

## Spectator Sports - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The cost of attending live sport events can be a barrier for some, even though the atmosphere is generally agreed to be far superior to watching sports in other ways. Venues are using technology to enhance the customer experience so this will help give fans more of an incentive to attend.”

- **Helen Fricker, Associate Director - Leisure**

This report looks at the following areas:

- How can sports venues protect themselves if fans begin to stay away?
- How can pubs maximise live sport coverage?

Consumer interest in spectator sports remains strong and is likely to remain this way. Expenditure on tickets to live events is estimated to be £1.45 billion in 2018, and this is set to rise to nearly £1.8 billion by 2023. Venues are using technology to enhance the customer experience, so this will help to give fans more of an incentive to attend.

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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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 The facts  
 The implications

### The Market – What You Need to Know

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Ticket sales reach £1.45 billion in 2018  
Crowd numbers continue to grow

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Growth in women's sport

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BT Sport launches pay-per-view and offers free coverage  
Apps being used to enhance fan experience

## Launch Activity and Innovation

BT Sport launches pay-per-view and offers free coverage

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Apps being used to enhance access to live sport...  
...and stadium experience

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Venue premiumisation

Tech companies making gains

Increased security

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Sports viewing up

Football the most popular sport to watch

At home viewing most common and preferred method

Live sport a driver to pubs but separate area in demand

Commentary plays a vital role

Big sporting events a driver for many

VR appeals to young men

More coverage of women's sport needed

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Sports viewing up

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Football the most popular sport to watch

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At home viewing preferred

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