

How Fans Tune In to Sports on YouTube

People have more options than ever before to tune in to their favourite sports content, whether they're looking for behind-the-scenes interviews, post-game highlights, or fitness advice. To find out how Brits follow their passion for sports with content online, we partnered with Ipsos Connect and Flamingo to survey people about their sports-viewing habits. ¹



BUILDING MOMENTUM AROUND LIVE EVENTS

In the moments around massive sports events like the upcoming 2016 Summer Games, people turn to online video to learn more about the action and athletes.

Among YouTube sports viewers:²



look for videos related to the **Olympics** on YouTube in the days during and around the event. ³



say they watch related videos on YouTube **before** sports events. ³



watch sports or fitness videos on YouTube **while** watching live sports on TV. ³



say that YouTube is one of the first places they go **after** major sports events or news. ³

“I would normally watch sports videos on YouTube to reminisce with family and friends or put a montage on as build up to a big sporting event” ⁴

Male, aged 23, London

UNIQUE SPORTS CONTENT FOR EVERY TYPE OF FAN

People can find both mainstream and niche sports content online, whether they want to enjoy a trick shot video or learn to perfect their tennis swing.



78%

of YouTube sports viewers say YouTube has sports and fitness video content that they **can't find anywhere else**.³



YouTube's catalogue of **8.5 million** sports-related videos...



... has attracted **280 billion** views.⁵

“I use YouTube to watch sports I am unable to access anywhere else, as you can watch videos from all over the world and watch different competitions in many different countries” ⁴

Female, aged 23, Manchester

A HOW-TO HUB FOR SPORTS

For fans interested in playing sports, online video helps them improve their skills and find the best gear.

Among YouTube Sports Viewers



72%

say YouTube is the best place to **learn something new** related to sports or fitness.⁶



87%

typically choose YouTube first to **guide them through an activity**, like a workout or meditation.⁶



80%

typically choose YouTube first to **watch fitness product demos and reviews**.⁷

“I took up parkour after having done gymnastics throughout my childhood. I love how YouTube allows me to learn the technique by pausing and rewinding the video, even when I'm out in the park” ⁴

Female, aged 19, London

WHAT THIS MEANS FOR YOU AND YOUR BRAND

Sports fans are passionate audiences who are always keen to learn more about their interests - often through YouTube. To reach them, consider placing ads around content that offers sports advice, inspiration, and information. Also consider the context of your consumer when they are watching sports-related content online, and tailor the length and format of your video ads to be most useful in these moments.

SOURCES

- 1 Google/Ipsos Connect, Sports Viewers Study, March 2016, UK. Total respondents aged 16-54, n=5,103. Flamingo, Sports Fans Study, March 2016, UK.
- 2 "Sports viewers" are defined as people aged 16-54 who watch sports/fitness content on YouTube at least monthly, n=1,501.
- 3 Google/Ipsos Connect, Sports Viewers Study, UK, among adults aged 16-54 who watch sports/fitness content on YouTube at least monthly, n=1,501, March 2016.
- 4 Flamingo, Sports Fans Study, March 2016, UK
- 5 Pixability Data, 2016. Analysis based on metadata (titles, description, tags). Data represents all-time global numbers, of public videos, as of May 31, 2016.
- 6 Google/Ipsos Connect, Sports Viewers Study, UK, among adults aged 16-54 who go online at least monthly and who watch sports/fitness video content in this situation, March 2016.
- 7 Google/Ipsos Connect, Sports Viewers Study, UK, among adults aged 16-54 who go online at least monthly and who ever watch this type of sports/fitness content, March 2016.