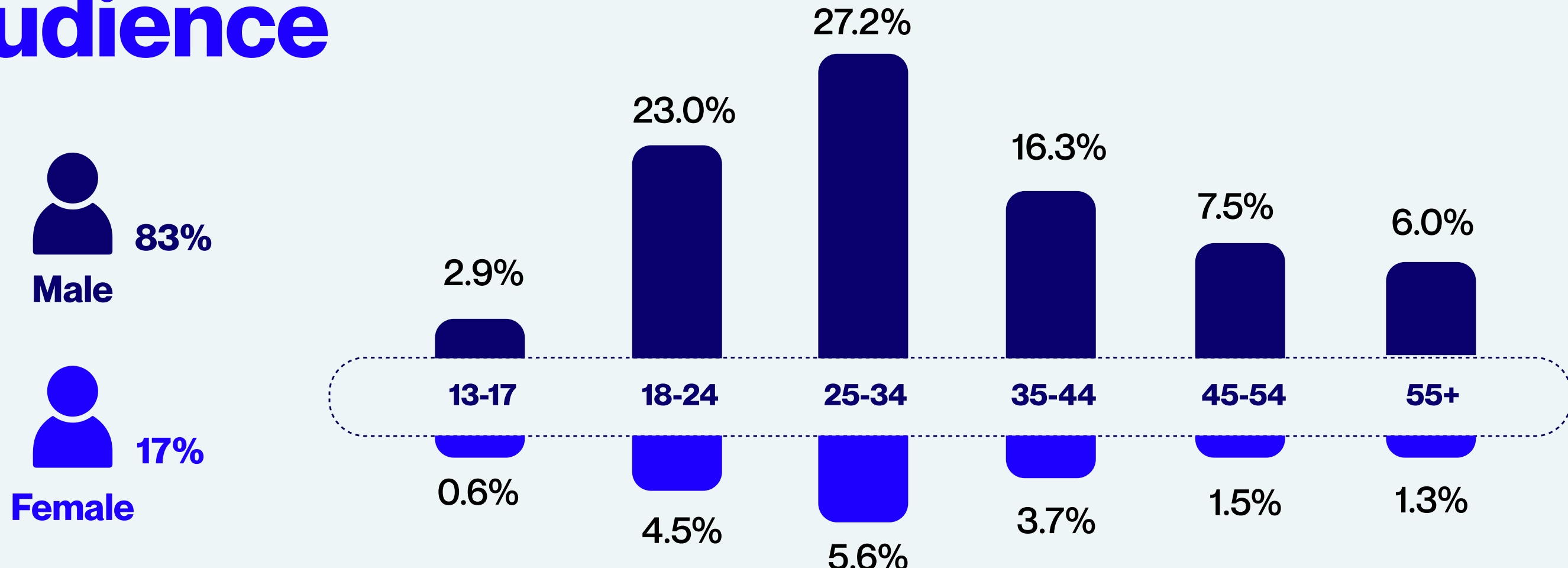


Sports

To understand sports consumers we dive into audience demographics, content preferences and ecommerce behaviors of the sports audience on social video.

Audience



Content

Year-Over-Year Views

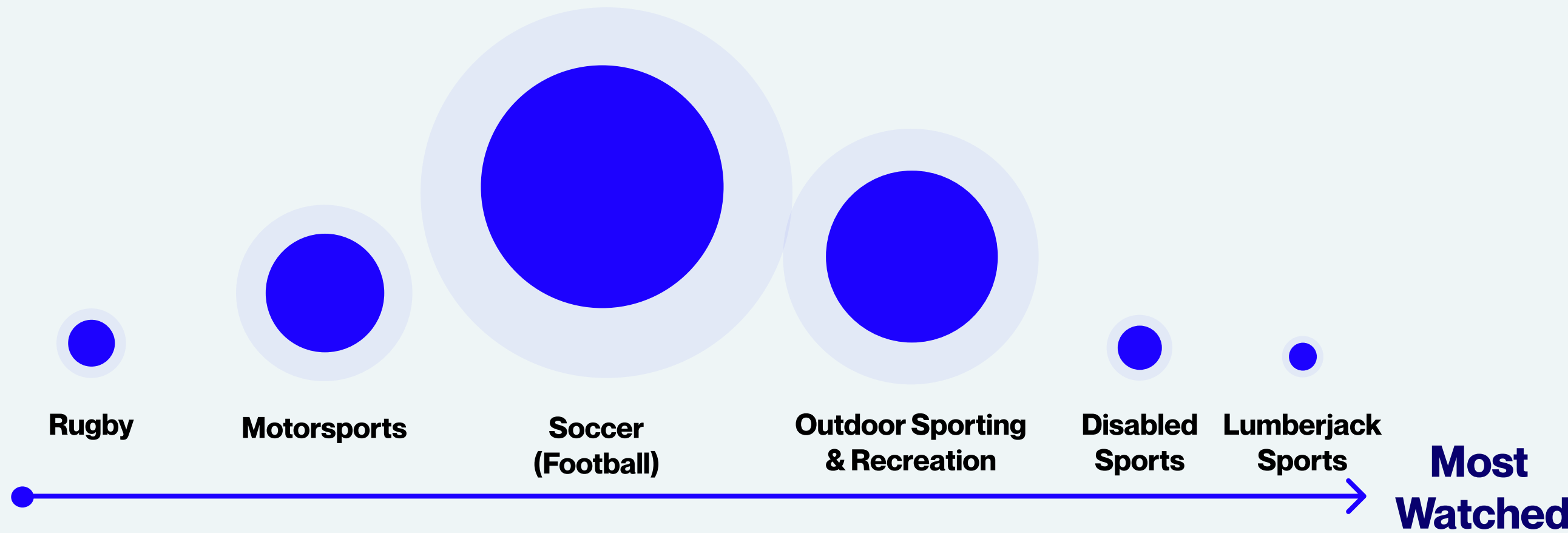
+33%

347B

Last 365 Days

261B

365 Days Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

Behavior

What they watch:

Sports Content

Other Content

- | | |
|---------------------------|---------------------------|
| Racing Cars | Monster Trucks |
| College Basketball | Custom Motorcycles |
| Rowing | Political Podcasts |
| Rodeo | Frozen Drinks |
| Darts | Transformers Toys |

What they buy:

Products

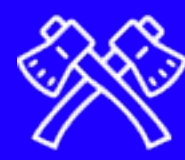
Brands

- | | |
|--|--|
| Men's Shaving & Grooming Kits | |
| Headphones | |
| GPS Trackers | |
| Bike Locks | |
| Supplements | |

Websites they visit:

- | | | |
|----------------------|--------------------------|-------------------------|
|
bmw-motorrad.com |
espnpressroom.com |
operationsports.com |
|
100thieves.com |
hockey-reference.com | |

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Some of this audience's most watched topics, **Lumberjack Sports** and **Disabled Sports**, have the least video saturation which presents a huge opportunity for brands to cut through the clutter.



Sports lovers are active and on the go! This audience is **4.6x** more likely to shop for **GPS Trackers** and **4.2x** more likely to shop for **Bike Locks**.



Some unexpected contenders in the Sports category carry a lot of weight. This audience is **3.6x** more likely to watch videos about the **Rodeo**, and **3.5x** more likely to watch **Darts** content.

Interested in supercharging your social video strategy?

Get in touch