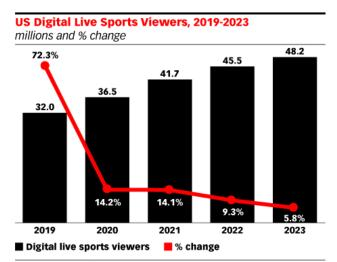


## What the Coronavirus Has Done to Sports Streaming

## **AUDIO**

## eMarketer Editors

eMarketer analyst Ross Benes and senior analyst at Insider Intelligence Audrey Schomer discuss how the coronavirus has influenced sports' gradual move to digital. They then talk about starting meaningful conversations online, who still has pay TV and whether we will see the Upfronts and the NewFronts unite?



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, May 2020

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