



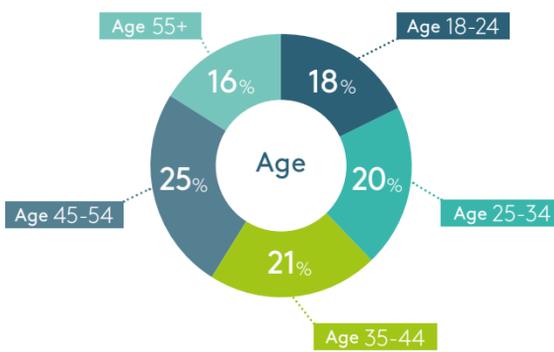
American National Football League following in the UK

With American football touching down in London last month for the 10th year, we asked 1,000 UK consumers if they'd be following National Football League (NFL) this season. Here we explore how UK NFL fans access the sports content, and what drives their interest in following these games.

Who's watching the NFL?

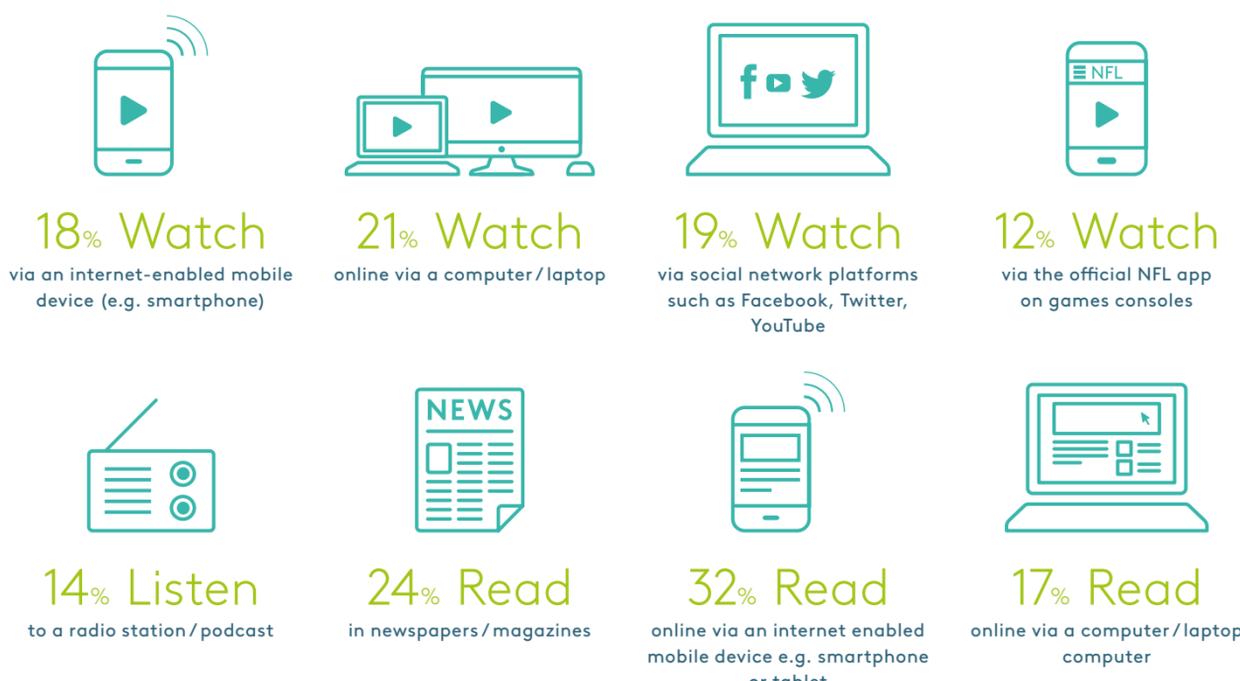
11% of the UK population are following the NFL this season.

Gender



How are fans accessing NFL games content?

It's no surprise to see that TV is the main way of accessing and watching the NFL games, but it is interesting to note that more than half (54%) will be consuming the content online in some shape or form.



4 in 5 NFL followers watch it **on TV**

More than half of NFL followers consume it **online** in some shape or form

What's driving UK interest in the NFL?

We asked UK NFL followers if any of the factors below contributed to their interest and following of the competition:



Do you know...

While UK followers will be watching and reading about the competition across a variety of platforms, there is dissatisfaction with how easy the sports content is to access.

52% feel there are not currently enough ways for them to access all the NFL programming they would like to.



Driving interest in the UK

Interest in American football is undeniably present in the UK and broader access to the games across multiple channels is a contributing factor. However, as our insights show, there is opportunity for **streaming services** and **official apps** to do more to engage UK followers of the NFL as well as new audiences, in order to maximise the potential for growth in the UK for the NFL.



Reference: *official apps – Apple TV, Xbox, Amazon TV...etc.
Source: Kantar Media's UK Sportscope study, October 2016, 1,000 people surveyed, nationally representative sample