

SPORTS UNLEASHED

Sports content is untethered from traditional formats and fandom is evolving into a kaleidoscope of viewing experiences. With more access to sports through streaming, social media and podcasts, 'watching sports' has taken on new meanings and embraces a more diverse audience in the process.

▶ **69%**

of sports streamers agree:

"Streaming has changed the way I watch sports."



Sports Fans say:

76%

are **engaged in at least one digital activity while watching games**, from checking social media or blogs to posting

73%

watch more diverse sports than a year ago because of streaming services

43%

spend more time watching sports with their social media community than they do with an in-person community

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