

Sports Fans

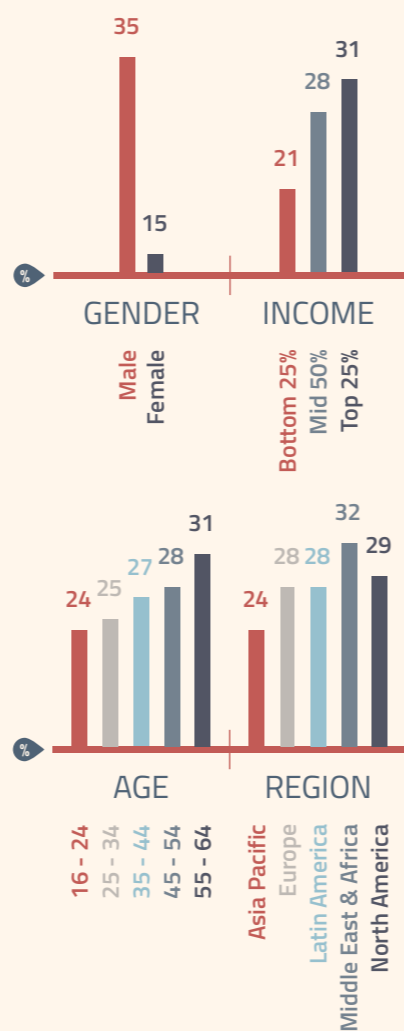


3 in 10 internet users are **SPORTS FANS***

*they say they have a strong interest in watching sport

Demographics

% of internet users who say that they are Sports Fans

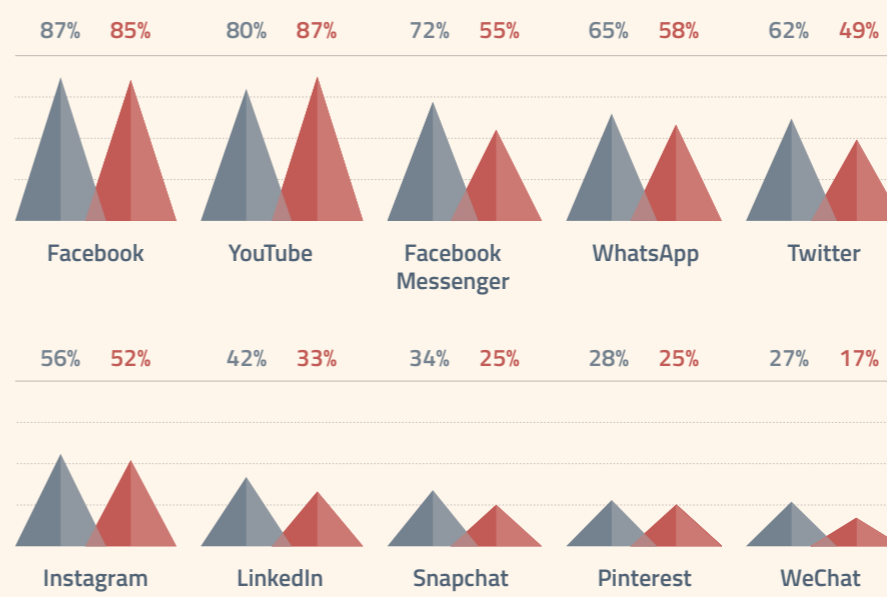


Social

TOP 10 SOCIAL PLATFORMS

% who...

● have an account ● visit/use



SPORTS FANS ARE...



TWICE AS LIKELY to have watched a sports clip on YouTube in the last month (35% have)



11% HAVE TWEETED about a sports event they were watching in the last month



32% MORE LIKELY to be visiting / using Twitter



OVER A THIRD use social media to watch/follow sports events

SOCIAL MEDIA FOLLOWING

% who follow the following people or organisations on social media

Category	%	IDX
Sports stars	44	2.09
Brands you like	42	1.21
Singers, musicians or bands	42	1.34
News / media organizations	39	1.31
Actors	35	1.19

SPORTS FANS ARE

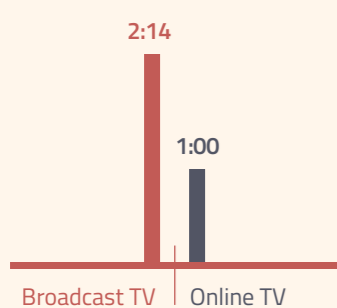
80%

MORE LIKELY to be interested in playing sport and gambling

Viewing Behaviours

AVERAGE HOURS AND MINUTES OF TV WATCHED PER DAY

hh:mm



SECOND-SCREENING

86%

of Sports Fans use another device while watching TV



7 in 10 Sports Fans are second screening via mobile

TOP DUAL-SCREEN ACTIVITIES

% who were doing the following the last time they second-screened

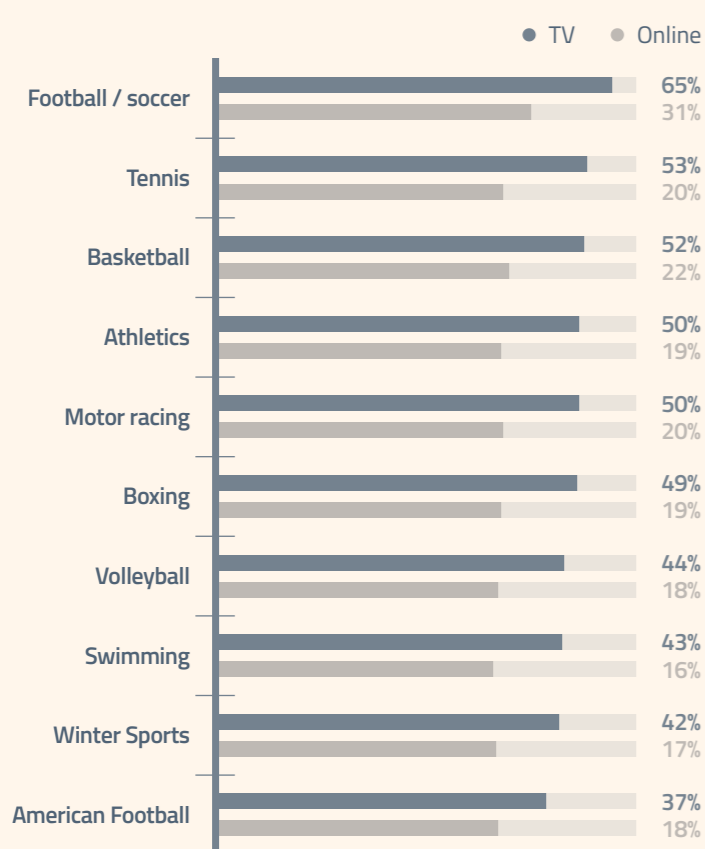
Using social networks	48%
Chatting to / message friends	44%
Reading emails	39%
Reading the news	34%
Play games	33%
Searching for products to buy	22%
Searching for information related to what's on TV	22%
Sharing opinion of a TV show	14%
Interacting with the online content of the TV show	13%

SPORTS FANS ARE

40% **MORE LIKELY** to interact with the online content of the TV show while second-screening

TOP 10 SPORTS AND COMPETITIONS/LEAGUES WATCHED

% of Sports Fans who watch the following sports via...



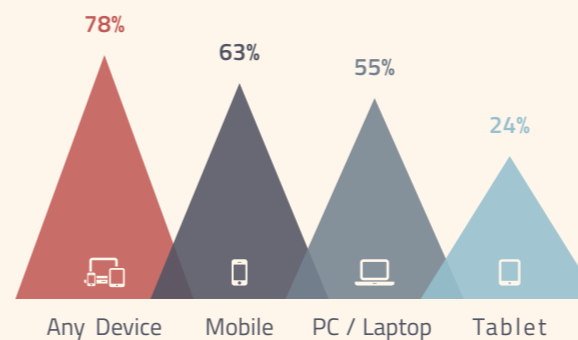
% of Sports Fans who watch the following leagues/competitions via...

Competition	TV	Online
FIFA World Cup	65%	29%
Summer Olympics	62%	24%
UEFA Champions League	53%	26%
Winter Olympics	53%	20%
UEFA European Championship	51%	25%
UEFA Europa League	50%	25%
Premier League	46%	24%
Wimbledon	45%	17%
Formula 1	44%	18%
National Basketball Association	41%	22%
US Open	40%	16%
French Open	40%	16%
Professional Boxing	39%	15%
Australian Open	39%	16%
La Liga	37%	21%

COMMERCE & BRAND ENGAGEMENT

ONLINE SHOPPING

% who have purchased a product online in the last month



SPORTS FANS ARE...

31%

MORE LIKELY to promote their favourite brand online for access to exclusive content or services (20% are)

24%

MORE LIKELY to own a Chevrolet in their household (7% do)

39%

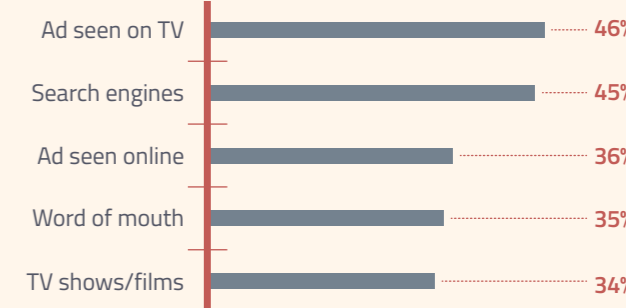
MORE LIKELY to drink Coors Light every month (8% do)

24%

MORE LIKELY to discover brands via celebrity endorsements (16% do)

BRAND DISCOVERY

% of Sports Fans who typically discover brands via the following channels



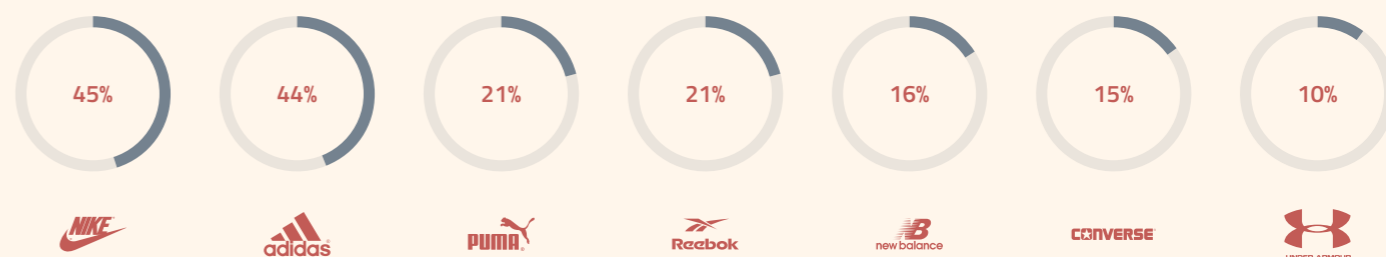
BRAND INTERACTIONS

% of Sports Fans who have done the following brand-related actions online in the past month

Visited a brand's website	68%
Watched a video made by a brand	30%
Visited a brand's social network page	29%
Read an email / newsletter from a brand	29%
Liked or followed a brand on a social network	25%

TOP SPORTS BRANDS

% who have bought products from the following sports brands in the past 1-2 years



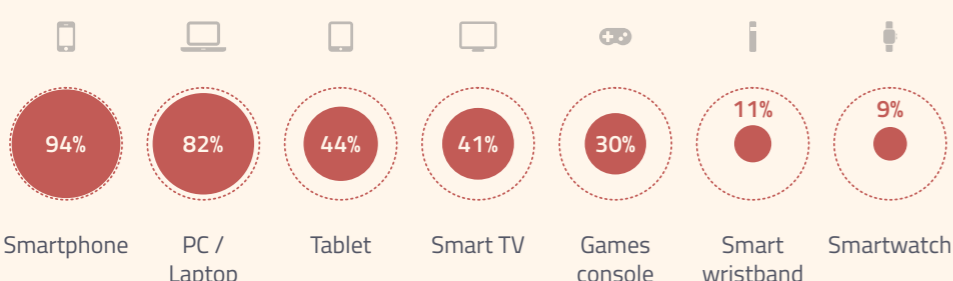
Sports Fans are defined as internet users who say they have a strong interest in watching sport. Unless stated otherwise, all figures are taken from Q1 2017 wave of research among 89,392 internet users aged 16-64 across 40 countries. Among this cohort, 24,692 said they are Sports Fans. Figures relating to named social networks exclude China.



DEVICE

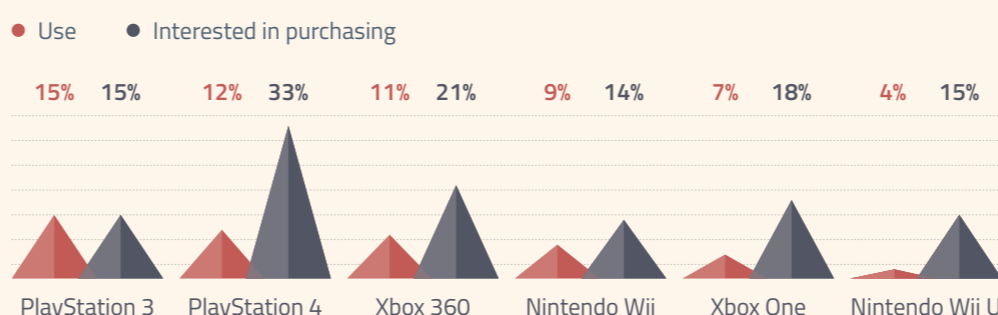
DEVICE OWNERSHIP

% of Sports Fans who personally own the following devices:



GAMES CONSOLES

% of Sports Fans who use/are interested in purchasing the following consoles



SPORTS FANS ARE...

48%

MORE LIKELY to have watched an e-sports tournament in the last month

81%

MORE LIKELY to have played FIFA in the last year

33%

MORE LIKELY to own a smart wristband