

Sport and the Media - UK - 2022

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of COVID-19 and the cost-of-living crisis on sports media consumption
- The growing media profile of women's sport
- The potential benefits of developments in new technologies
- The role of media in growing interest in new sports
- The implications of generational differences in sports media preferences and habits
- The value of sport to social media platforms

Generation Z is now more likely to watch free sports coverage on social media than on mainstream television, while watching independent shows on YouTube is becoming almost as popular as watching TV highlights and discussion programmes such as Match of the Day among males within this 16-24 demographic.

Macro-economic factors led by the growing cost-of-living crisis could slow the market's pivot towards subscription services as people are willing to cut back on these if they need to reduce non-essential spending.

The other major challenges sports media providers face are in encouraging younger fans to widen the range of sports they follow and the channels through which they do so, and persuading older ones to subscribe in greater numbers.

The most immediate opportunity for market growth is around the increasing popularity of women's sport, while in the longer term new technologies could transform viewing experiences and open new membership models for funding content production.



"Sport remains one of the most important segments of the media market but needs to encourage younger fans to broaden their interest beyond football and boxing and find new ways of monetising the wider engagement of older followers."

– David Walmsley, Senior Leisure Analyst, May 2022

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