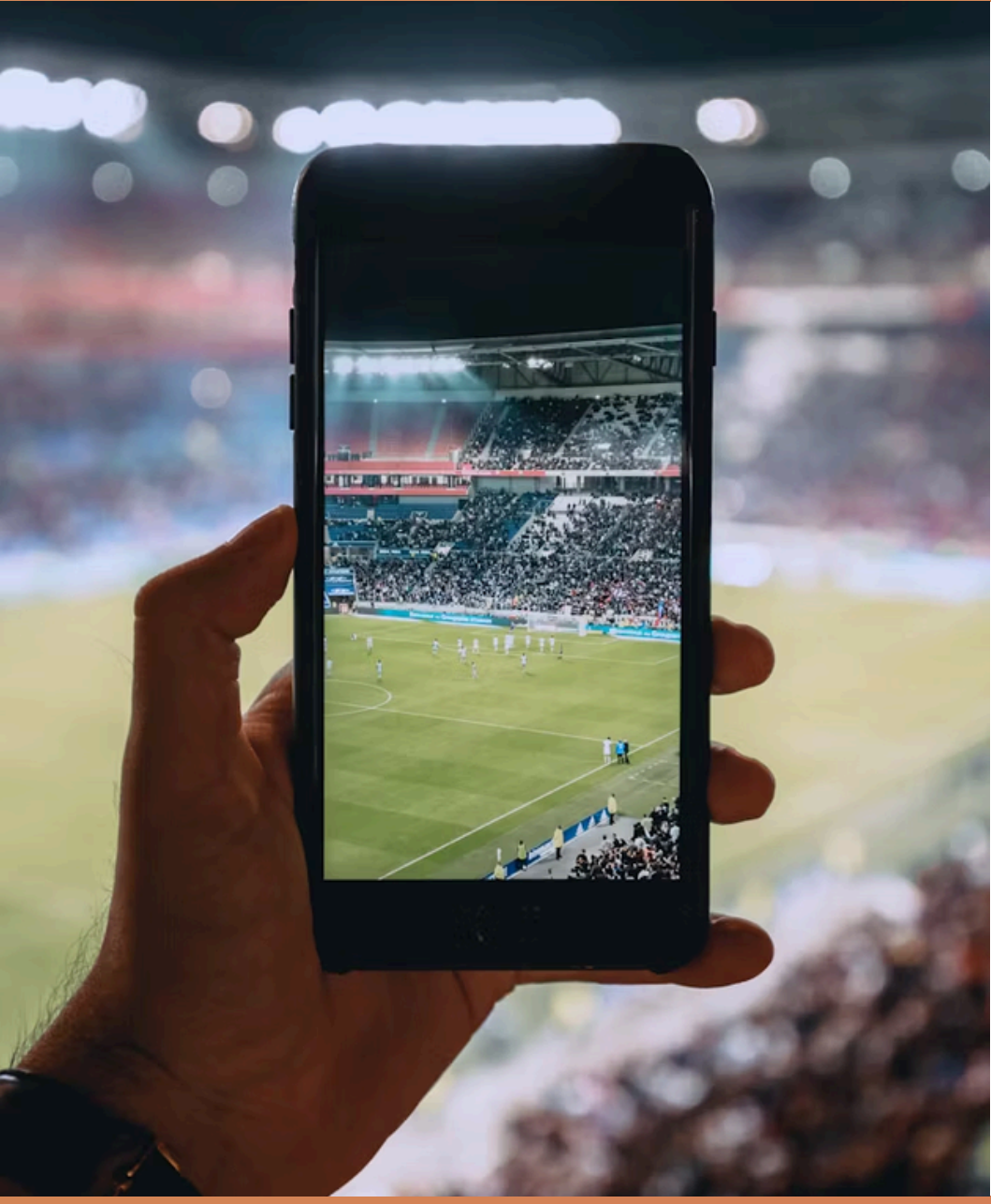


Sporting events as growth driver 2024

A playbook unraveling the path to
crafting audience : understanding
Sports Fan behavior in 4 big
European markets

Study conducted by the Insight & Data Solutions department of Dailymotion
Advertising



What are the various trends around big sporting events ?

28%

Will take advantage of such
events to gather around and
watch sports

1/3

Of the sports fans are inclined to
purchase the necessary gear for
sports activities

26%

Are opting for a sportier-look
by buying urban-sports
lifestyle apparel

2nd

Most popular way to experience
the event is by following updates
and highlights through apps &
websites

What are Sports enthusiasts planning to buy by country



UK

Wishlist

- Urban-Sports lifestyle apparel
- Teams and athlete's goodies
- Subscribing to streaming platforms

Attitude & behavior

- Supporting their team or country with
their merchandise and goodies
- Betting on sports or events outcomes



Spain

Wishlist

- Urban-Sports lifestyle apparel
- Gen-Z: E-sport games
- Athlete supplements

Attitude & behavior

- Privacy & Security
- Open to refurbished products
- In-store shopping



France

Wishlist

- Urban-Sports lifestyle apparel
- Training and fitness gear
- E-sport games

Attitude & behavior

- Privacy & Security
- Open to refurbished products
- In-store shopping



Italy

Wishlist

- Urban-Sports lifestyle apparel
- Athlete supplements
- Gen-Z: E-sport games

Attitude & behavior

- Consuming additional sports
related content
- Watch the game mainly with
friends and acquaintances



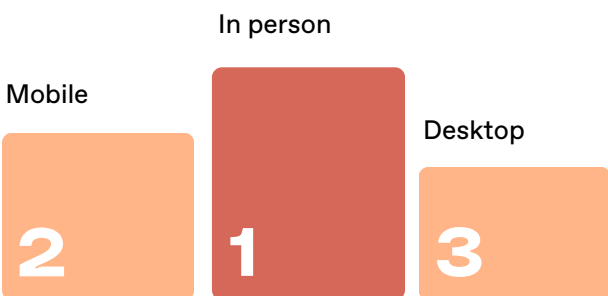
And what about Gen-Z ?

The younger Generation tend to engage in more betting activities during the
big sporting events season and experience the live event first-hand as the
host country of the Olympic Games

Preferred content

Online interactive &
engaging content on the
event

Preferred engagement channels



Engagement Hotspot

- Business & Finance
- Television
- Music & Audio
- Events & Attractions
- Soccer
- Olympic Sports

Who are the sports enthusiasts ?

Stay-at-home viewer

This typical profile is a dedicated fan,
wearing their team's jersey to showcase
their loyalty and fuel their pride, whether
cheering with friends or enjoying the
excitement solo at home.



50%



50%

18-29y
19%

30-49y
34%

50y+
47%



Engagement hotspot

1 Soccer 2 Sporting events 3 Theater

Avid fan

This profile thrives in the energetic
atmosphere of games, excitingly wearing
their athlete's jersey, and love
participating in sports on the field, in the
gym, or online.



56%



44%

18-29y
24%

30-49y
37%

50y+
39%



Engagement hotspot

1 Video Gaming 2 Outdoor activities 3 Soccer

The Sociable fan

Watching games with friends is very
precious to this profile, as the shared
excitement and human connection make
the experience unforgettable.



50%



50%

18-29y
26%

30-49y
35%

50y+
39%



Engagement hotspot

1 Soccer 2 Content production 3 Sporting events