



WHICH STATES WATCH THE MOST SPORTS ONLINE?

There's no disputing live sports is the *crème de la crème* for TV broadcasters. It attracts the largest audiences and is coveted for the revenues it demands across licensing, rebroadcasting fees and subscriptions. Just this year **Yahoo! paid an estimated \$20 million** to livestream a single professional football game from London. **Verizon is dishing out multi-million to billion dollar deals** to major sports properties to acquire over-the-top mobile rights. And, despite its drop in pay-TV subscribers as it, too, pivots to reach viewers on digital screens, ESPN is still expected to make up **25% of Disney's income** in 2015.

In fact, **PwC forecasts** sports digital rights will, by 2018, outstrip gate receipts, sponsorships and merchandising as the top revenue generator for sports, with a value of nearly \$20 billion. An impressive number, when considering total revenue for the NFL in 2014 was **estimated around \$12 billion** including local profits, sponsorships and league revenue share. By and large, football is the dominating sports entity across largest audience size, viewership and costs for streaming rights and content distribution in America.

With the battle for streaming rights and the subsequent launching of new OTT offerings to match the migration of linear TV to digital, we took a look at where in America online sports is getting viewed the most.

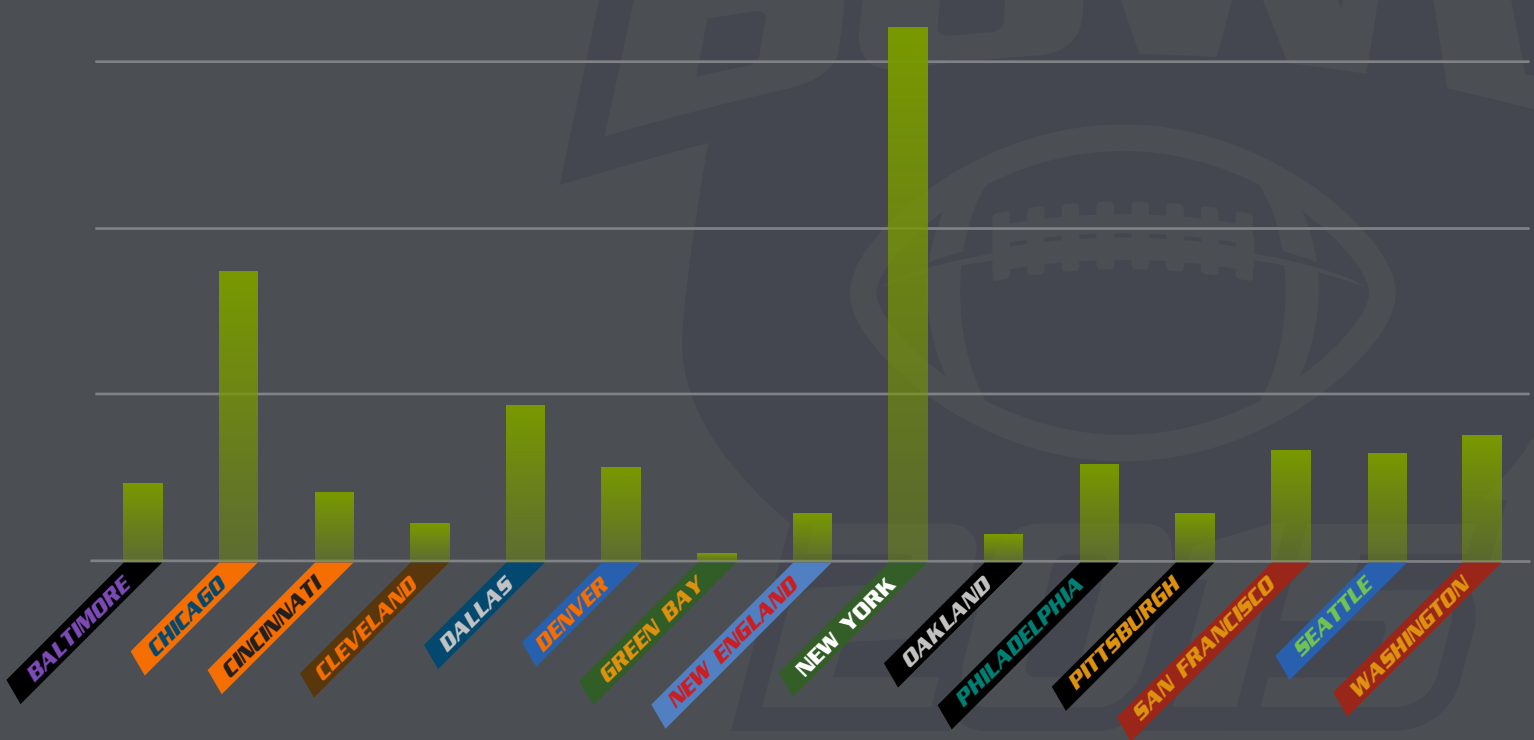
Pulling from billions of video data we analyze daily we sought to answer the question: what if sports victories were decided not by the score but by how avid their fans were? Our study measures which major football markets consumed the most sports content on game day.

In short, who would win StreamingBowl 2015?

Of the 32 major football markets, we analyzed the top 15 that represent the biggest rivalries in the sport. To do so, we calculated the share of sports video plays, as a percentage of all online video plays during 5 recent football Sundays: 9/13/15 through 10/11/15.

STREAMING

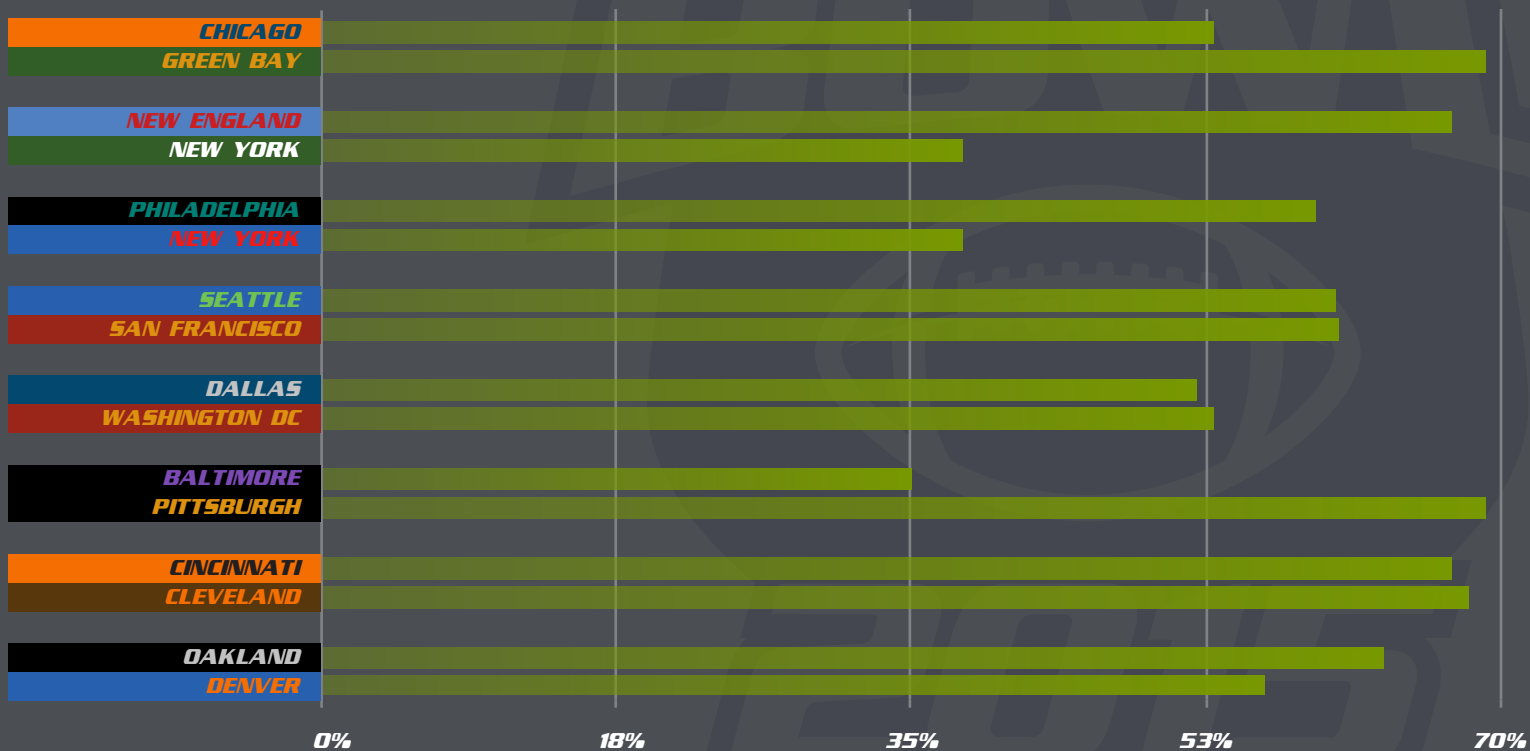
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For all online video starts — not just sports — the obvious winners are the largest cities, with New York leading the pack and Chicago in second place. Bringing up the rear of total online views was Green Bay, Wisconsin, which comes with little surprise given it's the smallest professional sports market in the U.S..

However, when we look at what percentage of all online video plays were made up of sports content in the same areas, underdogs became champions. Pittsburgh, and notably Green Bay, tied as the leaders. Out of all online video plays, Green Bay viewers spent nearly 70% of their time with sports content, compared to rivalry city, Chicago, where viewers averaged only 53%. A true testament to the die-hard fans in Green Bay, regardless of its small population.

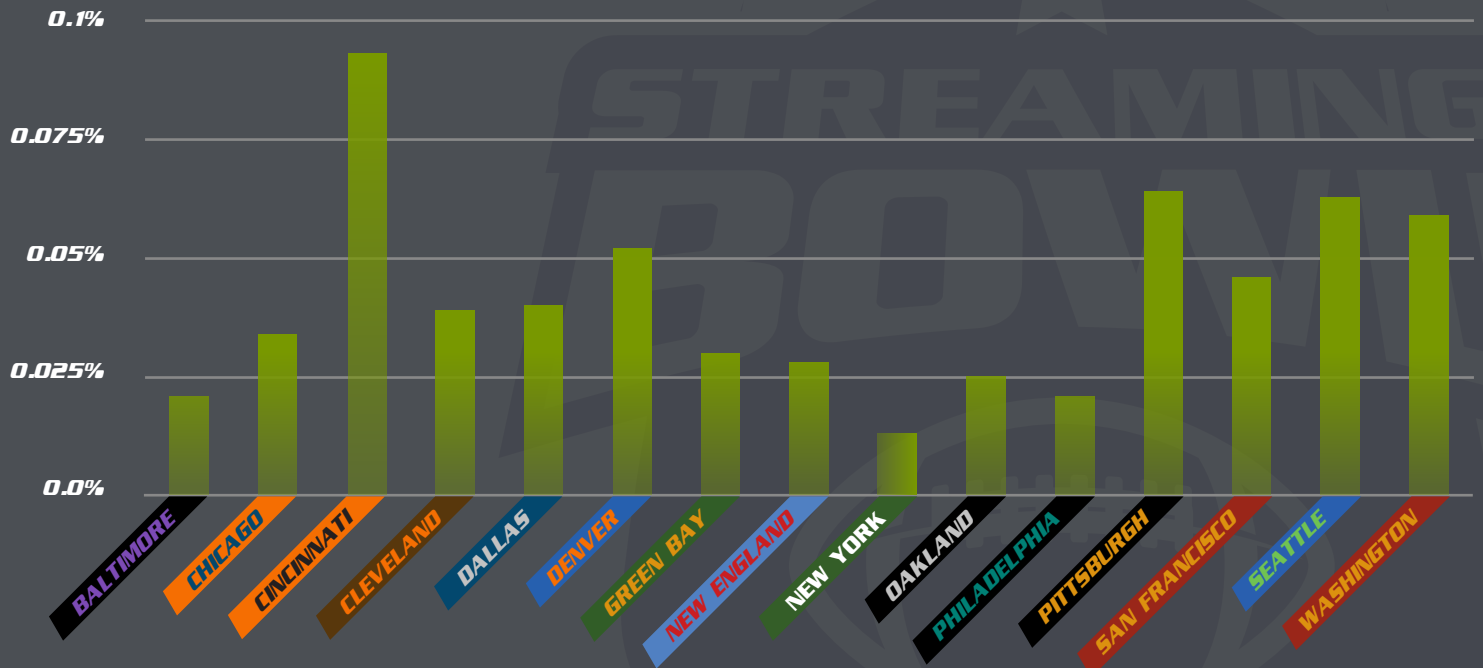
STREAMING



New York lost (terribly) in both match-ups with rivalry cities New England and Philadelphia, losing 66% vs. 38% and 58% to 38%, respectively.

San Francisco eked out a win over Seattle with a mere 0.2% lead, spending 60.3% of their online viewing time playing sports content to Seattle's 60.1%.

Other close match-ups included Cleveland's win (68%) over Cincinnati (67%) as well as Washington D.C.'s slight victory (52.5%) over Dallas (52.3%).



When looking at the percentage of each market's population driving sports video plays, the outcomes change yet again.

Cincinnati emerges the new leader, with nearly 10% of its total population watching sports on average on Sundays, of which spent just under 67% of the time watching sports content.

And where New York was number one in terms of total online video plays, they have the least engaged sports audience on a per capita basis.

While Green Bay, though a leader in the cohort of cities watching sports content (almost 70%), we see here that just under 4% of its population drove those views. Which is another testament to that region's dedication to its sports teams and sports content.

TAKEAWAY

So who wins StreamingBowl 2015? Green Bay and Pittsburgh tie for at 69% with Boston close behind, usurping all other major metropolitan regions.

Attribute it to Green Bay's weather, keeping fans indoors with devices in hand, or New York's social scene attracting fans to bars to watch linear TV. Whatever the case may be, sports is a driving force in the industry and with data-driven insights content providers can make targeted decisions on how to boost viewership and revenue based on audience engagement.