

REACHING GEN Z AND MILLENNIALS THROUGH SPORTS

**Tips for connecting
with sports fans.**



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Young fans are passionate about sports

There are millions of young sports fans out there. Research finds that 69% of Millennials and 53% of Gen Zers identify themselves as sports fans.¹ But to reach them, you have to connect with them on their terms.

Keep reading to learn how.

STRATEGY:

Lean into consumer passions

We know that young audiences are more likely to prefer brands that reflect key elements of their lifestyle. In fact, 56% of Gen Z consumers say that having shared passions and perspectives is a major factor when it comes to their engagement with a brand.²

But these commonalities can't just be superficial. Brands need to walk the talk, so that when they're integrated into the consumer's own experiences, it seems only natural. According to our research, 49% of young consumers say they will evangelize a brand they feel represents their values, likes and personality.³

How teens decide whether a video is worth watching:

Topic they're interested in **63%**

Created by someone they like **49%**

On a channel they like **47%**

Title **42%**

Suggested video **34%**



49%

Say they will evangelize a brand they feel represents their values, likes and personality.⁴



¹ Mykhaylyuk, Yuriy, "Why Gen Zers aren't sports fans (and what broadcasters can do about it)," GlobalLogic.com. ² Forbes, 2020. ³ Yahoo, consumer study, 18-34, 2020.

TIP 1:

Start with mobile-first experiences

While Gen Z and Millennial sports fans share the same passion for their favorite teams and players as generations that came before, they watch games and interact with sports differently. A large portion of Gen Z and Millennial audiences—31% and 41% respectively—opt to follow games and commentary on their phones.¹

Reach sports fans in new ways including through short video clips, co-viewing, highlights and interactive features.



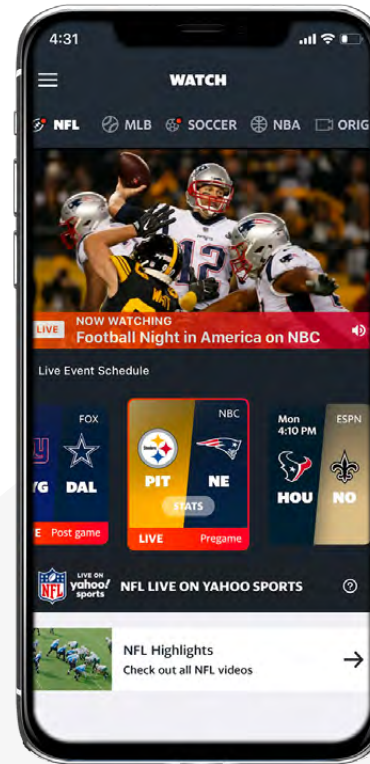
Listening in on the game

To reach new audiences, Canadian sports broadcaster and streaming platform DAZN launched a branded content campaign that includes a podcast that puts a local spin on the NFL. DAZN hit its annual subscriber goals and surpassed KPI benchmarks.

[Watch the sizzle >](#)



Connect with your fans on Yahoo.



Watch Together by Yahoo Sports

Available through the Yahoo Sports App, this co-viewing experience enables fans to video chat on their phones with friends while watching live local and primetime games.



Interactive experiences

Yahoo Sports is the first sports app to leverage real-time player tracking data with AR, enhancing viewing by putting the play and stats in the palm of your hand.

¹ Sportico, 2021.

TIP 2:

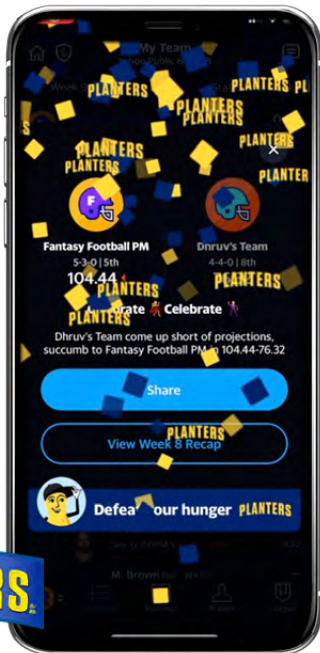
Lean into community

Connect with the sports community with Yahoo.

Ranked #1 Sports Fantasy App five years running, we provide advertisers the opportunity to reach younger sports fans at scale. We've recently expanded NFL live into Yahoo Fantasy and launched Draft Together, which allows fans to connect with each other through video chat as they draft their fantasy baseball team.

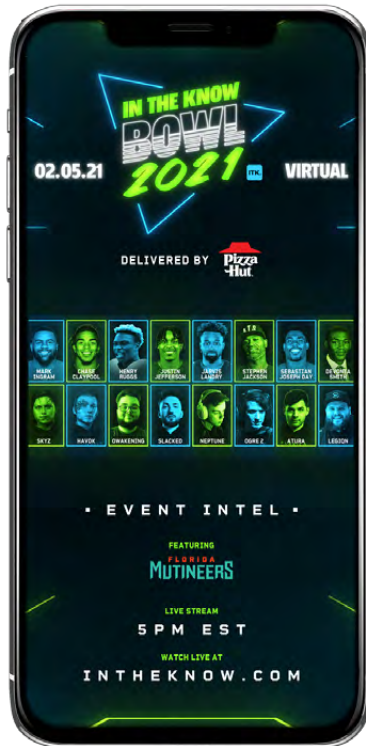
Planters connected with fans through Yahoo Sports and Yahoo Fantasy Sports.

[Watch the sizzle >](#)



PLANTERS

In the Know brought together e-sports fans for the second annual live stream tournament, sponsored by Pizza Hut. Playing their favorite game, NFL pros, including Jarvis Landry and DeVonta Smith, faced off against the Call of Duty League™ franchise team Florida Mutineers.



Community is everything.

Today's leagues need to do more than just broadcast the game. Young fans want sports media experiences that foster sharing, connection and interaction in bite-sized, digital moments. Gen Z and Millennial sports fans are 4X more likely than Boomers to watch non-game sports content and, 78% are "dual screening" while watching live games.¹ Brands need to develop a strong presence in spaces like fantasy sports where young fans can connect and build community.

It's all about connecting.

2x

As many Gen Z and Millennials are more likely to engage with sports content to connect with each other.²

51%

Share sports content with others socially.³

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¹ Ypulse, 2020. ^{2,3} Yahoo, Internal data, 2020.


Yahoo sports fans

Are sports fans the perfect target consumer for your next campaign? Get the full picture of who they are compared to the general population using our deep audience insights gleaned from 200B daily data signals across our ecosystem.¹





 **56M**
Gen Z & Millennial sports fans reached in the U.S.²


 **45%**
Have a household income of \$100K or more.³


Female **53%**








Male **47%**

 **10%**
Are more likely to click on an ad and 18% more likely to convert than those 40+.⁵

 **21%**
Identify as a race other than Caucasian and 19% speak Spanish at home.⁶

Where they're spending:⁷

-  Streaming music and video memberships
-  Pizza orders
-  Gaming subscriptions
-  Fast food

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¹ Yahoo, Internal data, 2020.

^{2-4,6,7} Comscore Plan Metrix[®] Multi-Platform, Yahoo (and Microsoft Partnership), Target Audience: Generation Gen Z (1997+2012) or Millennials/Gen Y (1987+1996), and All Sports, November 2021, U.S.

⁵ Yahoo, Audience insights, February 2021.

Work with a trusted partner

Passionate users are at the center of Yahoo. Our ecosystem reaches Gen Z and Millennial audiences, connecting them to the experiences they care about most.

With new partnerships, commerce integrations and our content suite available through Yahoo Immersive, we can help you capture attention, build trust and meet consumers wherever they are.

500_M

Linked profiles globally through Yahoo ConnectID.¹

#1

DSP, SSP, and CTV according to Adweek 2020.²

¹ Yahoo, Internal data, 2021.

² Adweek Readers' Choice: Best of Tech Partner Awards 2020.

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Contact us to get started.

