

THE SCORECARD

The year 2020 created unique, never-before-seen moments that impacted not only the world around us, but also the world of sports. Despite these changes, sports fans maintained their fandom and were opened to a myriad of virtual experiences that diversified the ways they can fan sports.

In order to keep score on how sports fandom is evolving and explore the trends that are defining the future of TV and sports, we've unveiled our first report of Generation Stream: Sports Edition, **'The Scorecard.'**

Here's a snapshot of a few key themes that emerged:

▶ Sports Go Deep

2020 recentered sports, as fans had to rethink tradition and adapt to the pandemic, protests, and social unrest. Not surprisingly, sports fans felt the impact.

86%

of sports streamers say that the past year changed the way they watched sports

▶ Beyond the Big Four

The sports spectrum is broadening as streaming gives audiences access to new, niche and global sports, as well as new ways to experience sports beyond the game.

68%

of sports streamers have become passionate about a sport that they didn't have access to before streaming

▶ Out of Bounds

It's official: fewer sports streamers are rooting for their home team. Tipping the scales is Gen Z, a more geographically-agnostic generation, who is spreading their wings to express sports fandom beyond their zip code.

59%

of sports streamers are fans of teams outside of where they live now or where they grew up versus **41%** of those who say their fandom is still locally-based

▶ Fewer "Me's" in Team

Fewer sports streamers are personally identifying with sports teams, and more are simply following the sports they love.

+47%

of sports streamers are more likely to watch sports for the love of the sport versus the love of the team

▶ Off Field

Matches and games have long been sports' big events, but a growing number of fans are interested in content that is off of the traditional field, or are finding new ways to engage with the content that is on it.

77%

of sports streamers have streamed sports content other than games and matches in the past three months

▶ Social Gameplay

Social sites have completely changed the game of fandom. 1-in-5 sports streamers say that they built a stronger online community around sports, or engaged with more social media as a way to experience sports during the pandemic.

93%

of sports streamers say social media benefits their sports viewing experience

To access the [Full Scorecard Report](#) and to learn more about Generation Stream: Sports Edition, visit our [Generation Stream Hub](#).

Note: Sports streamers are individuals who: (1) Self-identify as sports fans, (2) Use streaming services to watch some or all of their sports content, (3) Have watched a live or non-live sports event, sports highlights and/or sports related videos within the past three months.