

Spectator Sports - UK - October 2017

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“Live streaming shows growing potential to open spectator sports to a wider range of demographics, while stadium operators can turn to good old-fashioned atmosphere to help event attendance stand out from the leisure crowd.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **Going back to basics helps stadiums stay ahead of screens**
- **Live streams and television – opportunity or threat?**

The UK's status as a leading major event host continues to help boost attendances and raise the profile of spectator sport, but market value remains driven primarily by the domestic football segment.

The growth of online streaming services has strong potential to expand access to live sport across a wider range of demographics than at present, while event attendance has an opportunity to differentiate itself from other leisure options by cultivating the atmospheric and experiential qualities at the core of its spectator appeal.

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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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