 <sup>th</sup> Jul	Formula 1
29 <sup>th</sup> May	Champions League Final
11 <sup>th</sup> Jun - 11 <sup>th</sup> Jul	UEFA Euro 2020
26 <sup>th</sup> Jun - 18 <sup>th</sup> Jul	Tour de France
28 <sup>th</sup> Jun - 11 <sup>th</sup> Jul	Wimbledon
3 <sup>rd</sup> Jul - 7 <sup>th</sup> Aug	Lions Tour
15 <sup>th</sup> - 18 <sup>th</sup> Jul	The Open
21 <sup>st</sup> Jul - 21 <sup>st</sup> Aug	The Hundred
23 <sup>rd</sup> Jul - 8 <sup>th</sup> Aug	Olympics
24 <sup>th</sup> Jul - 5 <sup>th</sup> Sep	Paralympics

**56%** of Twitter users are fans of the Euros (vs 41% of people not on Twitter)<sup>1</sup>

**6 IN 10** people on Twitter want brands to start conversations about sports on social media<sup>2</sup>

## ENTERTAINMENT

**70%** of Twitter users are interested in music (vs just 58% of non-Twitter users)<sup>3</sup>

11 <sup>th</sup> May	Brit Awards
22 <sup>nd</sup> May	Eurovision Grand Final
27 <sup>th</sup> Jun*	Love Island
6 <sup>th</sup> - 17 <sup>th</sup> Jul	Cannes Film Festival
6 <sup>th</sup> - 30 <sup>th</sup> Aug	Edinburgh Fringe

**5.5M** Tweets about Love Island, making it the second most tweeted-about TV show in 2020<sup>4</sup>

## OCCASIONS

**70%** correlation between a brand's cultural relevance and its revenue<sup>5</sup>

June	Pride month
13 <sup>th</sup> Jun	Queen's Birthday
30 <sup>th</sup> Jun	Social Media Day
15 <sup>th</sup> - 18 <sup>th</sup> Jul	Crafts
12 <sup>th</sup> Aug	Int'l Youth Day
29 <sup>th</sup> - 30 <sup>th</sup> Aug *	Notting Hill Carnival
7 <sup>th</sup> Sep	Back to School

**82%** say brands should use their position to affect positive change in society<sup>6</sup>

## FESTIVALS

**1 IN 4** of Twitter users are interested in Festivals<sup>7</sup>

22 <sup>nd</sup> - 25 <sup>th</sup> Jul	Latitude
26 <sup>th</sup> - 29 <sup>th</sup> Aug	Creamfields
27 <sup>th</sup> - 29 <sup>th</sup> Aug	Reading / Leeds
16 <sup>th</sup> - 19 <sup>th</sup> Sep	Isle of Wight

<sup>1</sup> Sparkler, commissioned by Twitter, Twitter as a Stadium Survey, August 2020, UK. Q12/13

<sup>2</sup> Sparkler, commissioned by Twitter, Twitter as a Stadium Survey, August 2020, USA. Q12/13

<sup>3</sup> GWI. UK. Q2-Q4 2020

<sup>4</sup> Twitter internal Data, UK, Jan 1st - Nov 15th, 2020

<sup>5</sup> Kantar & Twitter cultural relevance research, total population, 106 UK brands tested, Dec 2020

<sup>6</sup> Twitter Market Insight & Analytics, 2019 | Twitter Insiders UK - n=479 (Twitter Users) - May 2019

<sup>7</sup> Firefish, The Numbers Lab & Twitter, Brand purpose, US. Twitter users n=742, Twitter non-users n=83

\* Dates TBC

