

Spectator Sports - UK - October 2016

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“Television sports coverage is making an instant expert of the armchair fan – but leaving stadium operators needing to do more to keep spectators in the same loop.”
– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **Is livestreaming the next wave of spectator sport consumption?**
- **What are the main barriers to the success of the connected stadium?**

While spending on spectator sports event tickets in 2016 has continued to slip back from its most recent major event-driven spike, a new round of stadium development and the staging of more international championships are set to restore growth over the remainder of the decade.

The live attendance market is inevitably dominated by the football segment, but horseracing and rugby union have achieved successive years of like-for-like growth in crowd numbers.

Advances in technology and online connectivity are still bringing only slow change to the stadium experience, however, leaving spectators with a nagging feeling they are missing out on the growing range of statistics, analysis and contextual information available to television viewers in home.

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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
Covered in this Report

Executive Summary

The market
Market comes down from latest major event high
Figure 1: UK consumer expenditure on sports event tickets, 2011-21

Fans stay loyal to favourite sports
Figure 2: Attendances at UK sports events, by segment, 2015

Premier League football still a sell-out ticket
Figure 3: English league football attendances, by division, 2015/16

The consumer
Only one winner in major event impacts
Figure 4: Sports watched live, August 2015 and July 2016

Half of spectators now staying connected
Figure 5: Use of smartphones at sports events, July 2016

Connected spectators weigh up benefits and costs
Figure 6: Attitudes towards smartphone use at live sports events, July 2016

You'll never watch alone
Figure 7: Use of smartphones while watching live sport on TV, July 2016

Something for everyone as tournament retains its reach
Figure 8: Locations for watching Euro 2016 matches on television, July 2016

Beer and crisps top tournament shopping lists
Figure 9: Euro 2016 spending habits, July 2016

What we think

Issues and Insights

Is livestreaming the next wave of spectator sport consumption?
The facts
The implications
What are the main barriers to the success of the connected stadium?
The facts
The implications

The Market – What You Need to Know

Growth pauses for breath between major events
Rugby union and racing on the up
Major events back in town

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Connecting stadia to keep fans onside
Livestreams feed new models of viewing

Market Size and Forecast

Market comes down from latest major event high

Figure 10: UK consumer expenditure on sports event tickets, 2011-21

Forecast

Figure 11: Forecast of UK consumer expenditure on sports event tickets, 2011-21

Forecast methodology

The impact of the EU referendum vote

Lessons from history?

Figure 12: Alternative market scenarios for spectator sports market post-Brexit, at current prices, 2016-21

Figure 13: Detailed alternative market scenarios for spectator sports market post-Brexit, at current prices, 2016-21

Familiar and the unusual to offer insulating effects

Segment Performance

Fans stay loyal to favourite sports

Figure 14: UK spectator sports attendances, by leading segments, 2013-15

Football

Figure 15: English league football attendances, 2011/12-2015/16

Figure 16: English league football attendances, by division, 2011/12-2015/16

Horseracing

Figure 17: Horseracing attendance trends, 2012-16

Cricket

Figure 18: Cricket attendance trends, 2012-16

Figure 19: Cricket attendances, by competition, 2015

Rugby League

Figure 20: Super League attendances, 2012-16

Rugby Union

Figure 21: Premiership rugby union attendances, 2011/12-2015/16

Tennis

Figure 22: Tennis attendance trends, 2012-16

Figure 23: Tennis attendances, by tournament, 2012-16

Golf

Figure 24: Attendance trends for major UK golf tournaments, 2012-16

Figure 25: Major UK golf tournament attendances, by event, 2012-16

Market Drivers

Fans force movement on ticket pricing

Figure 26: Leading Premier League football club gate receipts and matchday revenues, 2015

Bigger and better for stadium growth

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Figure 27: Leading spectator sport venue capacities, September 2016

Major events a big part of the picture

Figure 28: World-level major events staged in the UK, 2015-19

Big games dominate small screen

Figure 29: Genre shares of UK television audience, 2015

Connected stadia – or walled gardens?

Figure 30: Smartphone ownership, by age, April 2016

Launch Activity and Innovation

Live sport goes over the top

The smart stadium guide

Driving interest through eSports

Straight from the horse's mouth?

Playing the numbers game

Fans with designs on big game tickets

The Consumer – What You Need to Know

Euro 2016 strengthens football's pole position

Racing and rugby league build fan relationships

Spectators stay connected in the stands

Fans have a clear view of mobile strengths and weaknesses

Two screens now better than one

Euro 2016 provides family viewing

Beer and crisps the essential tournament companion

Most Popular Sports

Only one winner in major event impacts

Figure 31: Sports watched live, August 2015 and July 2016

New broadcast models can broaden sports fans' horizons

Figure 32: Repertoires of sports watched live, July 2016

Experience of Live Sport

More touchpoints for horseracing and rugby league

Figure 33: Methods of watching live sport, July 2016

Small screens proving a big draw for the younger crowd

Figure 34: Past-year experience of watching live football on devices other than a television, by generation, July 2016

Smartphones and Stadia

Half of spectators now staying connected

Figure 35: Use of smartphones at sports events, July 2016

Attitudes towards In-Stadium Smartphone Use

Connected spectators weigh up benefits and costs

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Figure 36: Attitudes towards smartphone use at live sports events, July 2016

Avoiding crossed lines for regulars and occasionals

Figure 37: Attitudes towards smartphone use among spectators at live football and tennis events, July 2016

Second Screen Activities

You'll never watch alone

Figure 38: Use of smartphones while watching live sport on TV, July 2016

Second screens in the third space

Figure 39: Use of smartphones while watching live sport on TV, by methods of watching live sport on TV, July 2016

Euro 2016 Viewing Habits

Something for everyone as major events retain their reach

Figure 40: Locations for watching Euro 2016 matches on television, July 2016

Euro 2016 Spending Habits

Beer and crisps top tournament shopping lists

Figure 41: Euro 2016 spending habits, July 2016

TV buyers play the waiting game

Figure 42: Purchasing of a new television for Euro 2016, by socio-economic status, gross household income and financial situation, July 2016

Appendix

Data sources

Abbreviations

Fan chart forecast

Figure 43: Forecast of UK consumer expenditure on sports event tickets, 2016-21

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