

# Fan Engagement in Focus: Measuring the Impact of Sports Betting on the Industry

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## Abstracts

This report focuses on the impact of sports betting on fan engagement, and the challenge of winning in a content rich but attention poor media landscape. By analysing weighted web traffic and app data, it provides insights into the ways sports betting companies influence consumption, contribute to revenue and permeate the wider sports content patterns, and examines the broader consequences for the sports ecosystem.

Euromonitor International's Fan Engagement in Focus: Measuring the Impact of Sports Betting on the Industry Global report is designed for stakeholders across the spectrum of professional sports. It provides insights into sports fanbases (current year and five-year historic review period) such as attendance and ticketing statistics, alongside engagement rates across a range of social media platforms for leagues, teams, events, and athletes. These insights are underpinned by commercial partnership data (sponsors, suppliers, broadcasters and more) across key markets, providing stakeholders a comprehensive understanding of commercial trends within the sports industry.

**Product coverage:** American Football, Australian Football, Baseball, Basketball, Boxing, Cricket / T20, Esports, Football / Soccer, Golf, Ice Hockey, MMA, Motorsport, Rugby League, Rugby Union, Tennis.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Sports market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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What role does sports betting play in driving fan engagement?

Can sports betting sponsorships turbocharge fan engagement?

Key takeaways

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