



WHAT'S THE SCORE?

The evolution of sports fans and sports media

NOV
2024



ENTERTAINMENT
RESEARCH





The shift of sports to streaming has arrived

NBA Makes Its \$76 Billion Call: Deals Set With Disney, NBCUniversal and Amazon as WBD Rejected



Major entertainment companies are chasing NBA sports rights (Credit: Chris Smith/TheWrap)

THE **WRAP**



We surveyed 3,763 sports fans in the U.S.

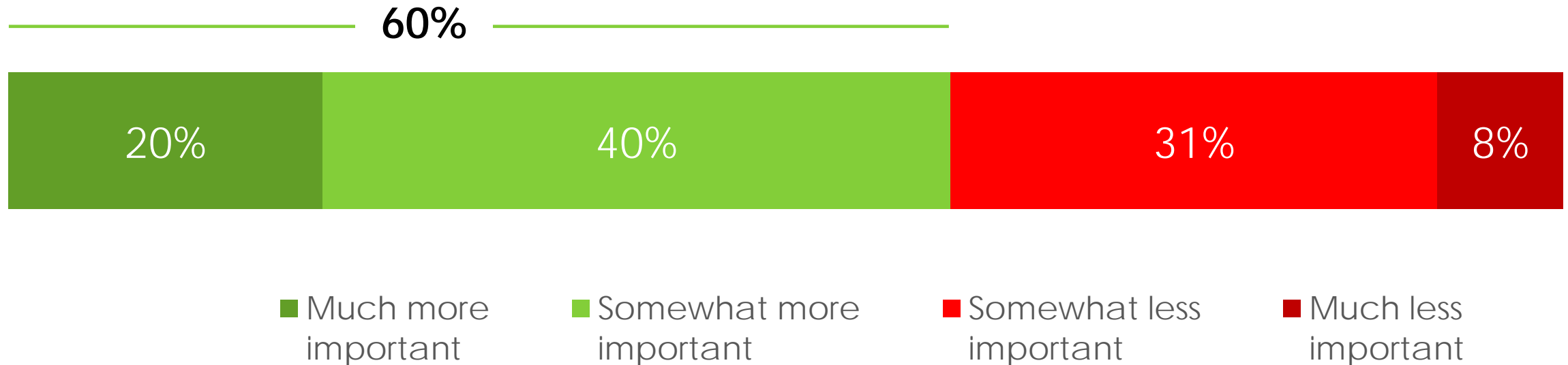


Data collected July 2024

WELL OVER HALF OF SPORTS FANS CARE MORE ABOUT SPORTS THAN OTHER THINGS ON TV



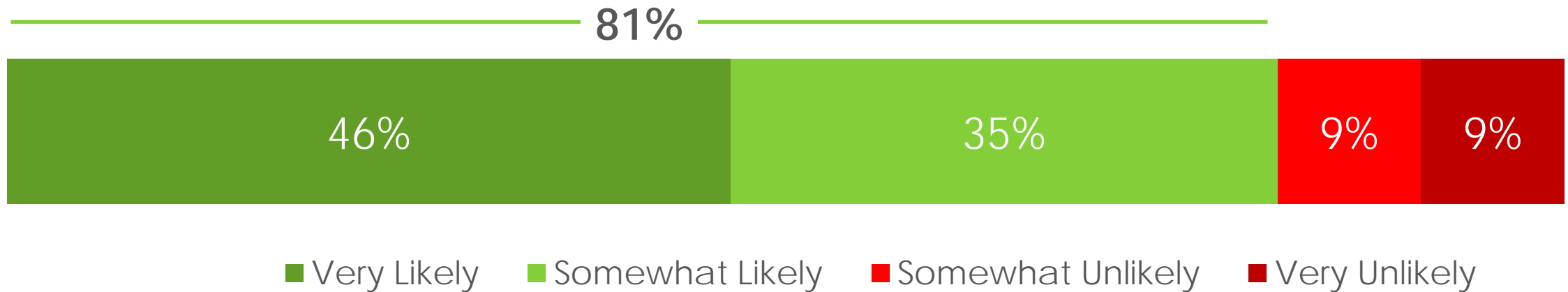
How important is it to be able to watch sports content compared to other things you watch, read, or listen to?





SHIFT TO STREAMING: 81% WOULD SIGN UP FOR A NEW STREAMING SERVICE IF THEY NEEDED IT TO WATCH

Would you sign up for a streaming service if you needed it to watch that sport?
- Among avid fans with live TV service -



BASE: TOTAL AVID FANS OF KEY SPORT WITH LIVE TV AT HOME; JAN 2024 (n=1265), JUL 2024 (n=1460); Average across all sports rated (respondents rated up to 9, equaling 3321/5650 ratings)

*NOTE: June 2024 adds avid WWE fans not included in Dec. 2023 data

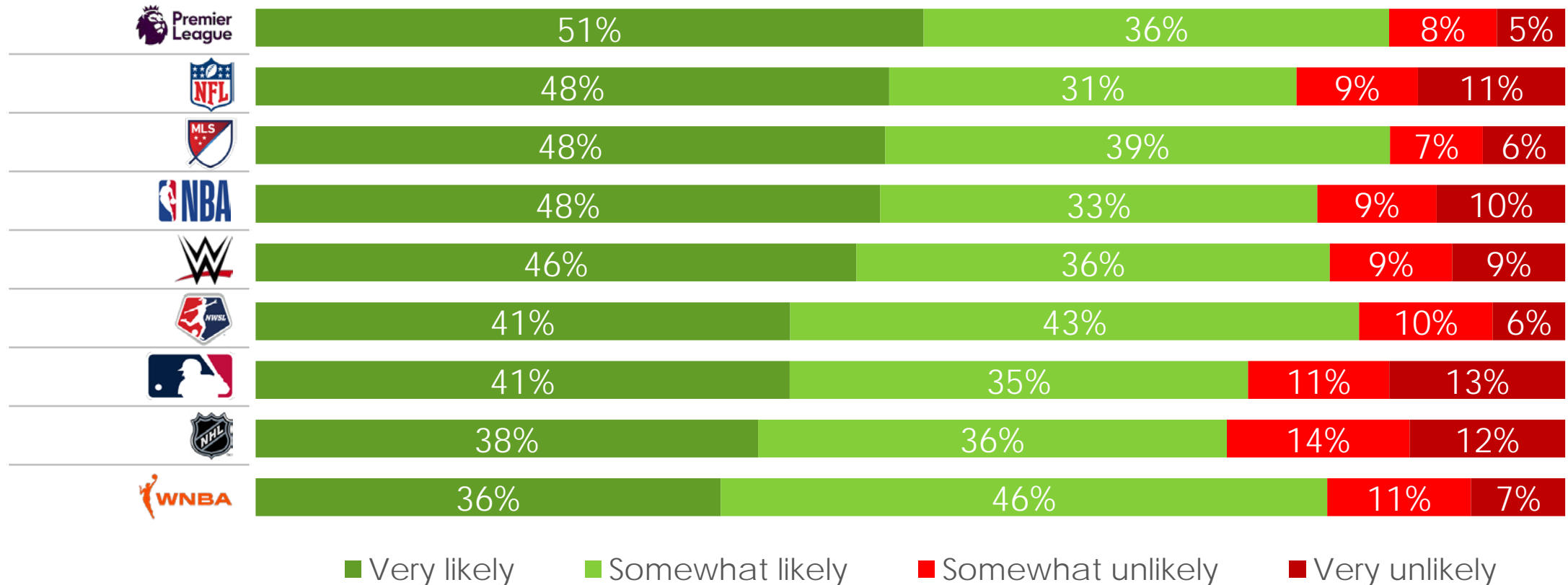
N31. Here are some sports you said you watch on cable, satellite, fiber, broadcast, or streaming TV. Imagine that each sport was no longer available there, and you had to sign up for a new streaming service to watch it (e.g., Amazon Prime, Max, Peacock, etc.). How likely would you be to sign up for this new streaming service?



AVID FANS OF EVERY SPORT WE TESTED WOULD BE LIKELY TO MOVE IF THEY NEEDED TO

How likely would you be to sign up for a new streaming platform if you needed it to watch [sport]?

- Among **avid** fans of each sport with Live TV at home -

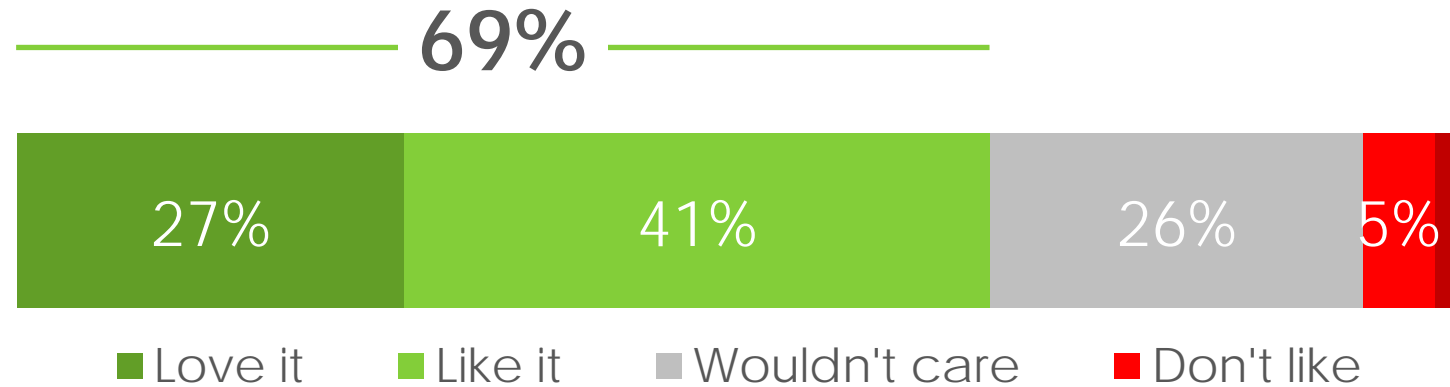


BASE: AVID FANS OF EACH SPORT WITH LIVE TV AT HOME; NFL (n=1511), NBA (n=1019), MLB (n=1020), NHL (n=623), EPL (n=498), MLS (n=493), WNBA (n=473), NWSL (n=343), WWE (n=545) N31. Here are some sports you said you watch on cable, satellite, fiber, broadcast, or streaming TV. Imagine that each sport was no longer available there, and you had to sign up for a new streaming service to watch it (e.g., Amazon Prime, Max, Peacock, etc.). How likely would you be to sign up for this new streaming service?

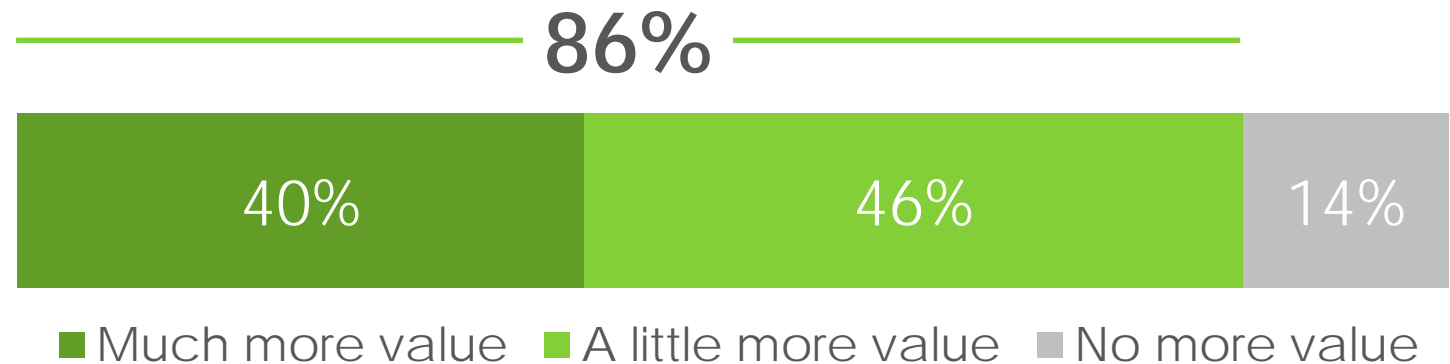
THE APPEAL OF SPORTS STREAMING PLATFORMS BUNDLED WITH CABLE REMAINS HIGH



How would you feel about having a streaming service like ESPN+ **included with your live TV service**?



If a streaming service like ESPN+ was added to your live TV service, how would you feel about the **value you get** from your live TV?



BASE: LIVE TV SUBSCRIBERS (n=2651)

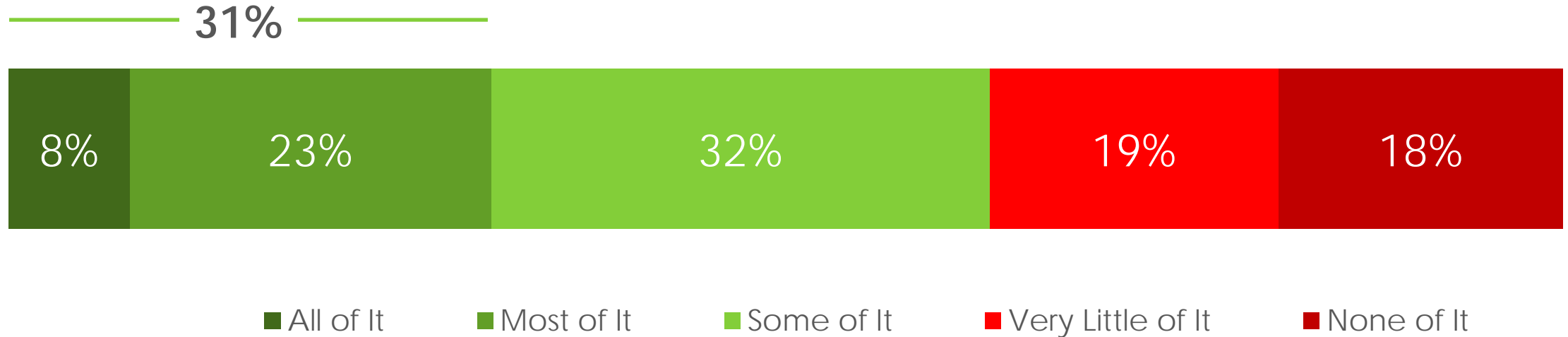
N38. How would you feel about having a streaming service like ESPN+ included as part of your live TV service (the ESPN channel would still be included)?

N39. If a streaming service like ESPN+ was added to your live TV service, how would you feel about the value you get from [live tv service]?

SOCIAL MEDIA IS BECOMING THE FIRST STOP FOR NON-LIVE SPORTS CONTENT



How much of your non-live sports content (like highlights, clips, news, etc.) do you get from social media?



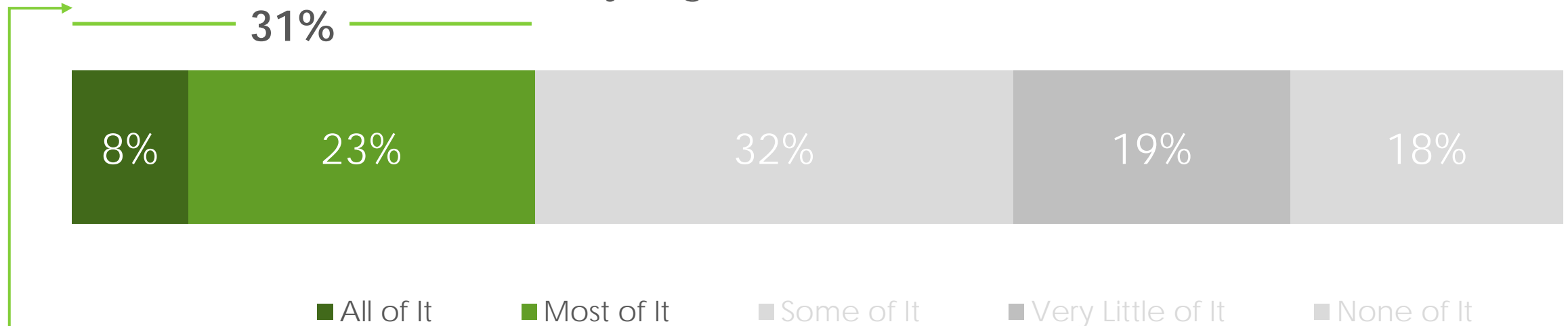
BASE: TOTAL SAMPLE IN EACH GROUP; JAN 2024 (n=3016), JUL 2024 (n=3763)

N21. Think about all the sports content you consume that is NOT live games (such as highlights, clips, news, etc.). How much of that non-live content do you get from social media?



HALF OF YOUNG FANS GET MOST OR ALL OF THAT CONTENT FROM SOCIAL MEDIA

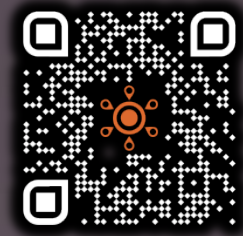
How much of your non-live sports content (like highlights, clips, news, etc.) do you get from social media?



Age 13-34

47%

hubINTEL



hubintel.substack.com



QUESTIONS?

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