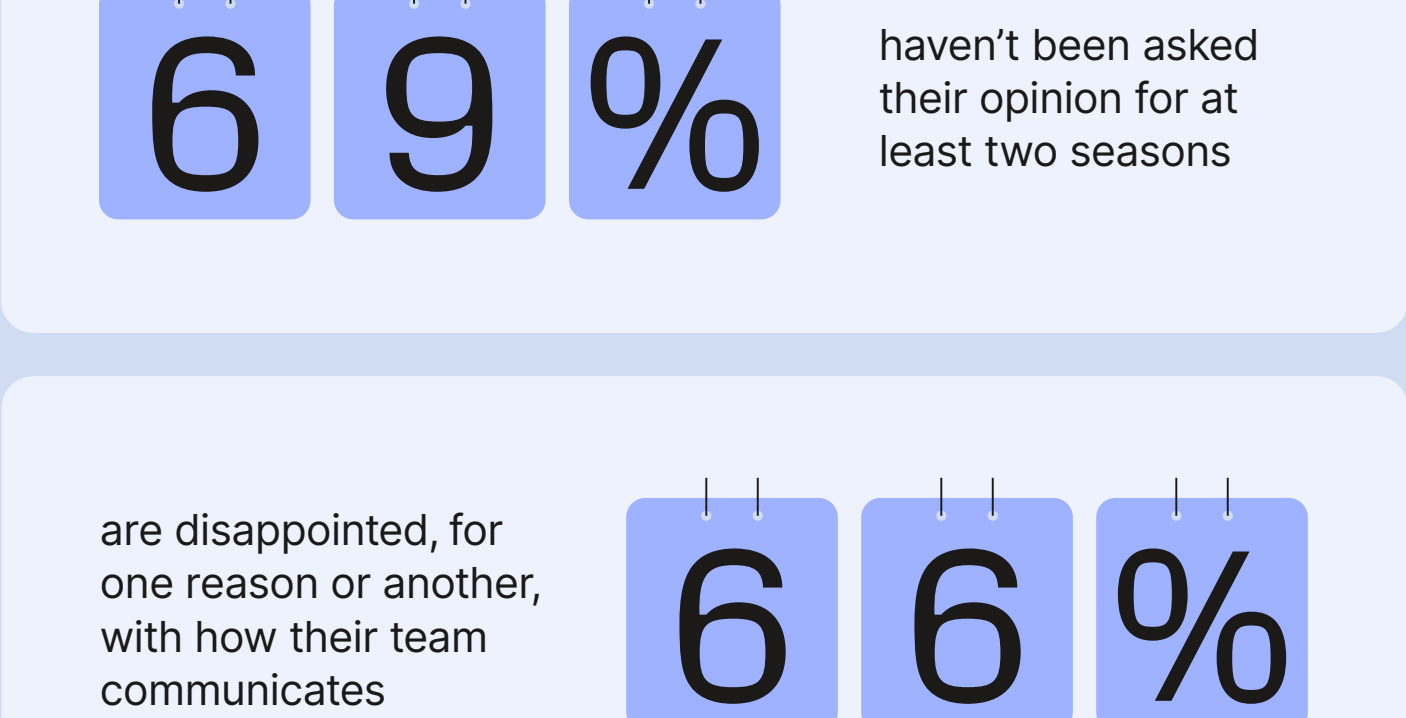


How can sports teams up their fan engagement game?

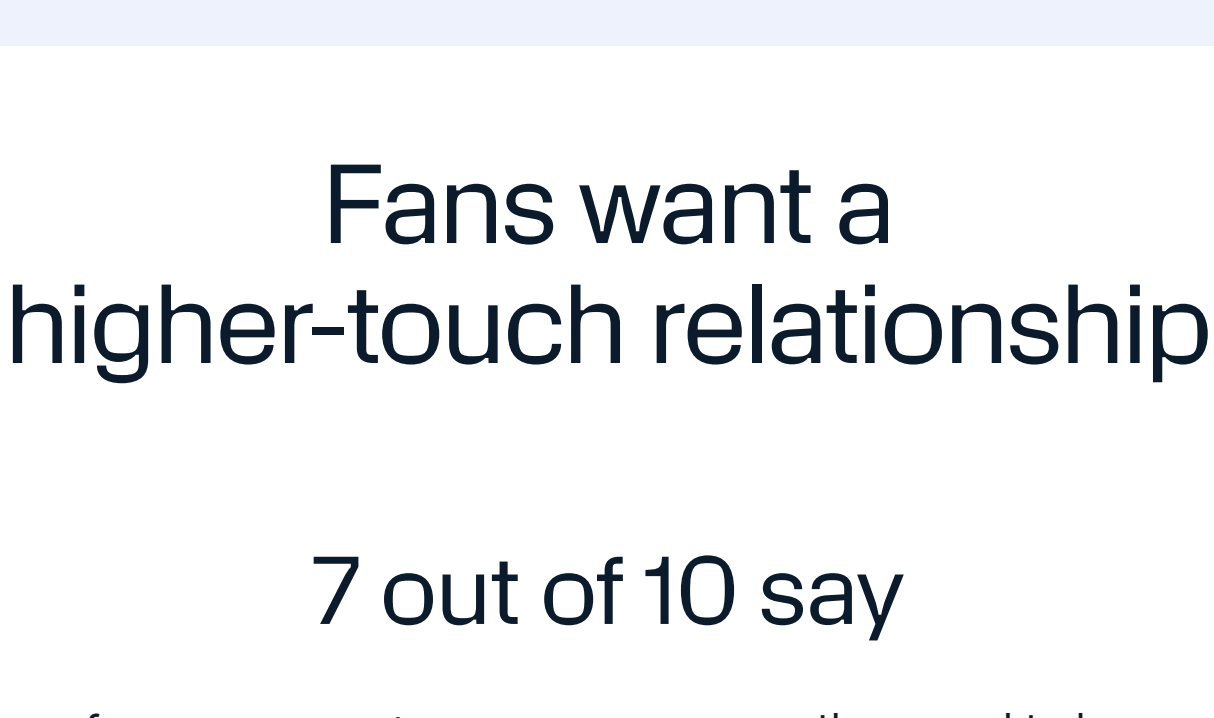
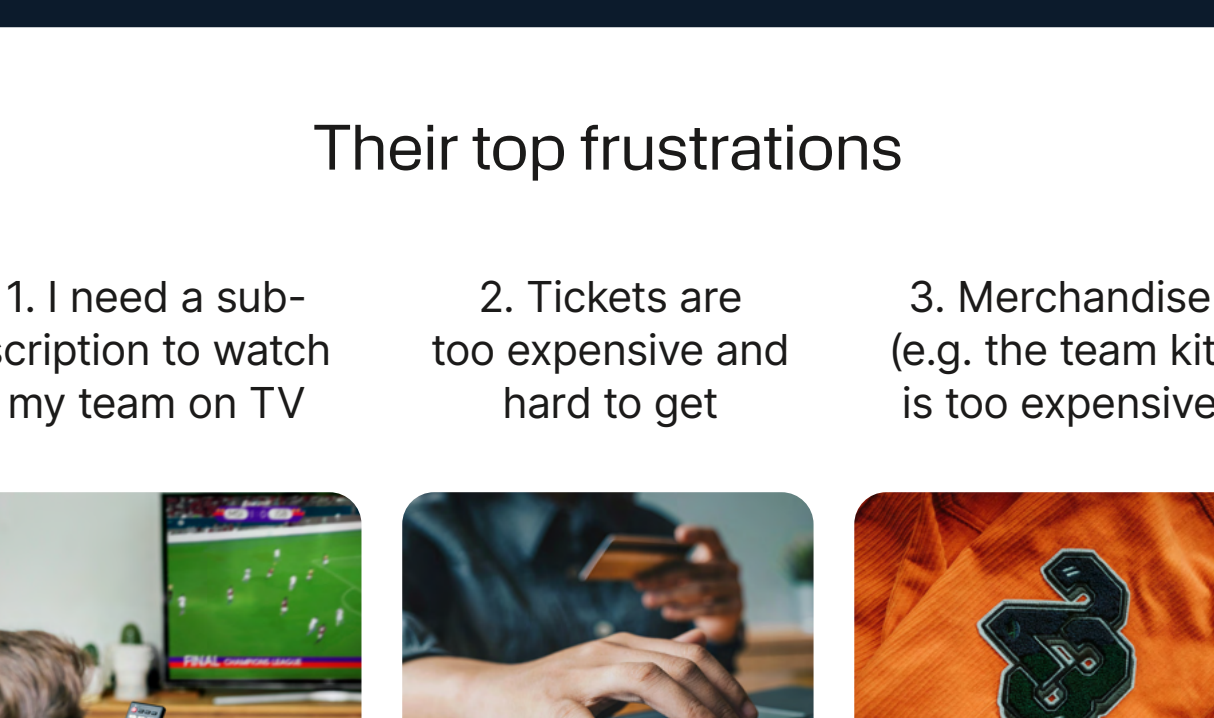
The 2025/2026 season sports fan engagement report reveals all.



We interviewed 1,500 loyal followers of four sports, across three continents.



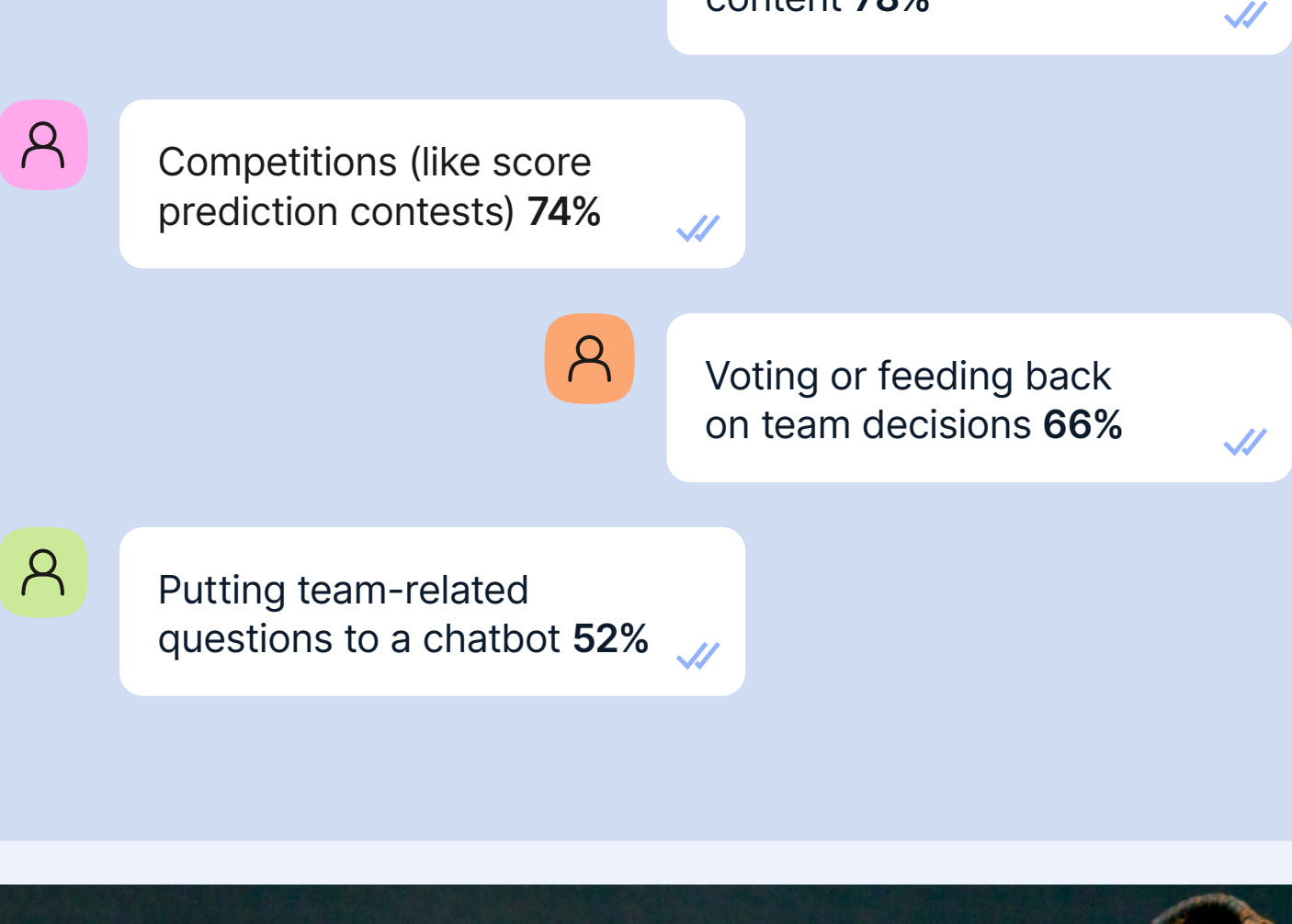
Fans are feeling overlooked



Fans are feeling overstretched

6 out of 10

say they've been priced out of the game

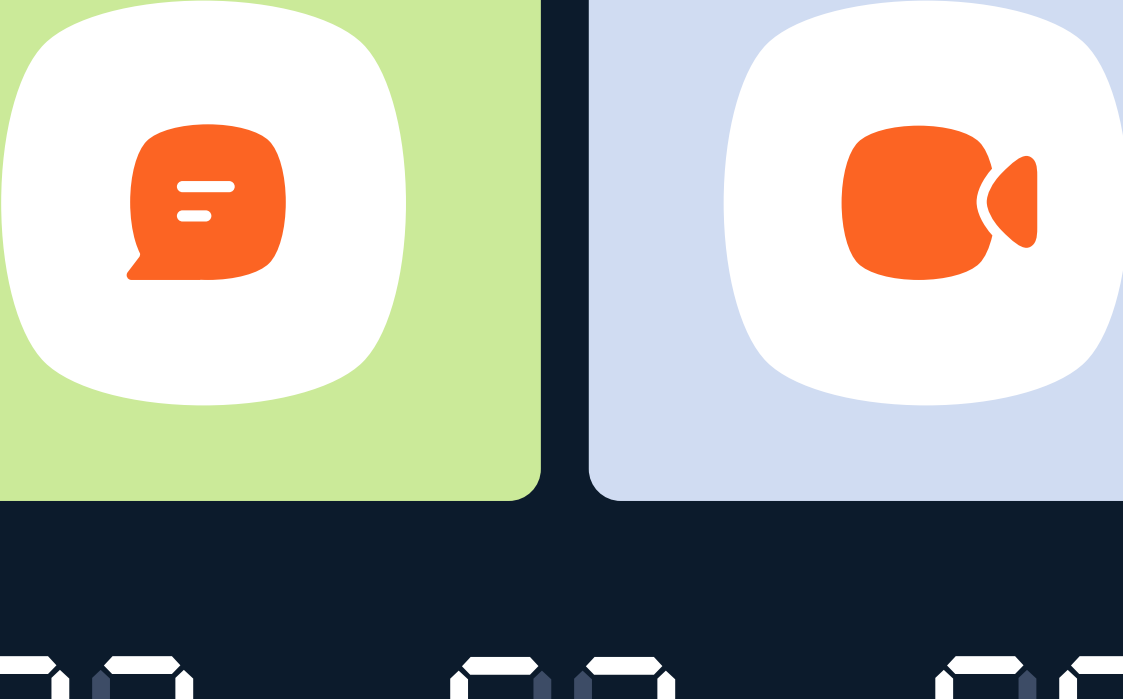


Fans want a higher-touch relationship

7 out of 10 say

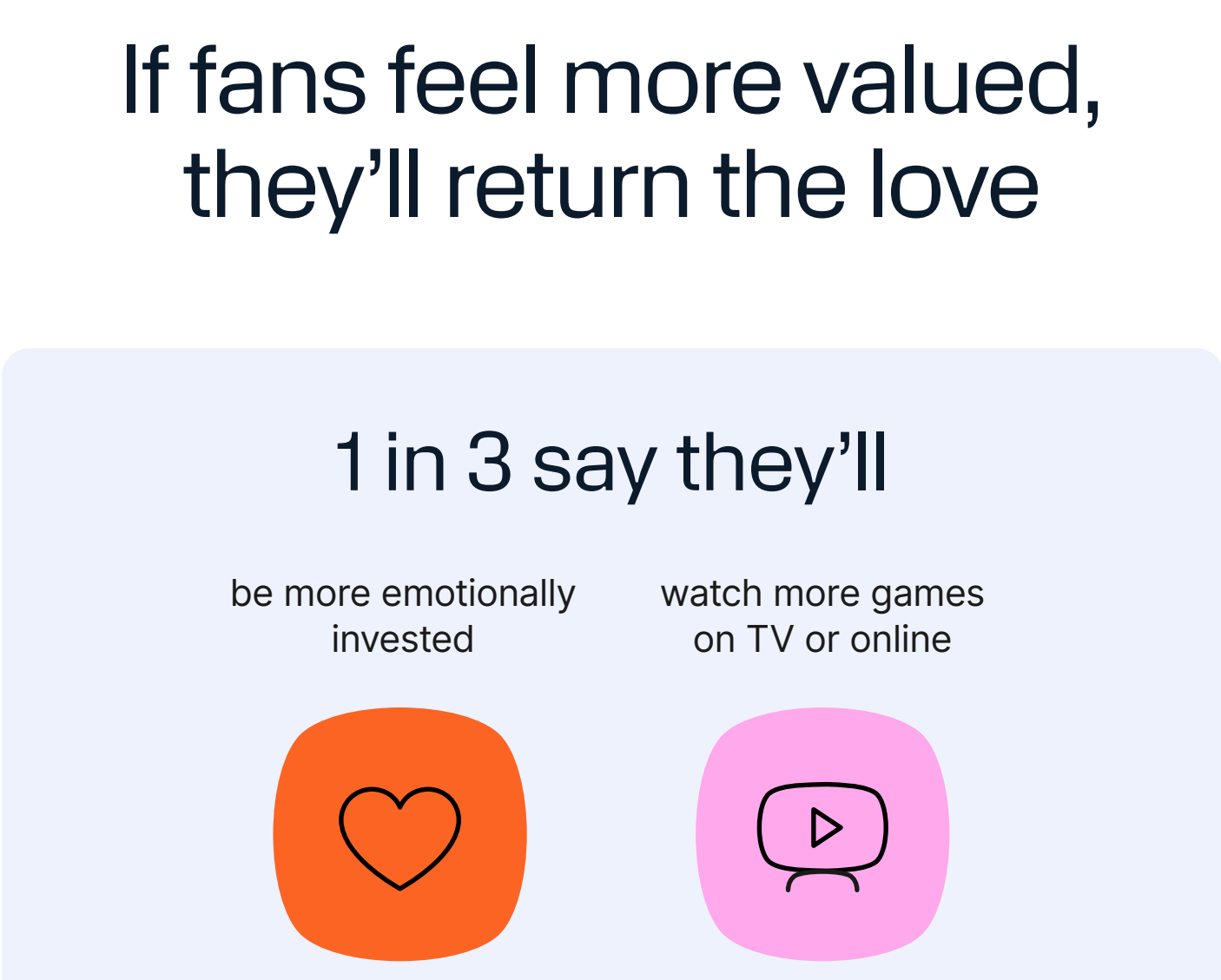
fan engagement needs to evolve, now that sport is 'always on'

they need to be involved in the stuff that happens *between* games



Fans want direct, two-way communications

They want to use messaging channels for:



Fans want content that creates connections

8 out of 10

would like to feel more connected and know more about what's going on with their team

7 out of 10

say regular access to players and behind-the-scenes content would help



88%

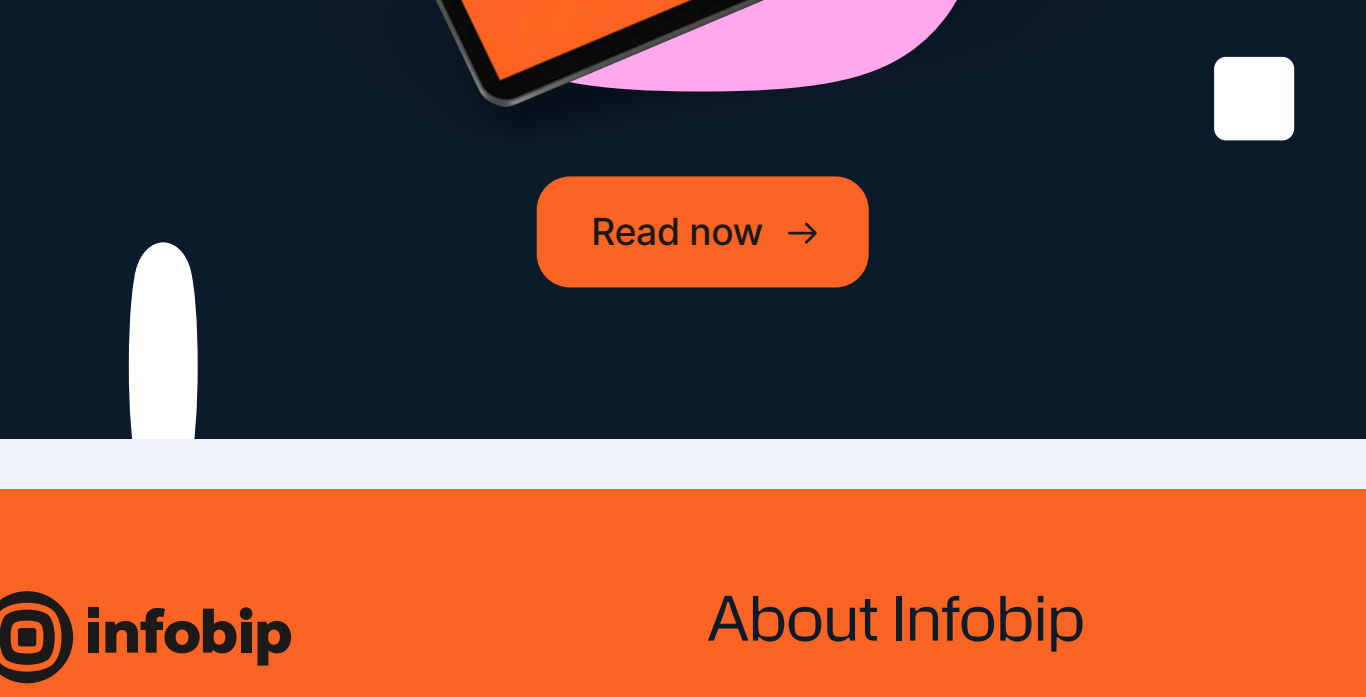
feel inspired by personal player stories

88%

want more in-depth or technical content

88%

would like to join a digital fan community



For the full story...

Download The Sports Fan Engagement Report: 2025/2026 Season



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