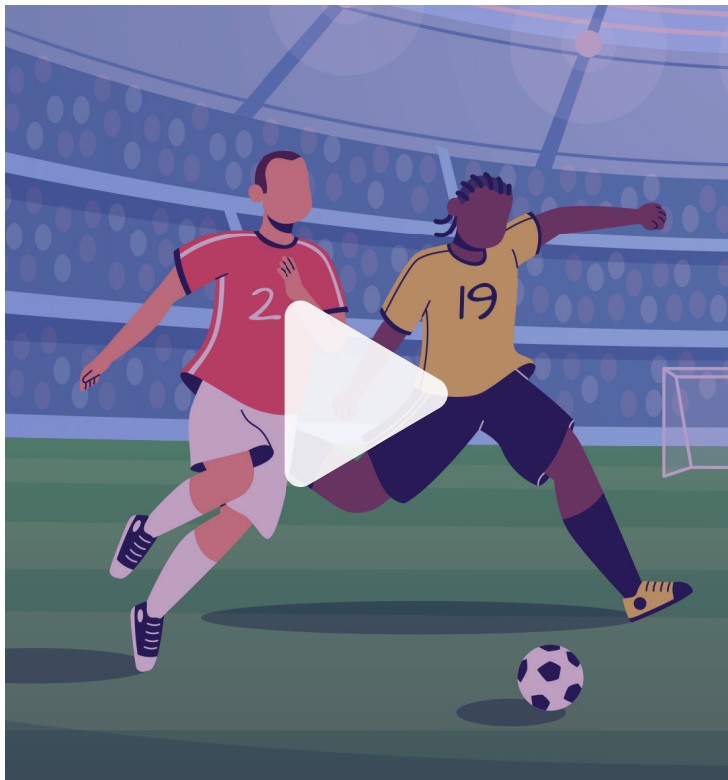


2022

UK Sports Video Trends



Introduction

In April 2022, Grabyo partnered with a third-party research agency to survey over 1000 consumers across the UK to discover more about their video consumption habits. We asked individuals what they're watching, which platforms and devices they're using and which content they want to see.

This report dives deep into the consumption habits of sports fans across the UK. We explore how sports fans are watching video across every platform and which types of content they want to see, as part of our ongoing research series to plot the future of video consumption across the globe.

Our mission is to provide valuable insight for broadcasters, sports clubs, federations, leagues and publishers in how to reach, grow, engage and retain audiences across all of your digital distribution channels.

THE REPORT WILL ANSWER THE FOLLOWING QUESTIONS:

- How are sports fans in the UK watching video? How is this changing?
- Which social platforms are most popular for video content?
- Which types of content do fans want to see on social media?
- How do fans interact with ads and sponsorship?

We hope you enjoy reading – if you have any questions or would like to find out more about how to take action from the insights in this report, we would love to talk to you. Our contact details are at the back of this report or get in touch at grabyo.com.

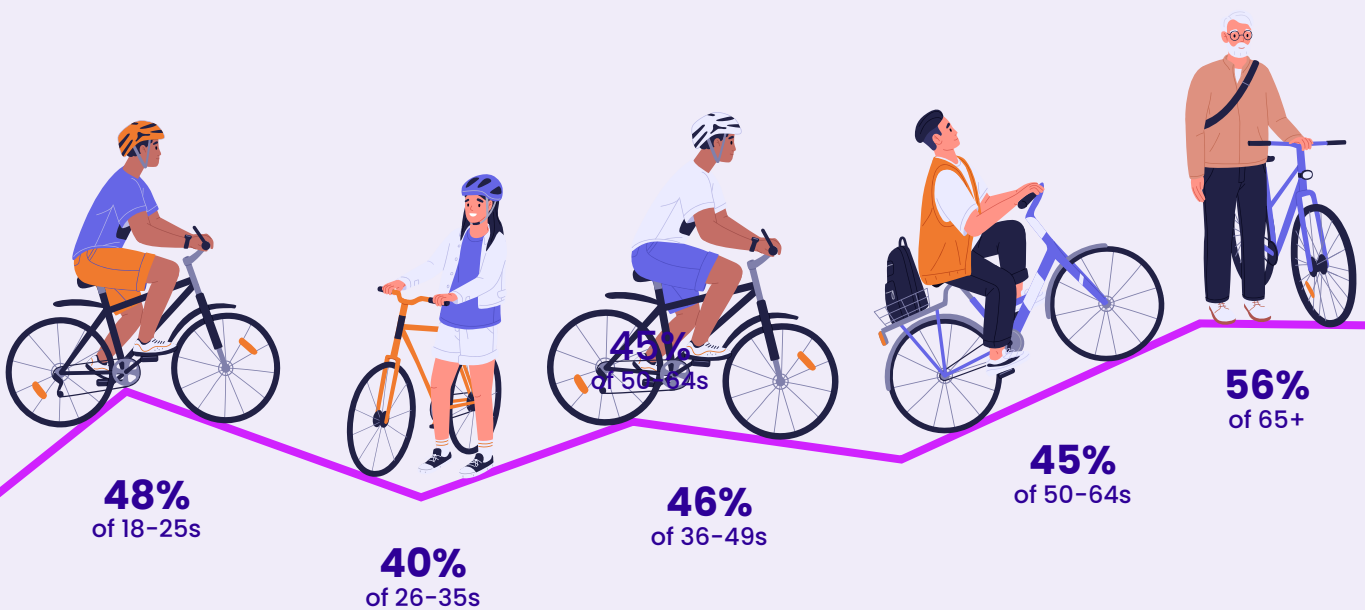
Thanks for reading,



UK Sports Fans Who are they?

Let's start with a **DEMOGRAPHIC BREAKDOWN** of sports fans across the UK:

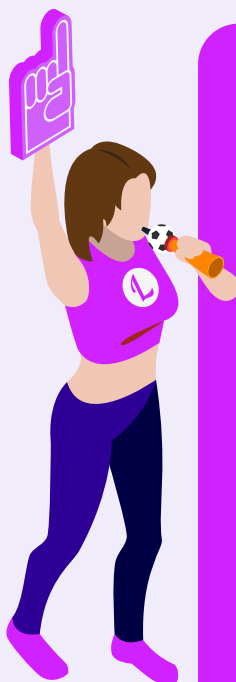
47% of UK consumers follow sports regularly



28% of UK females are sports fans



68% of UK females are sports fans

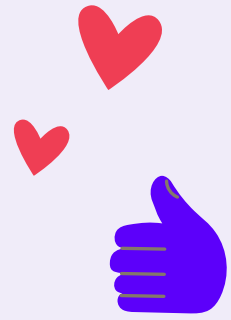


"Sport is not a men's game"

Our data shows that the number of female sports fans has increased by 65% since 2021. The success of the 2022 Women's European Championships, both in media coverage and the England Lionesses' title win, coupled with the success of the Red Roses Rugby team, will undoubtedly drive this increase in the coming years.

Sport on every screen

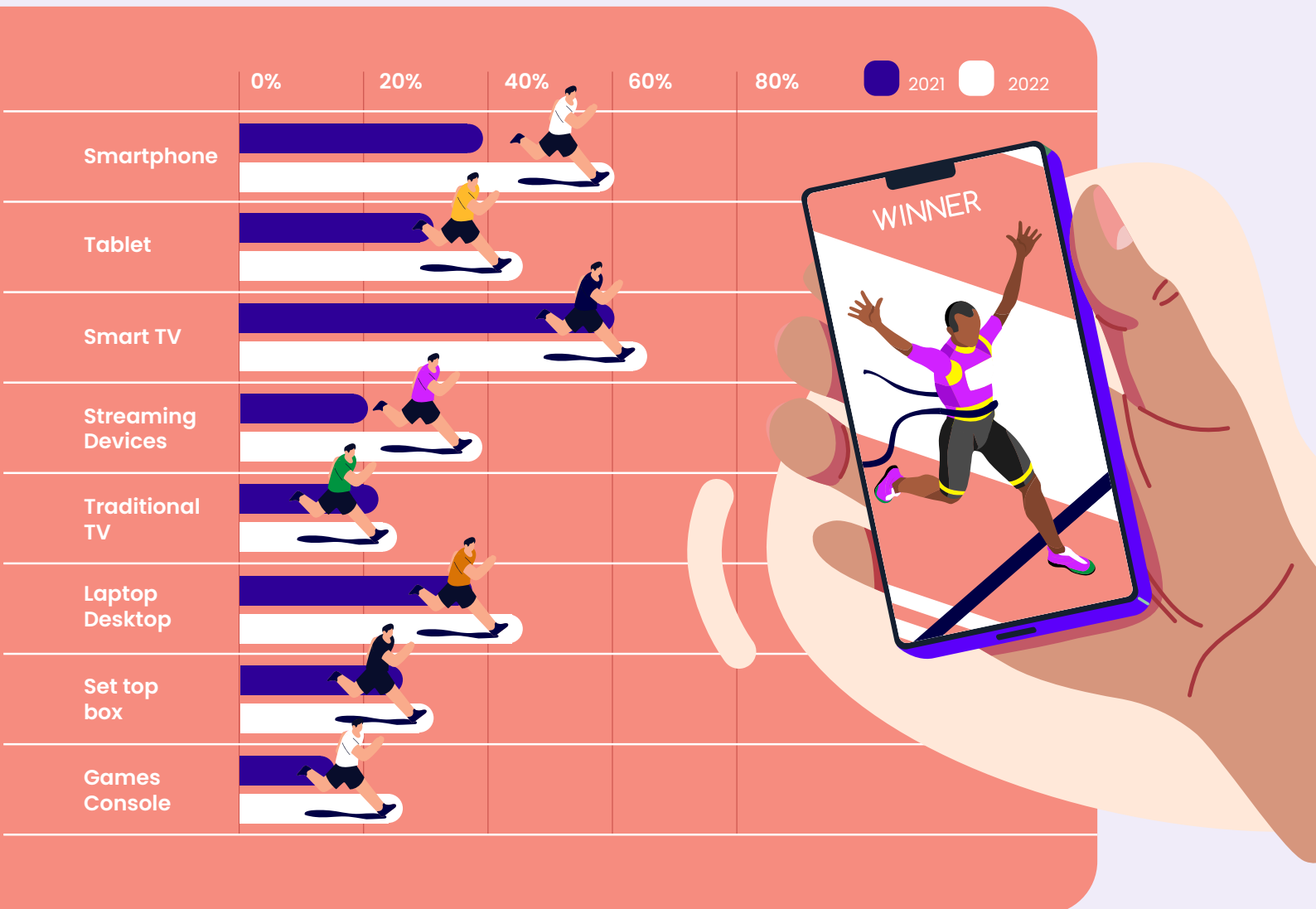
Which devices are they using?



WHICH DEVICES do UK sports fans use to watch video?

Since 2021, we have tracked a **47% increase in the use of smartphones for watching video among UK sports fans**, the highest increase in viewing across all streaming devices.

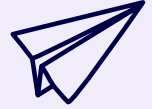
With the continued decrease in the use of traditional (non-internet connected) TVs, **and only 1/3 now using set top boxes from pay-TV providers**, fans are gearing up for a future where streaming is the only way to watch sports on any platform.



Sport on every screen

Which devices are they using?

799



Which devices are used by UK sports fans to WATCH VIDEO MOST OFTEN?

When we dive in to which devices are in fans' top three for watching video, we see just how much streaming devices are ingrained into their consumption habits.

With most top-tier sporting competitions accessible only through pay-TV providers, we can surmise that **fans are either willing to pay for pay-TV subscriptions to exclusively stream through companion apps on their connected devices, or subscribe to smaller, sport-only streaming packages such as Sky's NOW TV, DAZN or BT Sport.**



Platforms on pole position

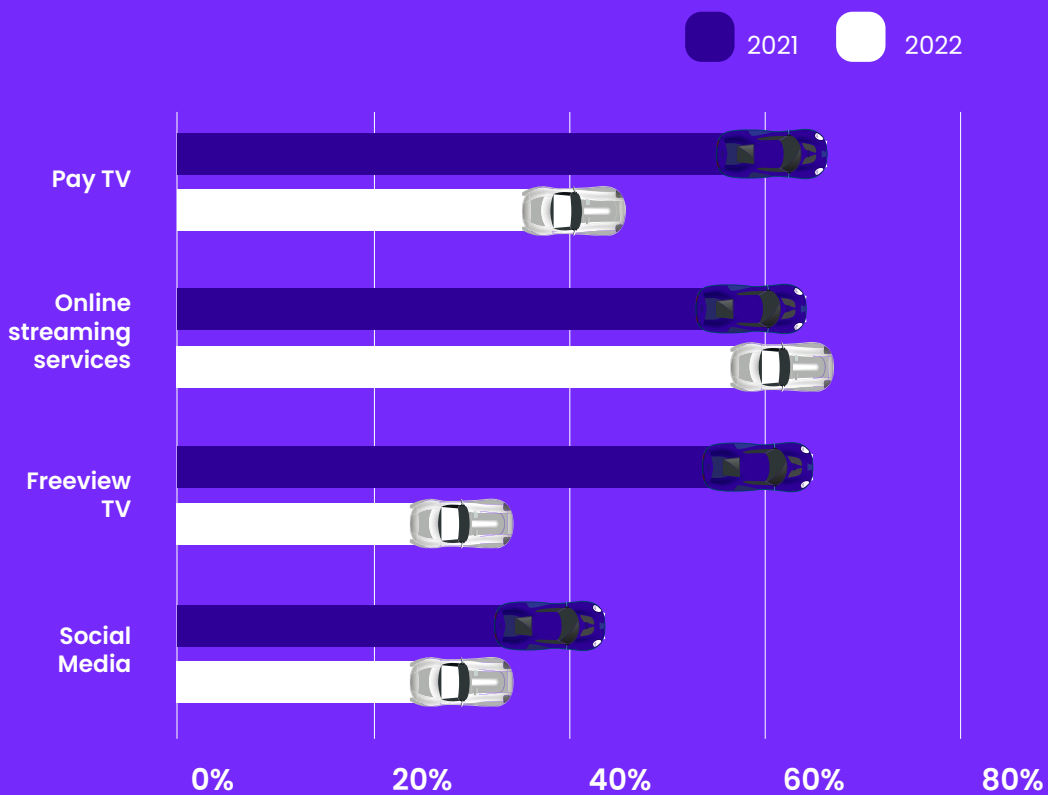
Where are they accessing video?



WHICH PLATFORMS do UK sports fans use to watch video?

Coupled with an increase in streaming-enabled devices, traditional pay-TV and freeview TV use is falling amongst UK sports fans.

The number of fans using pay-TV platforms has decreased 27% since 2021, with a 41% decrease in freeview TV users.



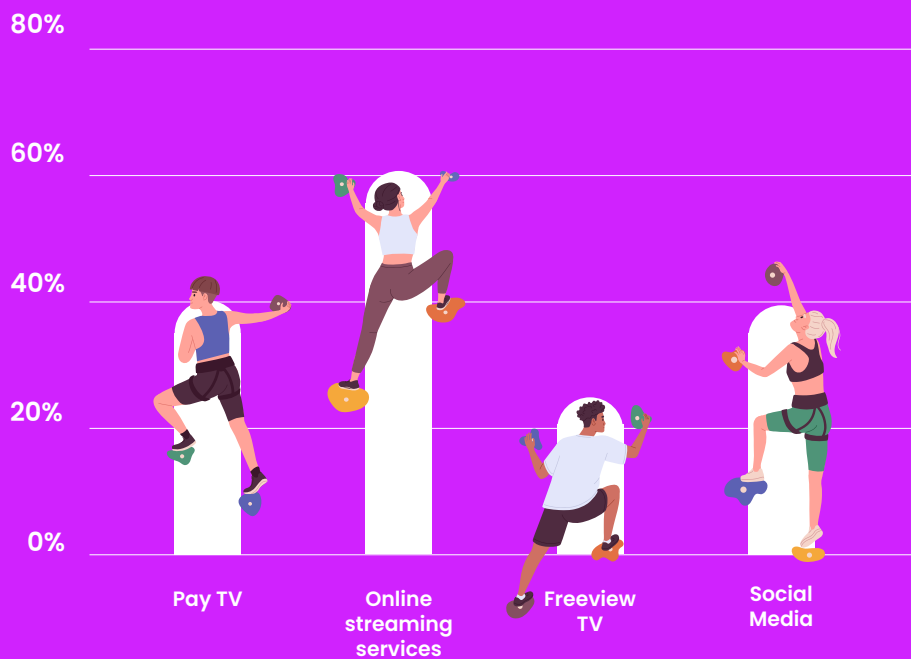
Platforms on pole position

Where are they accessing video?



Which platforms do UK sports fans use to WATCH VIDEO MOST OFTEN?

Online streaming platforms are now the most popular for sports viewing, with **40%** of UK sports fans on social media indicating these platforms are amongst their most popular destinations for sports.

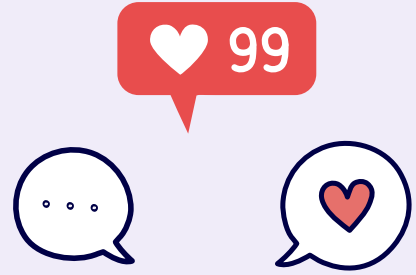


80%

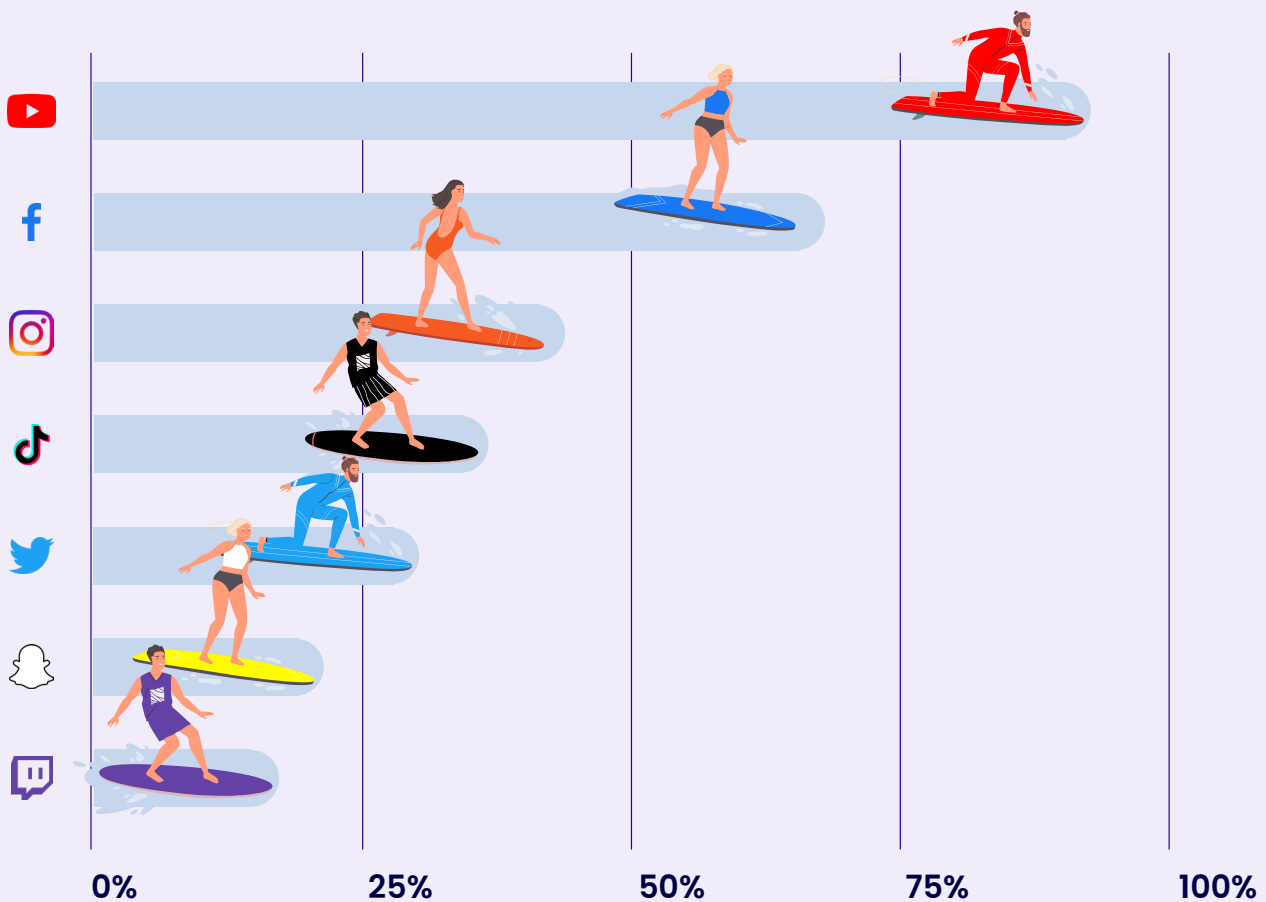
of sports fans say they want to watch sport exclusively on streaming platforms.

Sports on social

How do UK fans watch sport on social media?



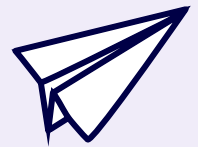
Which social platforms are **MOST POPULAR** for UK sports fans?



Our data shows that multi platform viewing is the most common behaviour for sports fans on social media in the UK, with most major social platforms used by over one-quarter of fans. Most are watching sports on at least three different social accounts every month. **We've found that TikTok is the fastest growing platform with a 42% increase in users among UK sports fans in the last 12 months.**

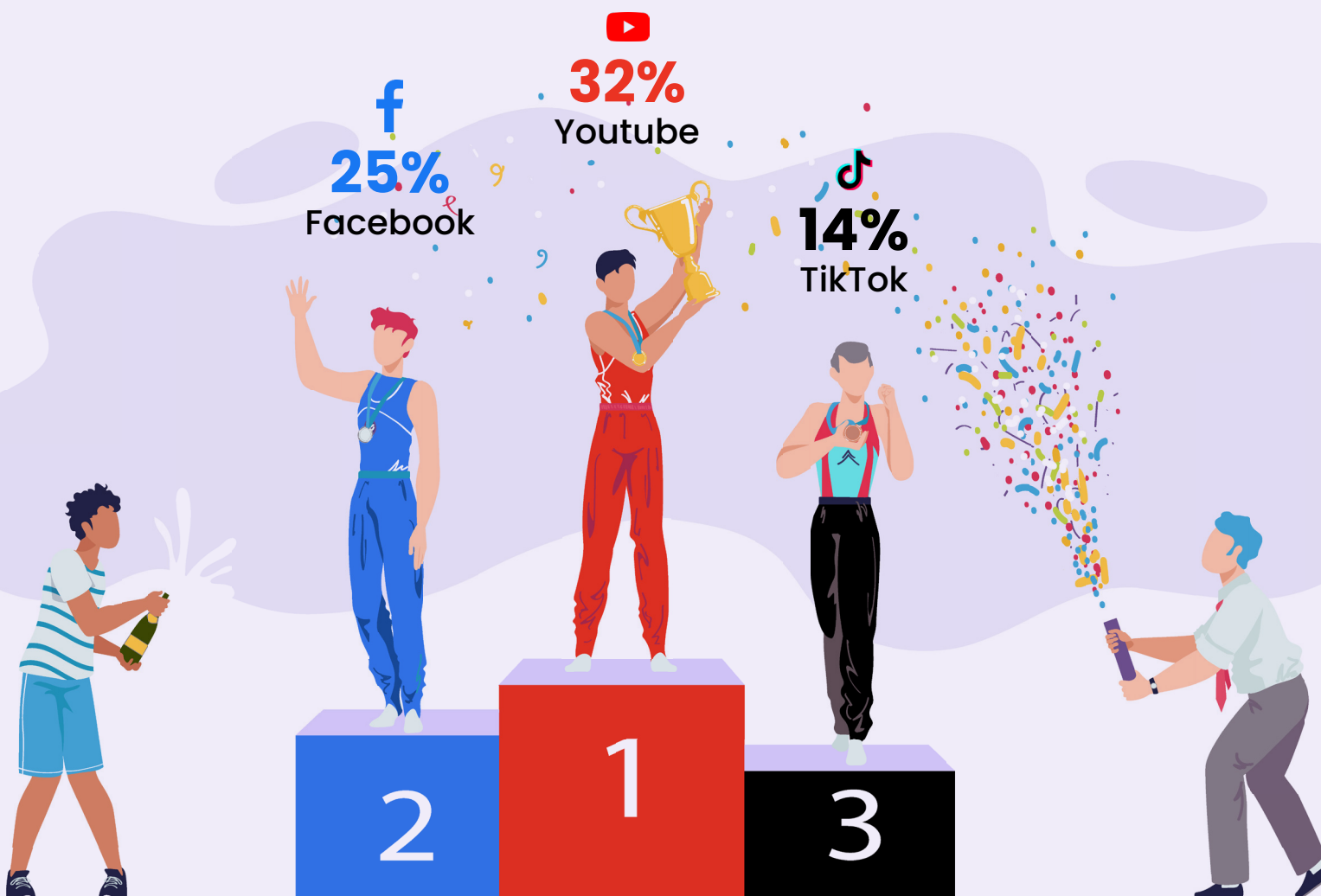
Sports on social

How do UK fans watch sport on social media?



Reaching the maximum number of fans for sports properties means being present across every platform throughout the year. **Each platform has its own unique offering and content formats that appeal to fans: YouTube and Facebook remain popular for sports highlights and live action. TikTok and Instagram have grown in popularity for raw, behind the scenes content that has allowed fans to connect more closely with their favourite athletes and teams.**

Which social platforms do UK sports fans rank in their TOP THREE for video content?

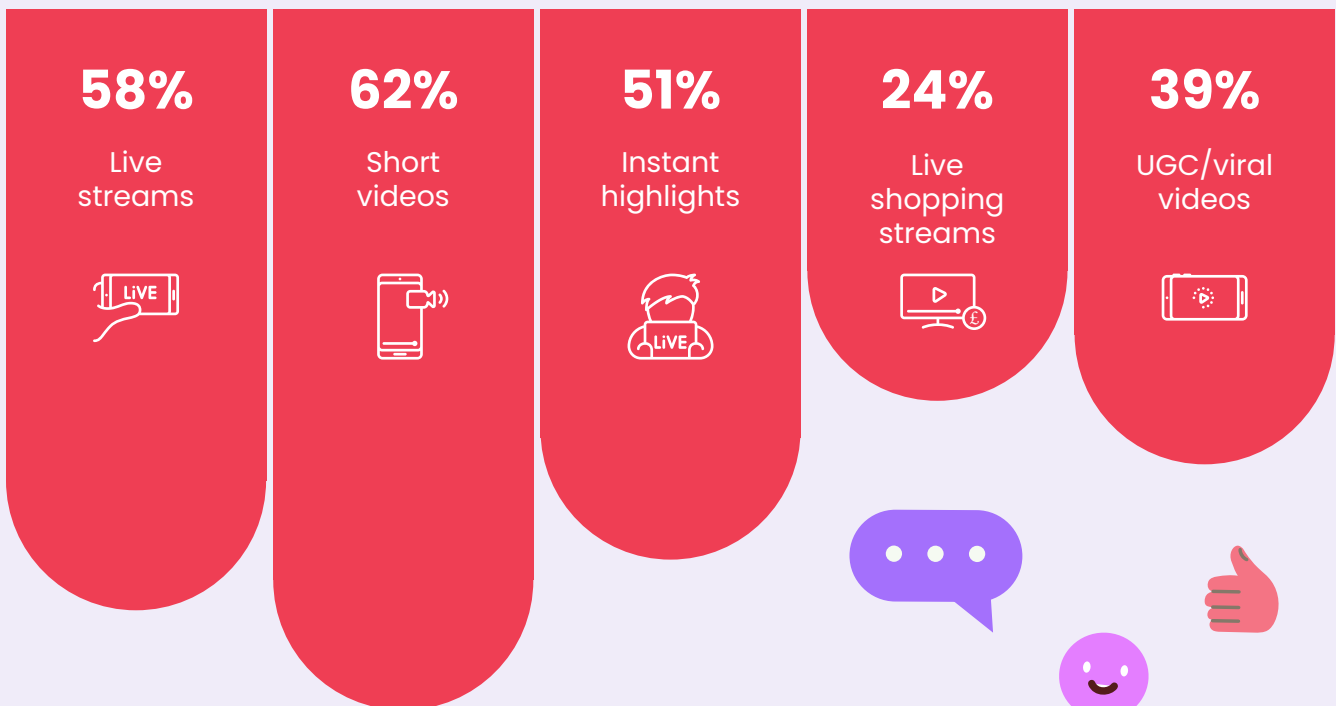


Do it for the social

How are they interacting with video content on social media?



WHICH TYPES OF VIDEO CONTENT do UK sports fans watch on social platforms?



Our data shows that the majority of video content that fans watch on social media is from broadcasters, sports clubs, publishers and athletes.

We've found a 38% increase in the consumption of short videos - including clips from athletes, behind the scenes footage or training videos. **Live streaming and instant highlights remains important on social with more than half of UK sports fans watching these videos on a regular basis.**

Do it for the social

How are they interacting with video content on social media?



Are UK sports fans influenced by social advertising and sponsorship?

51%

of UK sports fans have made a purchase after seeing a social ad

WHICH ITEMS are they buying?

49%

Clothing



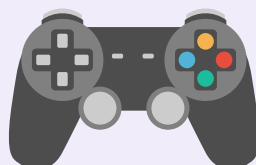
42%

Food/drink



37%

Games consoles



27%

Merchandise

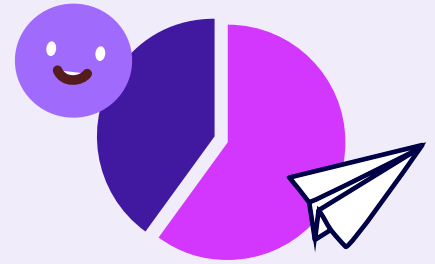


23%

Tickets

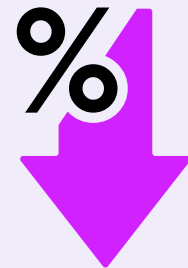


TL;DR



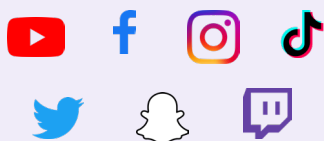
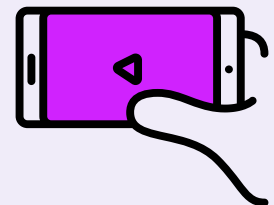
Using smartphones to watch sports has risen **47%** over the past year among UK fans

The number of fans using pay-TV platforms has decreased **27%** since 2021, with a 41% decrease in freeview TV users watching live sports.



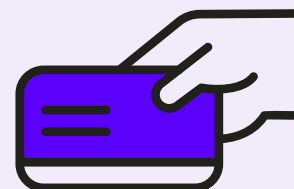
80% of UK sports fans say they want to watch sport exclusively on streaming platforms, reflecting the broader market shift away from traditional TV viewing to streaming across all content genres.

The majority of video content that fans watch on social media is from broadcasters, sports clubs, athletes and media publishers, a much higher volume than user generated content from fans.



Over **50%** of UK sports fans watch live streams on social media.

42% of UK sports fans have made a purchase after seeing a social ad.



The popularity of TikTok continues to grow. In 2022, **47%** more UK sports fans watch content on TikTok than the previous year.

About Grabyo



Grabyo is the leading cloud video platform. Its services equip partners with the tools to manage and scale video production and distribution across all major broadcast, digital, OTT and social platforms.

Delivered as a SaaS platform and accessed through a web browser, Grabyo is trusted by major publishers and rights holders including ITV, The English Premier League, MotoGP, UFC, Channel 4, the AELTC at Wimbledon, LaLiga and The English Football Association. Grabyo's SaaS platform is designed to help digital teams maximize their resources, with no additional software and limited training needed to utilize its browser-based tools.

Grabyo has strategic partnerships across OTT, social media and broadcast including Twitter, Facebook, YouTube, Instagram, TikTok, Twitch and Snap. In 2021, Grabyo partners created over 1 million clips and 25,000 live broadcasts using the platform, generating more than 19 billion video views.

OUR CONTRIBUTORS



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