



## CREATING CHANGE:

# Milano Cortina 2026 Paralympic Winter Games

July 2026



Fronted by an all-disabled presenting team, the **Milano Cortina 2026 Paralympic Winter Games** coverage reaffirmed Channel 4's leadership in disability representation – delivering both scale, reach and clear shifts in how viewers think and talk about disability.

Our Paralympic Winter Games coverage reached 8.9 million viewers (a 25% increase on Beijing 2022), driving meaningful attitudinal and behavioural change – from becoming more comfortable talking about disability to inspiring others to participate in sport.

## Direct impact

Channel 4's Winter Paralympics coverage provided a view of disability rarely seen on television, improving viewers' understanding of disability.

**9 in 10 (93%)**

viewers agreed the Paralympics is important for improving society's understanding of disability

**8 in 10 (84%)**

agreed the Winter Paralympics demonstrate Channel 4's public value

**8 in 10 (80%)**

agreed that having disabled presenters and pundits on-screen helps viewers better understand disability

**7 in 10 (73%)**

said the Winter Paralympics made them realise disability is not always visible

## Challenge with purpose

The Winter Paralympic Games reinforced Channel 4's reputation as the leading UK broadcaster for disability representation at scale – demonstrating its ability to combine mass reach with distinctive, purpose-led content that drives both societal impact and viewer value.

**70%**

said it made them think about the challenges disabled people face

**78%**

agreed there should be more Para sports coverage on TV

“

**The athletes' stories and performances were genuinely impressive and makes you realise how much effort and determination goes onto it.”**  
F35-44



**Watch the Milano Cortina 2026 Paralympic Winter Games**  
Stream free on Channel 4

Channel 4 'Milano-Cortina 2026 Paralympic Winter Games' Social Impact Study based on 277 viewers via a bespoke online study.