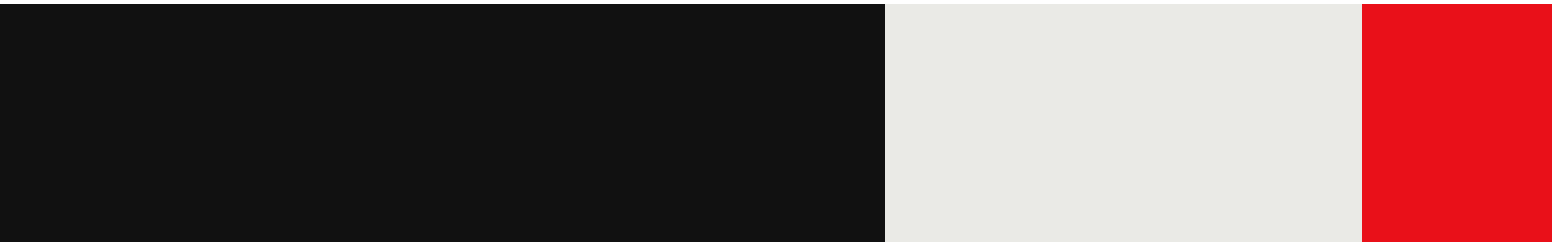


The Weekly Listen: March Madness explained, QR code apprehension, and soccer's popularity skyrockets in the US

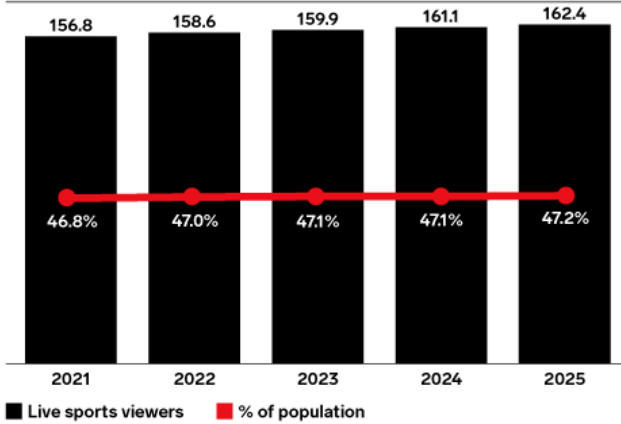
Audio



On today's episode, we explore the "madness" surrounding the NCAA tournament each year, customers' reception of QR codes, soccer's rise in popularity in the US, discounts on Amazon Alexa, gaming subscriptions on the horizon, rules around how soccer players can celebrate during games, and more. Tune in to the discussion with our analysts Ross Benes and Dave Frankland and director of reports editing Rahul Chadha.

US 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; excludes highlight viewing and viewing of nonlive content; excludes esports; excludes Olympics content
Source: eMarketer, Feb 2021

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