

## Sport and the Media - UK - January 2017

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“There are signs that major media players, including Facebook, Twitter and Amazon, are looking to make significant plays in regards to live sport broadcasting over the coming years. Live sport could offer these platforms a powerful differentiating feature within competitive marketplaces, while also potentially presenting a genuine threat to the traditional sports pay-TV broadcasters.”

– **Rebecca McGrath, Media Analyst**

This report looks at the following areas:

- Sports fans struggle with the current cost of content
- Engaging with younger sports fans

In a year featuring the Olympics, the Euros and a British winner of Wimbledon, live sport was viewed by just under half of UK adults. Football is by far the most popular sport in the UK, with many live viewers having watched a live football game in the last year. While the TV remains the primary device for watching live sport, mobile devices are also being used more frequently to watch live content; making it vital that broadcasters are offering high-quality, reliable mobile streams.

As with most media content, younger people generally have significantly different habits to older people when it comes to consuming sport. While older people are more likely to actually watch live sport, younger people are inclined to search out online highlights and short online video reviews. Younger people are also significantly more likely to engage with players and clubs on social media as they are more interested in seeing the behind-the-scenes action.

More live sports content continues to migrate towards pay-TV platforms. This could, however, prove problematic for some sports in terms of popularity and attention given that the primary way that people watch live sport is on free-to-air channels. Many consumers already feel that they are unable to access all of the sports content that they would wish to due to expense, meaning that pay-TV broadcasters may need to further explore potential new flexible payment models to help people get legitimate access to the content that they are specifically interested in.

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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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## The Market – What You Need to Know

- Ownership of mobile devices continues to increase
- Millennials are heavy users of social and media networks
- Football clubs and stars amass major social media followings
- Big events dominate TV sport viewing
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- Social media networks start streaming live sport
- Livestreaming is also being used to boost fan engagement
- World’s biggest football clubs launch new social network
- Copa90 creates weekly Snapchat TV show
- VR and sport continues to be explored

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### The Consumer – What You Need to Know

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