

# Agencies and Brand Marketers Are Altering Their Planned Sports Ad Spend

**ARTICLE | JULY 27, 2020**

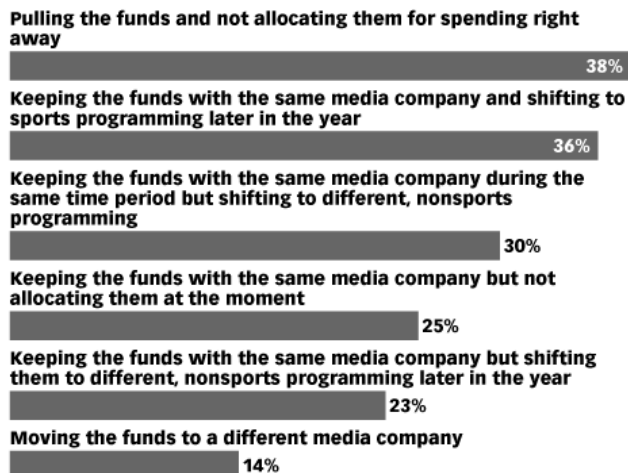
**Shelagh Dolan**

While some sporting events like the MLB regular season and NBA exhibition games finally return, marketers are altering their planned sports ad spend.

---

**Plans for Allocated Sports Ad Spending with Events Being Canceled/Postponed due to the Coronavirus According to US Agencies and Brand Marketers, June 2020**

*% of respondents*



*Note: among respondents planning to advertise on sports in coming weeks  
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 6," July 13, 2020*

256915

www.eMarketer.com

More than a third of agencies and brand marketers with sports ad spend planned in the coming weeks said they plan on keeping their funds with the same media company and shifting to sports programming later in the year, according to July research from Advertiser Perceptions.

And since the future of professional sports remains unclear, many plan on keeping their funds within the same media company, but reallocating them to nonsports programming, either during the same time period (30%) or later in the year (23%).

Read more:

- [US TV Upfront Ad Spending Will Fall \\$5.5 Billion for the 2020-2021 Season](#)
- [In the US, People Are Switching to Digital for Live Sports Viewing](#)
- [The Sports Streaming Ecosystem: How sports are going over-the-top and eroding the last bastion of pay-TV](#)

*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to Chart of the Day](#).*