

# Report

## Key factors transforming sports and your sponsorship strategy



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types of fans are shaping the future. By getting a handle on all of this, you can craft smarter strategies, turn marketing plays into winning scores, and make the most of the massive potential in global sports today.

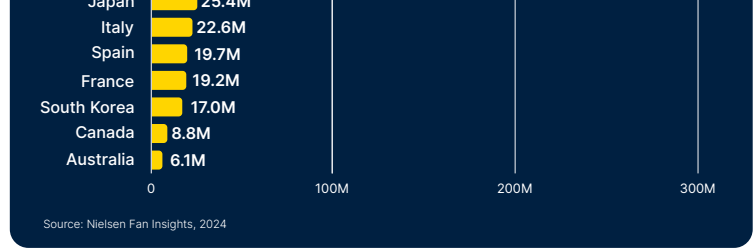
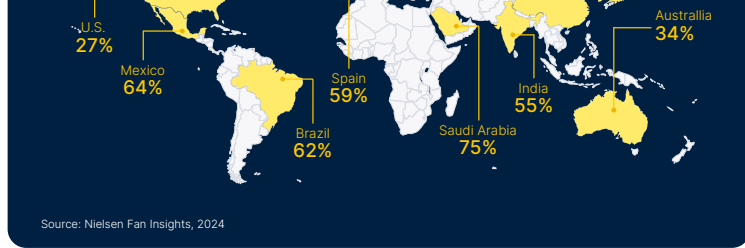


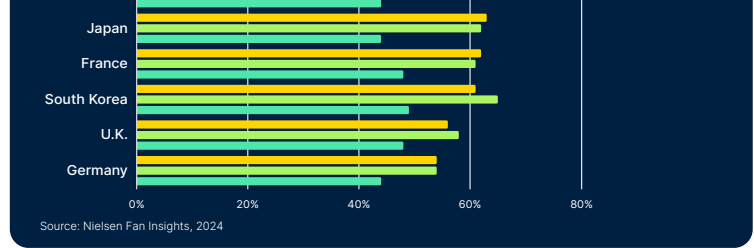
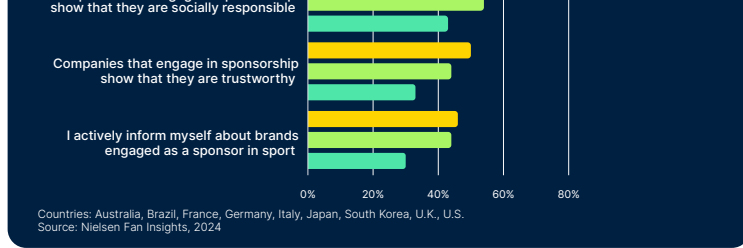


### 3. Media is growing the game for new formats and global sports

Thanks to streaming and social media, fans today have more access to sports (and the athletes that play them) than ever before. While media is growing engagement, it's also opening opportunities for new formats—like the fast growing tech-infused golf league TGL—to find fans.







answer questions such as:

- What is the projected impact of 2026 on soccer fandom? Will it be sustainable?
- Who are soccer fans—their demographics, interests and media habits?
- How does fandom differ across soccer properties?
- How do I best reach my target market? Is advertising or sponsorship a more effective strategy?

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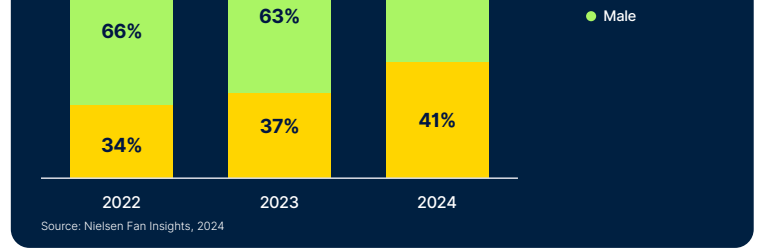
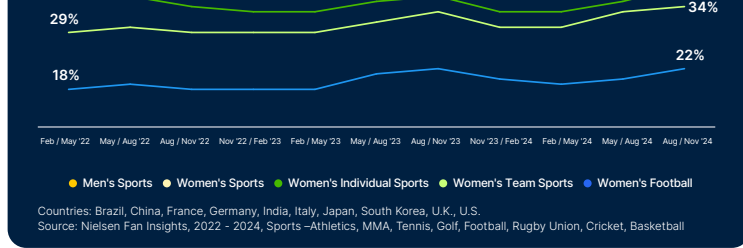
Source: Nielsen Fan Insights, 2024, U.S. Only

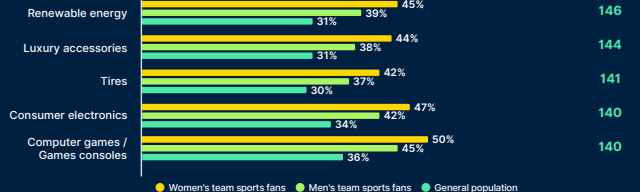
- EPL Fans
- NWSL Fans
- NBA Fans
- MLB Fans
- NFL Fans

America tournament and is now the official beer sponsor of Major League Soccer (MLS). This also aligns with its parent company, ABInBev, securing rights to the upcoming FIFA tournaments.

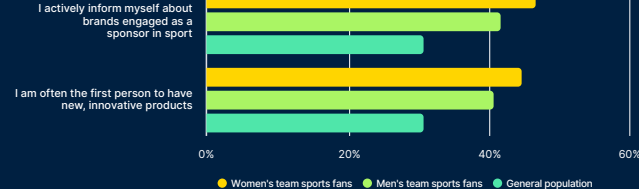
**Learn more about how Nielsen can help you plan your football investments at the [end of the report](#).**







Q: Which of the following products / services do you plan to buy / use in the next year? (Within the next 6 months)  
 Countries: UK, India, China, France, Germany, Italy, Japan, USA, South Korea, Brazil. N1,000 general population per wave  
 Source: Nielsen Fan Insights, 2024



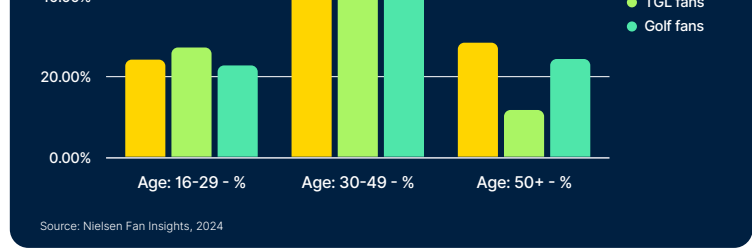
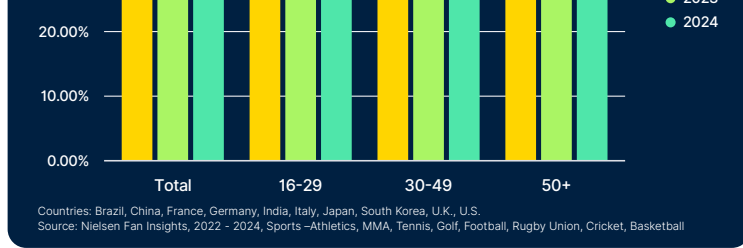
Q: To what extent do you agree or disagree with the following statements? Agree / Strongly Agree  
 Countries: UK, India, China, France, Germany, Italy, Japan, USA, South Korea, Brazil. N1,000 general population per wave  
 Source: Nielsen Fan Insights, 2024

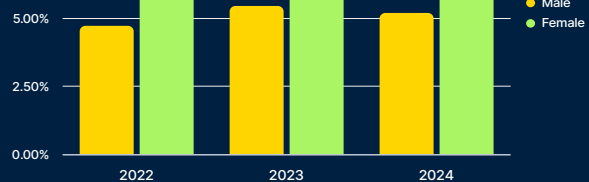
Ally Financial and Sephora are partnering with Unrivaled Basketball League—a new women's professional sports league founded within the last four years.

female consumers.

**Learn more about how Nielsen can help you tap into the growing world of women's sports at the [end of the report](#).**

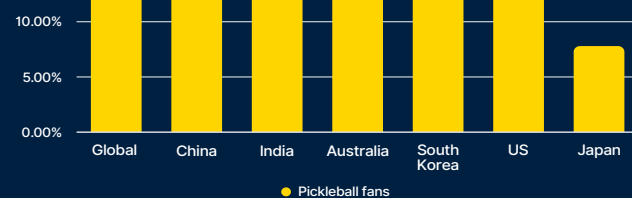






Q: Element of Sport followed by gender

Countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Colombia, France, Germany, India, Italy, Japan, Netherlands, New Zealand, Portugal, South Korea, Spain, Switzerland, Turkey, UK, USA Source: Nielsen Fan Insights



Source: Nielsen Fan Insights, 2024

**Learn more about how Nielsen can help you navigate media fragmentation on the [next page](#).**

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