

Without Sports, What Happens to Cord-Cutting and TV Ad Dollars?

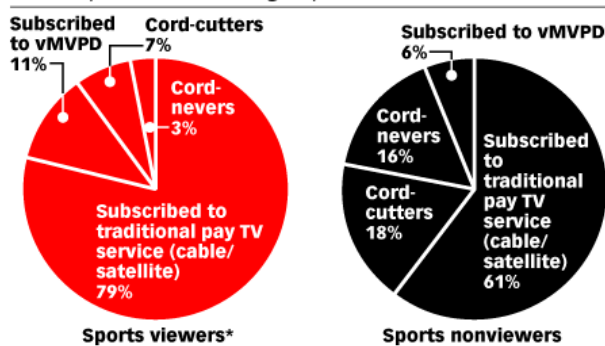
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom, Business Insider Intelligence research associate Daniel Carnahan and senior analyst Audrey Schomer discuss whether the coronavirus might accelerate cord-cutting, whether sports TV rights will shift to digital platforms quicker, how a delayed NFL season could impact ad spending, how many Americans watch sports, what a second COVID-19 wave might do to the leagues and its lasting effects on sports consumption.

Pay TV Subscription Status Among US Sports Viewers* vs. Nonviewers, Aug 2019

% of respondents in each group



Note: ages 18+; numbers may not add up to 100% due to rounding; *watch sports daily, weekly or monthly

Source: Altman Vilandrie & Company as cited in company blog, Sep 10, 2019

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