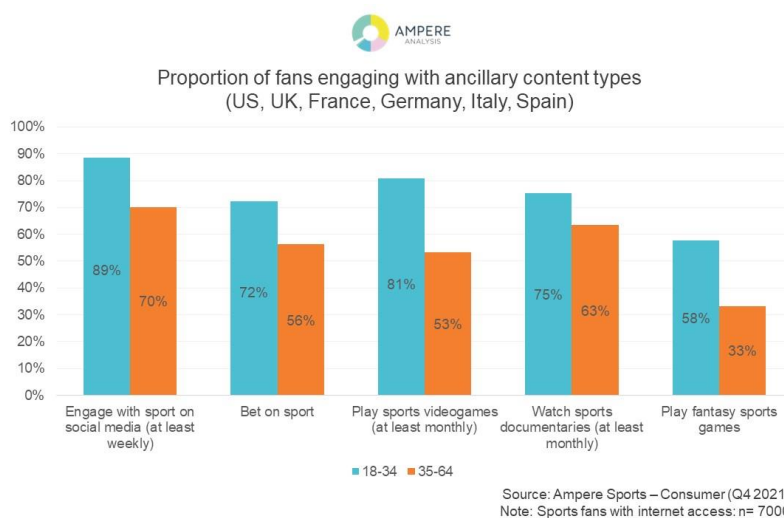


## Ancillary content key for engaging younger live sports fans

*Younger fans watch less live sport, but are more likely to engage with social media content, betting, video games, documentaries and fantasy sport games*

**London, 4<sup>th</sup> August 2022:** Sports fans across 12 major markets report watching an average of nearly four hours of live sport each week. But among younger viewers, engagement with live content is generally lower: 18-34- year-olds spend 17% less time watching live sport than their 35-64 aged counterparts, according to Ampere Analysis' latest Sports Consumer survey. This disparity is even greater in the US and major five European markets, where it rises to 21%.

However, younger viewers are more likely to engage with ancillary sports content including social media content, betting, sports video games, sports documentaries, and fantasy sports games such as Fantasy Premier League. 18-34- year olds are typically 10%-25% more likely to engage with the different types of ancillary sports content than the average sports fan.



### All about engagement: Fantasy sports games score the biggest increase in viewing

While ancillary content can sometimes be a direct revenue source, its primary appeal to rights holders is to keep fans engaged with their most important product: live sports. According to Ampere's Sports Consumer data for the US, UK, France, Germany, Italy, and Spain, 18-34-year-old sports fans who engage with any major type of ancillary content

(such as via social media, betting, videogames, fantasy games and via sports documentaries) claim to spend more time watching live sport than the average sports fan in the age group.

The most engaged group are those sports fans who play fantasy sports games. People who play fantasy sports games spend – on average – 17% more time watching live sports than the average fan.

**Ben McMurray, Senior Analyst at Ampere Analysis** says: “While use of all ancillary content types correlates with increased live sports viewership, it’s not surprising that fantasy sports has the strongest link. Content like social media posts and sports documentaries can excite fans about upcoming live sports or serve as a reminder that the competition is taking place, but gamification around live sport can directly invest fans in watching as much of the live game as possible. The more fantasy sports players watch of the competition, the greater their chances of being able to improve their teams.”

### **Young ancillary content users are the biggest spenders on sports content**

Across the US and the major five European markets, the average sports fan is willing to pay \$28.42 per month to watch all the live sports content they want, but for 18-34s this figure rises to \$36.05 (27% higher). Ampere Analysis has found that younger ancillary content users, in addition to watching live sport more frequently, are also willing to spend more than average. 18-34-year-old fantasy sports players are at the top within the age group, investing an average of \$43.99 per month on sports content.

**Ben McMurray, Senior Analyst at Ampere** concludes: “High willingness to spend is one of the reasons why capturing the younger demographics can be key for companies in the sports broadcasting market. This is particularly true for companies operating subscription OTT services, as 38% of 18-34-year-olds in the six countries prefer to watch live sports on a subscription OTT service, compared to 22% of 35-64s.”

Ends

**For more information, please contact Greenfields Communications:**

Rocio Anton [rocio@greenfieldscommunications.com](mailto:rocio@greenfieldscommunications.com) T : +41 78 335 00 30

Corinna Staedel: [corinna@greenfieldscommunications.com](mailto:corinna@greenfieldscommunications.com) +1 912 506 5674

Lucy Green [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com) T: 0208 778 3784/07817 698366

### **Ampere Analysis**

Roya Sanei T: 020 3848 7145 [roya.sanei@ampereanalysis.com](mailto:roya.sanei@ampereanalysis.com)

Dan Stevenson T: 020 3848 6401/07973 157317 [dan.stevenson@ampereanalysis.com](mailto:dan.stevenson@ampereanalysis.com)

### **About Ampere Analysis**

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)