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## **TVB Sports Study**

*In today's media landscape, there are now more places than ever before to view sporting events and consume sports content. Not only are sporting events televised on traditional media, like broadcast and cable, but on streaming services as well. Realizing this, TVB has fielded a brand-new 5,000-respondent sports survey, conducted by the well-regarded research company, Dynata, with the main objective to identify the top media and platforms that people use to watch/listen to sporting events and sports content.*

**New York, March 25th, 2024** – Key findings from this study show that linear television, and specifically, local broadcast television, is still the primary and preferred way that viewers watch sporting events.

- 97% of respondents have a television set in their home to watch programming.
- 69% of respondents follow at least one sport throughout a season.
  - Men (52%) are more likely than women (34%) to watch/listen to sports frequently throughout the year.
- Linear television overwhelmingly tops streaming for viewing every major sport.
  - 76% of respondents use linear television to watch NFL programming, compared to only 57% for streaming.
  - 79% of respondents use linear television to watch MLB programming, compared to only 41% for streaming.
  - 76% of respondents use linear television to watch NBA programming, compared to only 47% for streaming.

- 76% of respondents use linear television to watch NHL programming, compared to only 44% for streaming.
- 81% of respondents use linear television to watch NCAA College Football programming, compared to only 43% for streaming.
- 80% of respondents use linear television to watch NCAA College Basketball programming, compared to only 42% for streaming.
- 86% of respondents think it is important for their local sports teams to be on local broadcast TV.
  - That percentage is even higher for key demos: 92% of frequent sports viewers, 91% of men 25-54, 89% of upper income (\$100K+) households, 90% of Black/African Americans and 88% of Hispanics think it is important for their local sports teams to be on local broadcast TV.
- 82% of respondents watch sports on local broadcast TV stations at least once a week.
  - That percentage is even higher for key demos: 92% of frequent sports viewers, 89% of men 25-54, 86% of upper income (\$100K+) households, and 83% of Black/African Americans watch sports on local broadcast TV stations at least once a week.
- 79% of respondents that did an online search said that TV ads on sporting events motivated their search selections.
  - That percentage is even higher for key demos: 80% of frequent sports viewers, 87% of men 25-54, 81% of upper income (\$100K+) households, 85% of Black/African Americans and Hispanics think it is important for their local sports teams to be on local broadcast TV.
- 74% of respondents watched Monday Night Football this past season.
  - Of those respondents, more watched Monday Night Football on ABC (42% watched every time or most of the time) than on the ESPN properties (only 25% watched every time or most of the time).
- Television (82%) is the primary device used to watch/hear sports programming, compared to smartphone (12%), computer (3%), tablet (2%), smart speaker (1%), and radio (0%).
- 88% of those that watched the Super Bowl viewed it on a television set, compared to a smartphone (7%), computer (3%), tablet (1%), smart speaker (1%), and radio (0%).

## About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S.

television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars.

See [www.tvb.org](http://www.tvb.org) for more information.