

# Football in America: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the football industry
- Opportunities for brand integrations through football
- The intersection of the sports and gaming worlds
- How fans will watch NFL games moving forward

American football is the most popular sport in the United States, while arguably the most controversial. This Report will provide a look at the American football landscape from a consumer standpoint, covering viewership, attendance, consumer spending and key trends, including COVID-19's impact on the sport. It also explores current perceptions, barriers and opportunities related to following football and attending games. Other topics explored include the impact of legalized betting and fantasy sports, the growing intersection of sports and gaming, concerns of health impact to players and more. Expect to see examples of how brands are engaging with fans through football, as well as the Analyst's perspective on the future of football.



"Football is the number one sport in America and is expected to maintain this position. The NFL dominates television ratings each year and generates billions in ad revenue as a result. Despite teams only playing one game per week, many fans remain highly engaged with the sport throughout the week – creating ample opportunities for brands to connect with these consumers."

– Colin O'Brien, Sports

Analyst

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- **The “new” in-person fan experience will go beyond just social distancing**

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- **TV remains the prime method of following football, but social media is quickly gaining in importance**
- **Football gives back to local communities**

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