



# 26 need to know facts about the sport business industry

Stay ahead of the game.

Experience **LEADERS**

Who's coming? Find out [here](#).



Global sports sponsorship revenue expected to rise to **\$45 billion** in 2016.



Media rights in North America are projected to increase at the most, growing at a compounded annual rate of 7.7% to **\$17.1 billion** by 2017

Worldwide sports events revenue projected to hit **\$90.9 billion** by 2017 driven by football growth.

**£2.2 billion**

2015 Rugby World Cup predicted to generate up to **£2.2 billion** of output into economy



**\$1 billion**

NBC Universal believes it will sell over **\$1 billion** in advertising for its Rio 2016 Olympics telecast.



49%

**49%** of tweets are about sport



**67%**

of sports fans use Twitter as their second screen viewing



**672 million**

football tweets during 2014 World Cup



#SocialChannels most used for following and discussing sports...

**75%**



**52%**



**37%**



**17%**



**53%**

53% of rugby fans visit YouTube each month

UK Rugby fans consume **X 6** more sports content than the average viewer



% of those who posted about the 2015 Super Bowl on social media



**55%**

**45%**

**JAMES 23**

A single tweet from NBA superstar LeBron James is valued at just under \$140,000.



Top 5 leagues in average attendance



**68,331** NFL



**43,539** Bundesliga



**36,379** EPL



**33,598** AFL



**30,458** MLB

**114.4 million**

The 2015 Super Bowl had a record breaking average TV audience of 114.4 million viewers

In 2014, attendances at professional sports events in the UK exceeded **67 million**

**27 million**

The 2014 League of Legends eSports World Championship games were streamed live by 40 broadcast partners, and cast in 19 languages. The grand finals were watched by 27 million people.



**484,391**

Total attendance for the 13 Wimbledon Championships

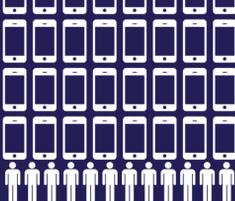


**28,000 kg** strawberries  
**7,000 litres** of fresh cream were consumed

**in comparison**

The first game of the 2014 MLB World Series drew a TV audience of

**12.2 million** viewers



For the first time ever there are more gadgets in the world than there are people



**\$765 million**

In the past 5 years, over \$765 million has been invested in the virtual reality field by over 166 distinct investors



**\$970 million**

Amazon acquired **Twitch** – the live streaming website primarily focused on video gaming - for \$970 million

**134 million**

Over 134 million worldwide watching competitive gaming in 2015

**\$612 million**

2015 global eSports revenue

**30%**

The rate at which the eSports industry is expected to grow over the next 5 years.



*Corporate Sponsorship*

equated to **\$111.1 million** of the total 2015 revenue generated from eSports fans

(1) www.prweek.com/article/1322714/facebook-undisputed-champion-fan-engagement  
 (2) www.prweek.com/article/1322714/facebook-undisputed-champion-fan-engagement  
 (3) www.startupdaily.net/2015/01/tech-used-drive-fan-engagement-sports-year/  
 (4) www.catalystimg.com/fan-engagement-study/  
 (5) www.adweek.com/socialtimes/sports-digital-media-tv/488442  
 (6) fortune.com/2014/07/24/esports-sponsors/  
 (7) www.engadget.com/2015/07/31/the-business-of-esports-in-numbers/  
 (8) https://tradedablebits.com/2015/02/04/super-bowl-social-media-statistics/  
 (9) www.sportsnetwoker.com/2015/05/26/infographic-managing-an-esports-team/  
 (10) www.techrepublic.com/article/how-sports-teams-are-scrambling-to-keep-millennials-coming-to-games/  
 (11) www2.deloitte.com/uk/en/pages/press-releases/articles/67m-tickets-sold-for-uk-sports-events.html  
 (12) www.wimbledon.com/en\_GB/atoz/faq\_and\_facts\_and\_figures.html  
 (13) fortune.com/2014/07/24/esports-sponsors/  
 (14) www.thinkwithgoogle.com/intl/en-gb/article/rugby-world-cup-get-your-brand-in-the-front-row/  
 (15) www.rugbyworldcup.com/news/37250  
 (16) www.ey.com/Publication/wwLUAssets/EY-rugby-world-cup-final-report/\$FILE/EY-rugby-world-cup-final-report.pdf  
 (17) images.eurogamer.net/2014/dan\_pearson/News00\_Preview\_Images\_Global\_Growth\_of\_Esports\_Report\_V4.pdf  
 (18) uploadvr.com/vr-ari-investment/  
 (19) talentleague.com/wp-content/uploads/2014/02/year-in-sports-media-report-2013.pdf  
 (20) www.superdatasearch.com/blog/esports-brief/