



Younger Sports Fans Are Quickly Changing the Live Viewing Game.

Is Your Business Ready to Monetize the Sports Viewership Changes?

53%	3x	39%	75%
watch live sports monthly	more time on non-live formats	Gen Z watch beginning to end	say live sports cost too much

Around 53% of Americans watch live sports at least once per month - 88% catch a live sports event at some point during the year. And [40% use live TV streaming services exclusively](#) to watch their sporting event choice. That's even higher if you add the 30% of those who watch sports on streaming platforms and linear TV.

But a growing number of viewers - specifically those under age 35 - are watching fewer live sporting events. Instead, they are abandoning this long-held viewing pastime and choosing to consume sports-related content (think ESPN Films 30 for 30, HBO Bax Hard Knocks, Netflix Full Swing, sports clips, scripted series and social content). Why are viewers turning away from live sports to alternatives platforms to get their sports fix? And how can this be converted into a revenue generating opportunity?

According to [Altman Solon's Global Sports Survey](#), fans aged 18-34 spend nearly three times as much time on non-live formats as they do watching a full live game. Only 39% of Gen Z fans watch an event from beginning to end.

Why sports consumption is shifting

- **Time.** Watching live sports is a big-time commitment for viewers used to watching :15-:30 reels or 1:00 YouTube content.
- **Finding a specific game can be difficult.** [45% say they struggle to find which channel or streamlining service a specific game is on.](#) [53% report missing it altogether.](#) Sometimes because they didn't have a subscription to that streamer.
- **Live sports cost money.** Nearly [75% say live sports are too expensive](#) and it costs too much to follow their favorite teams.
- **Live sports require pristine video delivery.** But we know over half of sports streamlining viewers experience some sort of technical disruption.
- **Streaming time lags.** The standard time lag right now is :30-:60 broadcast lag behind linear TV. This can disrupt shared viewing, live chat and sports betting experiences.

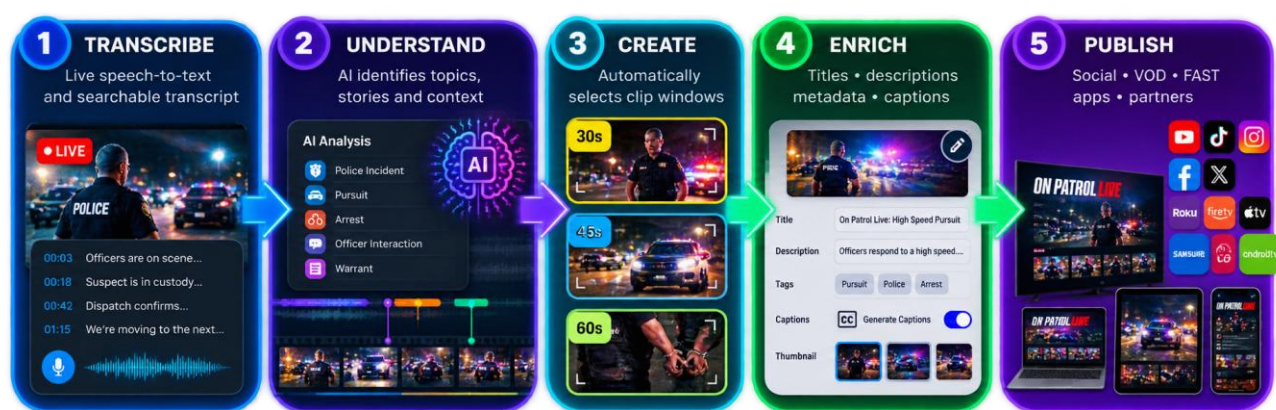
What can be done?

For content creators, Gen Z is giving you carte blanche to develop compelling short-form and on-demand sports content for multiple-platform consumption (think repurposed live content into clips and easily digestible highlights that compliment "live"), and partnerships with athletes to share their stories.

For broadcasters, reducing latency, preventing buffering and managing bandwidth spikes during sporting events and streamlining is an imperative, but is a longer-term solution as these are complex fixes.

Katapy VAI: turn programming into publishable moments automatically

Katapy helps content creators and broadcasters focused on sports and other content stream seamlessly, handling all the complexities for you from A to Z, customized for your needs.



VAI workflow: transcribe live speech into a searchable transcript; use AI to identify topics, stories and context; automatically select clip windows; enrich clips with titles, descriptions, metadata and captions; then publish to social, VOD, FAST, apps and partners.

The live programming becomes a continuous content creation engine

MORE STORIES – FASTER PUBLISHING – MORE INVENTORY – MORE REVENUE

This creates new revenue generating opportunities. More clips across more platforms deliver more ads. Play content later; strip the original ads and insert new ones.

And it's all done from a single integrated Katapy platform.

Instead of approaching the decreased enthusiasm for live sports as a problem, meet Gen Z's need for fast, convenient sports content as a new revenue stream that could be a homerun for your business for years to come.