

A landmark rights deal with the NFL, Roku's new content studio, and the optimal length of marketing videos

Audio



On today's episode, we discuss the new landmark TV (and streaming) rights deal with the NFL, the significance of Amazon's involvement, and what this means for sports viewership in the coming years. We then talk about Roku's new branded content studio, how long marketing videos should be, and the greatest driver of ad-supported video. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.

US Fans of Select Sports Leagues, by Age, March 2020

% of respondents in each group

	18-29	30-44	45-54	55-64	65+	Total
NFL	56%	67%	69%	63%	63%	64%
MLB	39%	54%	56%	59%	54%	52%
NBA	52%	56%	48%	40%	36%	47%
NHL	34%	41%	39%	34%	32%	36%
NASCAR	28%	36%	40%	41%	34%	36%
MLS	22%	30%	20%	20%	13%	22%
Esports	12%	22%	27%	32%	25%	24%
PGA	15%	22%	17%	16%	10%	16%

Note: those who responded they were "avid" or "casual" fans of each league listed

Source: Morning Consult, "National Tracking Poll #200383"; eMarketer calculations, March 23, 2020

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