

A background image of an NFL game. On the left, a Washington Redskins player in a red jersey with the number 66 is in a three-point stance. On the right, a Philadelphia Eagles player in a white jersey with the number 2 is also in a three-point stance. The field is green grass, and the background is blurred with other players and spectators.

STATE OF SPORTS TV

2016

DEFINING THE SPORTS MARKETPLACE



AMERICANS WATCHED 2.2 TRILLION MINUTES OF SPORTS ON NATIONAL NETWORKS IN 2016

122 HOURS OF SPORTS VIEWING PER CAPITA

TOTAL VIEWING UP +7% OVER 2015 MOSTLY DUE TO THE OLYMPICS

RSNS WOULD ADD AN ESTIMATED 300+ BILLION MINUTES OF VIEWING TO NATIONAL TOTAL

SIZE OF THE SPORTS TV MARKETPLACE

11% OF ALL NATIONAL TV VIEWING IS SPORTS 70% OF SPORTS VIEWING IS EVENT VIEWING

THESE FIGURES HAVE BEEN STABLE FOR AT LEAST THE LAST TWELVE YEARS SPORTS ACCOUNTS FOR ABOUT AS MUCH OF TOTAL TV VIEWING AS CHILDREN'S OR REALITY PROGRAMMING

GENRE

DRAMA

17%

FEATURE FILMS

13%

NEWS

12%

SPORTS

11%

CHILDREN'S

11%

DOC/REALITY

11%

COMEDY

8%

VARIETY

7%

SPORTS ARE STILL WATCHED IN REAL TIME

THE VAST MAJORITY OF SPORTS VIEWING STILL HAPPENS IN REAL TIME
A VERY HIGH PERCENTAGE OF ALL TV VIEWING STILL HAPPENS LIVE,
THOUGH MUCH OF THAT IS LOW-RATED, NON-ORIGINAL PROGRAMMING
TIMESHIFTING DISPROPORTIONATELY IMPACTS PREMIUM,
SCRIPTED PROGRAMS
SPORTS BOASTS A UNIQUE COMBINATION OF LIVE CONSUMPTION,
PREMIUM CONTENT, AND LARGE AUDIENCES

% OF AUDIENCE
WATCHING LIVE

93%
SPORTS

89%
ALL TV

70%
4-NET ENT