

Spectator Sports - UK - April 2012

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“The impact of the 2012 Olympic Games on the spectator sport market in general terms of value and profile is clearly positive, but the event is also creating a variety of challenges and opportunities for individual sports according to their calendars and character.

Growing or sustaining attendance could also become more difficult should unemployment remain high and consumer confidence remain low, while the declining presence of live sport on free-to-air TV may create a need to find new platforms through which to maintain wider awareness.”

– David Walmsley, Senior Leisure Analyst

In this report we answer the key questions:

- Are the 2012 Olympics an opportunity or a threat for other sports events?
- What impact will technology have on the spectator sport experience?
- Are ticket prices too high?
- Can the spectator sport experience compete with other leisure alternatives?
- Will the web rival TV as a platform for watching spectator sport?

The focus of this report is watching and listening to live sport by adults (aged 16+), although some attendance data do include children. This means that the sporting event is experienced in real time. In the context of this report’s market size estimations, watching sport refers to attendance at live events only and associated expenditure refers solely to that derived from ticket purchasing and not of additional goods and services (e.g. food and beverages) within the venue.

Mintel’s market size estimations account for expenditure on the following sports:

- Football
- Racing
- Rugby union
- Motorsport
- Cricket
- Tennis
- Rugby League
- Golf
- Athletics

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