

SPORTS STREAMING
A REPORT ON CONSUMERS & STREAMING SPORTS

by
PCH INSIGHTS & EVAN SHAPIRO

Just in time for March Madness, we've surveyed Americans to find out how much sports they watch on TV, which sports they watch, where they get their sports, and how they feel about paying for sports programming and about the advertising they see while they watch.

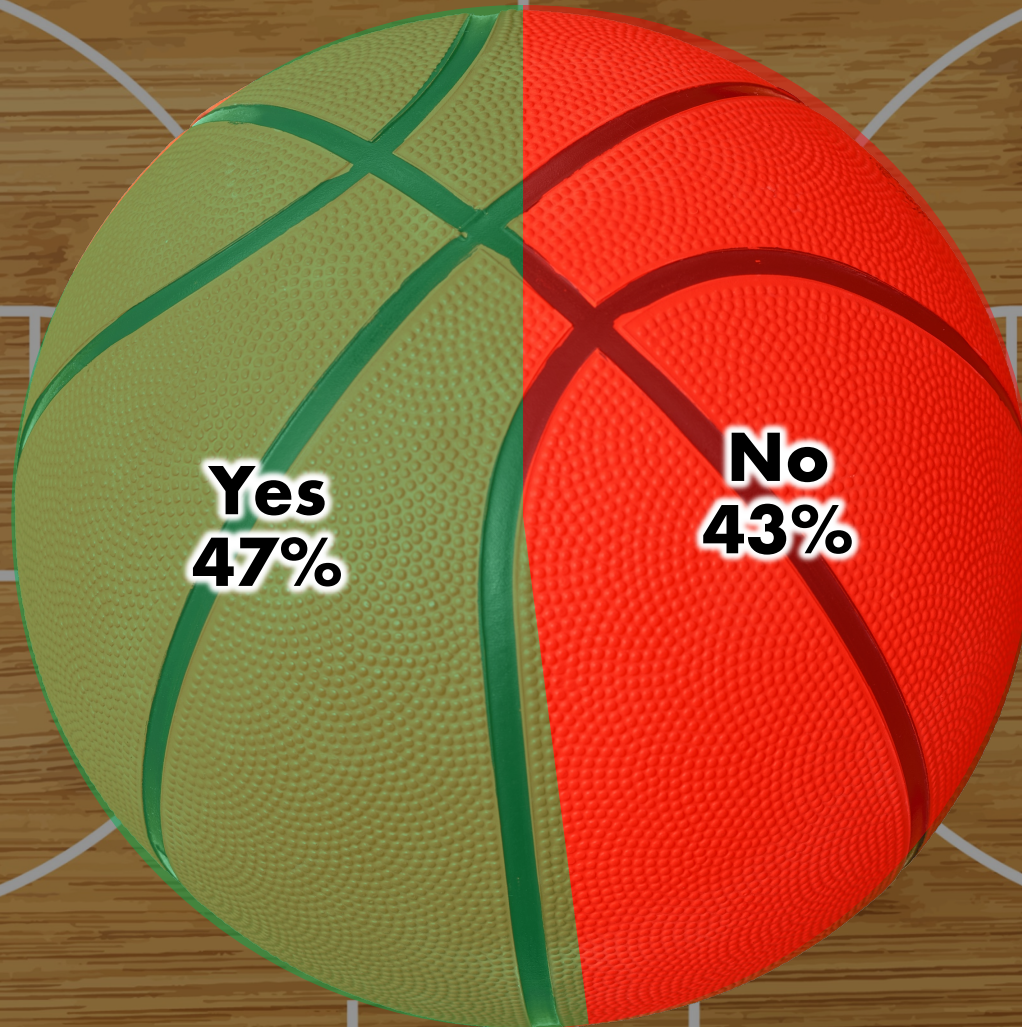
As pervasive as sports feels in our culture – the recent Super Bowl generated the largest audience ever for a TV program – only about half of us actually watches sports regularly. The record-breaking Super Bowl audience may have had as much to do with Taylor Swift as the game itself.

Additionally, as major league sports move from free broadcast to paid streaming, Americans ambivalence about subscribing to watch sports may have a major effect on how many people continue to watch these sports. Sure, the NFL dominated the airwaves last year, but will the audiences remain so huge, all season long, when fans are forced to pay to watch each game?

The data points to a cohort of rabid sports viewers who will be willing to pay. But it also seems to demonstrate that as fees are charged, the TV crowds may get much smaller.

DO YOU WATCH SPORTS REGULARLY?

n=2,356 | SOURCE: PCH INSIGHTS | CHART: ESHAP



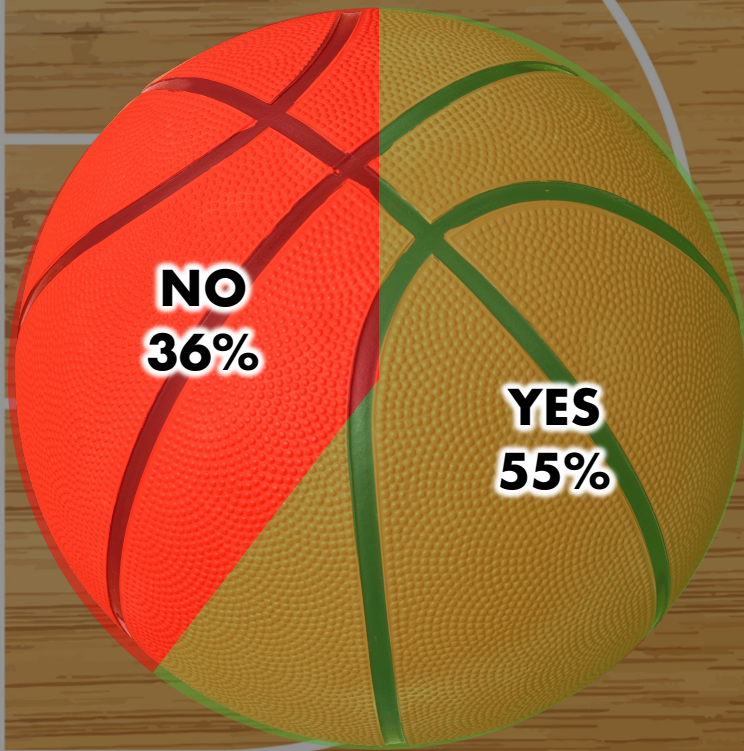
KEY TAKEAWAYS:

- **More men watch sports regularly than women.**
- **For the most part, younger Americans watch more sports than do older viewers.**
- **Likely in some part due to the rising costs of watching sports on TV and streaming, households with higher incomes watch significantly more sports than homes with lower incomes.**

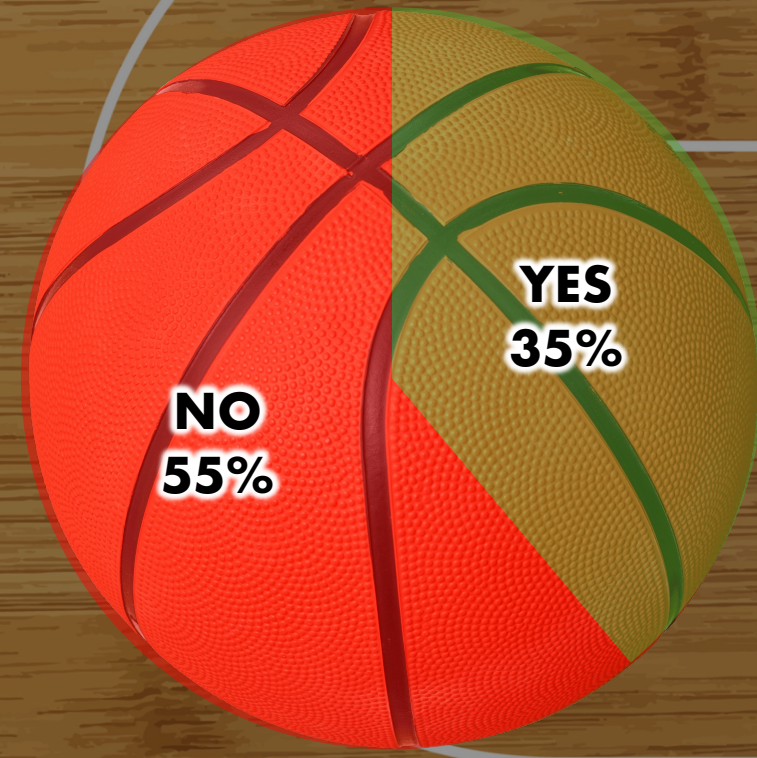
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MALE

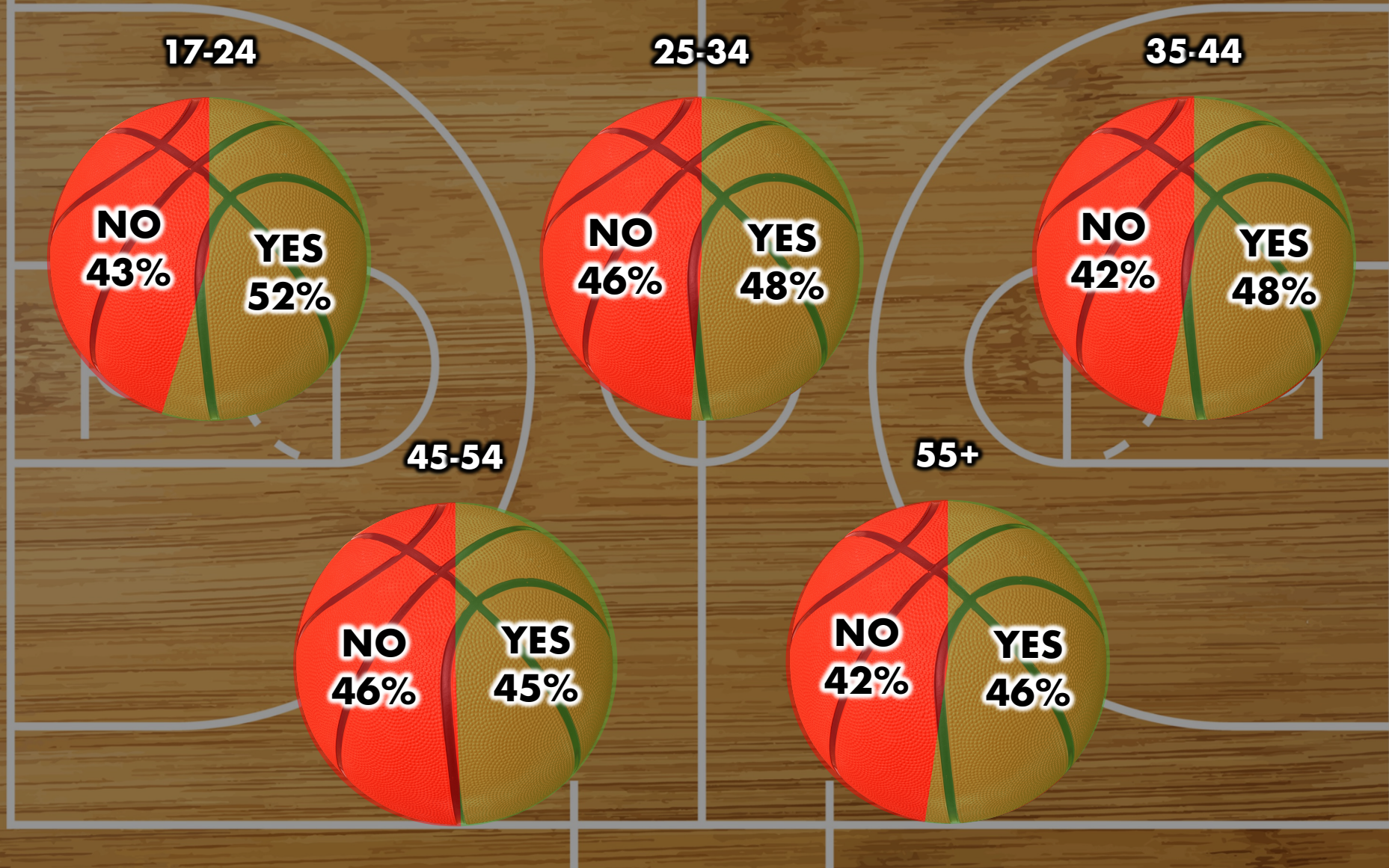


FEMALE



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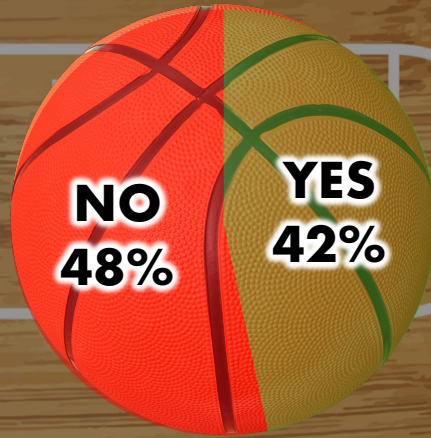
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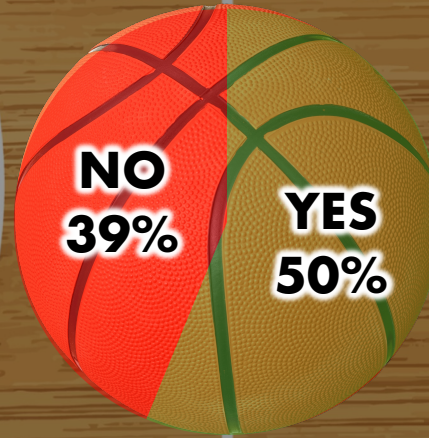
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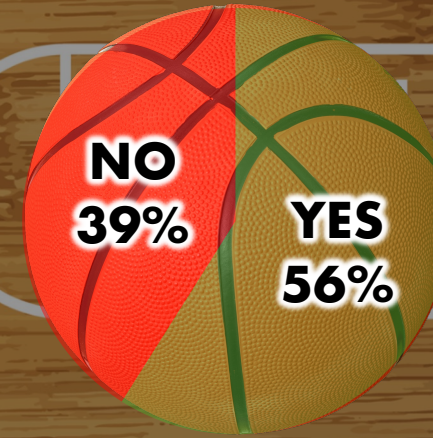
UNDER \$75K



\$75K-\$150K



>\$150K

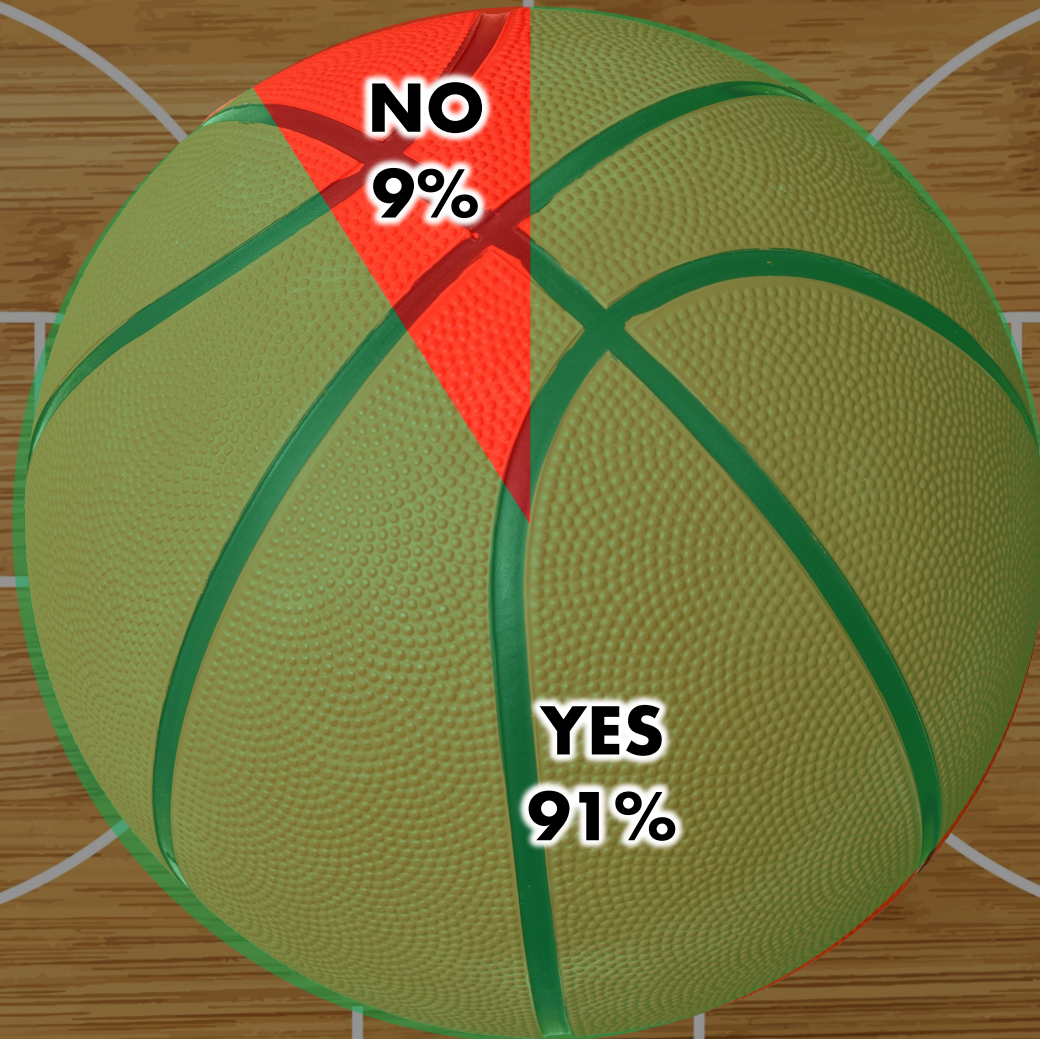


KEY TAKEAWAYS:

- **47% of Americans say they watch sports regularly. And a huge percentage say they pay for a sports subscription of some kind.**
- **However, sports subscriptions are incredibly fragmented, with just 19% saying they pay for ESPN+, and 12% saying they subscribe to one or any of NFL Sunday Ticket, MLBTV, NHL Center Ice, NBA League Pass, Red Zone TV, DAZN, or Premier League Football.**
- **As sports migrates from Broadcast to platforms like Amazon, DAZN, Apple, Netflix, and the soon to be launched combination platform from Disney, FOX, and WBD, this fragmentation will proliferate, as will the costs of paying to watch our favorite sports.**
- **This begs the question: Will this create class system around major league sports, wherein only those who can afford to pay will be able to watch? Or, will out of home viewing become even more popular, with crowds at bars and other venues growing to emulate those at stadiums and arenas?**

DO YOU PAY FOR ANY SPORTS SUBSCRIPTIONS?

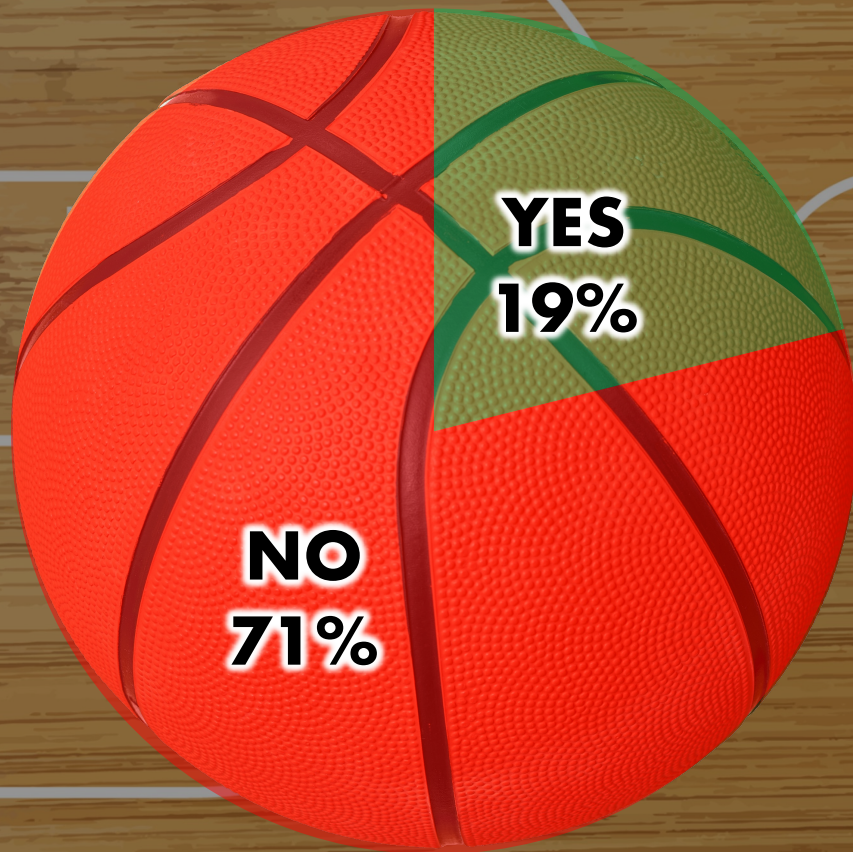
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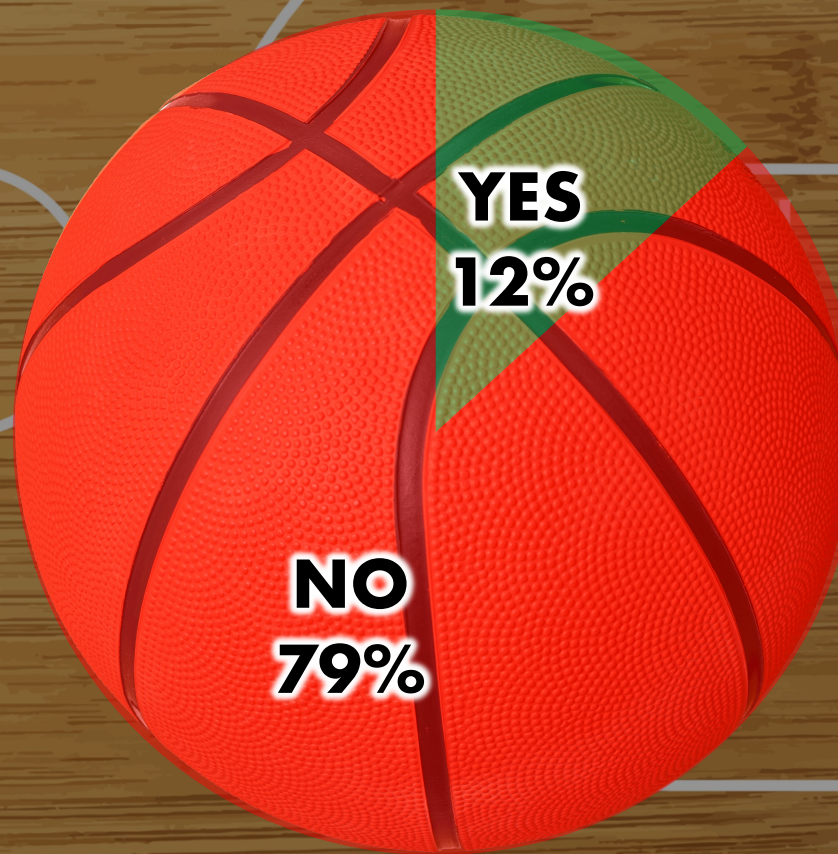
ESPN+, NFL Sunday Ticket, MLBTV, DAZN Red Zone TV, Premier League Football, NHL Center Ice, NBA League Pass

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DO YOU SUBSCRIBE TO ESPN+?



DO YOU SUBSCRIBE TO ANY SPORTS SERVICE OTHER THAN ESPN?

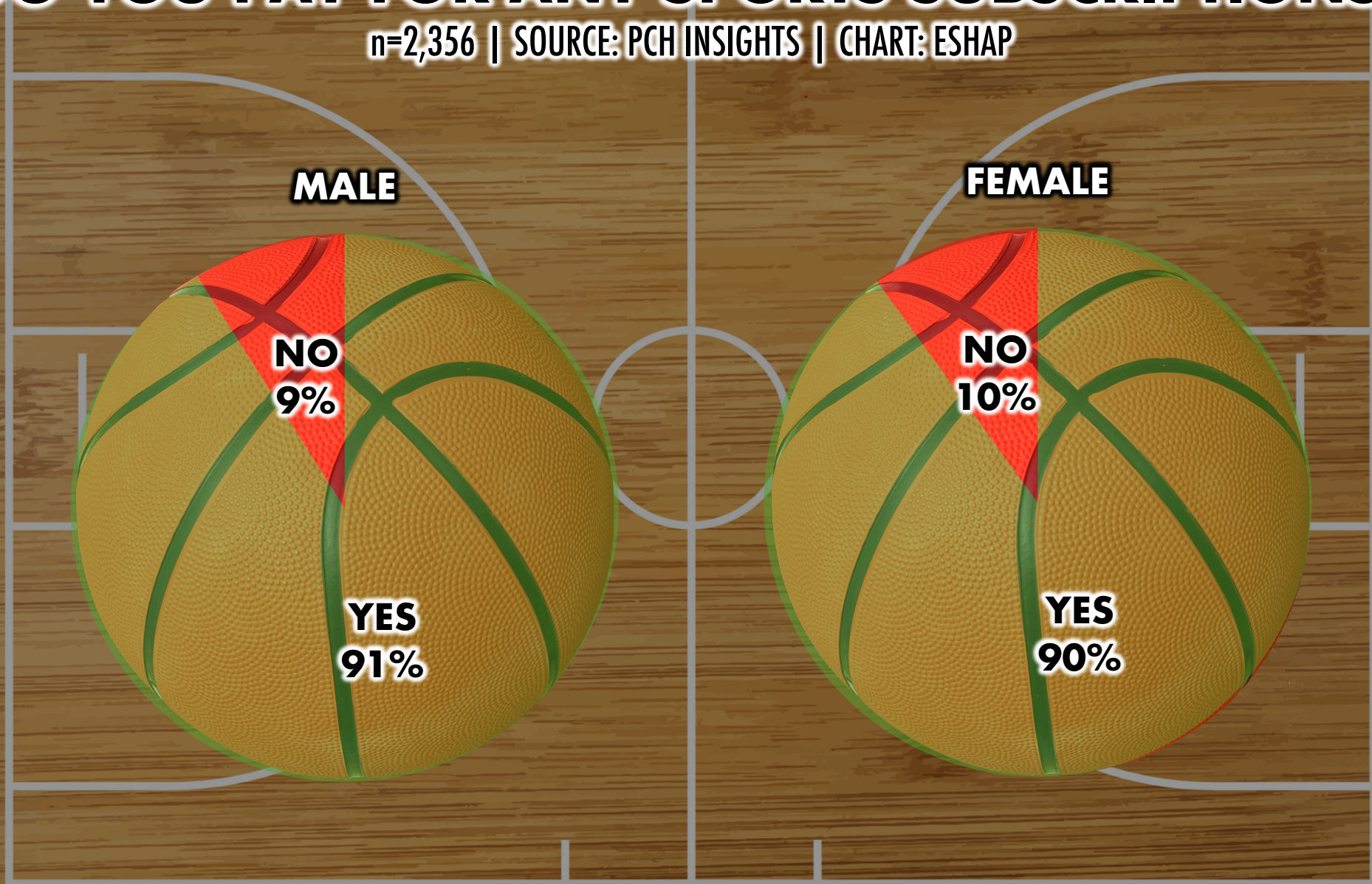


KEY TAKEAWAYS:

- **Younger consumers subscribe to sports (especially ESPN+) more than older audiences (reinforcing data that shows that younger consumers pay for more entertainment across the board than older).**
- **Higher income homes are much more likely to pay for sports (especially ESPN+) than homes with less income.**
- **However, even in younger and higher income demos, no cohort pays for ESPN+ at a rate higher than 28%. This demonstrates substantial challenges for ESPN when/if they spin out from the cable bundle to a pure stand-alone streaming service.**

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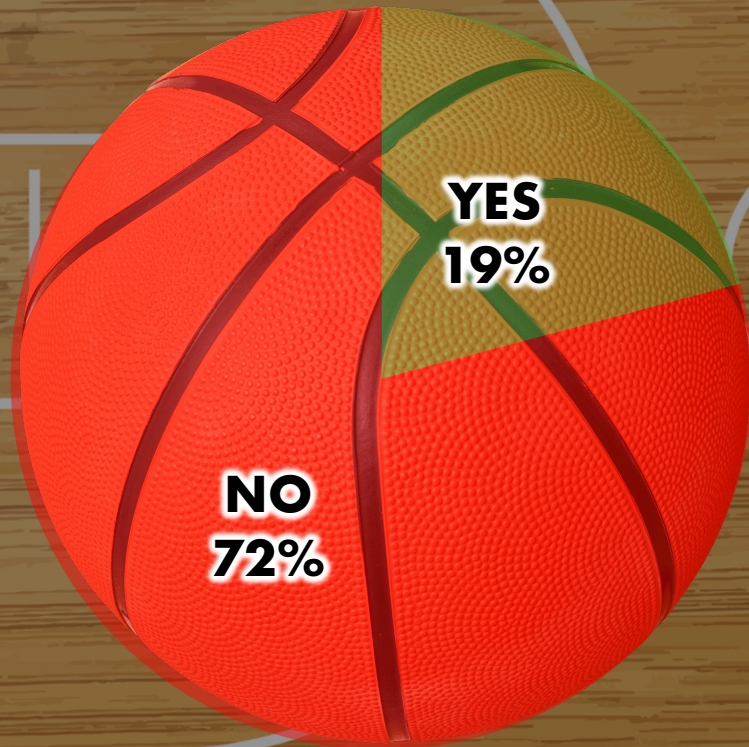


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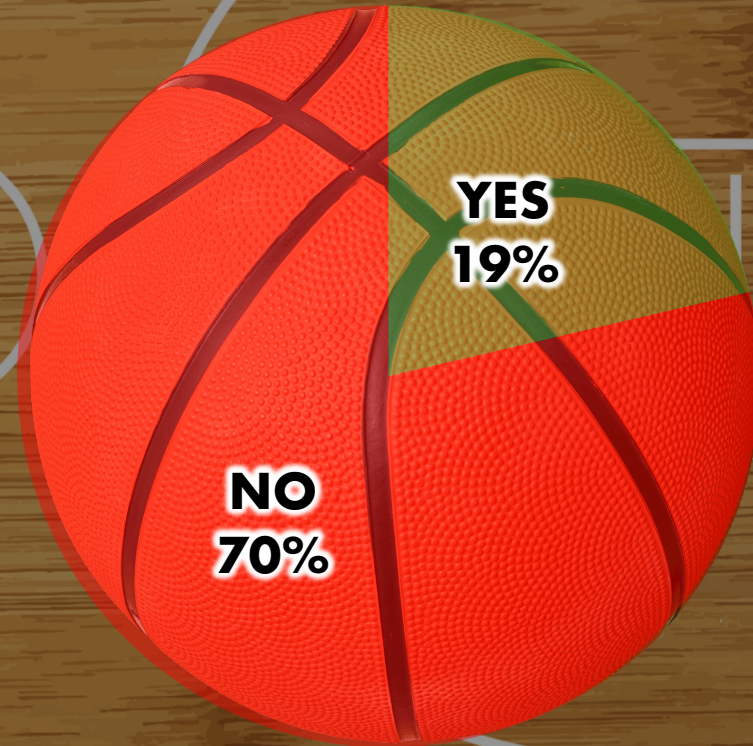
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MALE



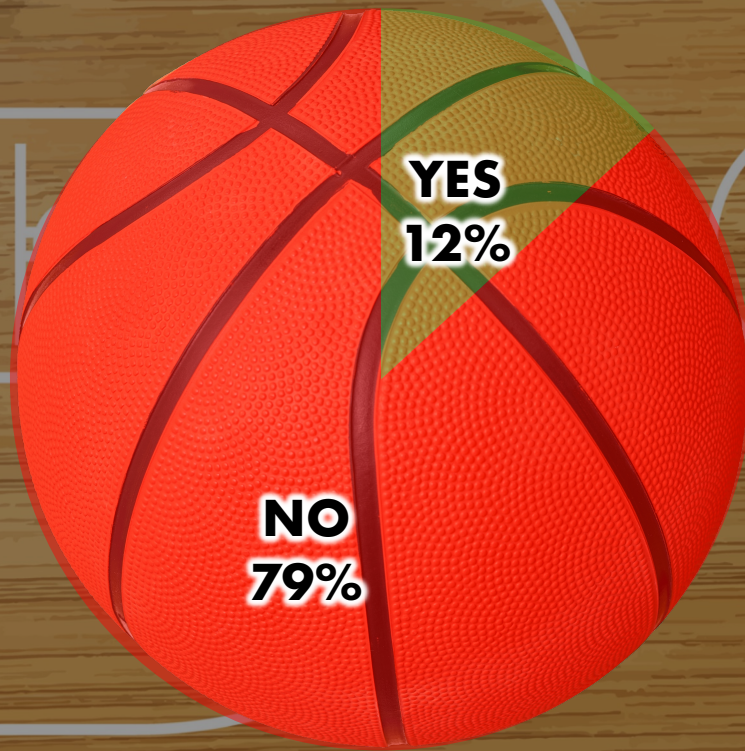
FEMALE



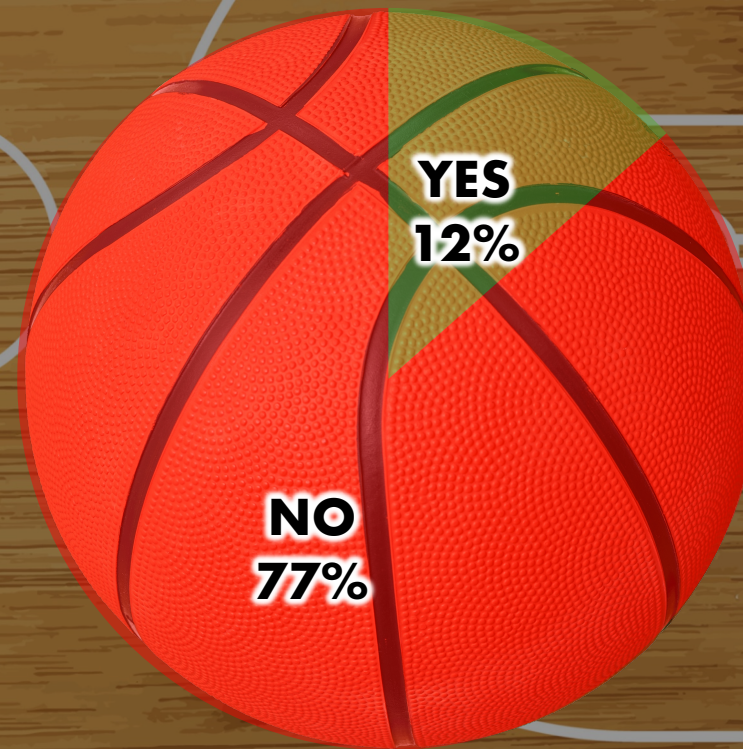
DO YOU SUBSCRIBE TO SERVICES OTHER THAN ESPN+?

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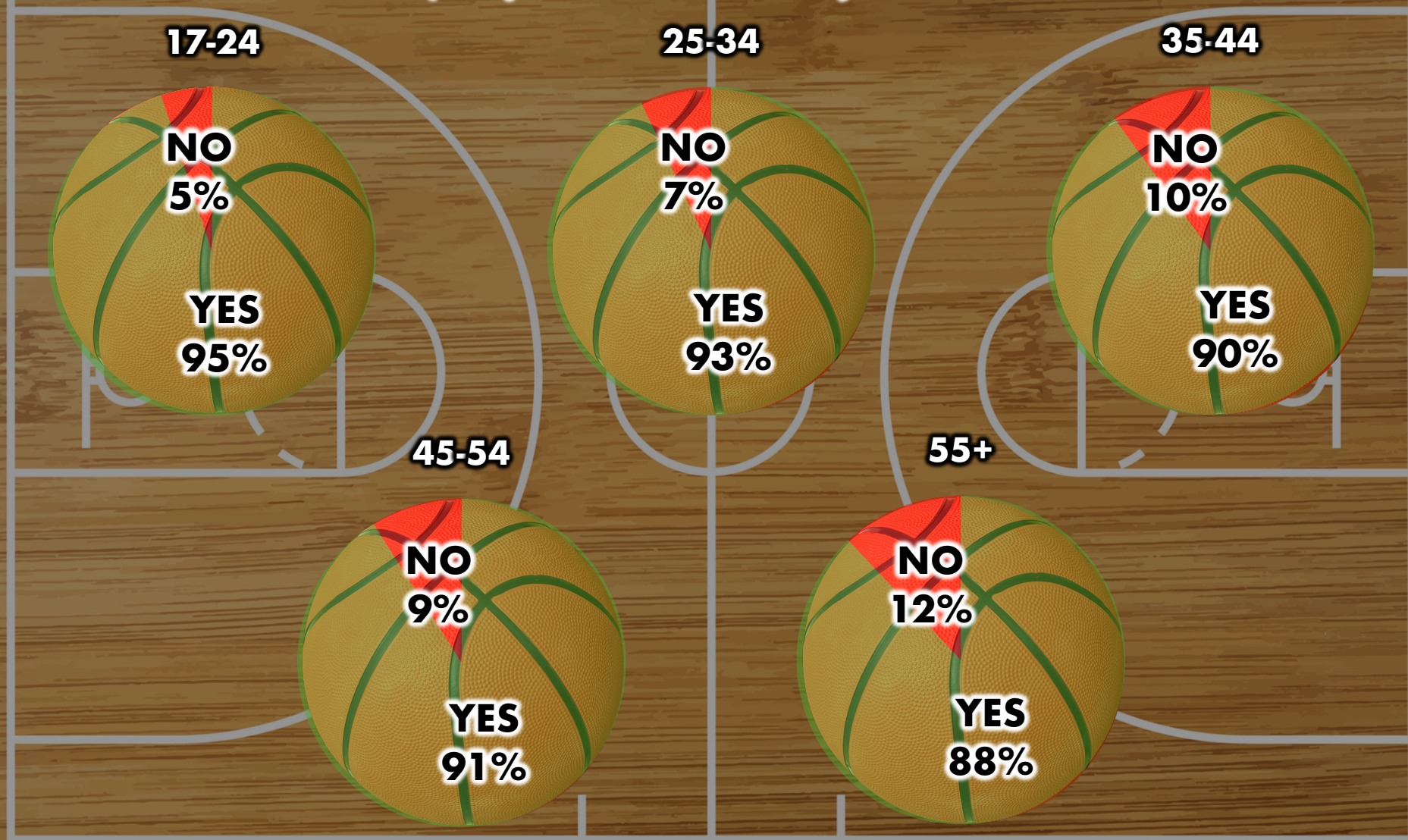


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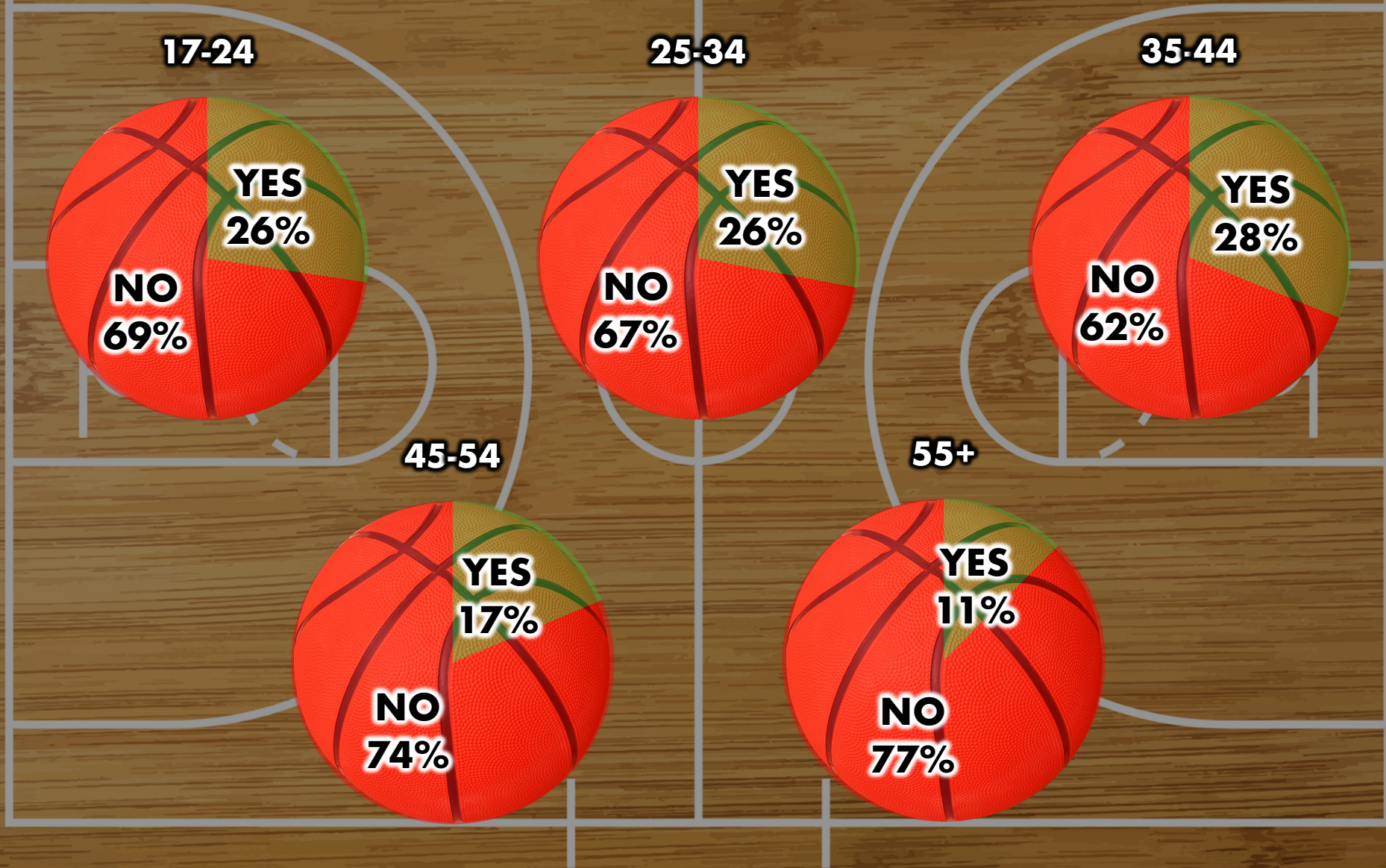
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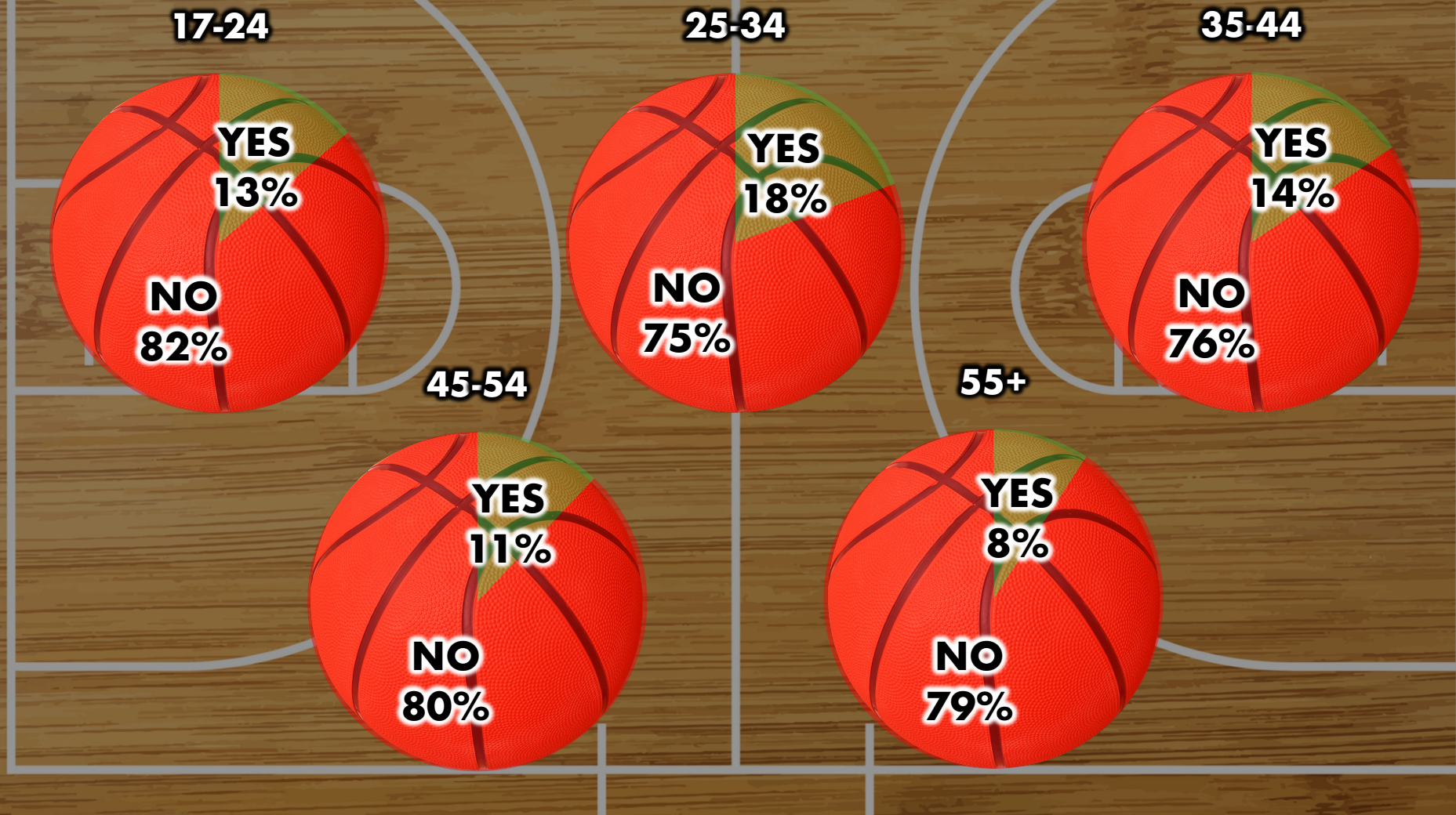
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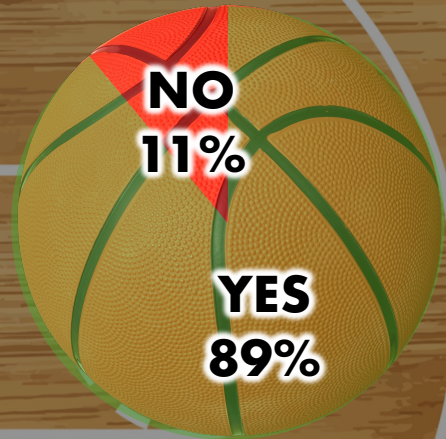
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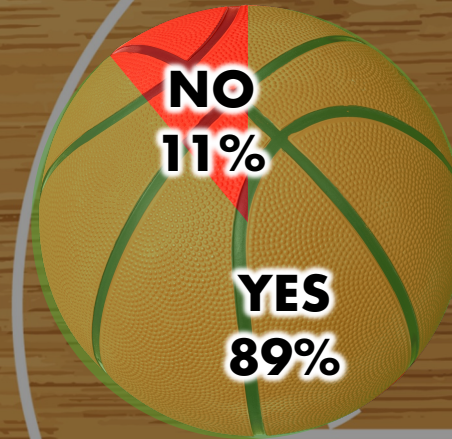
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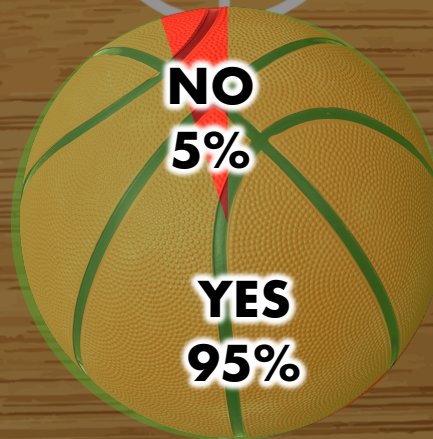
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\$75K-\$150K



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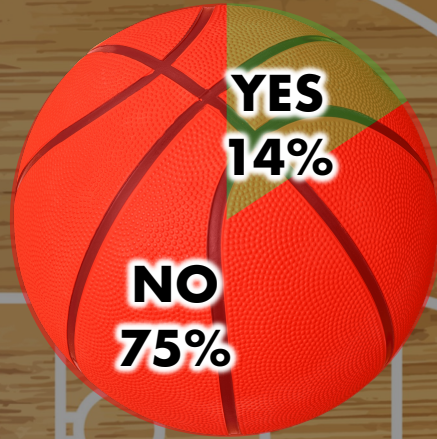


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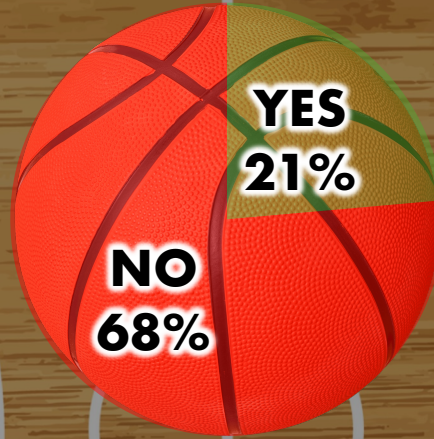
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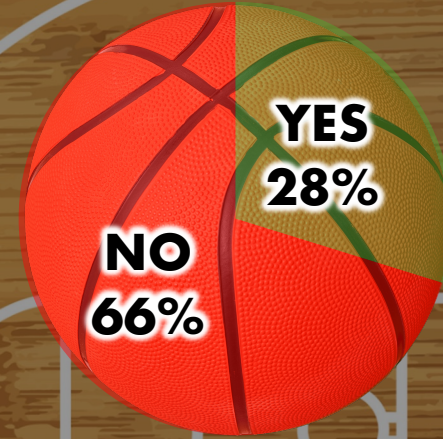
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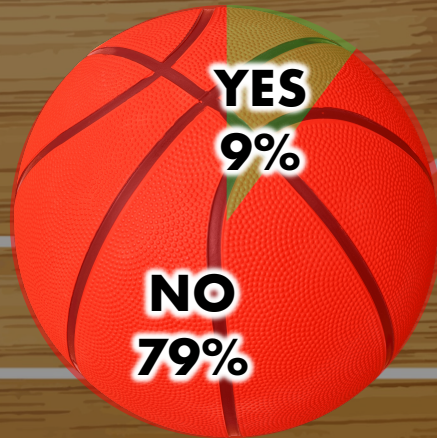


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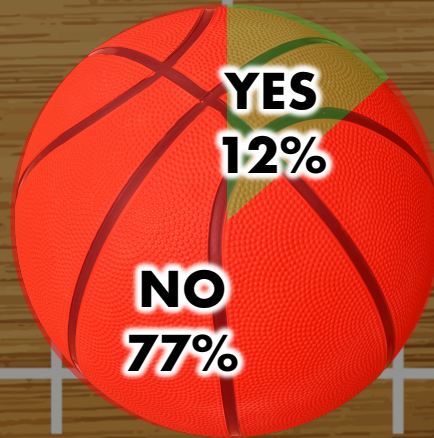


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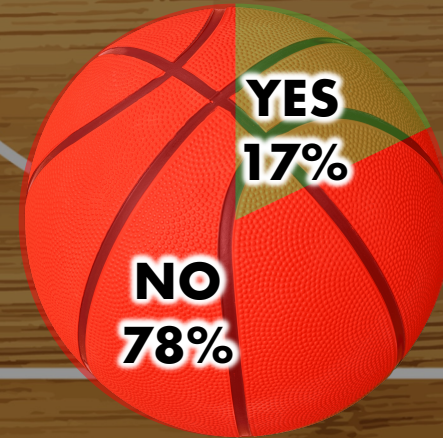
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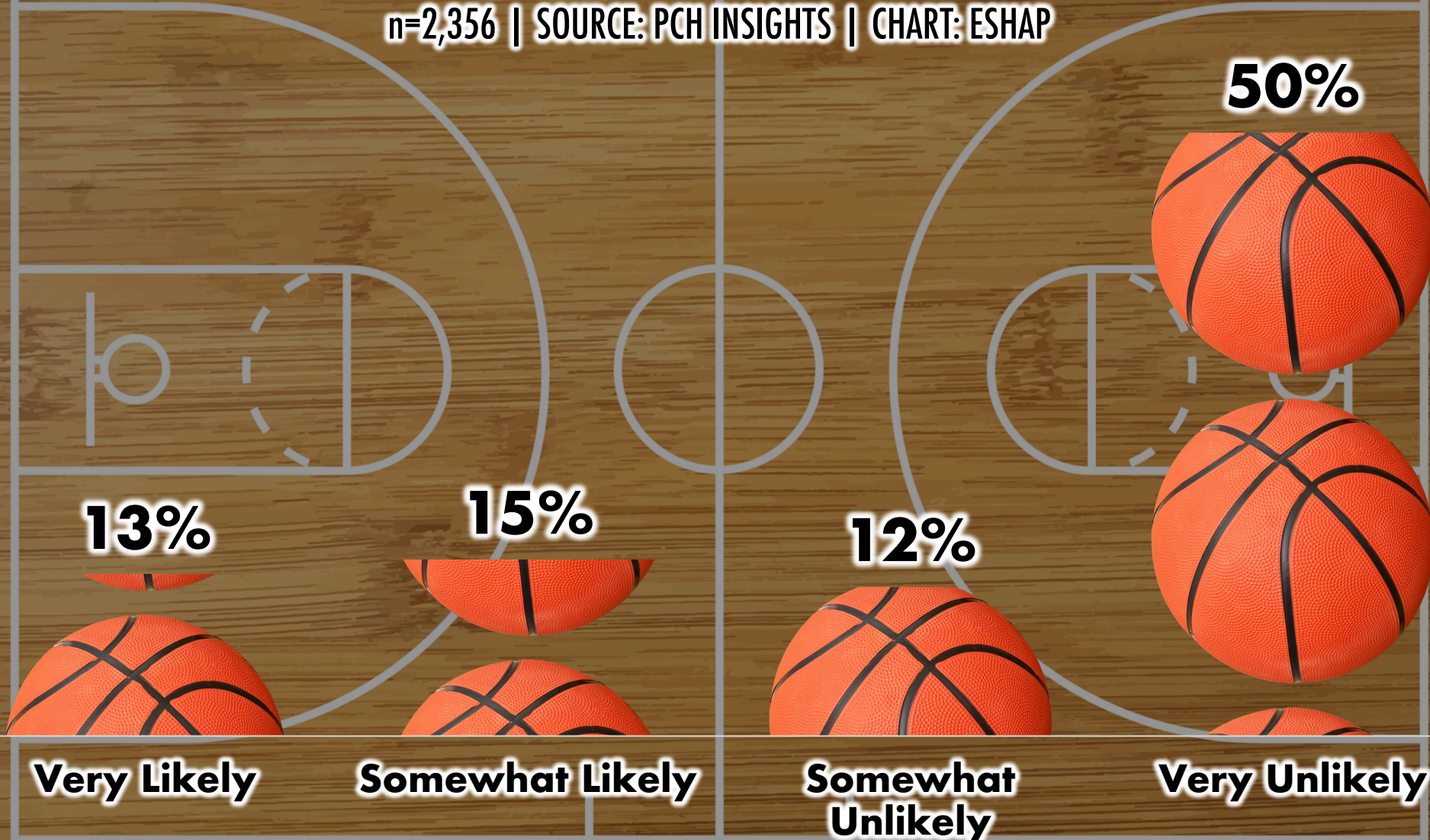


KEY TAKEAWAYS:

- **Most Americans are *not likely to subscribe* to a streaming sports service in the year ahead.**
- **While far more younger Americans are willing or likely to subscribe to sports services, consumers of all incomes say they are not in the market for new or additional streaming sports offerings.**
- **This should be troubling for the new “Spulu” sports service from Disney, FOX, and WBD. Conversely, this could mean that American subscribers are getting used to the fact that their existing streaming services – Amazon, Apple, Netflix, and YouTube TV – are adding sports to their current offerings.**
- **This seeming lack of appetite more paid sports services *could* mean that consumers are getting subscription and price fatigue – something with which all streaming platforms should be concerned.**

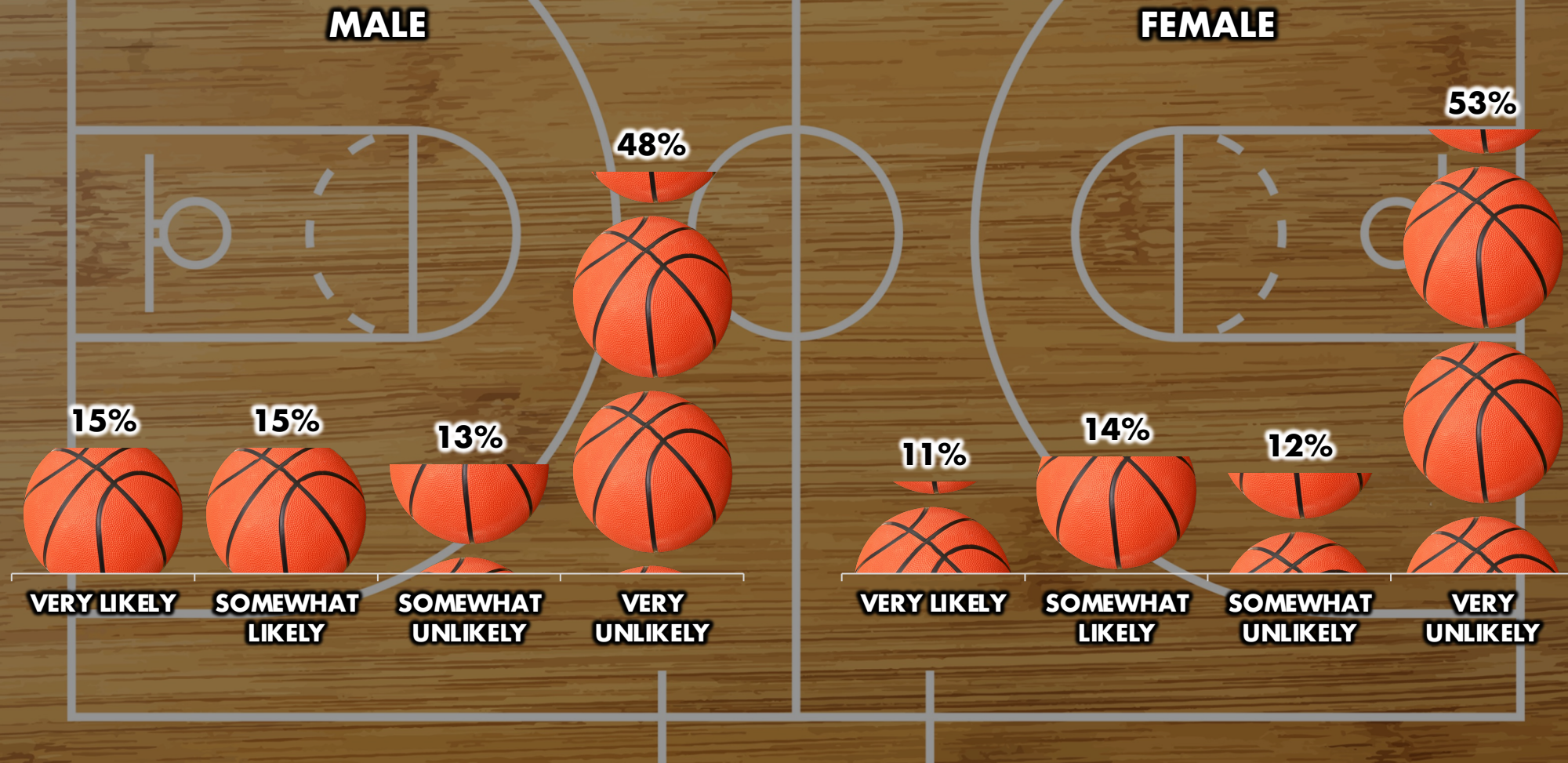
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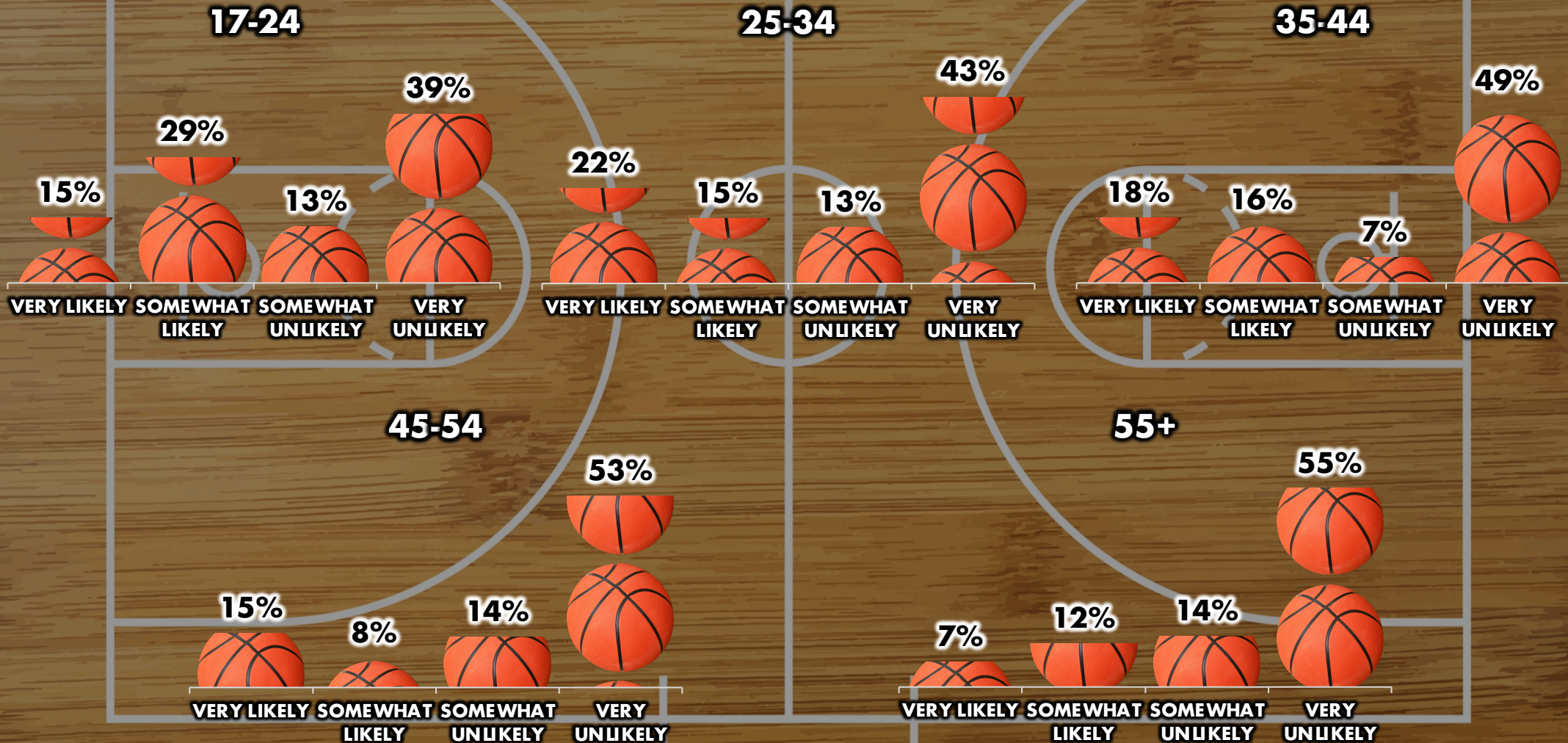
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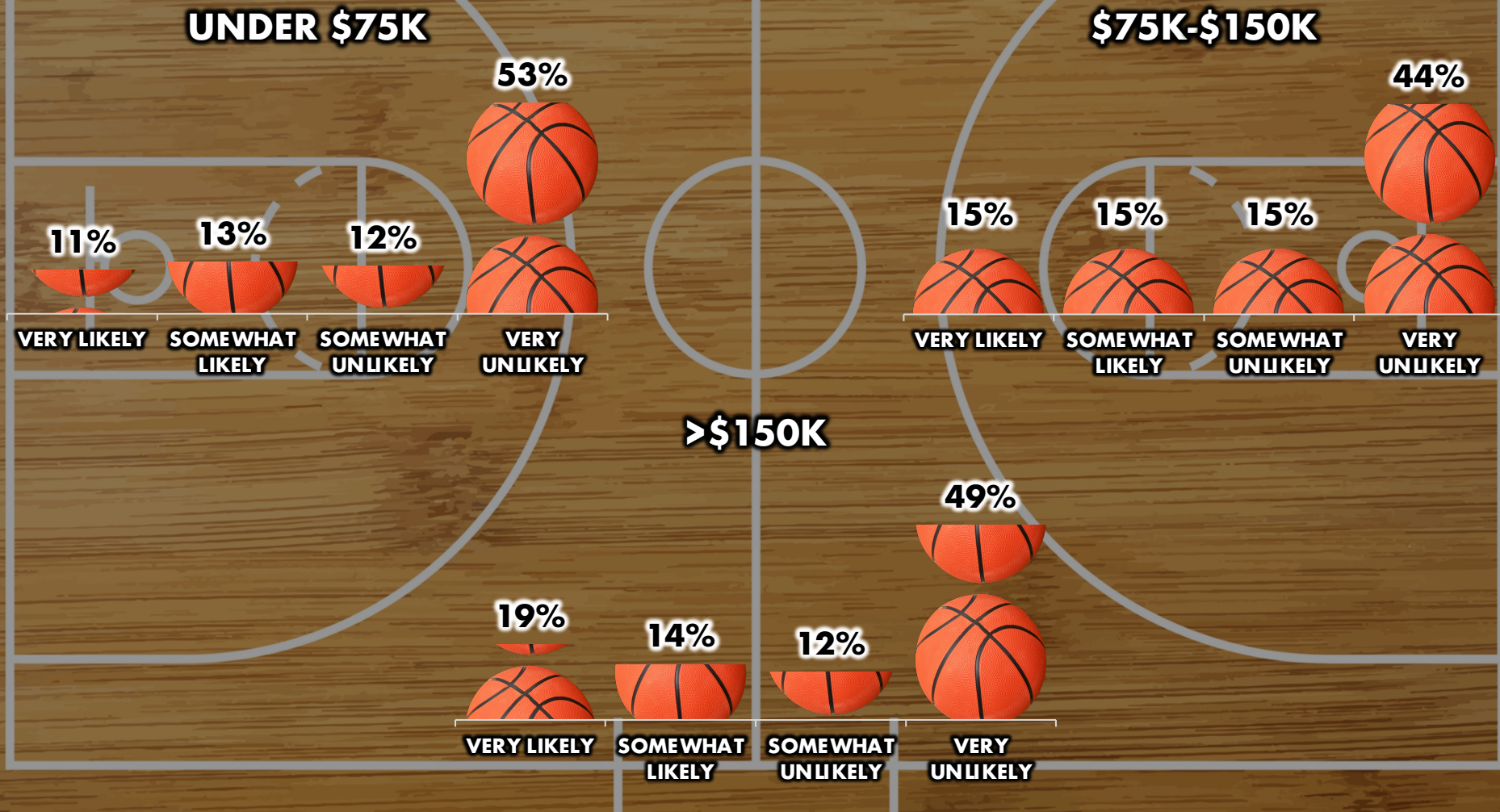
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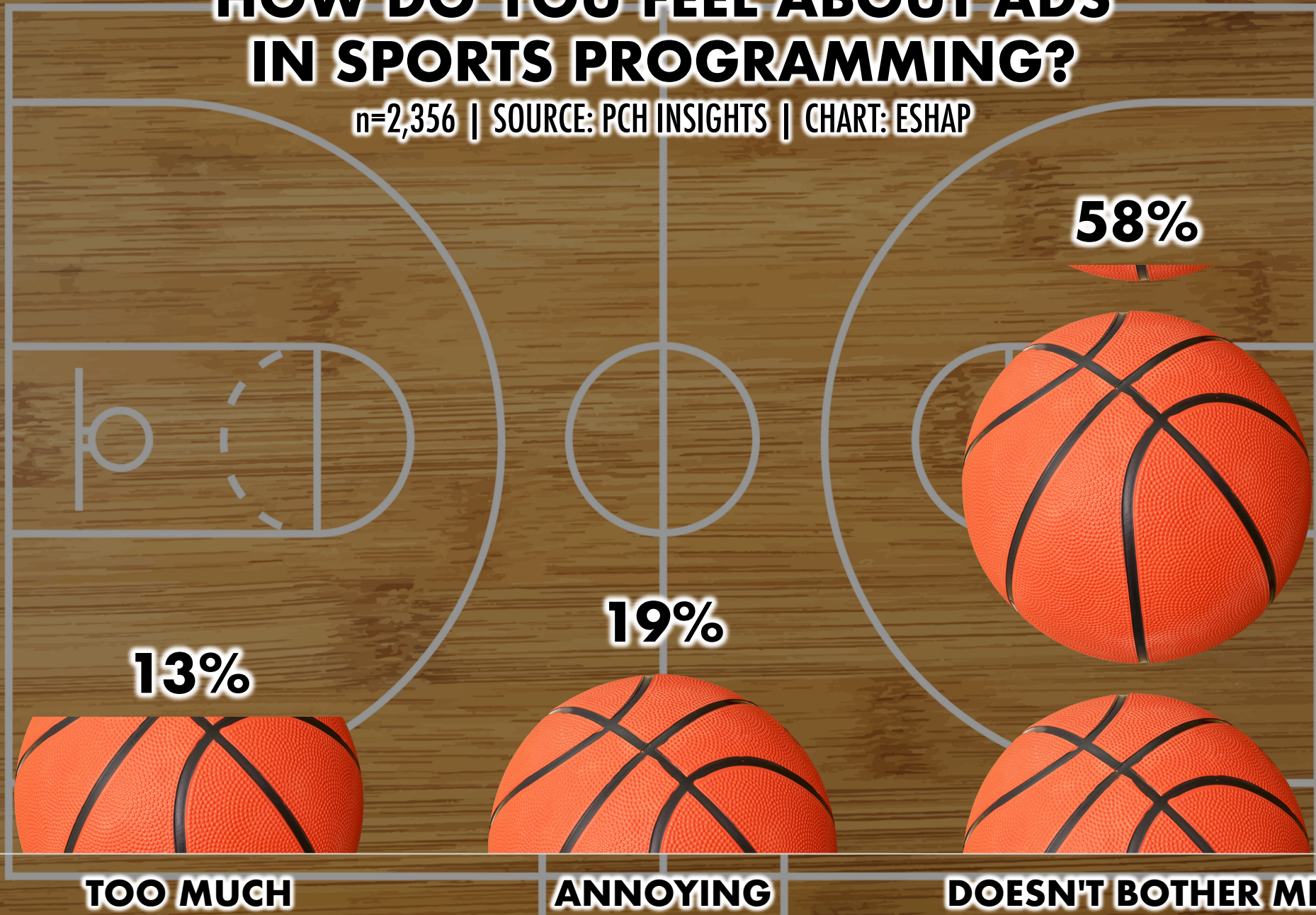


KEY TAKEAWAYS:

- **When it comes to the amount of advertising they see in their sports programming, audiences of all genders, ages, and incomes seem to be very well satisfied.**
- **Given that live sports is perhaps the best advertising environment on on streaming and television, this speaks well to the economic upside for platforms investing in sports programming and may offer them a viable way to maintain reasonable subscription prices, while still generating a return on those fees.**
- **Interestingly, younger consumers, who are the most likely to be willing to pay for sports subscriptions, are also by far those least bothered by the intrusion of advertising in sports programming. This seems to demonstrate a savvy understanding of the economics of the entertainment they consume, due to living through the transformation of television in real time in their formative years.**

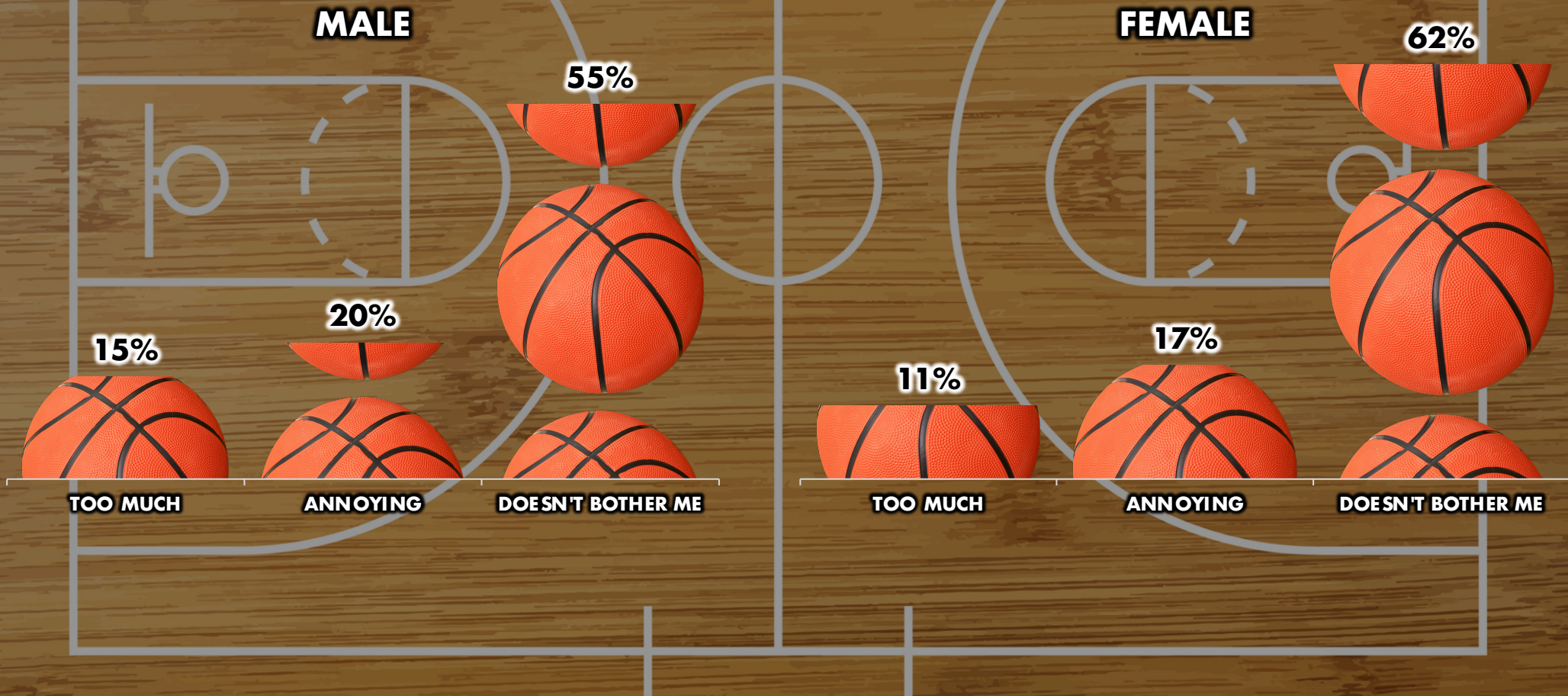
HOW DO YOU FEEL ABOUT ADS IN SPORTS PROGRAMMING?

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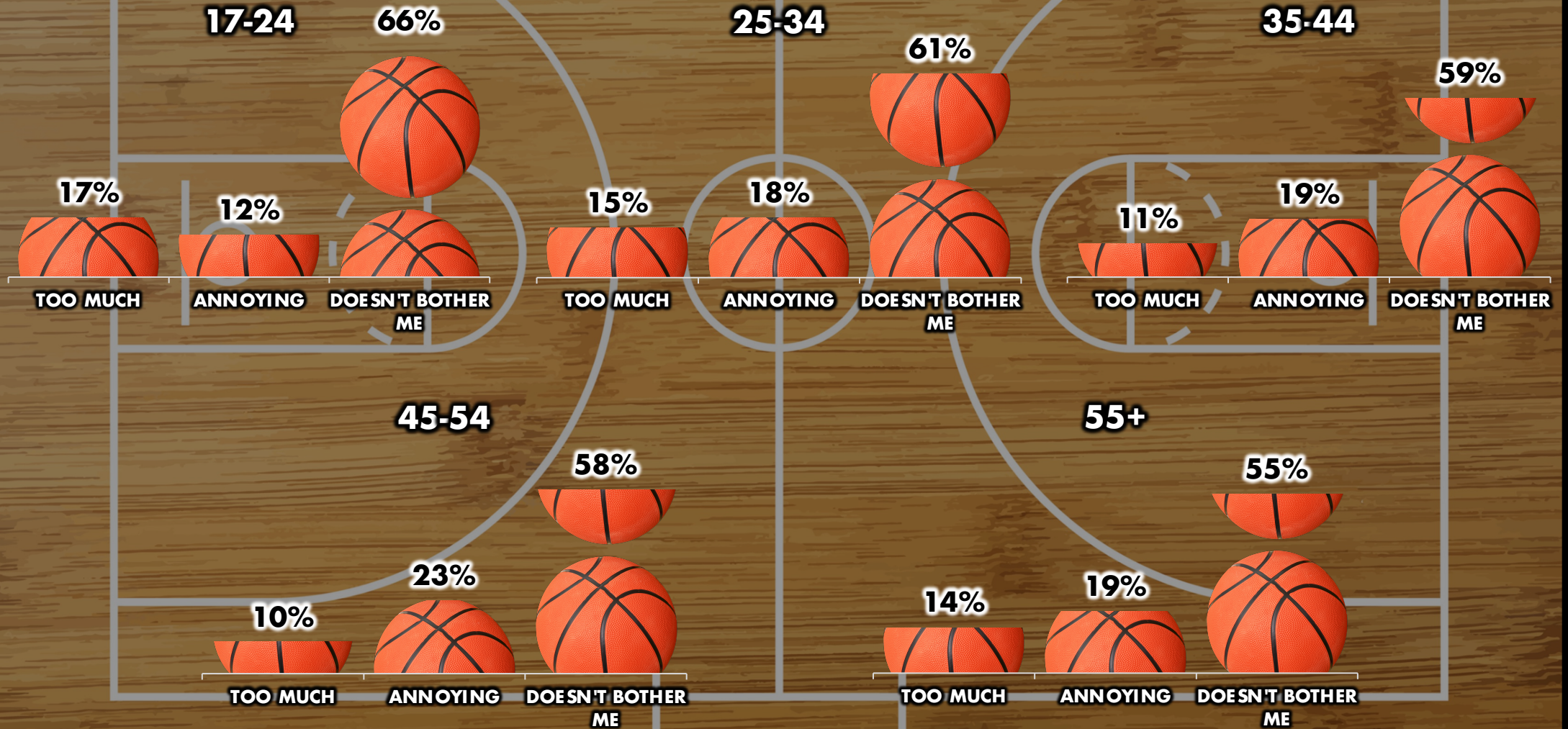
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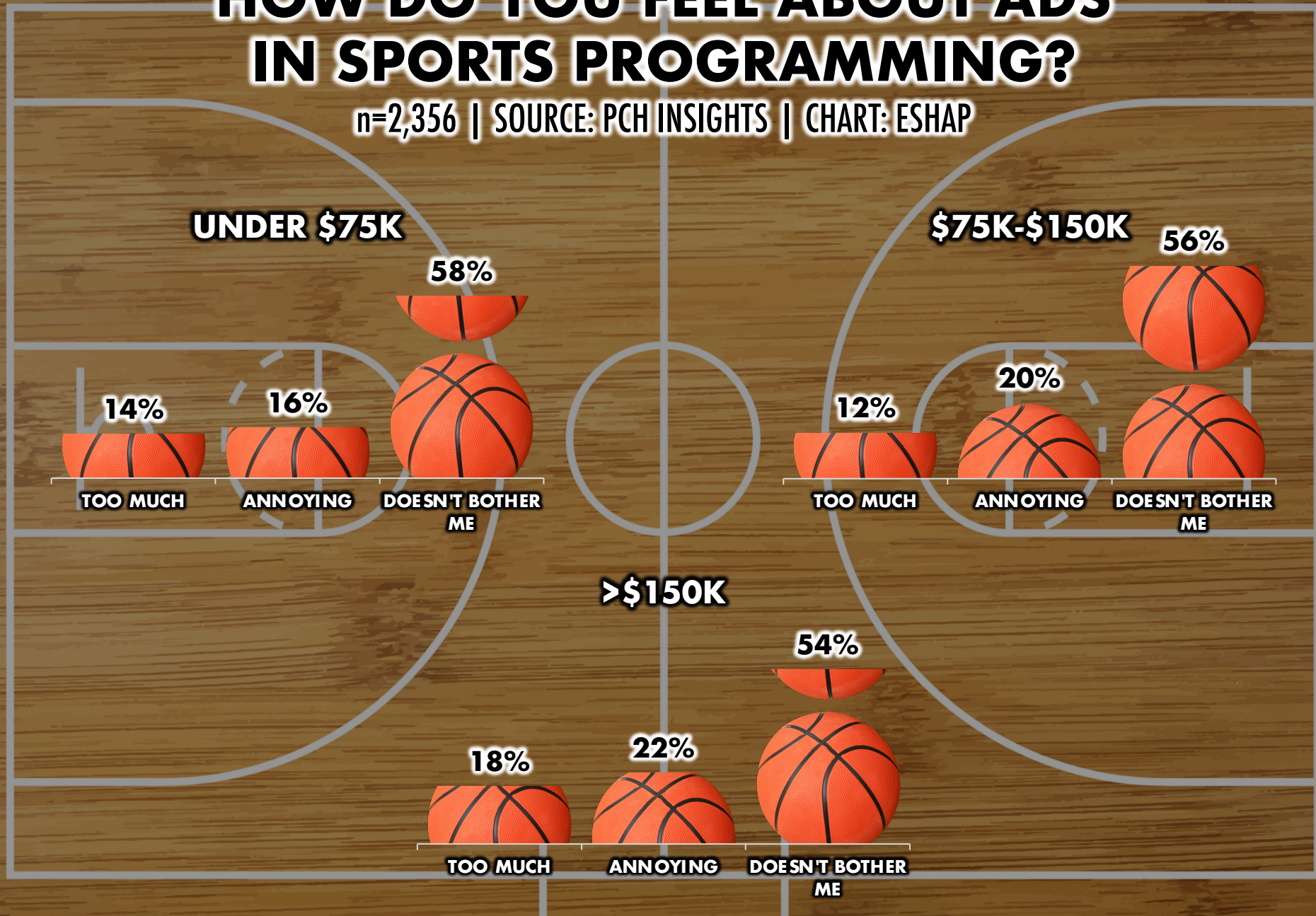
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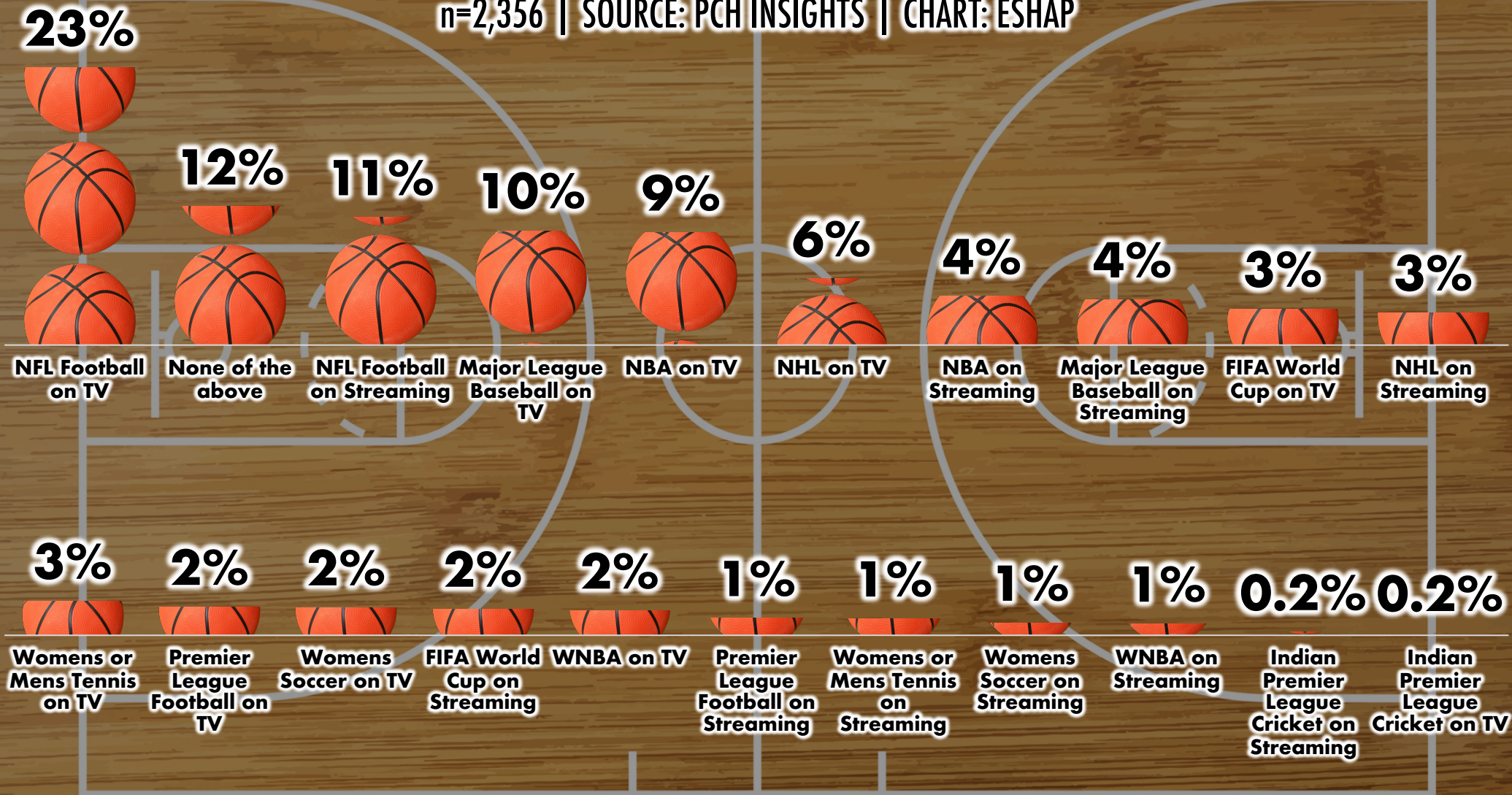


KEY TAKEAWAYS:

- **The NFL has the largest audience, across all demographics and incomes, in the US. NFL Streaming is now more popular than all other sports on TV. Yet, despite an audience that crosses all household incomes, the NFL's core audience seems to be aging. While Taylor Swift may have helped in that regard last season, this graying of the NFL fanbase is something to keep an eye on.**
- **The fact that less than 10% of Americans watch the NBA on TV should be concerning for the league, given their upcoming television rights negotiations.**
- **The number of viewers who say they've watched Major League Baseball on TV in the last six months may have more to do with the survey's recency to the World Series than any growth in popularity.**
- **A big takeaway from all this data on TV sports: As pervasive as sports *feels* in our culture, most sports (other than football) are still relatively local and niche.**

WHICH HAVE YOU WATCHED IN THE PAST 6 MONTHS?

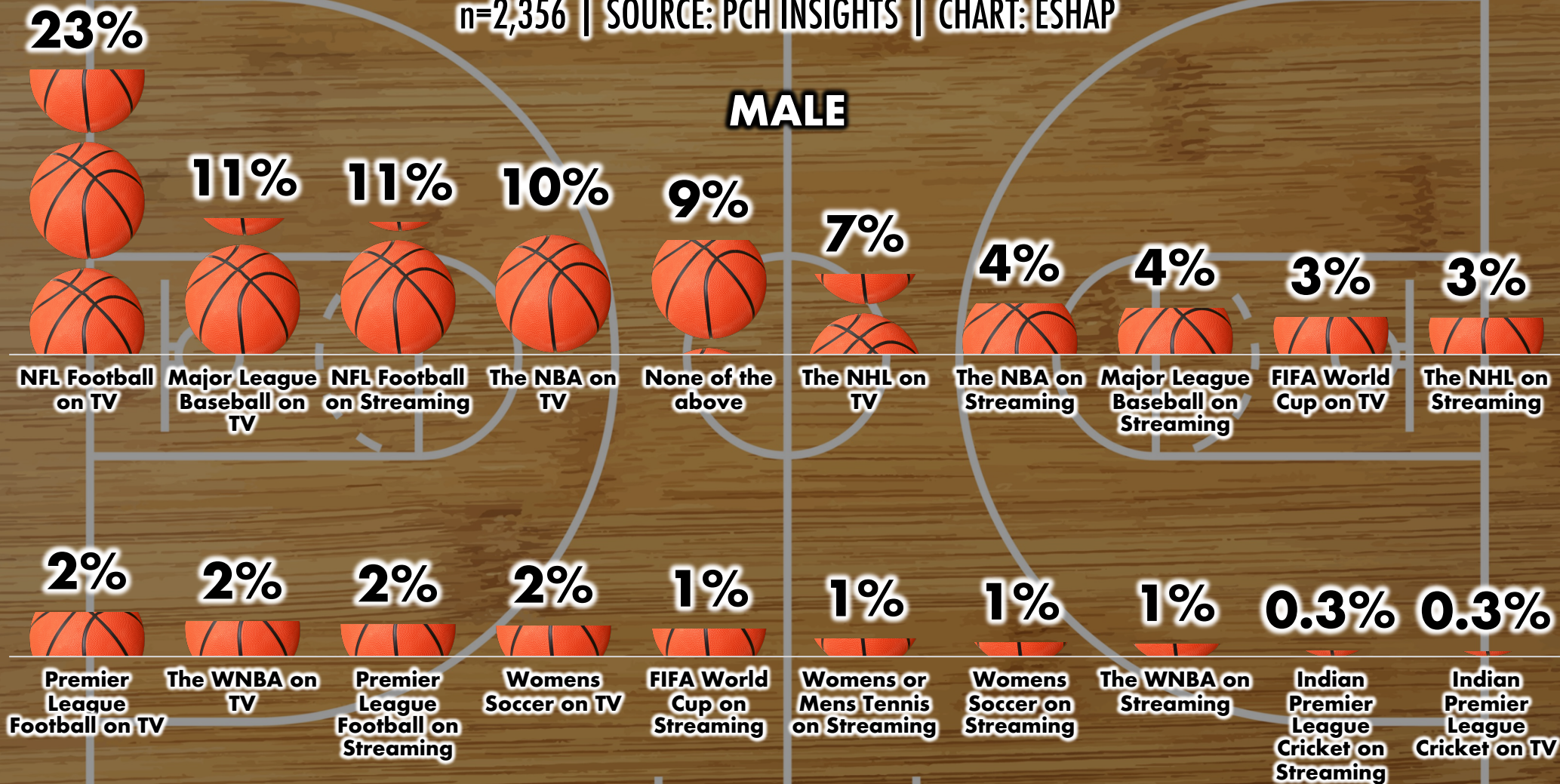
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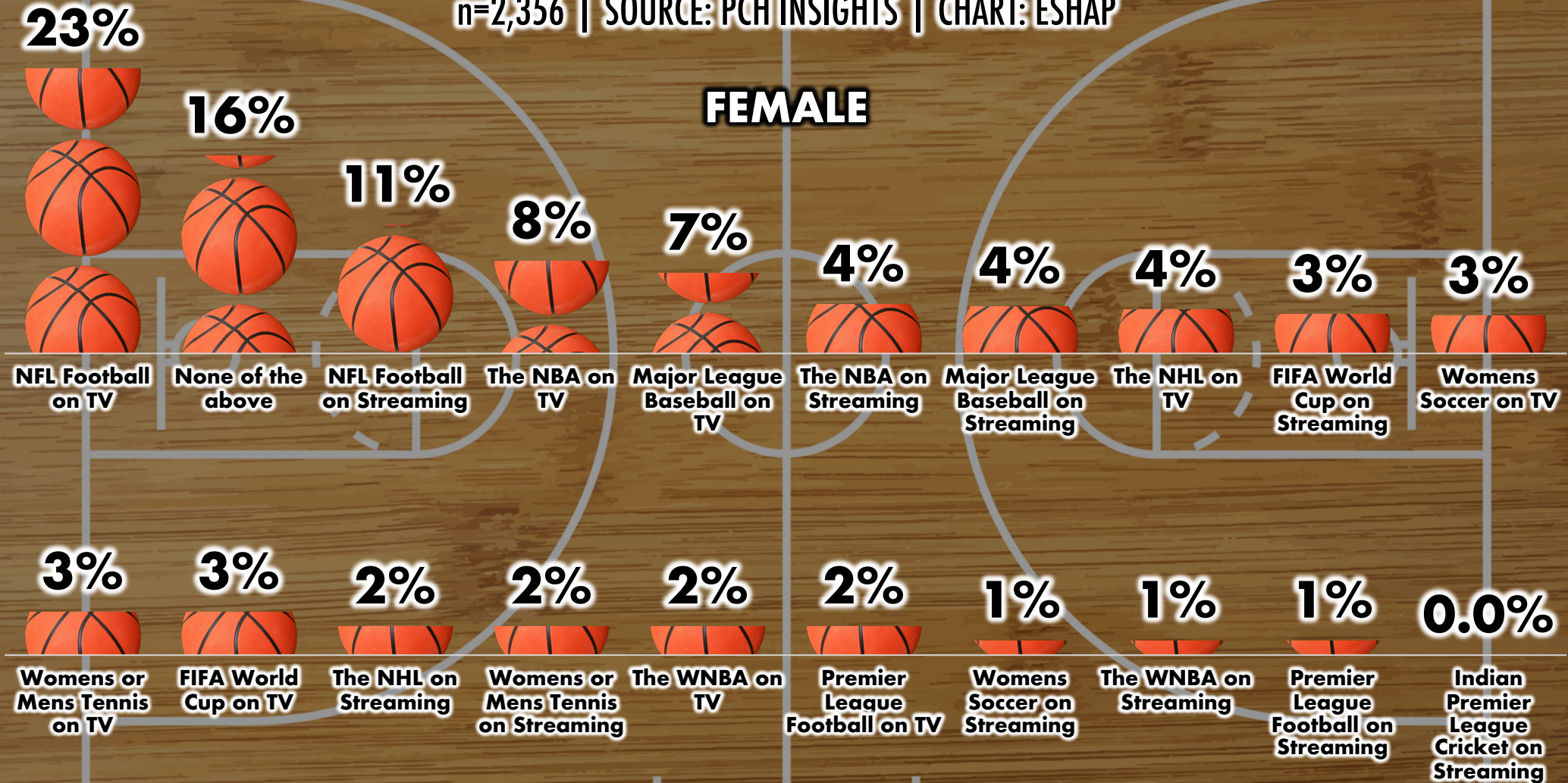
MALE



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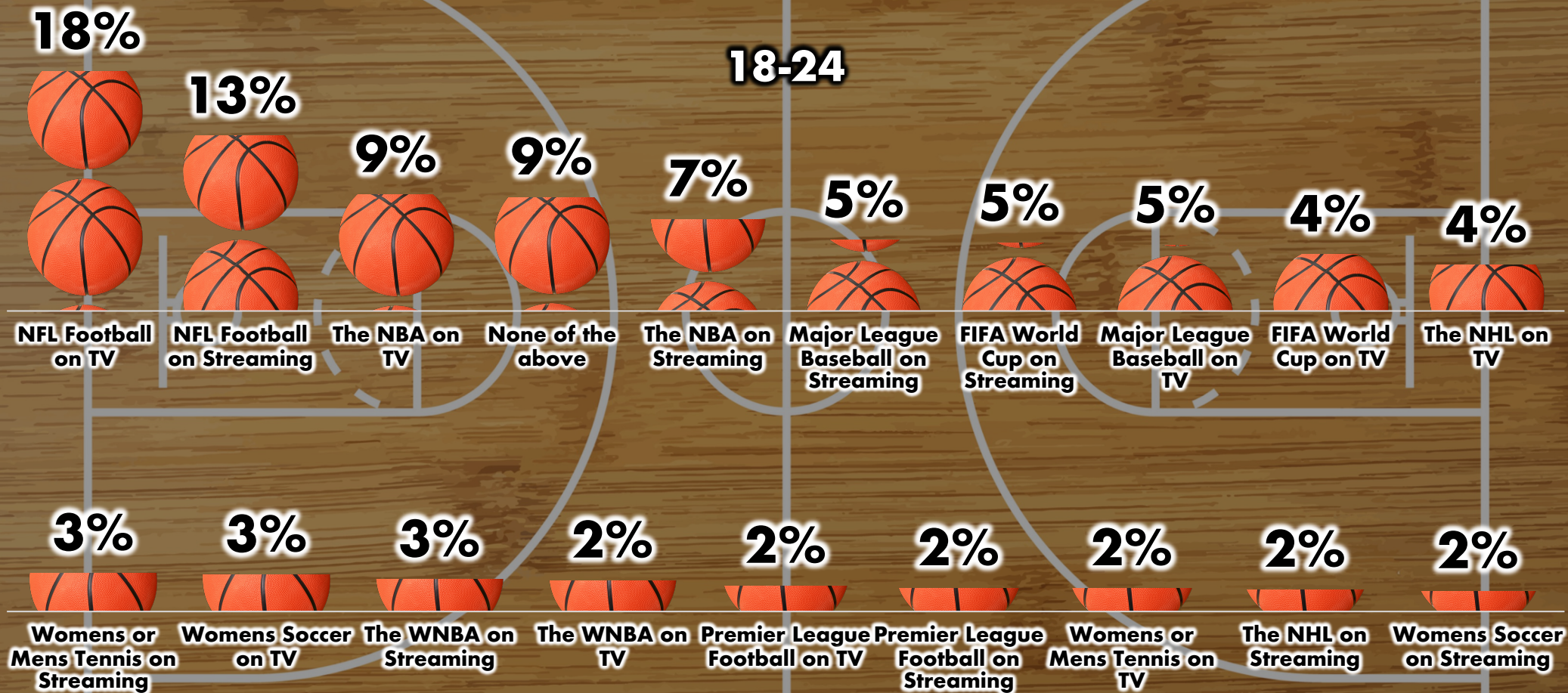
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FEMALE



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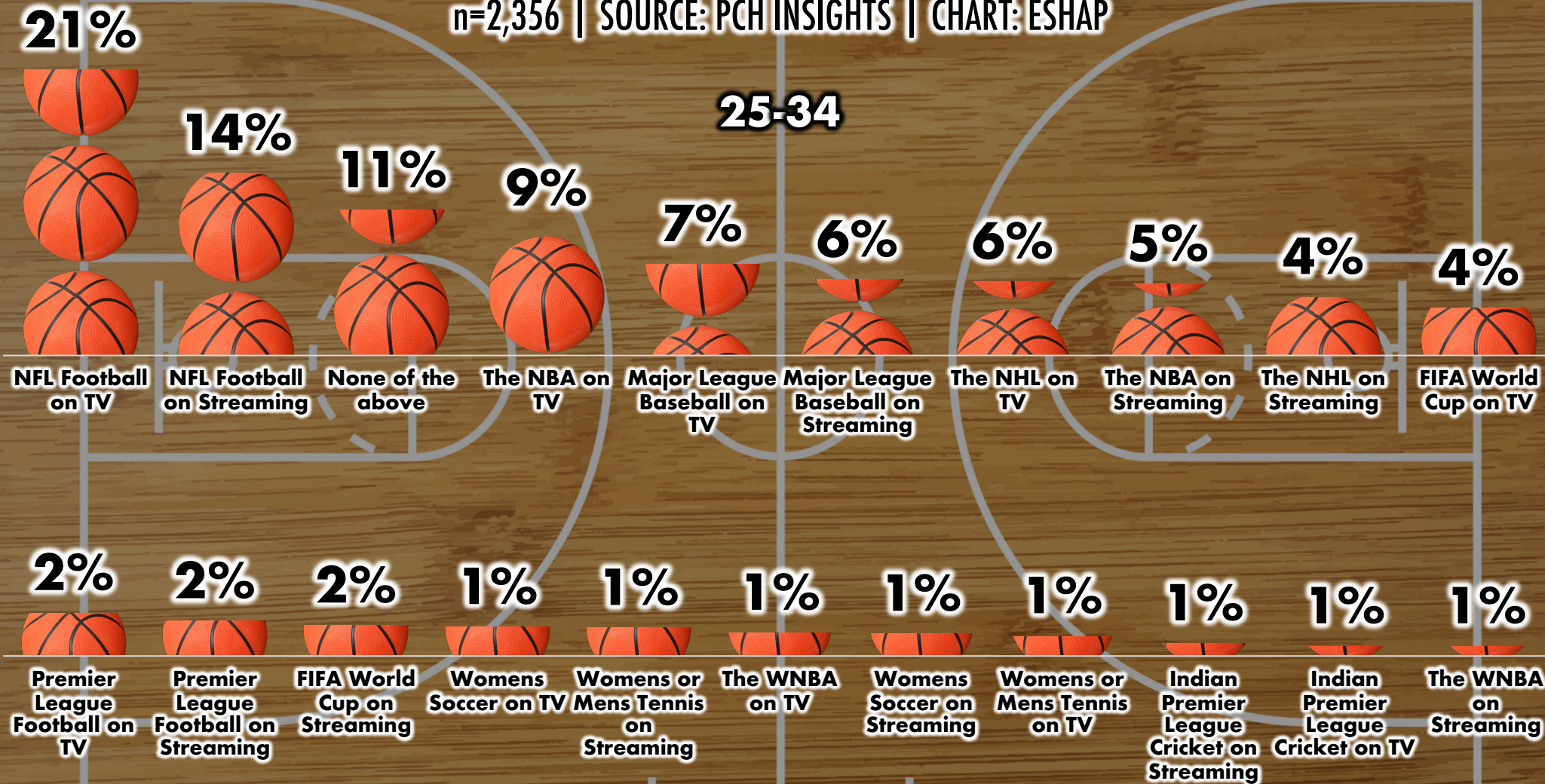
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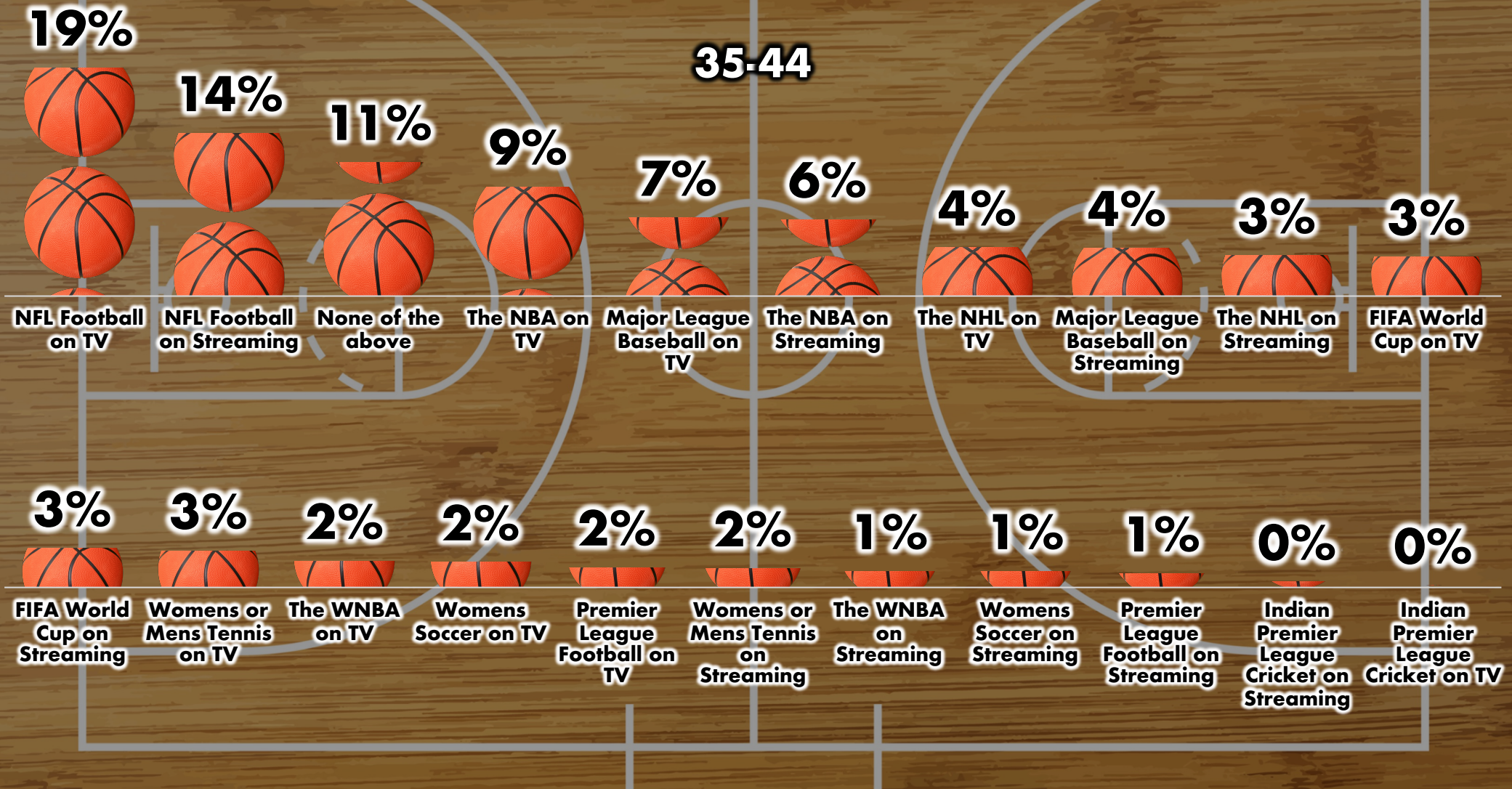
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25-34



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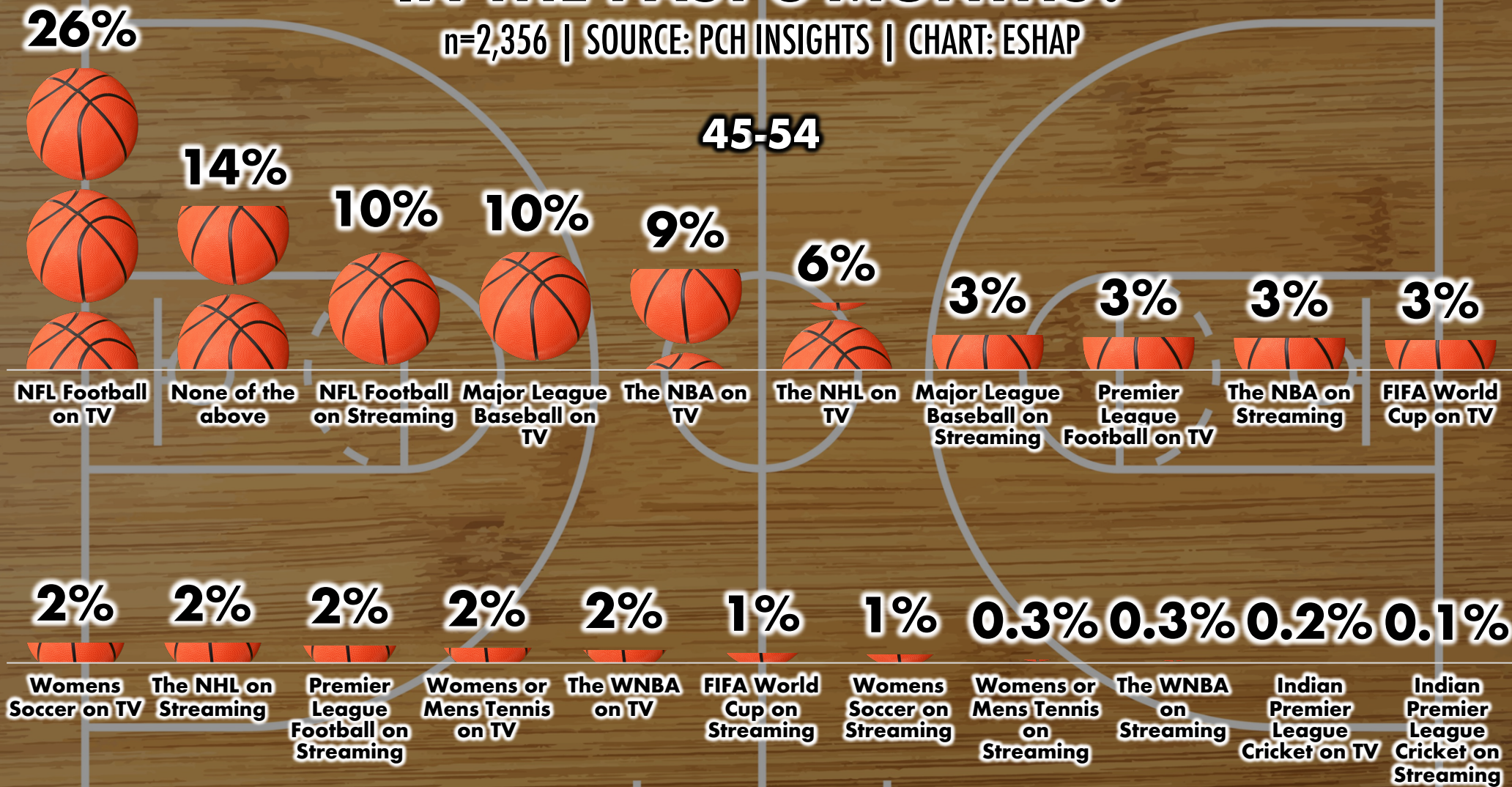
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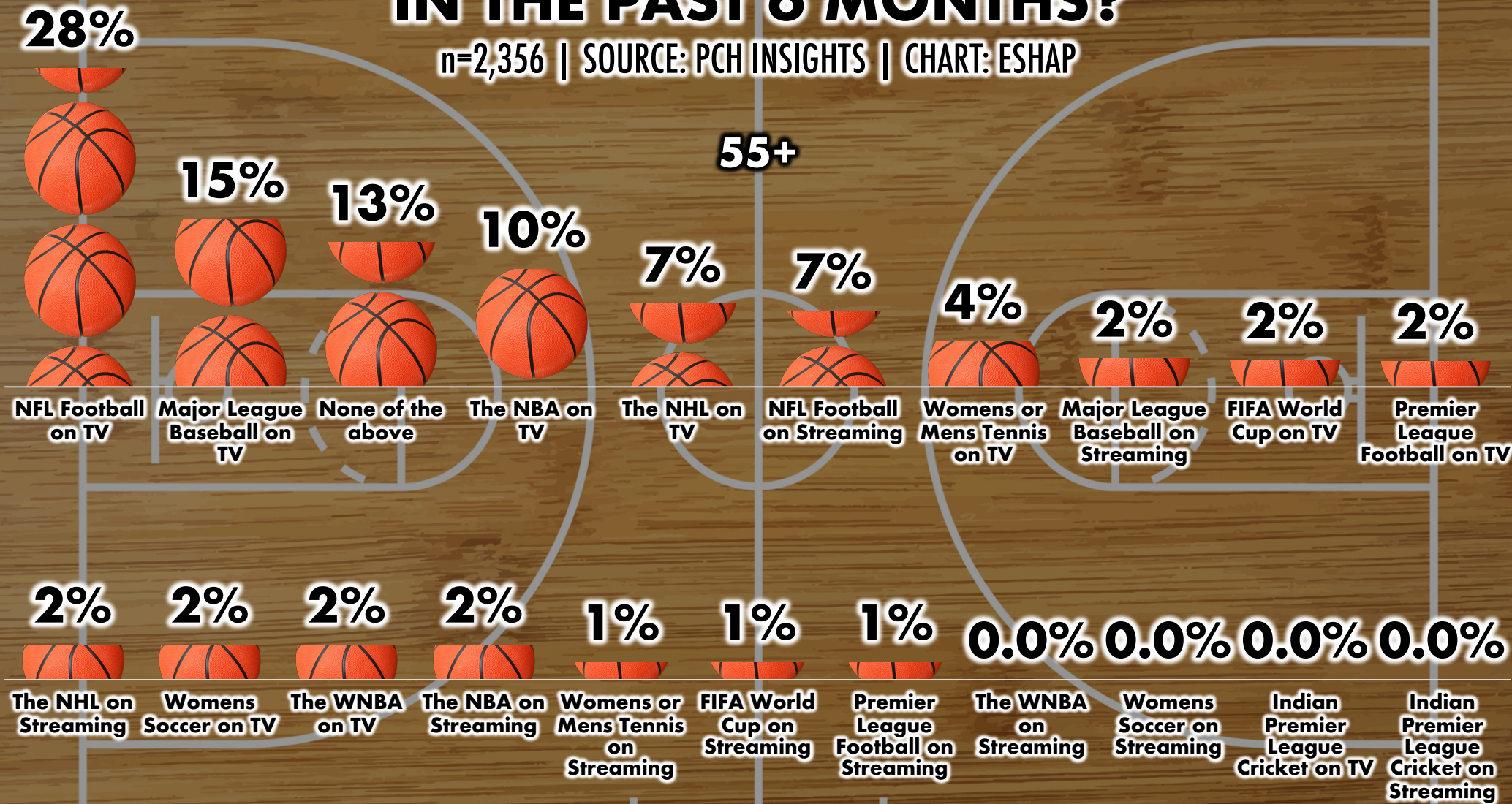
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45-54



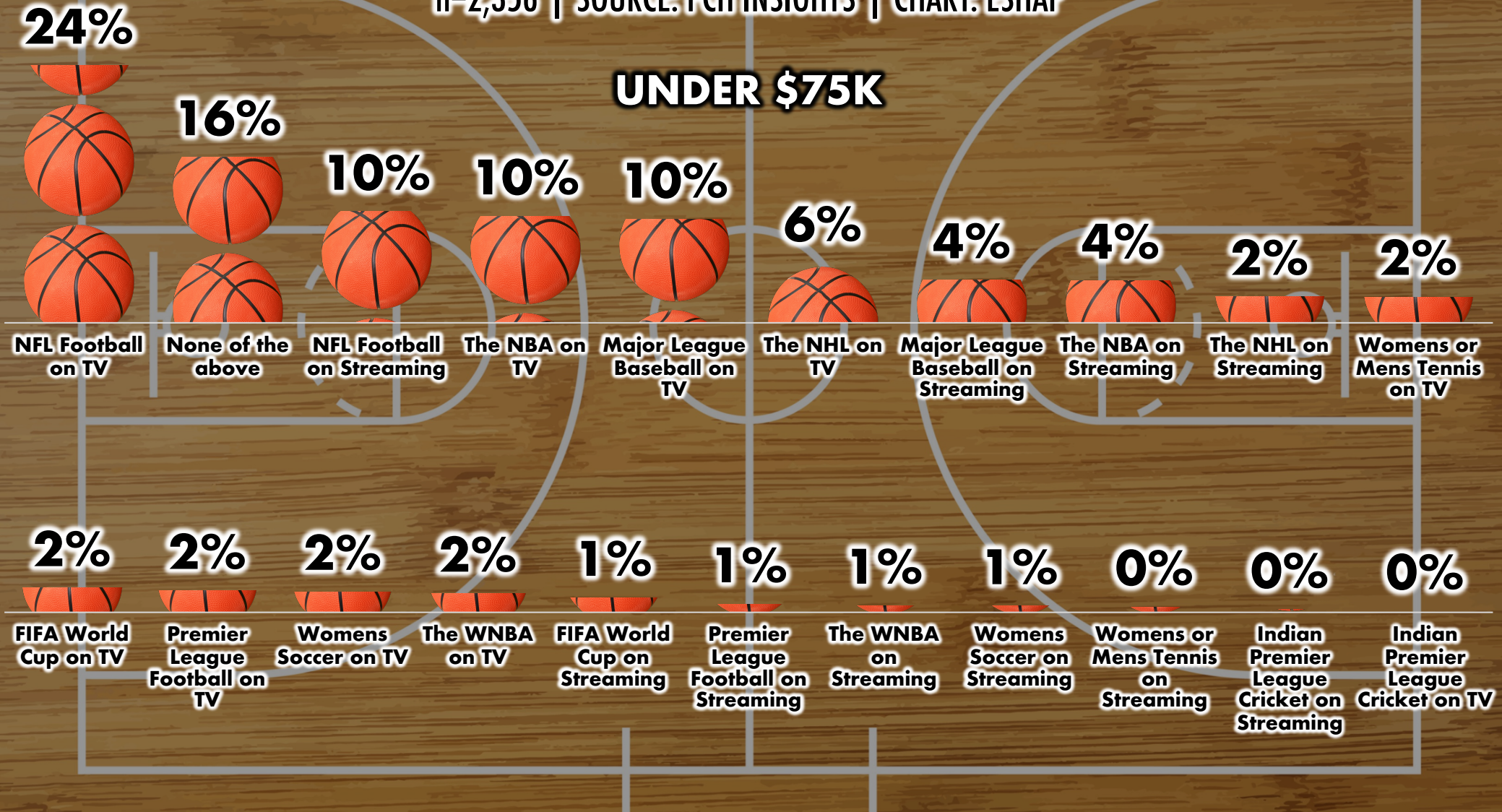
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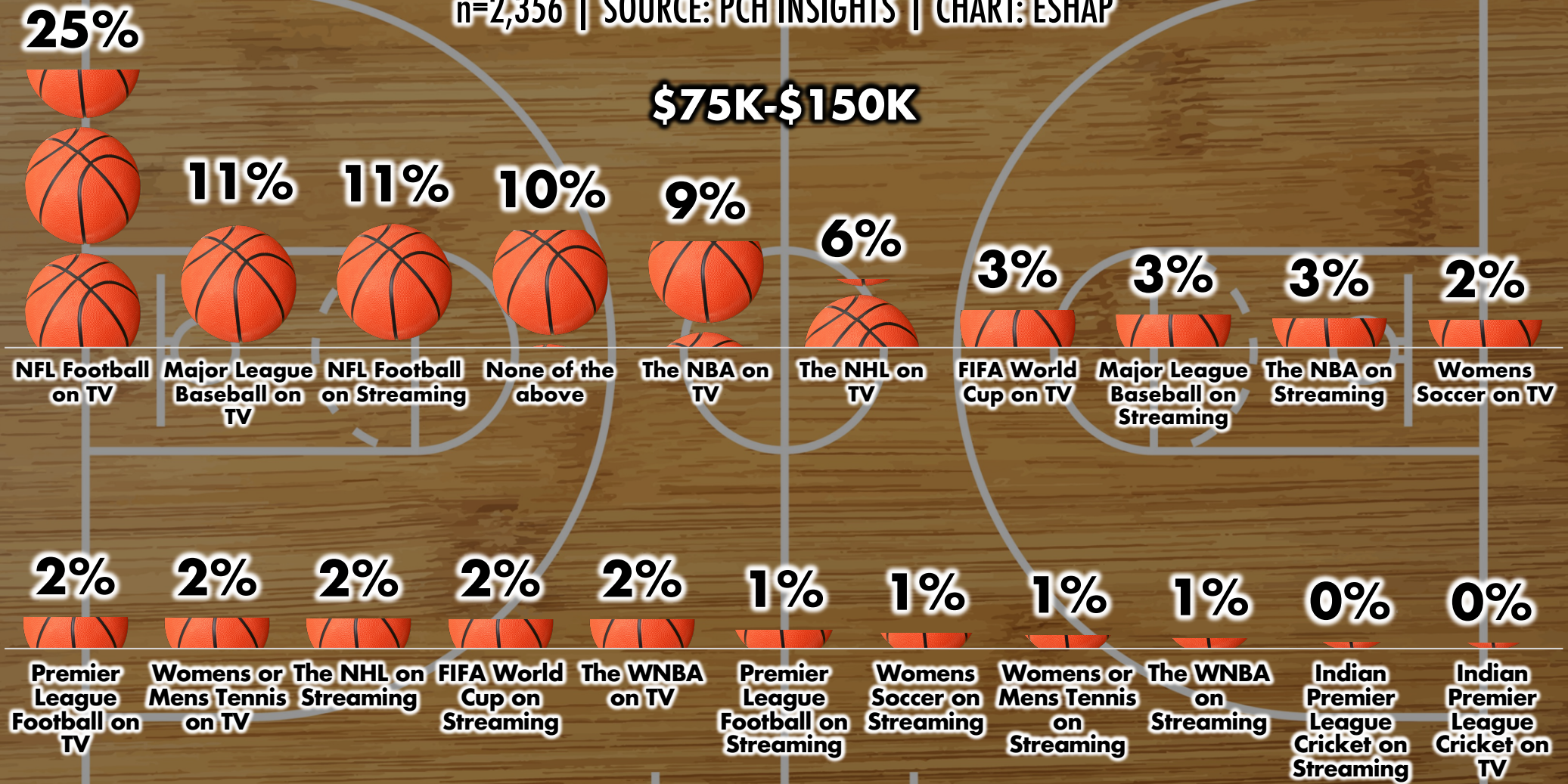
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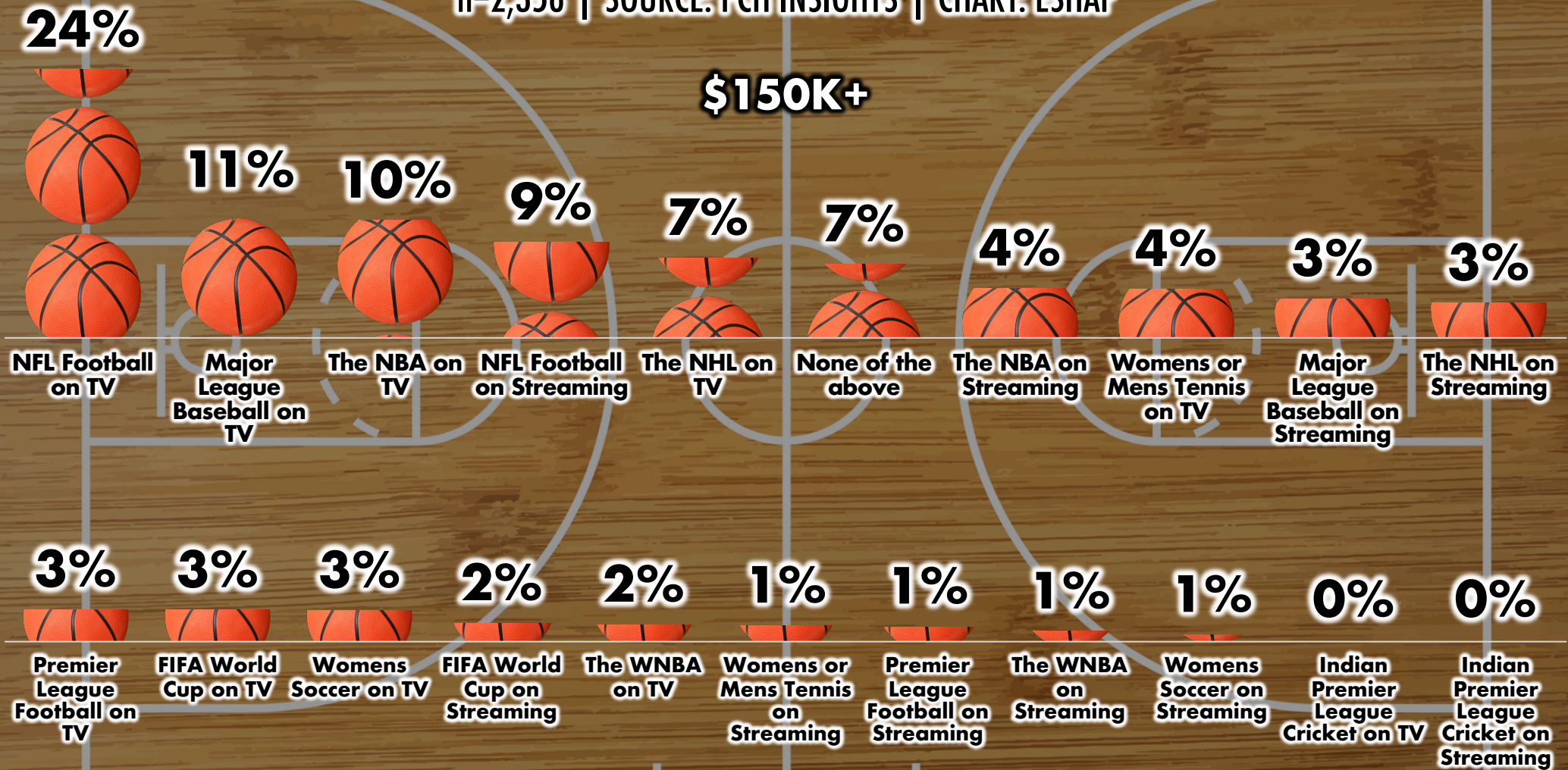
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KEY TAKEAWAYS:

- **IT BEARS REPEATING: AS PERVASIVE AS SPORTS FEELS IN OUR CULTURE, MOST SPORT IS STILL RELATIVELY NICHE.**
- **The sports subscription game has obvious advantages for publishers, with built-in and highly engaged fan-bases, many of whom are willing to pay richly to access their favorite games and teams, and who return weekly and yearly for the sports content they love.**
- **But sports rights are bigly expensive, and the fees are being bid up by streaming players with economic models very different from traditional media. As these fees get passed to consumers through higher subscription costs, price and subscription fatigue appears to be a growing factor in the lifetime value of those paying subs.**
- **Despite pervasive sponsorships and ad breaks that elongate televised games, viewers seem to have a very high tolerance for ads in sports, giving the ad-supported model for televised sports room to grow.**
- **The changing demographics of streaming audiences will have a major impact on the size of sports audiences and their willingness to pay for premium streaming services – with and without sports.**

METHODOLOGY

This report represents an unbiased view of adults 17+ in the US from 2,356 weighted respondents. PCH holds a direct relationship with these respondents, who willingly engage in surveys as part of their strong engagement with the brand. PCH Consumer Insights recruited respondents from Publishers Clearing House's 15 million registered Audience Members, in 3Q 2023. The total responses were then weighted demographically to be in line and represent a US Census population.

PCH INSIGHTS

Publishers Clearing House (PCH) Consumer Insights is leading the consumer insights market through safe, efficient, high brands, publishers, agencies, and researchers gain visibility into consumer interests and behaviors. Fueled by the 15M highly engaged users who participate in PCH's experiences, PCH Consumer Insights connects brands with real, registered people who willingly provide accurate zero-party data and survey responses. PCH has one of the largest authenticated audiences outside of the major social platforms which allows PCH Consumer Insights to provide privacy-first, personalized campaigns which detect fraud and bots and yield exceptionally accurate data and insights. PCH Consumer Insights offers a comprehensive suite of offerings across the entire research process, with survey design, programming and hosting, sampling, research and consulting, with more than 4 million surveys completed across a vast number of subjects. Please contact insightsinfo@pch.com for more information.

ESHAP

The official, unofficial cartographer of the Media Universe, Evan Shapiro uses his specific point of view to chart Media's future through his essays on the Media War & Peace Newsletter, and with his change agency, ESHAP.



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