

# World Market for Professional Sports

July 2024

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Annual overview: European football wins the lion's share of global attention

North America remains top sports market for live attendances

NFL dominates live attendance globally, with European football/soccer leagues on its tail

Giants within the leagues propel Premier League and La Liga popularity online

Top European football teams amass stellar digital following

Finance and insurance companies lead commercial partners' landscape

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Key trends shaping the sports industry

Sports continue to invest in their entertainment offering to keep fans engaged

Al redefining the sports industry, but authentic communication remains key

Euro 2024 and Paris Olympics look to expand borders of sustainability and inclusivity

Competition for live sports broadcast builds up with more OTT providers

### MARKET & INDUSTRY SNAPSHOTS

Regional Club Index 2024 results: Europe and North America Regional Club Index 2024 results: Latin America and Asia Pacific

Industry snapshot: Apparel and footwear

Industry snapshot: Finance and insurance Industry snapshot: Airlines

Industry snapshot: technology, media, telecom (TMT)

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## **APPENDIX**

Sports coverage 2024

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