

Spectator Sports - UK - April 2014

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“App developers should now look to create customised apps to facilitate consumers’ unique second-screening habits. Broadcasters could develop bespoke apps to accompany their televised events; letting users pull in content from social media, sports news websites, or even from completely unrelated sources.”
 – Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- How reliant are sports on British representation?
- What can be done if home-grown success dries up?
- Is technology transforming viewing habits?
- Is there room for expansion for streaming services?
- Could customised apps better engage ‘second-screener’?

The legacy left by the London 2012 Olympics was passed on to other sports in 2013, with attendances across the UK’s other major sports (excluding athletics) up by one million on the year beforehand. The strong appeal of attending one of sport’s major events has seen the sector perform well during a tough economic period, as despite some price increases, demand has continued to outweigh supply at venues such as Wimbledon, Lord’s and Silverstone.

Now that a raft of new special events is set to come to the UK, the value of the live event market is set to return to and even exceed the level seen during the Olympic bounce, climbing to a projected £1,667 million by 2018.

This report investigates which sports consumers have watched either live at the event, live on TV at home, live on TV elsewhere or live on the internet during the last 12 months. Focusing on live streaming, we look at what types of services and devices spectators have used to watch live sport in that time.

The report also examines spectators’ online behaviour (as they watch events), and consumers’ attitudes towards watching live sport. Finally we analyse the ways in which venues could encourage people to visit more events, more regularly.

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DID YOU KNOW?

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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Trend: Play Ethic

Trend: Locavore

Mintel futures: Access Anything Anywhere

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