

Football - UK - November 2014

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“Football’s offerings across the digital platforms that are the game’s new frontier are so far preaching primarily to the converted rather than building a new audience beyond its core match-going support.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- What will the digital fan look like?
- Is the stadium a good bet for attracting sportsbook customers?
- Have we taken our eye off the sponsor’s ball?

Football remains by far the UK’s most popular spectator sport, not just among consumers but for the brands wishing to reach them too.

In the FIFA World Cup year of 2014, the sport has enjoyed further growth in public popularity, while clubs at the top of the professional ladder at least have benefited from significant growth in broadcast revenues and have begun to explore a widening range of commercial opportunities around the game and through the digital media platforms on which it continues to gain in prominence.

This report examines the ways in which adults follow football through match attendance and the media, assesses the ways in which they enjoyed the 2014 FIFA World Cup, and explores football betting habits and attitudes towards sponsorship of the sport.

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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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