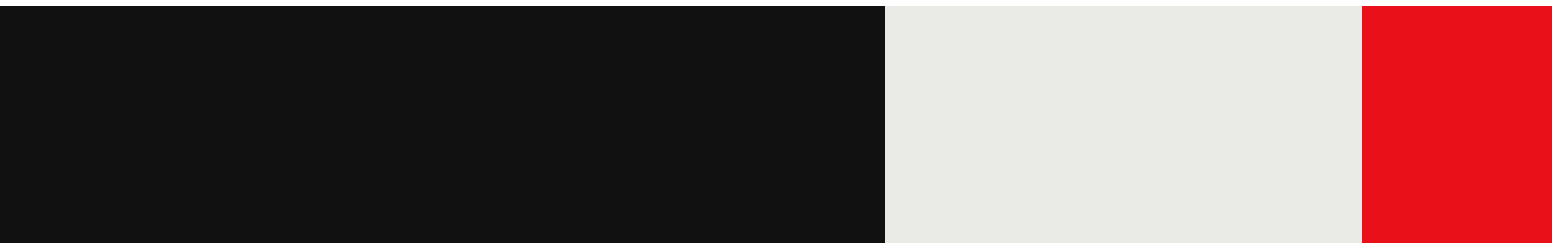


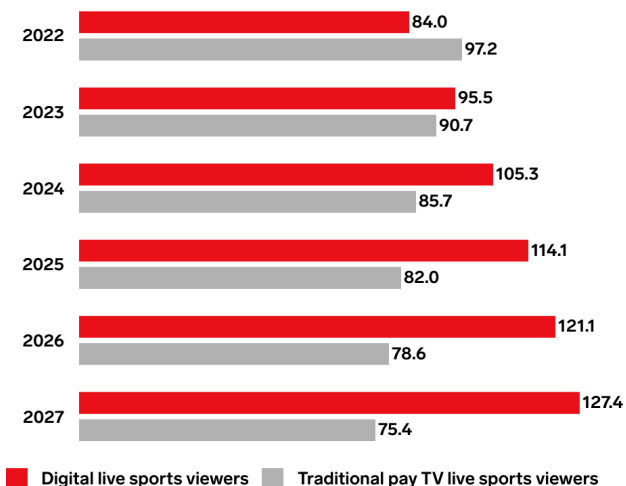
# Live sports viewers increasingly embrace digital

Article



## Live Sports Viewers Increasingly Embrace Digital

millions of US live sports viewers, by distribution method, 2022-2027



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 via the referenced distribution method; excludes highlight viewing and viewing of nonlive content; excludes esports; excludes Olympics content; digital includes digital platforms such as OTT, TV Everywhere, and vMVPDs

Source: EMARKETER Forecast, Sep 2024

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**Key stat:** 105.3 million people in the US will watch live sports via digital this year, up from 95.5 million last year, per our September 2024 forecast.

### Beyond the chart:

- The number of people watching sports will stay roughly the same over the next few years. But the number of digital viewers is increasing as the number of [traditional pay TV](#) viewers shrinks.
- New sports deals and offerings from [streamers](#) are boosting digital, including NFL games on [Netflix](#), NBA and WNBA games on [Amazon Prime Video](#), and linear TV network content available on Hulu with Live TV and YouTube TV.

**Use this chart:** [Marketers](#) can use this chart to reconsider their TV ad investments, make the case for shifting spend from linear to streaming, and forecast future ad spend.

### Related EMARKETER reports:

- [US Sports Streaming 2024](#) (Subscription required)
- [US Ad Spending by Industry 2024](#) (Subscription required)

*Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.*