

BE THE FIRST TO THE FINISH LINE

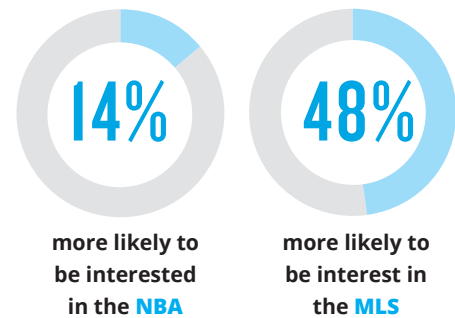
With Exclusive Nielsen Sports Year-End Reports

GEN Z AUDIENCE REPORT

Cutting-edge research on Gen Z's interest, participation and behavior around sports & entertainment.

- Learn where to activate to reach this growing demographic

GEN Z VS. GEN POP



Source: Nielsen Scarborough

220
MILLION FANS
across the four major
leagues in 2016

Source: Nielsen Scarborough

FAN EVOLUTION REPORT

In-depth analysis with fan base sizing by market and league to help assess where your brand should invest.

- Fan base tracking across the four major professional leagues in the U.S. over the past 15+ years

SPONSORSHIP TREND REPORT

A complete overview of top emerging categories investing in sports sponsorships.

- Gain insight on the competitive landscape & discover new opportunities for your brand



Increase of technology brands sponsoring a major U.S. sports league from 2013-2016

Source: SponsorsGlobe

Maximize your investments with the most trusted data & insights around the world

nielsen

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