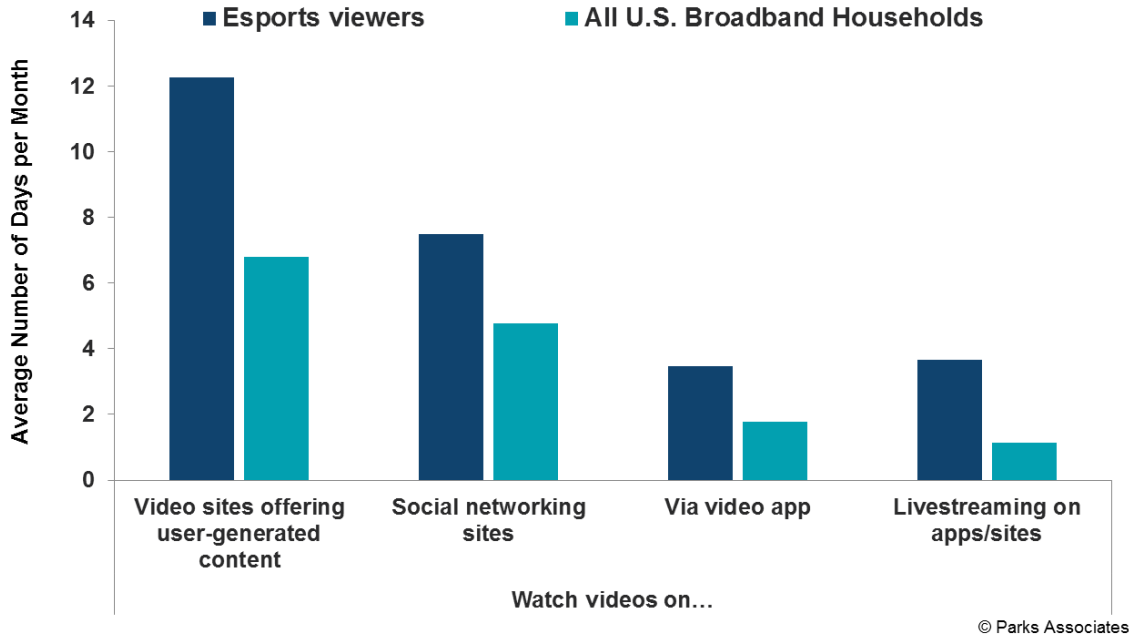


Internet Video Viewing Habits Among Esports Viewers U.S. Broadband Households



Consumer Analytics Team

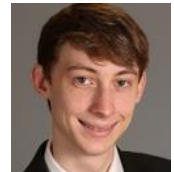


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SYNOPSIS

Sports programming has long been a proven driver of consumer-paid services and a necessary component of entertainment packages. Yet demand for and consumption of sports content are changing. Esports is challenging the definition of sports programming, attracting new audiences and advertisers via new distribution paths. This research examines the changing consumption habits regarding sports in the U.S. market, assesses the esports viewer, measures uptake of sports-related content services, and identifies sports audience segments for both traditional and emerging sports.

ANALYST INSIGHT

“As the esports market evolves, it will be critical for companies to examine both the sports and esports fandoms to gauge attitudes, preferences, and crossover between the two groups. Operators and content providers that understand their audiences can better build an esports portfolio, drive revenue dollars, and develop related services.”

— Hunter Sappington, *Researcher*, Parks Associates



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