

How Americans are watching sports, upfronts takeaways, and Spanish language streaming

Audio

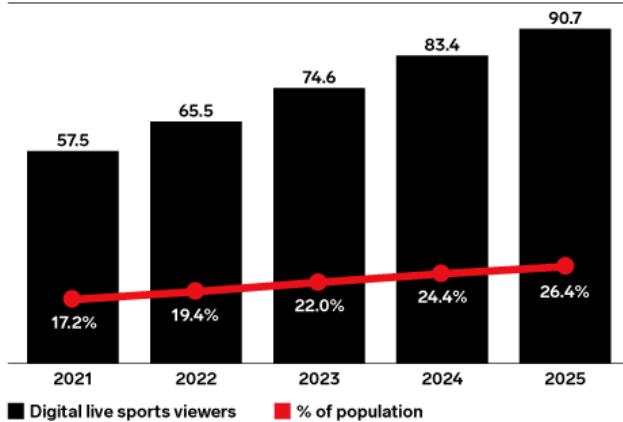


On today's episode, we discuss how many Americans watch sports on streaming platforms, how TV companies are tackling the digital sports rights balance, and what this year's Tokyo

Olympics can do to help boost NBCUniversal's streaming platform Peacock. We then talk about the key takeaways from the 2021 Upfronts, the potential impact of Univision's Spanish language streaming service, and how the entertainment industry is balancing box-office releases and streaming. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

US Digital Live Sports Viewers, 2021-2025

millions and % of population



Note: individuals of any age who watch live sports content at least once per month over the course of the season of at least one sport on digital platforms such as OTT, TV Everywhere, and vMVPDs; excludes highlight viewing and viewing of nonlive content; excludes esports; excludes Olympics content
Source: eMarketer, Feb 2021

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