

# How to Make Traditional Sports Viewing More Immersive

## AUDIO |

### eMarketer Editors

eMarketer sales executive Michael Bruckenthal, principal analyst Mark Dolliver and junior analyst Blake Droesch discuss how traditional sports are taking lessons from esports to create a more engaging viewing experience. Then Mark and Blake talk about Apple allowing push notification ads, the details of the KIDS Act bill, how Facebook is changing its digital currency ambitions and how the popularity of streaming services influence its ads.

#### Demographic Profile of Sports Fans Worldwide\*, March 2019

% of total

##### Gender

Male 76%

Female 22%

2% Prefer not to say

##### Age

18-25 15%

26-35 19%

36-49 28%

50-64 22%

65+ 16%

Note: ages 18+ who watch sports more often than any other content;

\*Australia, France, Germany, Italy, Spain, UK and US

Source: Grabyo, "Global Sports Video Trends Report 2019," Aug 14, 2019

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