

## Spectator Sports - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The cost of attending live sport events can be a barrier for some, even though the atmosphere is generally agreed to be far superior to watching sports in other ways. Venues are using technology to enhance the customer experience so this will help give fans more of an incentive to attend.”

- **Helen Fricker, Associate Director - Leisure**

This report looks at the following areas:

- How can sports venues protect themselves if fans begin to stay away?
- How can pubs maximise live sport coverage?

Consumer interest in spectator sports remains strong and is likely to remain this way. Expenditure on tickets to live events is estimated to be £1.45 billion in 2018, and this is set to rise to nearly £1.8 billion by 2023. Venues are using technology to enhance the customer experience, so this will help to give fans more of an incentive to attend.

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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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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
Ticket sales reach £1.45 billion in 2018  
Figure 1: Forecast of consumer expenditure on sports event tickets, 2013-23  
Crowd numbers continue to grow  
Key players  
BT Sport launches pay-per-view and offers free coverage  
Apps being used to enhance fan experience  
The consumer  
Sports viewing up  
Figure 2: Viewing of live sport, July 2018  
Football the most popular sport to watch  
Figure 3: Type of sports viewed, July 2018  
At-home viewing most common and preferred method  
Figure 4: Venue or device use to watch live sport, July 2018  
Live sport a driver to pubs but separate area in demand  
Figure 5: Behaviours associated with watching live sport in pubs, July 2018  
Figure 6: Attitudes towards live sport in pubs, July 2018  
Big sporting events a driver for many  
Figure 7: Behaviours associated with watching live sport, July 2018  
VR appeals to young men  
Figure 8: Attitudes towards VR use relating to sports, July 2018  
More coverage of women's sport needed  
Figure 9: Attitudes towards women's and emerging sports coverage, July 2018  
What we think

### Issues and Insights

How can sports venues protect themselves if fans begin to stay away?  
The facts  
The implications  
How can pubs maximise live sport coverage?  
The facts  
The implications

### The Market – What You Need to Know

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Ticket sales reach £1.45 billion in 2018  
Crowd numbers continue to grow

## Market Size and Forecast

Ticket sales reach £1.45 billion in 2018  
Figure 10: Consumer expenditure on sports event tickets, 2013-23

Market set to reach £1.8 billion by 2023  
Figure 11: Forecast of consumer expenditure on sports event tickets, 2013-23

Forecast methodology

## Market Segmentation

Crowd numbers continue to grow  
Figure 12: UK spectator sports attendances, by leading segments, 2014-17

**Football**  
Figure 13: English league football attendances, 2012/13-2017/18  
Figure 14: English league football attendances, by division, 2012/13-2017/18

**Horseracing**  
Figure 15: Horseracing attendances, 2013-18

**Cricket**  
Figure 16: International and first-class cricket attendances, 2013-18

**Rugby Union**  
Figure 17: Premiership rugby union attendances, 2012/13-2017/18

**Rugby League**  
Figure 18: Super League attendances, 2013-18

**Tennis**  
Figure 19: UK tennis tournament attendances, 2013-18  
Figure 20: UK tennis attendances, by tournament, 2013-18

**Golf**  
Figure 21: Major UK golf tournament attendances, 2013-18

## Market Drivers

A great year of sports  
Summer 2018 heatwave  
Increase in pubs licenced to show live sport  
BT Sport and Sky Sports price hike  
Growth in women's sport

## Key Players – What You Need to Know

BT Sport launches pay-per-view and offers free coverage  
Apps being used to enhance fan experience

## Launch Activity and Innovation

BT Sport launches pay-per-view and offers free coverage

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Apps being used to enhance access to live sport...  
...and stadium experience  
Using contactless tech to enhance fan experience  
Sky and BT offering more support for on-trade  
ECB aims to drive footfall with new format  
Venue premiumisation  
Tech companies making gains  
Increased security

### The Consumer – What You Need to Know

Sports viewing up  
Football the most popular sport to watch  
At home viewing most common and preferred method  
Live sport a driver to pubs but separate area in demand  
Commentary plays a vital role  
Big sporting events a driver for many  
VR appeals to young men  
More coverage of women's sport needed

### Live Sport Viewing

Sports viewing up  
Figure 22: Viewing of live sport, July 2018  
Figure 23: Viewing of live sport, By age and gender, July 2018

### Type of Sports Watched Live

Football the most popular sport to watch  
Figure 24: Type of sports viewed, July 2018  
A third watch just one sport  
Figure 25: Number of sports viewed live, by age and gender, July 2018

### Frequency of Watching Live sport

Almost half watch at least weekly  
Figure 26: Frequency of watching live sport, July 2018  
Men in 20-30s most frequent viewers  
Figure 27: Frequency of watching live sport, by age and gender, July 2018

### Live sport Viewing Venue or Device

At-home viewing most common  
Figure 28: Venue or device use to watch live sport, July 2018  
Men and younger viewers have more diverse habits  
Figure 29: Venue or device use to watch live sport, by age and gender, July 2018  
Boxing and rugby league fans have most varied viewing habits  
Figure 30: Venue or device use to watch live sport, by sport viewed, July 2018

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## Preferred Way to Watch Live sport

At home viewing preferred

Figure 31: Preferred way to watch live sport, July 2018

Boxing and rugby key for pubs

Figure 32: Preferred way to watch live sport, by sport, July 2018

## Live Sport in Pubs

Live sport a driver to pubs

Figure 33: Behaviours associated with watching live sport in pubs, July 2018

An up-to-date website is a must

Commentary plays a vital role

Separate area for non-sport viewers in demand

Food and drink promotions a hit with young women

Figure 34: Attitudes towards live sport in pubs, July 2018

Opportunity for food and sport events

Gender divide over live sport in pubs

Live sport makes pubs unsuitable for children

## Live Sport Viewing Behaviours

Big sporting events a driver for many...

Figure 35: Behaviours associated with watching live sport, July 2018

...and a huge opportunity for brands

Majority who watch outside of home do so with others

Female sports fans most loyal to favourites

Londoners most impacted by Rio Olympics

Biggest sports fans looking to cut back on attending events

## The Future of Spectator Sports

VR most appealing to young men

Figure 36: Attitudes towards VR use relating to sports, July 2018

## Driving Live Sports Viewing

More coverage of women's sport needed

Room for more public places to show sport

Opportunity for emerging sports coverage

Figure 37: Attitudes towards women's and emerging sports coverage, July 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Size and Forecast

Market Value

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Figure 38: Forecast of consumer expenditure on sports event tickets, 2018-23

Forecast methodology

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