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



In the moments around massive sports events like the

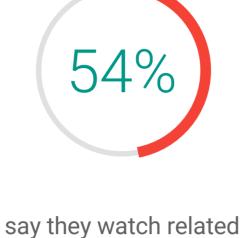
BUILDING MOMENTUM AROUND LIVE EVENTS

upcoming 2016 Summer Games, people turn to online video to learn more about the action and athletes.

Among YouTube sports viewers:²



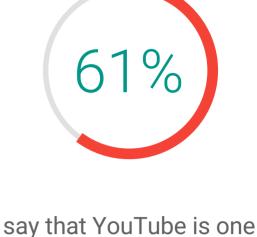
look for videos related to the **Olympics** on YouTube in the days during and around the event. ³



videos on YouTube before sports events.3



videos on YouTube **while** watching live sports on TV.³



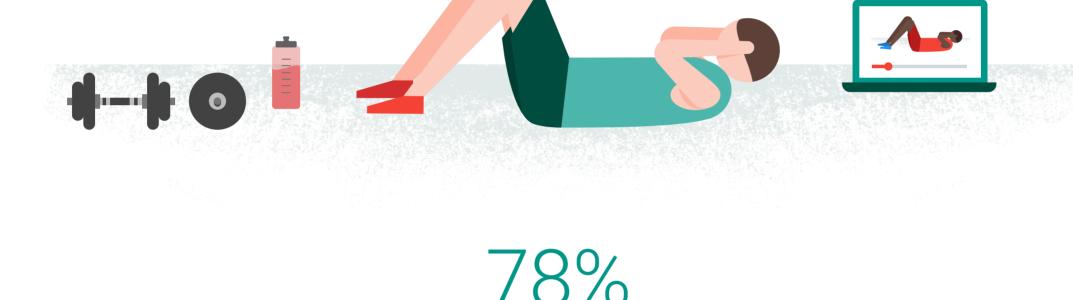
of the first places they go **after** major sports events or news. ³

"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

People can find both mainstream and niche sports

UNIQUE SPORTS CONTENT FOR EVERY TYPE OF FAN

content online, whether they want to to enjoy a trick shot video or learn to perfect their tennis swing.

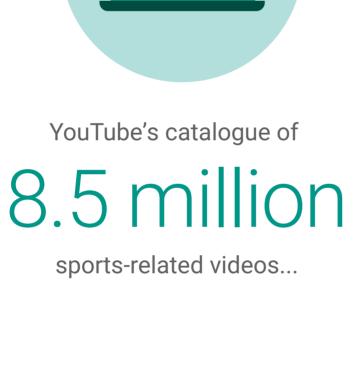


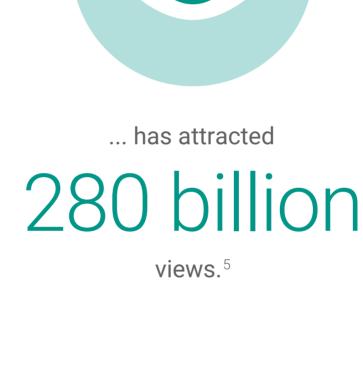


of YouTube sports viewers say YouTube has sports and

fitness video content that they can't find anywhere else.3







Competitions in many different countries" 4
Female, aged 23, Manchester

A HOW-TO HUB FOR SPORTS

For fans interested in playing sports, online video

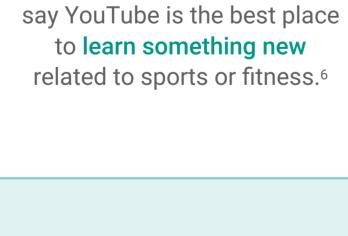
helps them improve their skills and find the best gear.

"I use YouTube to watch sports I am unable to

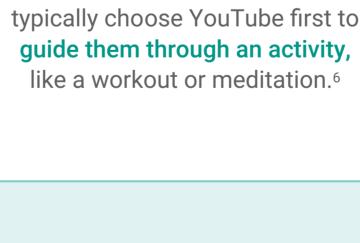
access anywhere else, as you can watch videos

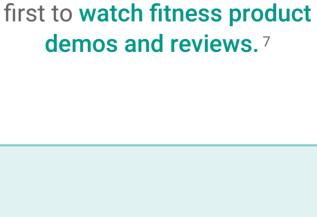
from all over the world and watch different

Among YouTube Sports Viewers



72%





typically choose YouTube

"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

video, even when I'm out in the park" ⁴ Female, aged 19, London

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

SOURCES
 Google/Ipsos Connect, Sports Viewers Study, March 2016, UK. Total respondents aged 16-54, n=5,103. Flamingo, Sports Fans Study, March 2016, UK.

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.

Flamingo, Sports Fans Study, March 2016, UK
Pixability Data, 2016, Analysis based on metadata

least monthly, n=1,501, March 2016.

Pixability Data, 2016. Analysis based on metadata (titles, description, tags). Data represents all-time global numbers, of public videos, as of May 31, 2016.

"Sports viewers" are defined as people aged 16-54 who watch sports/fitness content on YouTube at least monthly, n=1,501.

Google/Ipsos Connect, Sports Viewers Study, UK, among adults aged 16-54 who watch sports/fitness content on YouTube at

- 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.
- 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.

think with Google