

150 million tweets about London Olympics: Twitter

December 11 2012



The Spice Girls perform during the closing ceremony of the 2012 London Olympic Games on August 12, 2012. The London Olympics led to 150 million tweets—more than the US elections and Super Bowl combined, Twitter said Tuesday.

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The Spice Girls' performance in the closing ceremony generated the biggest spike of the Games, while Usain Bolt's victory in the 200m made him the most-discussed athlete.

London Mayor Boris Johnson dancing to the Spice Girls at the closing ceremony with Prime Minister David Cameron was the most talked-about Twitter event in a single moment by British tweeters.

"The big moments that set the heart racing tend to be played out on Twitter," said Bruce Daisley of Twitter UK.

"It's some great British moments—Boris dancing was a defining moment for people watching (the Olympics) and got the pulse racing on Twitter."

The Euro 2012 [football tournament](#) and The X Factor joined the Olympics as the most talked-about [Twitter](#) events by Britain's 10 million users, measured by the most [tweets](#) by Britons on a subject in a single second.

Over 31 million tweets were sent about the US election on election day ahead of President Barack Obama's victory, while there were 13.7 tweets during this year's New York Giants-New England Patriots Super Bowl, won by the Giants.

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Citation: 150 million tweets about London Olympics: Twitter (2012, December 11) retrieved 25 April 2024 from <https://phys.org/news/2012-12-million-tweets-london-olympics-twitter.html>

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