

# The New Wide World of Sports

The new rule of sports fandom is that there are no rules. **Full-length games and viral highlights thrive side by side.** Fans are local, global, and everywhere in between – tuning in whenever, wherever, and however they want.

## A New Era of Sports Fandom

Q When it comes to your most watched sport, how interested are you in each of the following types of sports content?  
► Responses among Global Sports Fans:

**77%**

**The full game or match:**  
Watching from start to finish



**76%**

**Highlights:**  
Short clips of sports events



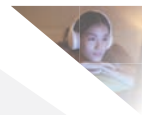
**67%**

**Analysis**  
of player, team, coach or management performance or strategy



**67%**

**Editorial, documentaries or storytelling**  
about players, teams, and coaches



Sports fandom is driven by passion rather than proximity.

**68%**

of Global Streamers say they **do not consider themselves an exclusive fan of their local team**, or the team that was geographically closest to them



### What They're Saying:

"I watch a lot of sports video clips. I really like the raw interviews and highlights that you can get on streaming platforms...[my sports viewing] is kind of a mishmash of going to social media and ESPN."

Jessica, 41 | Seoul, Korea 🇰🇷

"Streaming has changed the way I consume sports. You can revisit the match. That wasn't a possibility before. Now you can watch practically any game at any time."

David, 28 | Guadalajara, Mexico 🇲🇪

## Advertiser Takeaway



**Surround the full sports experience.** Marketers and brands have the opportunity to align with a variety of sports content, not only the game itself.

For more information on Generation Stream: Global Edition and to read the full report, please visit <https://insights.disneyadvertising.com/generation-stream/global-edition/>.

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