



Roma 2024 European Athletics Championships 4.7 million viewers in Italy in the final evening

Italian President Mattarella: "I made an exception by going twice to the stadium and I assure you it was worth it"

Rome, June 13, 2024 - An extraordinary event, which put Rome and Italy at the centre of the world for the past six days. The Roma 2024 European Athletics Championships closed their doors with a formidable tally in terms of sports performance, participation, entertainment and media coverage.

Six days of extraordinary sports performances

The choice bring forward the European Championships to the first week of June transformed them into a pathway to the Olympic Games in Paris, making them essentially the European Trials. This is confirmed by the wealth of great performances: the Roma 2024 European Athletics Championships close with **15** championship records, **47** national records, **256** personal records, extraordinary statistical numbers.

There were **1474** athletes in the competition on the track and field of the Olimpico and on the road events on the streets of Rome, representing **48** European federations, of which gained medals and **35** saw their athletes finish in the top eight positions in at least one final.

Italy's athletics team dominated the medal table thanks to the **24** medals awarded, of which **11** gold, acquiring a leadership position in the context of European athletics, followed by France with **16** medals (**4** golds), and Great Britain & Northern Ireland with **13** medals (also **4** gold medals).

An inclusive event, closer to the public and athletes

Roma 2024 introduced innovations aimed at making this event a memorable experience, both for the public and for athletes. For the first time, the long and triple jumps were set up a few metres from the Tribuna Tevere stands, bringing athletes into close contact with the public. The renovated Stadio dei Marmi (main warm-up and training area) was accessible free of charge to all athletics enthusiasts. The race walk and the half marathon competitions ended with the finish line inside the Olympic Stadium, a triumphant entry for athletes in the trail of the iconic the 1960 Olympic Games in Rome. Finally, as many as **135** medals of the **147** total were delivered on the mega-stage at the Medal Plaza set up in the Piazza of the Fountain of the Sphere,



giving medalists and the public other moments of great emotion and fan experience in the free-access fan village.

The approximately **20** hectares of the historic Parco del Foro Italico and the streets of Rome of the half marathon route, saw the presence of about **235 thousand** people, including the **137 thousand** spectators present at the Olympic Stadium.

Brilliant viewing figures and unprecedented media interest

Despite the great competition for media attention during the same week, (Tennis Open in France and the football friendlies ahead of the European Championships), Roma 2024 played a leading role in television and radio programming in major European markets and great attention across social media platforms.

Aggregate broadcaster viewing data confirms the positive trend, that sees Roma 2024 surpassing the already excellent numbers of Munich 2022 that reached **382 million** global viewers and **720 million** audiences across all media, digital and analogue.

In France, prime time tv figures always exceeded one million viewers on event days, reaching **1.8 million** on Saturday night. In the Scandinavian countries, the market share above **50%**. In Germany, Sunday's evening touched **4.1 million** viewers on the flagship ARD channel.

In Italy, the evening of Tuesday, June 11, watched attentively from the stands by the President of the Italian Republic Sergio Mattarella, obtained an aggregate of **4.9 million** viewers between RAI 2 and Sky Sport. This peak was also touched last night (**4.7 million** viewers, of which 3.5 on RAI 2 and 1.2 on Sky Sport) with the host country's Head of State present once again at the Olympic Stadium to follow the final evening.

The legacy

Italy's athletics team increasingly the protagonists of the championships. A balanced budget. A sustainable legacy project, aimed at increasing the value of athletics, redeveloping the territory and contributing to the economic and tourist growth of the capital city and of the country as a whole. These are the traits of Rome 2024, which now hands over the baton to the city of Birmingham for the edition of the 2026 European Athletics Championships.

"I committed an infringement of the official protocol, going a second time to the same event at the stadium, but I assure you that it was worth it"

Sergio Mattarella

President of the Italian Republic

“Our congratulations and gratitude go to all our athletes who are giving us emotions and victories in these European Championships. Long live sport, long live Italy”

Giorgia Meloni

Prime Minister of Italy

“Congratulations to all the athletes and technicians. They have achieved results that put Italian sport at a level of excellence”

Andrea Abodi

Italian Minister for Sports and Youth

“An extraordinary event that brings the Eternal City and Lazio back to the centre of major international sporting events”

Francesco Rocca

President of the Lazio Region

“The combination of sport and big events is an extraordinary flywheel for the city. These European Championships have a special flavour”

Roberto Gualtieri

Mayor of Rome

“We have witnessed the highest level performances by European athletes, with the best performers in all the races. Congratulations to Italy for the extraordinary number of medals won”

Dobromir Karamarinov

President of European Athletics

“We can say that it was the most viewed European Championship from 2012 to today. We have collected important figures despite the conjunction with Roland Garros and the looming of the European Championships of football”

Christian Milz

CEO European Athletics

“Those who were at the stadium were able to enjoy a show that we will not see again in Italy in the coming years. In the legacy of the European Athletics Championships there is certainly the involvement of spectators and the link between the public and athletics”

Stefano Mei

President FIDAL and Roma 2024

“The Roma 2024 European Athletics Championships leave us with an extraordinary legacy. No spectator left the stadium before the end of each session, this means love and respect for athletics and especially for our national team”

Diego Nepi Molineris

CEO Sport e Salute and vice-president Roma 2024

"The extraordinary results coming from the Italian team have aroused great interest in the media and show how these European Championships have served to find the right condition of form towards the Olympics Games”

Giovanni Malagò

CONI President

"For years I have been obsessed with a nightmare: jumping into an empty stadium. When I looked inside the Olympic Stadium and saw that the Curva Sud stand was full of fans, my heart exploded with joy"

Gianmarco Tamberi

Long-Jumper Olympic, World and European champion - Italy

"Thanks also to President Mattarella's presence, the stadium was full and that helped us. The president was very emotional like me, it was nice to run in front of him and everyone"

Nadia Battocletti

5.000m and 10.000m European champion - Italy



"Rome is a city with a fantastic atmosphere and the Olympic Stadium is a beautiful place for pole vault competitions. I am very satisfied"

Armand Duplantis

Pole Vault Olympic, World and European champion - Sweden

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