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

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

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

GEN Z VS. GEN POP
14% more likely to be interested in the NBA
48% more likely to be interested in the MLS
Source: Nielsen Scarborough

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