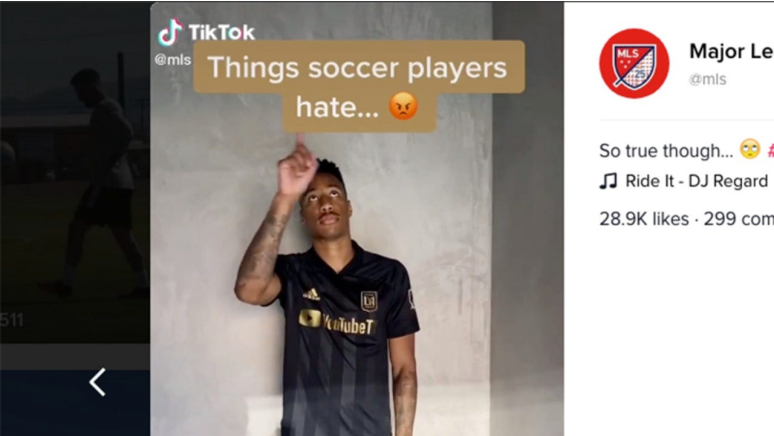


# How short-form content is creating a new landscape for sports

Everything is moving towards bringing you closer to the action and engaging you (*hence the overused buzzword, fan engagement*).

Only 23% of Generation Z said they are passionate sports fans. Compared with 42% of millennials (defined as 26 to 41), 33% of Generation X (42 to 57), and 31% of baby boomers (57 to 76) who identified themselves as passionate. This has led savvy sports leagues to open up new initiatives.

- 1. Major League Soccer (MLS) and TikTok entered into an "Official Partnership" where they launched a Club Creator Network. This allows to enhance the fan experience by offering unique access to MLS players and behind-the-scenes moments that can only be found on TikTok.
- 2. A few months ago, the NFL had over 40 content creators covering the NFL Draft.
- 3. Adobe partnered with the NWSL to help soccer players learn how to produce better content.



Consider sports fans’ current social media use patterns:

- 41% of global sports fans stream live sports through digital platforms.
- 58% of 16-to-24-year-olds report following athletes on social media.
- 32% of sports fans (43% of Gen Z) use social media platforms while watching live sports.

In terms of creators, the most active and followed sports accounts are still traditional publications. But ~~(if not already)~~, the next great broadcasters, film producers, editors, and sports directors will arise from social media. An interesting terrain to explore to capture the future edge for brands wanting to connect.

Newer	Older
<div>14th November 2023</div> <div>Massimo Vignelli’s typefaces</div>	<div>2nd November 2023</div> <div>Ask what consumers do with br...</div>