

# 3 Ways Football Culture Plays Out on YouTube

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## Topics

Sports & Entertainment,  
Video, Advertising

When you hear "Super Bowl," you might think of the big game playing out on your TV screen. But there's a sizeable football culture that unfolds on YouTube too—before, during, and well after kickoff. Check out the three football content trends we're currently following on YouTube.

**W**hether you're a die-hard fan or just in it for the chicken wings, football culture undeniably brings people together. Time and again, we see this play out on YouTube in the way people consume video content related to the sport.

Football-related watch time on YouTube has grown over 90% year over year.<sup>1</sup> Think that's all replay videos? Think again.

Here are three football video content trends we're tracking on YouTube.

think with 

## #1: Getting into the team spirit with fashion and beauty videos

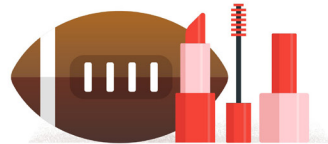
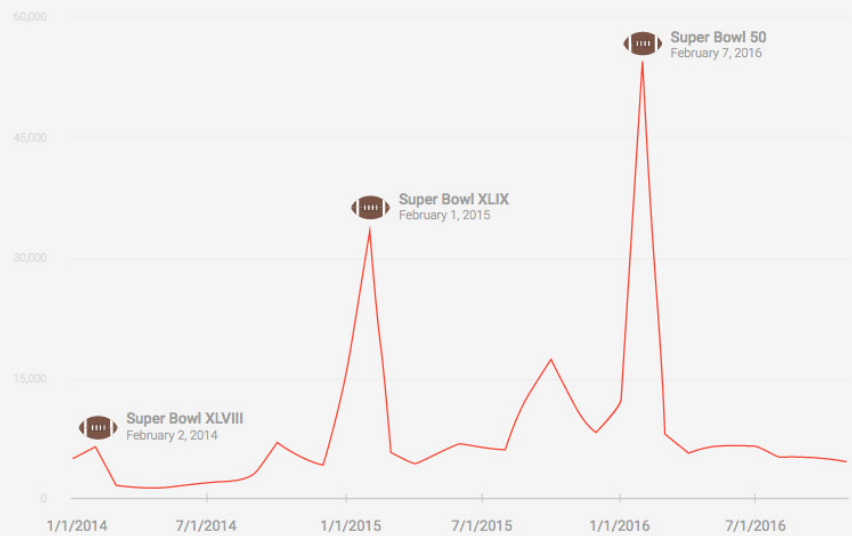
Watch time for football-related fashion and beauty content peaks in February, right in line with the Big Game—and the Big Game parties<sup>2</sup>

### Monthly Watch Time Hours of Fashion and Beauty Videos



● Hours

Source: YouTube Data, U.S., classification as a fashion and beauty video was based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan. 2014–Nov. 2016.



## Over 60%

year-over-year growth for watch time of football-related fashion and beauty videos on YouTube

Source: YouTube Data, U.S., classification as a fashion and beauty video was based on public data including headlines and tags, and may not account for every such video available on YouTube, Feb. 2015 and Feb. 2016.

## Which team inspired the most spirit in 2016?

In 2016, the team with the most football-related fashion and beauty videos was the Super Bowl XLVIII champion Seattle Seahawks.<sup>3</sup> Something about [action green](#) must make people want to wear it.

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Super Bowl 50 Makeup  
Tutorial! | Charisma Star



#2: Cooking up football recipes for the tailgate—or the living room

Over 75% year-over-year growth for watch time of football-related recipe videos on YouTube

## What are the most popular football recipe videos on YouTube?

### 5 most popular food-related YouTube videos on Sundays during football season



Source: YouTube Data, U.S., classification as a football-related recipe video based on public data including headlines and tags, and may not account for every such video available on YouTube, Sept.–Nov. 2016.

## Hungry to follow along?

Check out some of these popular (and mouth-watering) game day treat videos.

8 Game Day  
Appetizers | Tasty



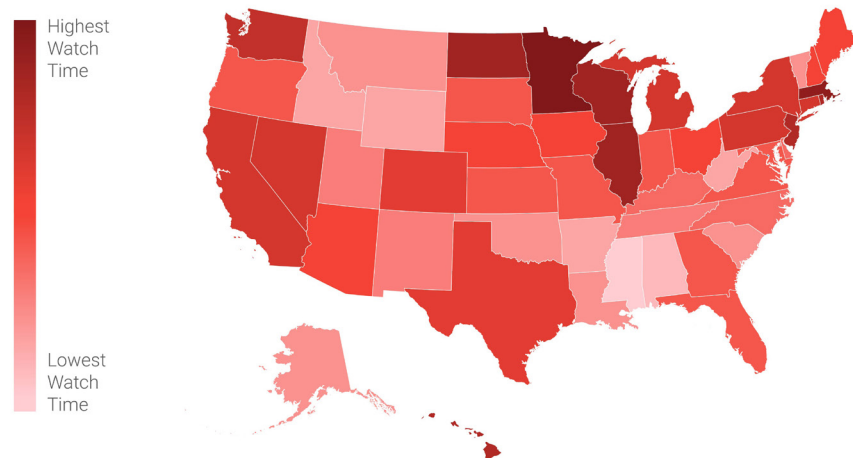
### #3: Strategizing for fantasy football

## Over 80% year-over-year growth for watch time of fantasy football-related videos on YouTube

Source: YouTube Data, U.S., classification as a fantasy football video based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan.–Nov. 2015 and Jan.–Nov. 2016.

### Where is fantasy football catching on most strongly?

Check out the states with the most watch time per capita for fantasy football-related videos.



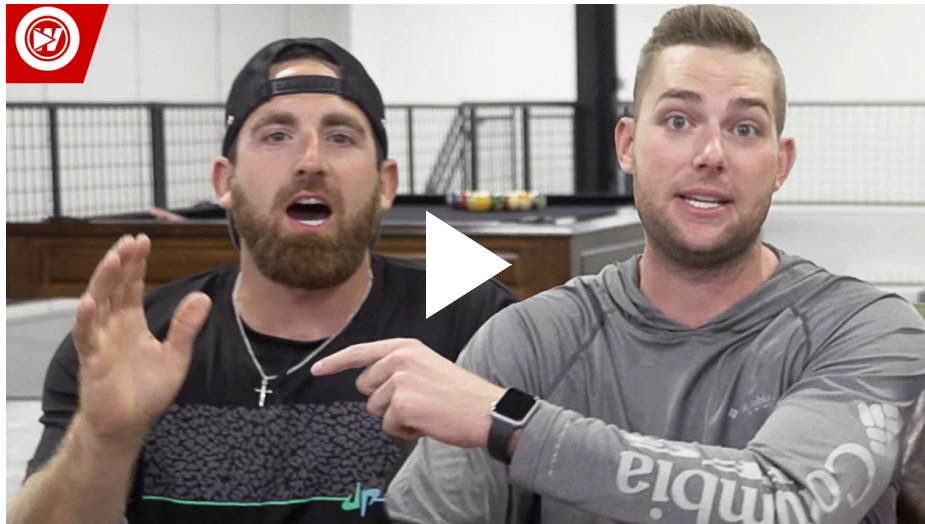
Source: YouTube Data, U.S., classification as a fantasy football video based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan.–Nov. 2015 and Jan.–Nov. 2016.

### What kinds of fantasy football-related videos are people tuning in to?

Commentary, recaps, predictions—the gamut. Check out popular YouTube creators [Dude Perfect](#) as they take a break from their trick shots to talk fantasy football.

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EXCLUSIVE DUDE  
PERFECT: NFLFantasy  
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Sports



## What does all of this mean for brands eager to reach football fans?

Football culture on YouTube runs deeper than game highlights and replays. And it lives beyond (and before) game day itself. The growth in football-related watch time proves that viewers are eager to engage in football-related content. And brands are finding ways to reach people while they're there, as well as creating content to keep them coming back for more.

*This piece has been brought to you by YouTube Re:View, which surfaces weekly trending videos on YouTube. Want more? [Subscribe to YouTube Re:View](#). (Consider it your weekly dose of pop culture to perk up that sad desk lunch.)*

## Sources

- 1 YouTube Data, U.S., classification as an American football video based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan.–Nov. 2016.
- 2 YouTube Data, U.S., classification as a fashion and beauty video based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan. 2014–Nov. 2016.
- 2 YouTube Data, U.S., classification as a team make-up and outfit video based on public data including headlines and tags, and may not account for every such video available on YouTube, Jan.–Nov. 2016.