

Spectator Sports – Ireland – November 2013

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This report looks at the following areas:

- How are Irish consumers watching spectator sports?
- What factors do Irish consumers consider important when watching live sport?
- What are the barriers to watching live sport?
- Does the weather impact spectator sports in Ireland?
- What are the most popular types of spectator sports in Ireland?

The Irish spectator sports industry has endured some difficult times in recent years, including the squeeze on consumers' household budgets and dwindling attendances. Football (soccer) appears to be bearing the brunt of this, with attendances at live games in long-term decline. However, there are sports that appear to be bucking this trend as attendance at rugby matches in Ireland increased during the period 2010/11–2012–13 and at Gaelic Athletic Association (GAA) sports where attendances also increased during the 2011/12 period.

Furthermore, technological advances in both TV and online streaming have meant that it is not only more affordable to watch sports at home, but consumers can now also engage with other spectators through social media from the comfort of their home, making home viewing an altogether better experience.

This report examines current trends in the way Irish consumers are watching live spectator sports, and highlights the type of sport that Irish consumers are most likely to watch and their attitudes towards spectator sports in Ireland.



“With tickets for spectator sports perceived to be overpriced, Irish consumers appear to be opting to watch live sports on TV instead of attending the event. Going forward, internet-enabled smart TVs will increase the threat to in-stadium attendance as they will facilitate live streaming of sports events at a quality to rival subscription-based broadcasters.”

– James Wilson, Research Analyst

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