

The Football Industry - UK - October 2018

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“Fan preferences for the big-screen experience of television mean football’s first OTT (over-the-top) streaming services will change what we watch rather than how we do so.”
– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Traditional TV can ride over-the-top challenge
- Smaller screens set to prosper beyond the final whistle

The clubs of the Premier League and EFL (English Football League) are expected to have achieved record revenues of £560 million during 2017/18 thanks to income growth in each of their core broadcast, commercial and matchday segments.

The step change in market value seen at the beginning of each of the last two Premier League broadcasting contract periods is likely to be less pronounced at the next renewal in 2019/20, however, as the domestic element of those rights experiences its first dip in value.

The upside of that situation, though, is that it is opening the door to the league’s first experiments with OTT (over-the-top) streamed video services, which could in the longer term lead to potentially significant new revenue streams, rights sales opportunities and digital distribution models.

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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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