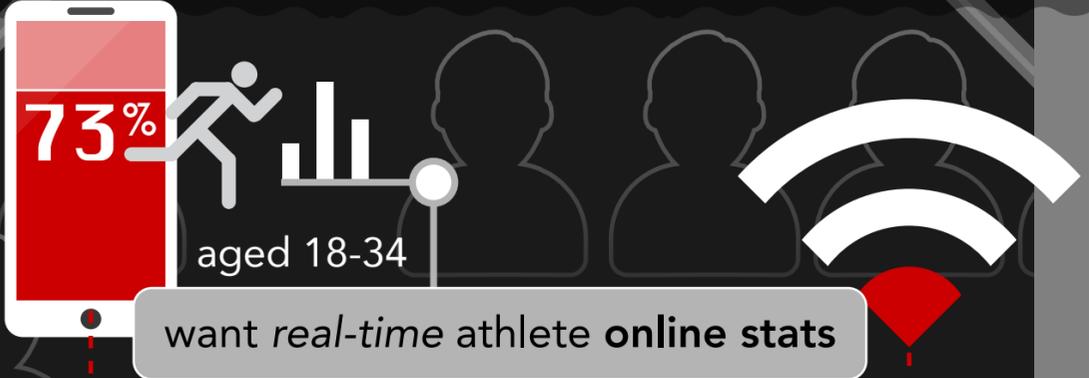


Connected Sports Fans 2016

Trends On The Evolution Of Sports Fans Digital Experience With Live Events



HOWEVER...

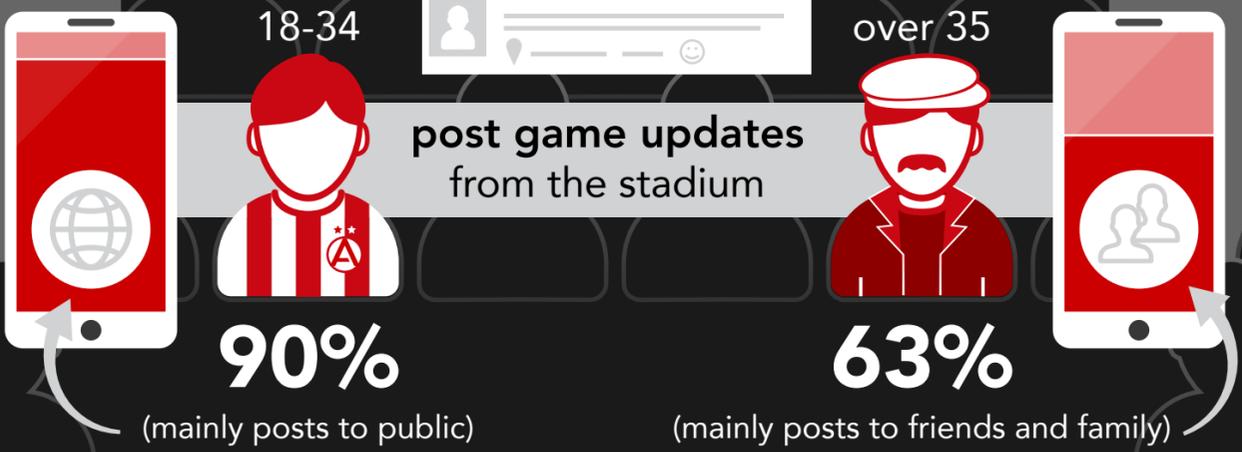
around **1 in 4**
say signal strength
is frustrating

video replays and live info
would improve my experience

75%
(18-34)

50%
(over 35)

Posting updates on social media



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