



# STATE OF SPORTS TV

2016



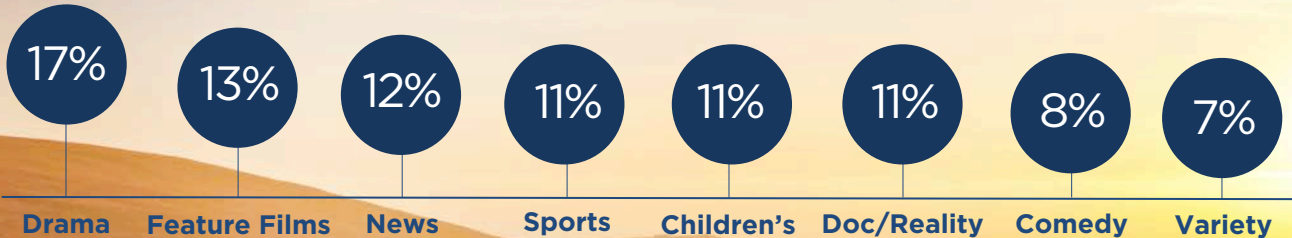
# SIZE OF THE SPORTS TV MARKETPLACE

11% of all national TV viewing is sports

70% of sports viewing is event viewing

These figures have been STABLE for the last twelve years

Sports accounts for ABOUT AS MUCH of total TV viewing as Children's or Reality programming



GENRE: Drama Feature Films News Sports Children's Doc/Reality Comedy Variety

A large, diverse crowd of people is shown in a state of high excitement, cheering and clapping. Many are wearing blue and orange clothing, suggesting they are fans of a specific sports team. The background is filled with more people, creating a sense of a large-scale event. The overall atmosphere is one of intense enthusiasm and collective energy.

**SPORTS ARE STILL WATCHED  
IN REAL TIME**