

## How Fans Tune In to Sports on YouTube

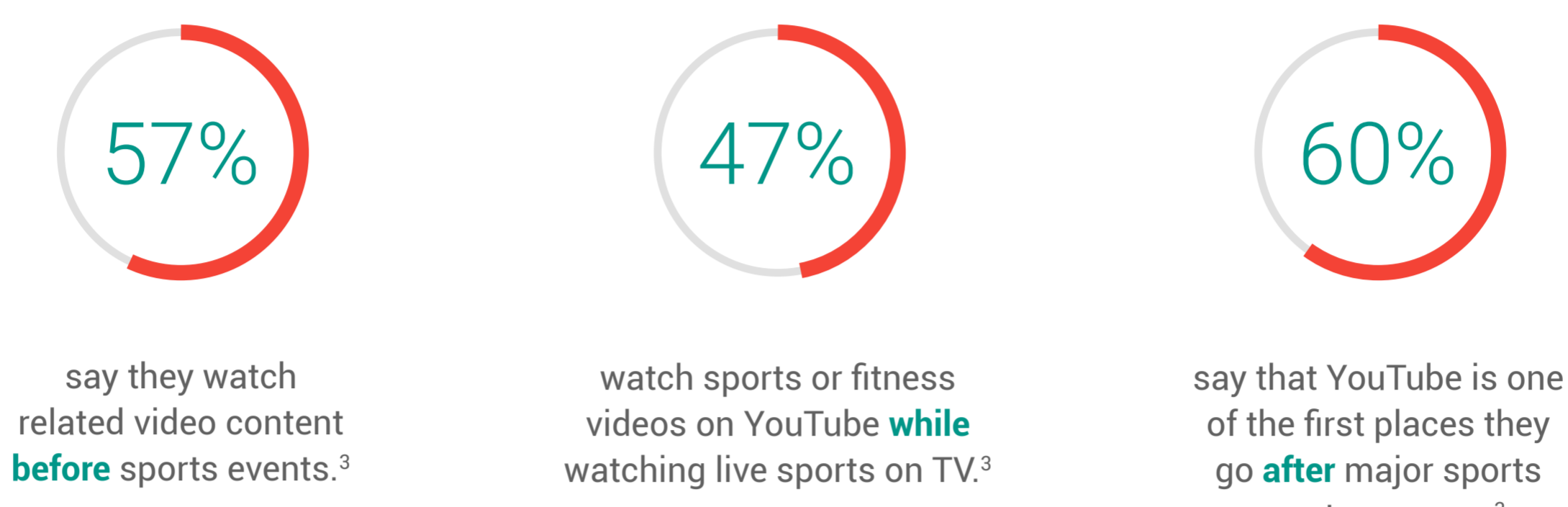
People have more options than ever before to tune in to their favorite sports content, whether they're looking for locker room interviews, postgame highlights, or fitness advice. To find out how Americans follow their passion for sports with content online, we partnered with Ipsos Connect and Flamingo to survey people about their sports-viewing habits.<sup>1</sup>



### 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:<sup>2</sup>



"If a player has a good game, we'll look up their old stuff and learn their history. It helps you to build your personal sports knowledge."

Sarah, N.Y.

### 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.



79%

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



YouTube's catalog of

8.5 million

sports-related videos ...



... has attracted

280 billion

views.<sup>4</sup>

"I watch documentaries on YouTube. They tell the stories of athletes very well. The players are in their homes and out of uniform. ... Things like that make you see them in a different light, you build that connection."

Eric, Chicago

### 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 sports fans:



71%

choose YouTube first to **learn something new**, like a yoga pose.<sup>5</sup>



69%

choose YouTube first to **guide them through an activity**, like a workout or meditation.<sup>5</sup>



69%

choose YouTube first to **watch fitness product demos and reviews**.<sup>6</sup>

"If I don't have 40 minutes to commit to a workout at the gym, I'll go to one of my yoga channels. They quickly walk you through the benchmarks, and it's a girl doing Zumba in her living room like me."

Maribeth, Chicago

### WHAT THIS MEANS FOR YOUR BRAND

To reach sports fans, think beyond buying media on an Olympic broadcast or a championship game. Instead, consider placing ads around content that offers sports advice, inspiration, and information. You can also think about 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.

#### SOURCING

- 1 Google/Ipsos Connect, U.S. respondents aged 18-54, n=5,082, Mar. 2016.
- 2 "Sports viewers" are defined as people aged 18-54 who watch sports/fitness content on YouTube at least monthly, n=1,501.
- 3 Google/Ipsos Connect, Sports Viewers Study, U.S., among adults aged 18-54 who watch sports/fitness content on YouTube at least monthly, n=1,501, Feb. 2016.
- 4 Pixability Data, 2016. Analysis based on metadata (titles, description, tags). Data represents all-time global numbers, of public videos, as of May 31, 2016.
- 5 Google/Ipsos Connect, Sports Viewers Study, U.S., among adults aged 18-54 who go online at least monthly and who watch sports/fitness video content in this situation, n=931-1,049, Feb. 2016.
- 6 Google/Ipsos Connect, Sports Viewers Study, U.S., among adults aged 18-54 who go online at least monthly and who ever watch this type of sports/fitness content, n=199-603, Feb. 2016.