Football - UK - November 2013

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"The evolution of media platforms, technology and fan preferences is creating significant potential for innovation and new experience on matchday and beyond, both inside the stadium and without."

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- How can clubs convert occasionals to regulars?
- Will pub viewing have a good World Cup year?
- Can connected stadia transform the matchday experience?
- What does 'fan engagement' really mean?

Followed by approaching half of all adults, football is by far the UK's most popular spectator sport and is among its more valuable leisure sectors not only in spending terms but also through its strength as a marketing vehicle for consumer brands and media/telecommunications providers.

In 2013/14, the combined income of the clubs of the Premier and Football Leagues is expected to reach £3,810 million thanks to the commencement of new top-flight broadcast rights contracts and continuing growth in the value of the leading teams' commercial rights. The recovery in consumer confidence seen in the economy more widely appears to have reversed the trends towards reduced spending seen in the sector 12 months previously, while new regulatory frameworks are placing a fresh emphasis on revenue generation.

This report assesses current trends in the ways in which consumers follow football (both in person and via media), examines their consumption intentions for the year leading up to the 2014 FIFA World Cup and identifies ways in which clubs, sponsors and partner brands can respond to the main themes emerging.

DID YOU KNOW?

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