

2026 SPORTS SURVEY



TVB Local
Media
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SUMMARY: 2026 SPORTS SURVEY

- TV ads in sporting events influence consumer search selections.
- For Sports Enthusiasts, linear television is the preferred way to view sports; football, basketball, baseball, hockey, golf, soccer, auto racing or tennis.
- Sports enthusiasts skew their linear sports viewing to the large TV screen...a high percentage of streamers use small screens.
- 90% of sports enthusiasts feel it is important for local sports to be shown on local broadcast TV.
 - 3 out of 4 sports enthusiasts watch sports on local broadcast TV at least twice a week.
- Broadcast TV news is the top choice for sports enthusiasts to watch/listen to the latest news on sports...local broadcast TV streaming/websites the top digital choice.



RESEARCH OVERVIEW: METHODOLOGY

WHO:

- *To qualify, respondents needed to:*
 - Be age 18 or over
 - Have watched and/or listened to any sports programming in the past 12 months
- Respondents were identified watching 1) Only Big Event 2) One type of Sport 3) Multiple Sports (Sports Enthusiast)
- Of the 5,000 interviews collected via opt-in survey almost half were sports enthusiasts
- This deck puts a strong focus on sport enthusiasts

WHEN: December 11 through December 18, 2025

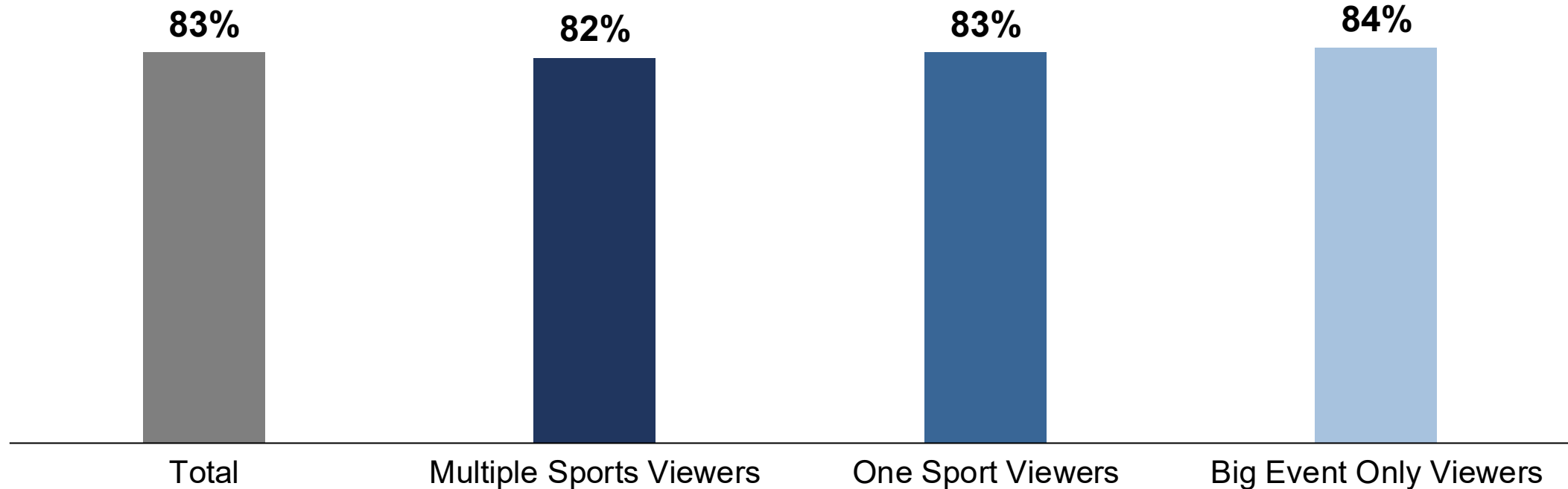
WHAT: Via 6-minute online quantitative survey administered by Dynata, about how sports enthusiasts consume and view sporting events and content.



ADS IN SPORTING EVENTS INFLUENCE CONSUMERS SEARCH SELECTIONS!

Think about the times you did an online search for a product or service.
How often, if at all, did the TV advertisements you saw in a sporting event influence you, in some way, in your search selection?

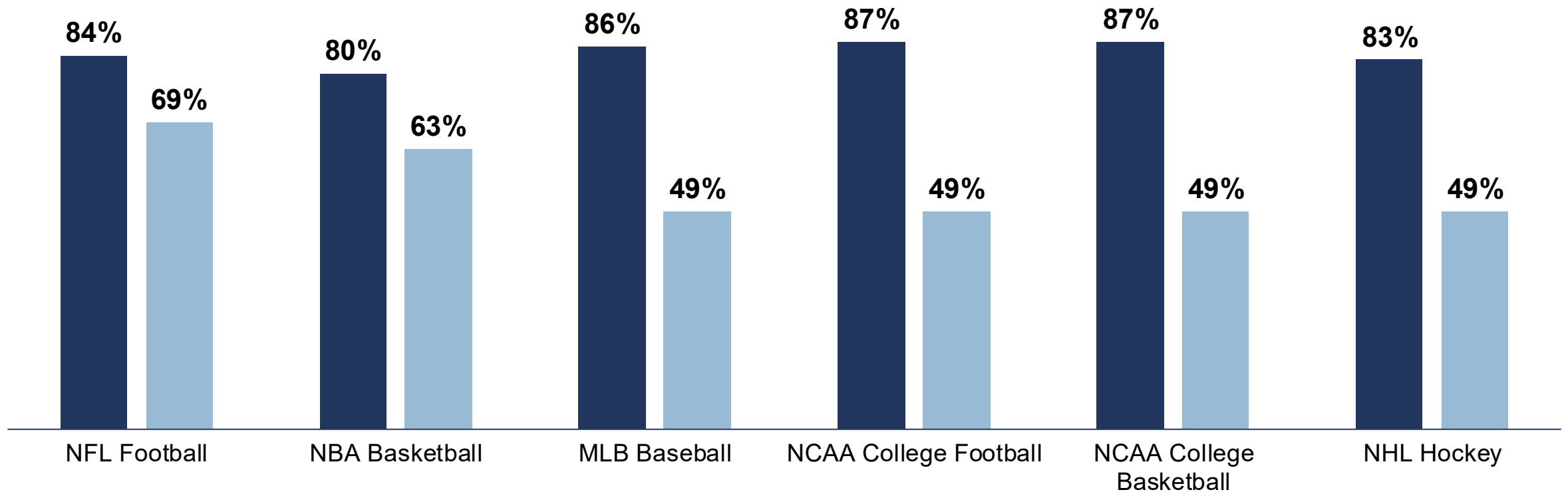
Of those who do online searches influenced



FOR SPORTS ENTHUSIASTS, LINEAR TELEVISION IS THE PREFERRED WAY TO VIEW THEIR FAVORITE SPORTS!

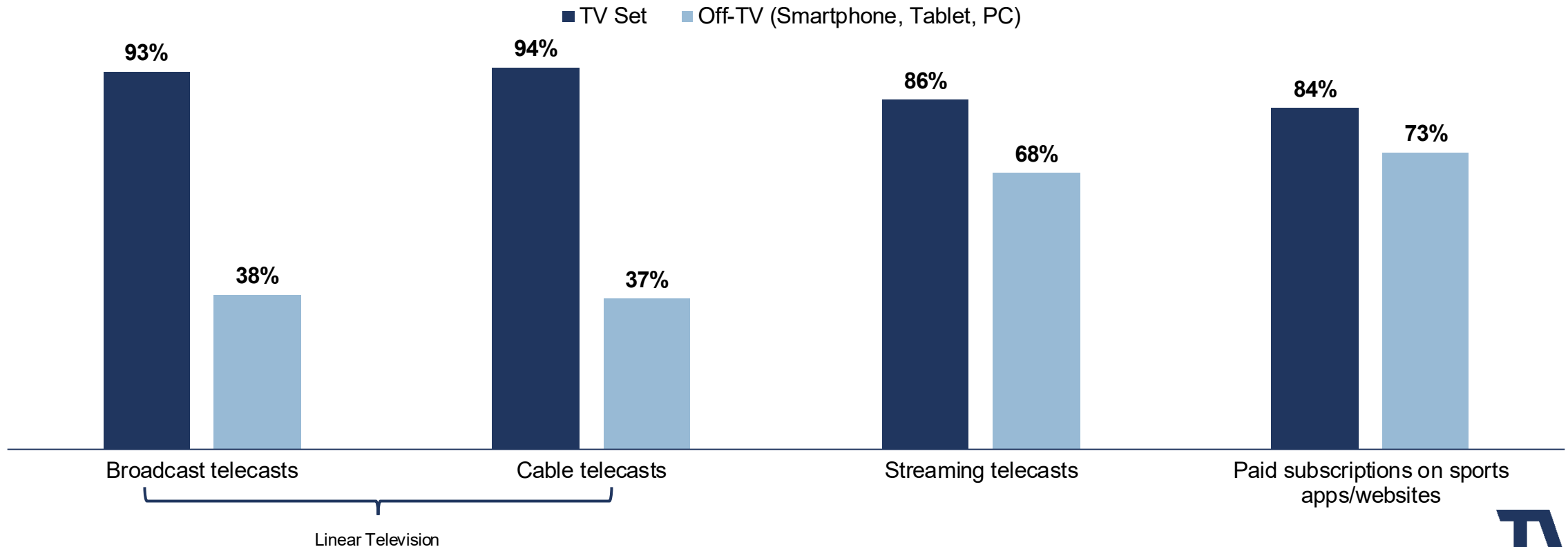
How do you watch the following sports?

■ Linear Television ■ Streaming Services/Networks

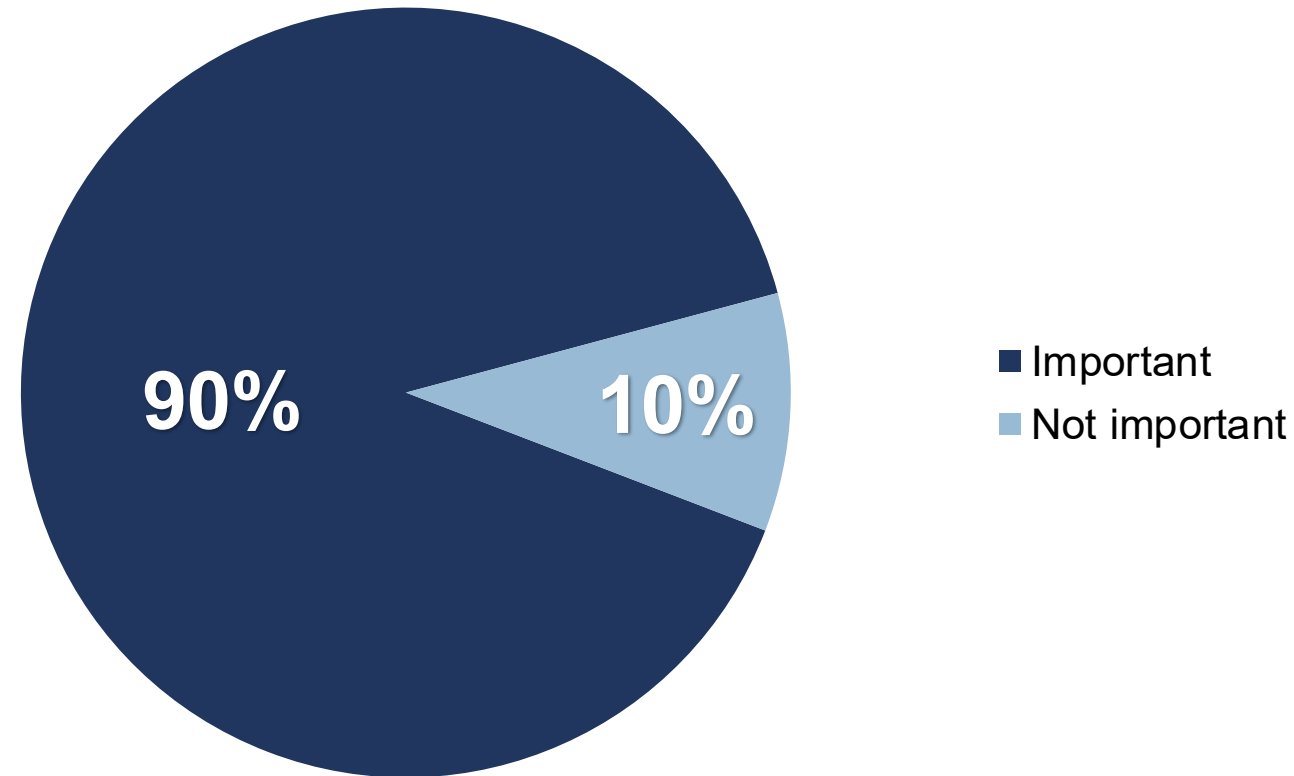


SPORTS ENTHUSIASTS, SKEW THEIR LINEAR SPORTS VIEWING TO THE LARGE TV SCREEN... A HIGH PERCENTAGE OF STREAMERS USE SMALL SCREENS

You indicated that you have watched/listened to sports programming on the following providers. Please indicate all the devices you have used to listen/watch sports programming on in the last 12 months.

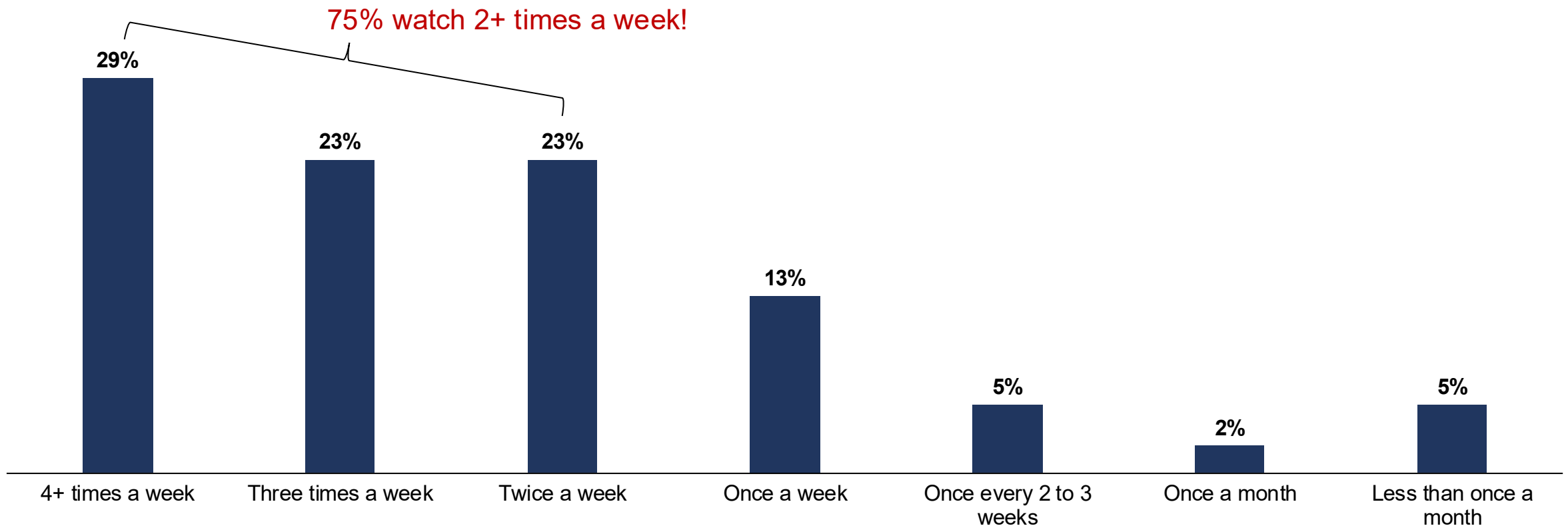


HOW IMPORTANT IS IT TO YOU FOR YOUR LOCAL SPORTS TEAM'S GAMES TO BE AVAILABLE ON YOUR LOCAL BROADCAST TV STATION?



3/4 OF SPORTS ENTHUSIASTS WATCH SPORTS ON LOCAL BROADCAST TV 2+ TIMES A WEEK 9 OUT OF 10 AT LEAST ONCE A WEEK

In a typical month, how often do you watch ANY type of sports on local broadcast TV stations such as affiliates of ABC, CBS, FOX, NBC, CW, Telemundo, Univision, ION, or an Independent station?

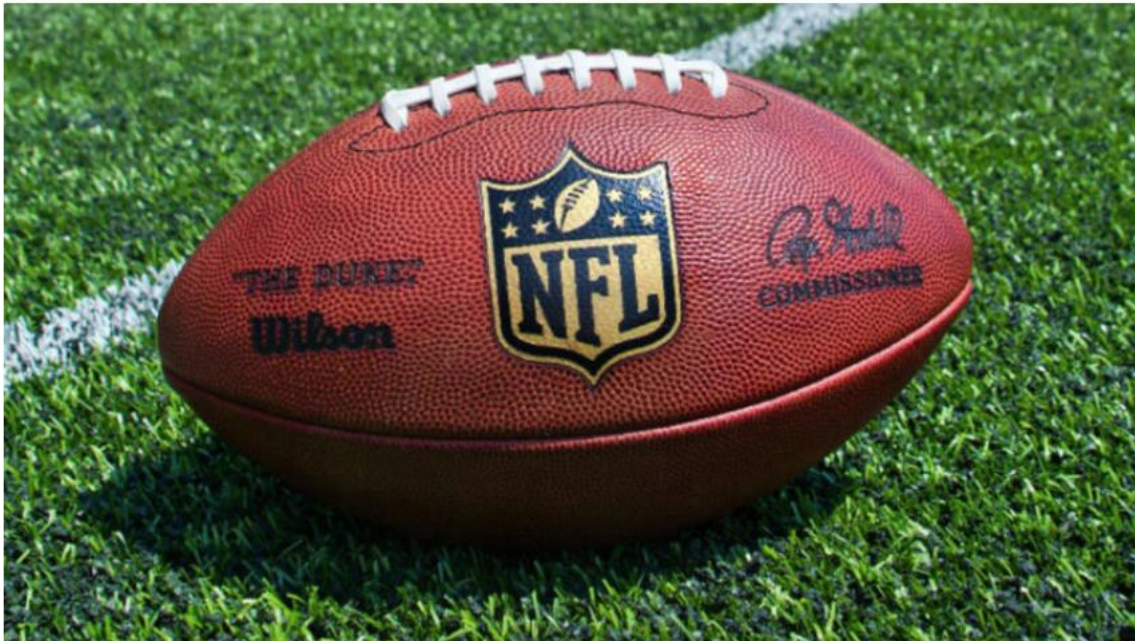


TVB: Broadcast TV Remains Most Powerful Platform For Reaching NFL Audiences

Jan 15, 2026 | TVN Staff | Add comment



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TVNewsCheck

<https://tvnewscheck.com/programming/article/tvb-broadcast-tv-remains-most-powerful-platform-for-reaching-nfl-audiences/>

TV Tech

<https://www.tvtechnology.com/platform/broadcast/study-broadcast-remains-the-most-powerful-platform-for-reaching-nfl-audiences>

Advanced Television

<https://www.advanced-television.com/2026/01/15/tvb-broadcast-still-delivers-biggest-nfl-audiences/>

News Cast Studio

<https://www.newscaststudio.com/2026/01/15/broadcast-still-leads-in-nfl-viewership-despite-streaming-growth/>

Yahoo Finance

<https://finance.yahoo.com/news/broadcast-television-remains-most-powerful-160000228.html>

Google AI

Yes, recent studies confirm that [broadcast television remains the most powerful platform for reaching large NFL audiences](#), consistently delivering significantly higher viewership numbers for both regular season and playoff games compared to streaming, though streaming platforms like [Amazon Prime Video](#) are growing and capturing younger demographics. While streaming sets records for *platform* viewership (like Amazon's recent playoff game), the inclusion of local broadcast signals in those metrics highlights broadcast's enduring reach, with traditional networks like FOX, CBS, and NBC still dominating overall volume.