

Sports Convenience Package

All-in-one intelligence on sports rights, streaming trends, and fan behavior—powering smarter strategies in a rapidly evolving sports media landscape.

Key Questions Answered

- What are sports rights worth by market and sport?
- Who owns the key sports rights in major television markets?
- How prevalent are sports streaming services, and how does their growth compare to the overall streaming market?
- What are the key trends shaping the future of sports content consumption and monetization?
- How do consumer interactions with sports vary by market, sport, and league?

What We Offer

- Understand the sports media landscape within the broader entertainment sector, identifying strategic opportunities and emerging trends
- Access granular data on sports rights, sponsorship deals, connected households, and subscriber numbers
- Enhance your understanding with the Sports Fan Visualization tool, offering consumer behavior insights by sport and region

Sports is a powerful driver of free - to -view and subscription - funded services and is perhaps more vital than ever in the era of streaming.



Tim Westcott

Practice Lead, Digital Content & Channels

SPEAK WITH OUR EXPERTS

Unparalleled insights into the fast-evolving sports media market

Key Deliverables



Sports Rights Value Tracker

Provides global estimates and forecasts for media rights values across **25+** sports events in key countries, including NFL, NBA, FIFA and IPL.



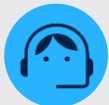
Sports Rights Database

Tracks ownership, deals, and contract terms for **500+** rights holders in over **250** global markets.



Sports Fans Visualization

Monitoring sports engagement behavior and demographic profiles, video service usage, device usage and user preferences. Data is derived from the Omdia Consumer Research survey.



Analyst Support and Insights

Direct access to market-expert research analysts via our **Ask An Analyst** service for exclusive commentary and custom queries.



Media & Entertainment Landscape Database

Offers market size, forecasts, and analysis for broader media sectors, contextualizing sports consumption and monetization.



Esports Forecast Database & Report

Provides insights into esports revenues across media rights, sponsorships, and ticket sales in **33** countries and regions.

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