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Marketing to Sports Fans - US

"Technology has impacted sports by changing the way fans follow their favorite teams and as digital marketing takes precedence. Modern fans expect to be targeted online and will increasingly expect leagues to offer a seamless experience across various devices and platforms."

Leisure Time - US

Leisure expenditures are expected to grow at nearly the same rate as overall US expenditures through 2020 as confidence remains high and as consumers become more experience oriented; however, several demographic and lifestyle shifts are expected to alter perceptions of leisure time and change consumer behavior. As the traditional 9-5 ...