

Spectator Sports - UK - October 2016

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“Television sports coverage is making an instant expert of the armchair fan – but leaving stadium operators needing to do more to keep spectators in the same loop.”
– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Is livestreaming the next wave of spectator sport consumption?
- What are the main barriers to the success of the connected stadium?

While spending on spectator sports event tickets in 2016 has continued to slip back from its most recent major event-driven spike, a new round of stadium development and the staging of more international championships are set to restore growth over the remainder of the decade.

The live attendance market is inevitably dominated by the football segment, but horseracing and rugby union have achieved successive years of like-for-like growth in crowd numbers.

Advances in technology and online connectivity are still bringing only slow change to the stadium experience, however, leaving spectators with a nagging feeling they are missing out on the growing range of statistics, analysis and contextual information available to television viewers in home.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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