

SPECTATOR SPORTS – UK – 2023

Sports beyond football could be challenged by new properties that are freer to innovate in formats, presentation and – above all – accessibility.



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Research Analyst



Spectator Sports - UK - 2023

This report looks at the following areas:

- The impact of the cost-of-living crisis on spectator sports
- How other sports can step out of football's shadow
- The value of major events
- The implications for viewing and spectating habits of demographic change
- The importance of fandom
- What fans think about ethics in sport
- How new events can find space in a crowded market



Sports beyond football could be challenged by new properties that are freer to innovate in formats, presentation and – above all – accessibility.

Overview

Live sport offers levels of reach and engagement beyond almost all other forms of entertainment: 75% of all online adults have watched in the last year and 89% of these describe themselves as fans of a team or athlete.

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Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

Opportunities for the spectator sports market

- Mobile-specific media a smart move for sport
- Environmental expectations can open green door for brands
- New events' potential is greatest for the most accessible

Market dynamics and outlook

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