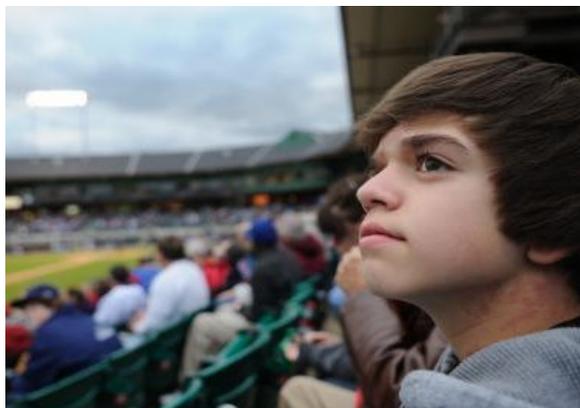


Marketing to Sports Fans - US - July 2014

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“Watching sports on TV is not going to be enough for today’s young adult and teen fans. To keep them involved with sports, leagues will have to operate across all media channels, including those yet to be developed. This will likely require the cultivation of diverse revenue streams to reduce leagues’ reliance on income from television rights.”

- Fiona O’Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- How will changes to the traditional TV advertising model impact marketing to sports fans?
- How will changing demographics of sports fans impact sports marketing?
- Can leagues adapt to the fragmentation of the sports audience and a generational shift in how fans engage with sports?

Nearly half of the US adult population – about 120 million – watch professional sports on TV and almost two thirds have followed a top professional league in the last 12 months; a further two thirds of teens also follow professional sports. Few other recreational pastimes even approach watching professional sports in broad appeal across all segments of society. Allegiance to sports teams can have a powerful emotional pull on consumers, making sports-related marketing a powerful tool for sponsors. In addition, televised sports are playing an increasingly important role in driving television advertising revenue, as time-shifted viewing and ad-skipping technologies erode the audience for other types of television content.

This report explores who sports fans are and what motivates them. It describes the different types of sports fans and how they differ in level of engagement, purchasing behavior, and attitudes to sports-related marketing.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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