

Fantasy Football's Midas Touch

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom, vice president of content studio Paul Verna and researcher Chuck Rawlings talk fantasy football: how has it changed engagement with sports, sports broadcasting and cord-cutting behaviors. They also discuss why NFL TV ratings are up, a new initiative to compare esports and traditional sports audiences and more.

Sports US Sports Fans Are Interested in vs. Sports on Which US Sports Fans Would Make a Bet, April 2019 % of respondents

	Interested in the sport	Would make a bet on the sport
NFL	72%	61%
NBA	66%	58%
MLB	65%	53%
Boxing	47%	42%
NHL	40%	32%
Nascar	38%	28%
Horse racing	29%	35%
MLS	29%	21%
Esports	27%	23%
WNBA	20%	16%

Note: ages 21-64

Source: GlobalWebIndex and The Action Network, "Sports Betting in the U.S.A.," May 10, 2019

248158

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).

