



Mediascope Europe Spotlight – Online Sport Seekers

According to EIAA's latest Mediascope Europe survey 78m 16+ year old people across 15 European markets surveyed* visit sports websites at least once a month. Sport is high on the agenda with the new football season having begun this month and Formula 1 reaching its finale in the Autumn so this, the latest in a series of Mediascope Europe 2010 'Spotlight' reports from the EIAA, reveals insights into how consumers are increasingly using the internet to follow their favourite sports and just how much sport affects digital media consumption.

Key findings are as follows:

- The percentage of European internet users who visit sports websites has reached 28% (78m) across the 15 countries surveyed
- The majority of these online sports seekers are men (74%) and looking at their age profile 6 in 10 of all online sports seekers are over 35 years old showing that sports website surfing is not just an activity of the young
- Visiting sports websites is most popular in Western Europe as 68% of our online sports seekers are based in the UK, France, Germany, Italy or Spain. It is most popular in Spain with 44% of internet users logging on to sports websites at least once a month
- Over half (52%) of all online sports seekers claim they could not live without the internet, well above the European average of 33% and more than double the percentage of online sports seekers claiming they cannot live without TV (25%)
- Online sport seekers are pushing the boundaries of media convergence across TV, internet and mobile with 54% and 10% respectively using the internet on PC or mobile whilst they watch TV, (compared with 30% and 5% of all European internet users)
- Additionally watching TV, film or video clips online via PC (39% vs. 33%) or on an internet enabled mobile phone (27% vs. 16%) is far more popular amongst online sports seekers when compared to the average online European. Looking at web activities overall~ online sports seekers thirst for entertainment continues with 35% listening to the radio via the internet (vs. 25%), 33% downloading music (vs. 26%) and 17% using on demand TV (vs. 11%)
- Spanish online sports seekers continue to dominate when it comes to video online with over half of this group both downloading (54%) or watching (53%) TV, film or video clips. On demand TV is however far more popular in the UK than any other western European market with almost 5 in 10 (47%) online sports seekers in the UK performing this web activity
- Online communication is also key to all European online sports seekers with more than half communicating via social networks (55% vs. 45%) and 45% using instant messenger (vs. 40%).





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Additionally a fifth (19%) stated they could not live without communicating via social networking sites with 89% stating they could not live without at least one web activity



• Online sport seekers spend 17 hours online each week, compared to 12 hours amongst European internet users, and looking at 10 market trend data** their time spent watching TV has declined significantly by -14% since 2004

• Nearly 9 in 10 (88%) online sports seekers use a broadband connection, compared with 83% of all European internet users, and 52% of all these online sports users with a broadband connection are wireless users. When looking at 10 market trend data** wireless broadband use has also grown 16% amongst online sports seekers since 2008

• Sports websites aside, technology (50% vs. 32%), cars or motoring (38% vs. 24%), news (69% vs. 58%) and music (43% vs. 31%) are far more popular amongst online sports seekers when compared to the average European internet user, indicating that their thirst for knowledge and entertainment is not just limited to sports sites. Banking and finance (55% vs. 46%) and local information (49% vs. 40%) are also particularly popular website types amongst these online sports seekers

• 86% of these online sports seekers shop online, buying an average of 11 items each in a period of six months and spending €733 on these items, above the European average of €655 spent

** EIAA Mediascope Europe 2010 includes UK, France, Germany, Italy, Spain, the Netherlands, Belgium, Denmark, Sweden, Norway, Poland, Portugal, Russia, Switzerland and Turkey*

*** From 2004-2008 EIAA Mediascope Europe covered 10 markets - UK, France, Germany, Italy, Spain, the Netherlands, Belgium, Denmark, Sweden, Norway*

~ Web activities performed on PC or mobile

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