

Bolt Leads Olympic Tweets

Written by Mashable
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The 2012 Olympics in London generated 150 million tweets and Jamaican sprinter Usain Bolt ran away with a big share of them, according to Twitter.

The social network, assessing the 16-day event, found that Bolt's 200m and 100m races prompted the most chatter during the Games. The former netted more than 80,000 tweets per minute while the former generated more than 74,000 TPMs as they're known in Twitter's headquarters.

Among the other highlights:

Andy Murray's gold medal in the men's tennis singles: 57,000+ TPM

Jamaica wins gold, sets world record in the 4×100 relay: 52,000+ TPM

Team USA beats Spain, wins gold in men's basketball: 41,000+ TPM

Other non-medal-winning events that generated a lot of discussion included Hope Solo's diving catch in the U.S.-Japan women's soccer final and Kobe Bryant's dunk towards the end of the U.S.-Spain game.

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Meanwhile, Bolt was the most-discussed athlete during the Games, but he was one of 10 athletes to prompt more than 1 million tweets:

- Usain Bolt
- Michael Phelps
- Tom Daley
- Ryan Lochte
- Gabby Douglas
- Andy Murray
- Kobe Bryant
- Yohan Blake
- Lee Chong Wei
- LeBron James

Parsing the data further, Twitter found soccer was the most-discussed sport with 5 million-plus mentions, though swimming, track & field, gymnastics and volleyball also prompted a lot of chatter.

However, the most-discussed moment in the Games had nothing to do with athletics: Instead the return of the Spice Girls during the closing ceremonies generated the most buzz — 116,000 TPMs — which far outstripped Bolt's achievement.

SOURCE: *Mashable.com*