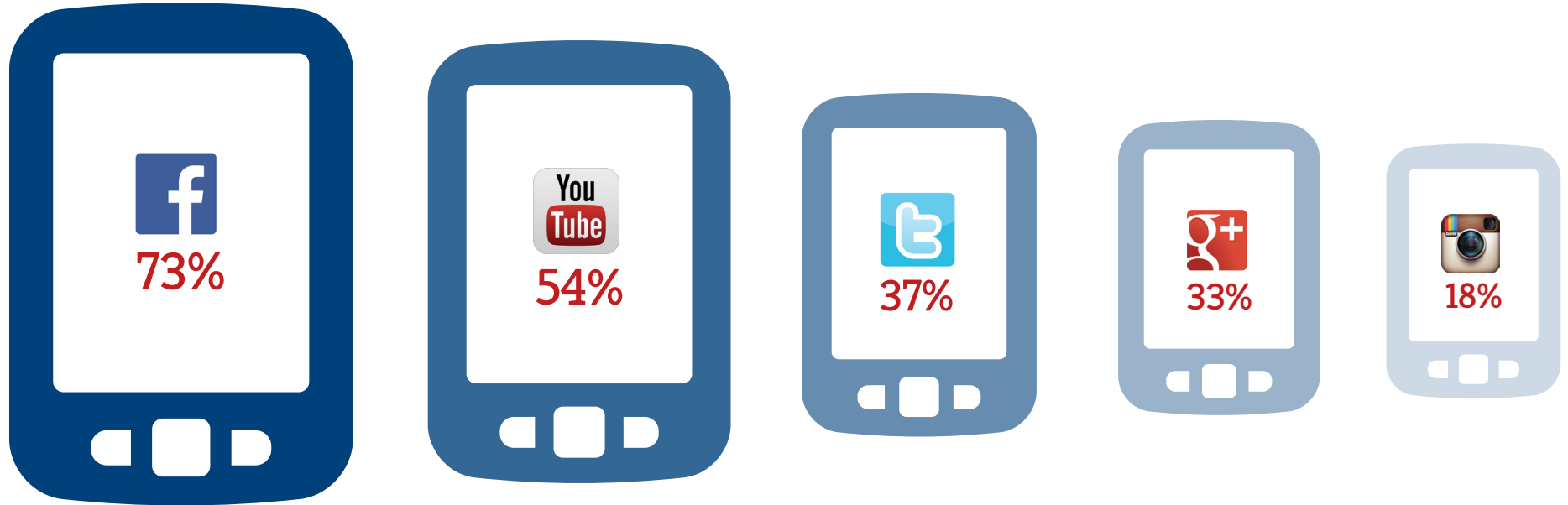


# SPORTS FANS: DIGITAL MEDIA HABITS

4th Annual Fan Engagement Study

## SOCIAL MEDIA CHANNELS

USED FOR FOLLOWING AND DISCUSSING SPORTS



## BRAND ENGAGEMENT

CONSUMER MOTIVATION TO "LIKE" OR FOLLOW A BRAND

- 61% Provide a coupon or a discount
- 57% Show that they support my favorite team
- 53% Offered a contest where I could win a prize related to the sport
- 46% Support a charity cause supported by the team

7/10 Fans are willing to take action after following or "liking" a brand



## ACTONS TAKEN BEYOND THE "LIKE"

- 39% Talked with family and friends about the brand
- 33% Shared brand content
- 32% Bought the brand

CONTENT THAT GETS FANS ENGAGED BEYOND THE SCOREBOARD...



72% Pre-game excitement



68% Historic nostalgia photos & videos



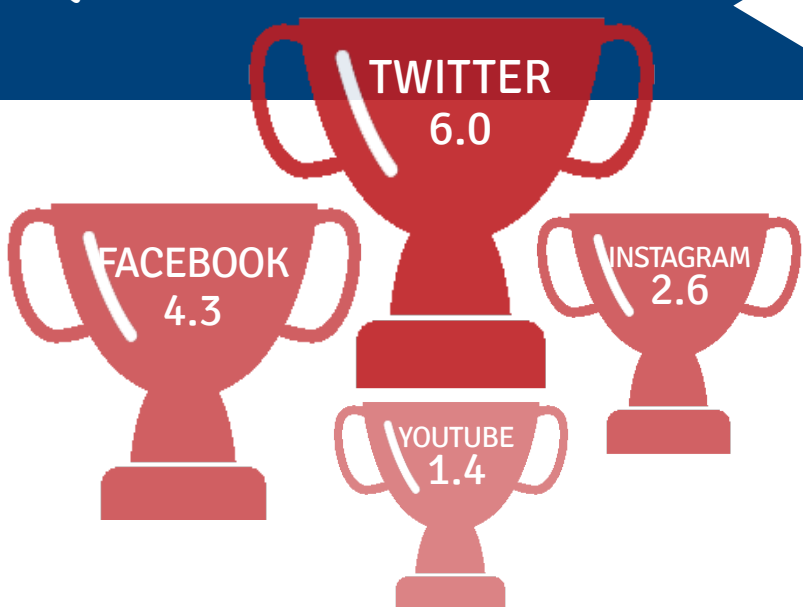
66% Photos & videos of bloopers



63% Game debate & banter

## GAME DAY

FREQUENCY OF USE ON GAMEDAY



AFTER GAME USAGE ON THE RISE (% VS 2012)

