



# Sports Media Consumers - Canada - February 2020

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## This report looks at the following areas:

And its role in the media is very important since it is one of the few remaining types of content that is at its best when viewed live – thereby creating demand for traditional TV subscriptions and offering advertisers opportunities for commercial spots. But sports media appears to be on the cusp of change as a result of evolving demographics and technologies. While still incredibly valuable, it is unclear exactly how sports will adapt in the digital age.



"There are few categories in the media industry that can elicit as much passion as professional sports. A cursory glance at a cheering crowd or excited sports bar illustrates how important sports are to consumers."

– **Scott Stewart, Senior Technology and Media Analyst**

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- Legalized sports betting in the US could be a sign of things to come
- Improved TV experiences are competing with event attendance

### MARKET FACTORS

- Sports participation has declined in Canada
- Potential for new professional teams in Canada
- Successful sports teams have a short-term boost for restaurants
- Legalized sports betting in the US could be a sign of things to come
- Improved TV experiences are competing with event attendance

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WHAT'S WORKING?

- Sports leagues are valuable and growing
- Sports broadcasts are among the most watched live events

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- Globalization of media content means more competition

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