

WHISTLE WISE

A New Age In Sport Consumption.

**Future-proof sports means staying
relevant to a new generation of fans.**

Young Consumers Are Creating A New Age of Sports Consumption

1

As live sports consumption drops, Gen Z is turning to social and streaming platforms for their sports fandom.

Gen Z males are more than twice as likely to consume sports content on social media than cable TV.

2

For young consumers, sports stories are more important than actual games.

65% of 13-34 year olds think stories about athletes are more interesting than the actual games they play.

3

The affinity for sports stories is driven by a desire to see athletes off the field in fun and positive ways.

75% of 13-34 year olds like learning about the lives of athletes outside of the sport they play.

Gen Z is **Watching Less** Live Sports Than Their Parents

Less than 2 in 5 Gen Zers watches more live sports than their parents do.

Do you watch more or less live sports than your parents do?

■ More ■ Less



QUESTION

Why Do You Watch Less Live Sports Than Your Parents?

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"Sports aren't thrilling and the long breaks make it hard to watch"
-18 year old male

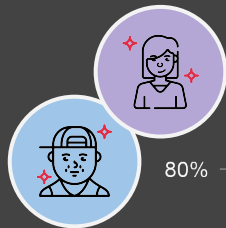
"I don't have cable"
-22 year old female

"Because I only watch certain games"
-18 year old male

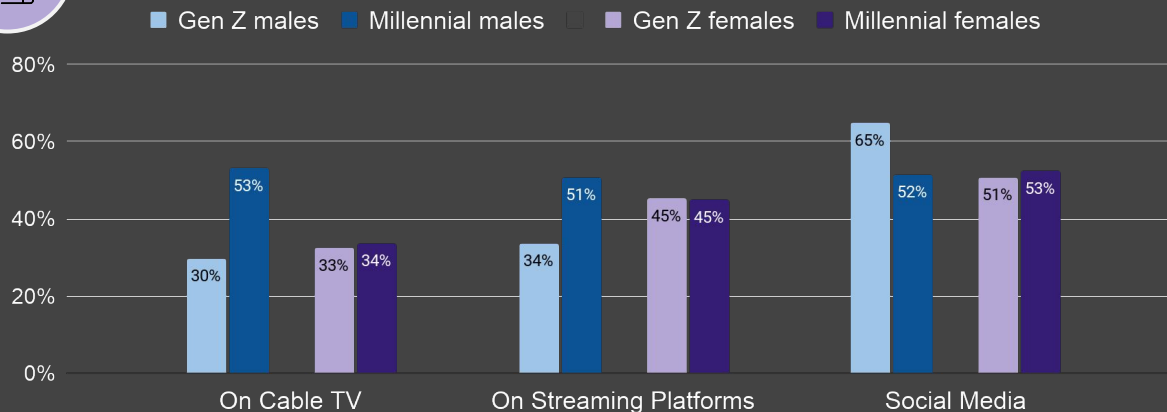
Gen Z Males **Consume Sports Differently** Than Millennial Males

Millennial males are 77% more likely to consume sports related content on cable tv than Gen Z males.

Gen Z males' shift away from sport consumption on cable is highlighted by them being more than twice as likely to consume sports content on social media than cable TV.



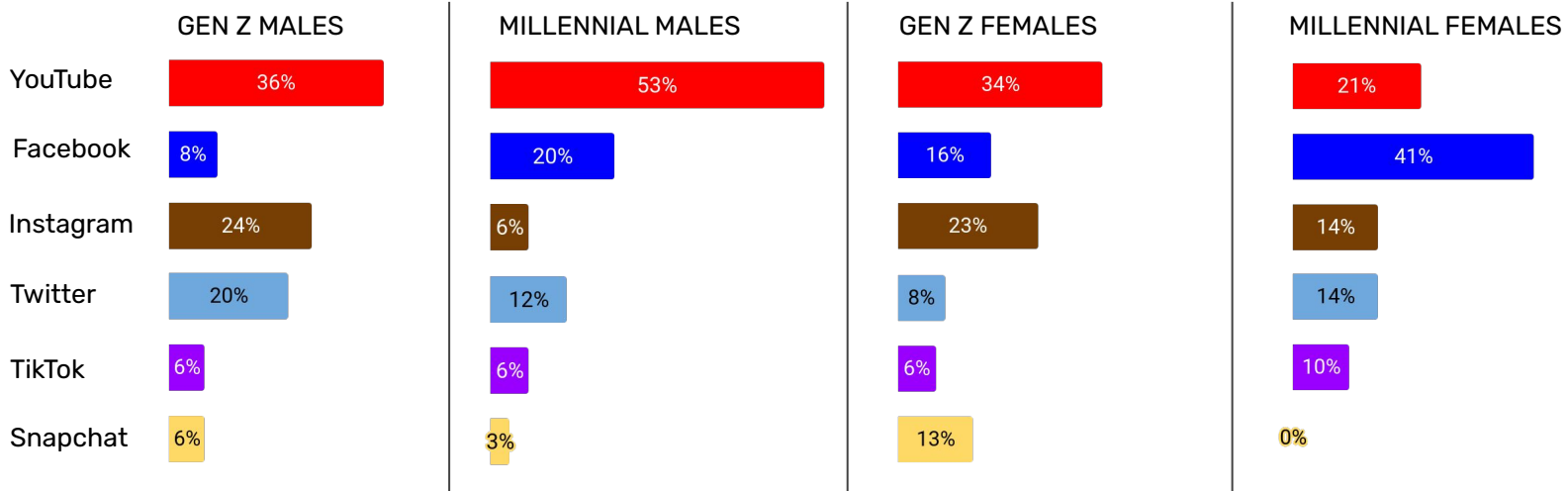
Where do you consume sports related content?



YouTube is the Go-to Sports Platform for Gen Z & Millennials

Gen Zers also go to Instagram and Twitter for sports, while Millennials often turn to Facebook.

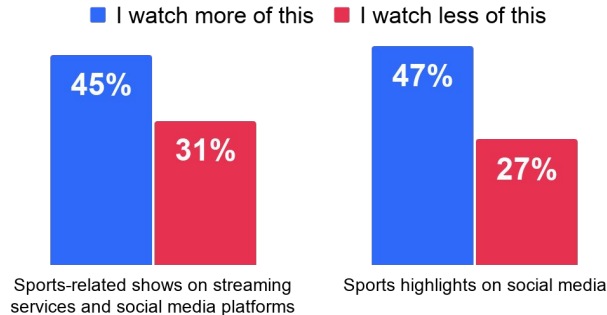
Q. WHICH SOCIAL MEDIA PLATFORM IS YOUR GO-TO FOR SPORTS RELATED CONTENT?



Consumption of Sports Shows and Highlights is Increasing

This is driven by the fact that 65% of 13-34 year olds think stories about athletes are more interesting than the actual games they play.

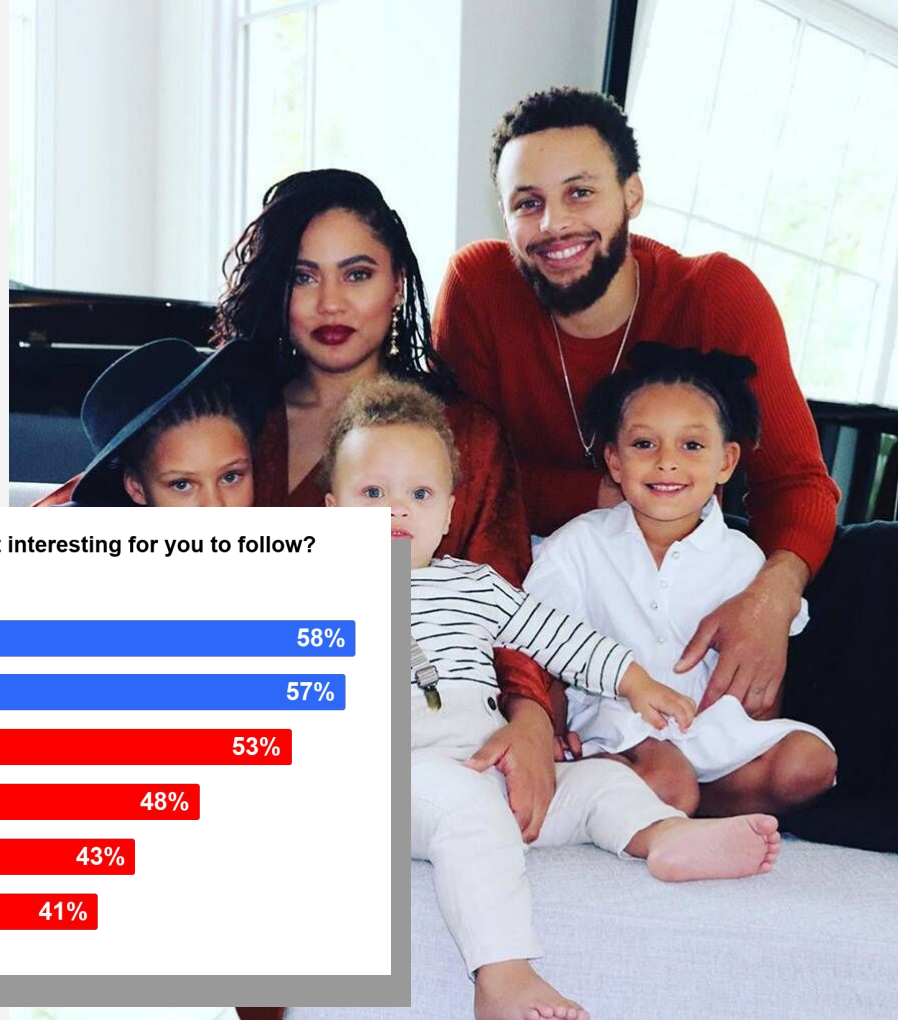
13-34 year olds are far more likely to be watching more sports-related shows and highlights than they were a few years ago...



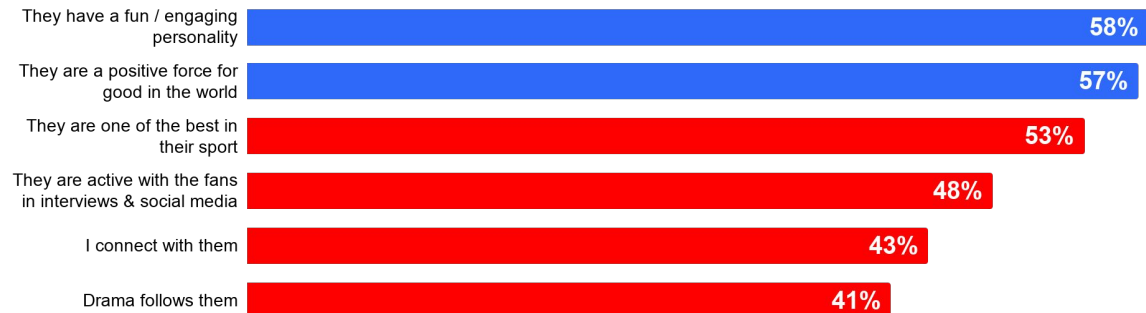
In a Shifting Sports Landscape, Athletes are Expected to be **Fun** and **Positive**

Two in three 13-34 year olds look up to a professional athlete as a role model.

Showing athletes in fun and positive formats helps uplift this relationship and is more interesting to young sports fans than scandals or drama, which quickly lose relevance.



Which of the following characteristics of an athlete that makes them most interesting for you to follow?
(Top 3 rank out of 6)



Cracking the Code on Future-Proofed Sports: 13-34 Year Olds Want to Learn About a **Wide Range of Topics** About Athletes

75% of 13-34 year olds like learning about the lives of athletes outside of the sport they play

Percentage interested in watching content about the following parts of an athlete's life...



Study Methodology

- ❑ This report was generated through an online quantitative survey fielded in November 2020, among young men and women in the U.S, using Qualtrics.
- ❑ Whistle Wise interviewed a nationally representative sample (based on age, gender, ethnicity, and region) of 411 13- to 34-year olds
- ❑ Gen Z is defined as 13-24 years old in this study, while Millennial is defined as 25-34 years old



**Relatable and
Positive
Entertainment.**

WHISTLE WISE

Thank you