

DIGITAL RITUALS

Sports fandom is as evergreen as the rituals that surround it. Game Day chili, stadium soundtracks, and pregame tailgates are as familiar today as they were three generations back. However, as the digital world expands, new rituals are naturally coming into play, making the sports experience more diverse and more fulfilling for the next generation fans.

Sports Fans Say:

77%



checking out the best clips of a game or event is important

71%



they are checking team stats online weekly during the regular season of their favorite sport

58%



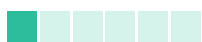
they have built a stronger online community around sports due to the pandemic

22%

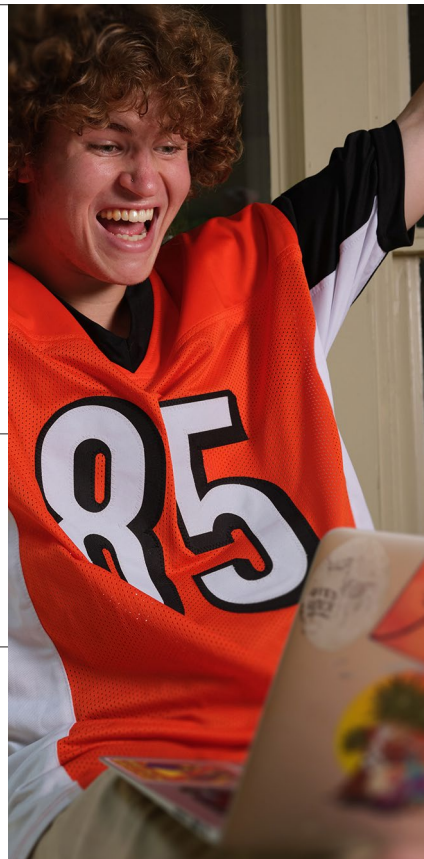


they tuned into more sports podcasts this year than last to make up for missing games

16%



they've participated in a virtual tailgate during the pandemic



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