



WHAT IS LIVE SPORTS STREAMING



Live sports streaming is a great use case for live video broadcasting. After all, what's the point of watching the big game if you aren't watching it live? Due to the greater penetration of broadband internet and mobile technologies, it's easier than ever to stream live video.



The **internet** is coming to dominate media worldwide and internet videos are becoming more powerful. And when it comes to sporting events, live streaming online presents a number of advantages.



Global Reach

Ability to reach anyone across the globe



Revenue

Ability to Monetize with Pay per View Module and also help to draw new partners, participants and sponsors.



Choices

Viewers can tune in at any time, to any channel of their choice, without having to limit

HOW LIVE SPORTS STREAMING DOMINATED THE CABLE TV



For the last 25 years, the internet has been challenging our assumptions about how **entertainment and media work**.



Logging into **online entertainment** is as much a part of Americans' weekly routine



Cable companies are losing an average of **3% of their subscribers annually**.



A generational shift is happening and they want access to their favourite programming on **multiple devices**.

EVOLUTION OF ONLINE CONTENT



SOCIAL MEDIA HAS ALSO TAUGHT VIEWERS TO EXPECT A CUSTOMIZED EXPERIENCE.

1990S



WORLD'S MOST USED STREAMING SERVICE



NETFLIX hulu firetv

It's an experience that puts users in the driver's seat, with a website, mobile app and now a series of digital channels on **Netflix, Amazon Fire and Hulu**.

STREAMING DEVICES

3 ways online video is changing for a sports fan

65%

50%



Sports fandom goes way beyond watching the game itself



65% = Growth in watching sport "interview" videos on YouTube in last year.



50% = Growth in watching "funny" sports video on YouTube in last year.

Sports Fans increasingly want to get to the good stuff
If people unable to watch live in their time zone then watching a whole game can be quite a commitment.

73 of the Top 100 sports videos on YouTube have "Great", "Greatest" or "best" in the title



90% + growth in searches for Football "highlights" videos on YouTube in the past year



Watching Sport Highlights videos on YouTube has grow more than 80% in the past year.



Watching Sport Highlights videos on YouTube has grew more than 80% in the past year.
These days people expect to be able to watch anything, anytime on any screen – and sports are no exception.

80%



Sports fans use multiple screen simultaneously to get the full experience

88% of sports viewers say they use a **smartphone or computer** while watching live sports

Sports fans get their live fix beyond the TV screen
30% of sports fans say they stream live sports on their **smartphone or tablet**.



Rise of Video streaming and Subscription



TV shows are rapidly shifting to online or on-demand viewing.



14
Out of 100
only 14 were broadcasting sporting event in the US in 2005.



93
Out of 100
In 2015, 93 of 100 telecast the sporting event in the US.



OTT Means Growth

50%

50% of US internet users use a subscription service at least once a week.

29%

29% of them have completely cut the cord on linear TV.



Media has become a streaming first. Between 2007 and 2015, the average age of premiere viewers on NBC, CBS, ABC, and Fox went up most between 50 and 60 years of age.
Major TV networks are paying record sums for exclusive broadcast rights to top sports leagues.

Media Rights fees paid

\$23 billion in 2021



Media rights will be the most lucrative and fastest growing of the four segments

The projected Revenue by 2021

\$21 Billion



Ticketing

\$20 Billion



Sponsorship

\$15 Billion



Merchandising

2018 is projected to be the first year media rights will eclipse ticketing revenues and paths to monetization across digital platforms.



Future of Live Sports Streaming

Golfsupport.com has stats for future feature of live sports streaming, as voted by respondents ranging in age from 18-65 years-old.



- Gain insights into player stats and information
- Stream more than one game on different devices
- Access to exclusive social media stories
- Ability to watch in virtual reality



64%
age 50 and above

80%
aged 35 and below

It's reported 81% of people aged 50 and above opt to watch live sport online. This reveals the older generation watch live sport online in the same way they do on traditional telly.

80% of those aged 35 and below opt to watch live sport online. This reveals the younger generation doesn't watch live sport online with the same dedication as those aged 50 plus.