

# Baseball in America - US - February 2020

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## This report looks at the following areas:

- People still tune in to watch baseball
- Following Baseball has never been easier
- Creative offerings to get fans through the turnstiles
- Gaming opportunities appeal to young consumers
- The baseball halo effect



"This Report explores consumer interest in and engagement with America's pastime – baseball. As one of the four major professional sports in the United States, we explore the current state of baseball and what is shaping its future – such as incorporating technology, fantasy sports, and sports betting."

- Colin O'Brien, Consumer Insights Analyst - Sports

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