

# *Understanding The Sports Consumption Behaviour Among Fantasy Sports Players*

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*Presented for: Indian Federation of Sports Gaming*

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# Research Background



Online fantasy gaming has witnessed a boom in India with the number of operators in the country having doubled



The user base has also seen exponential growth – up from 20 lakh in 2016 to 2 crore in 2017 — a number that went past the 4 crore mark after seven weeks of Indian Premier League.



Fantasy Sports is tied naturally to the real life sport. It is intuitive to think that users of Fantasy Sports would naturally consume more sports. IFSG wanted to validate this hypothesis and thus conducted a research among players of Fantasy sports

This report details the findings of the research...



# Research Objective

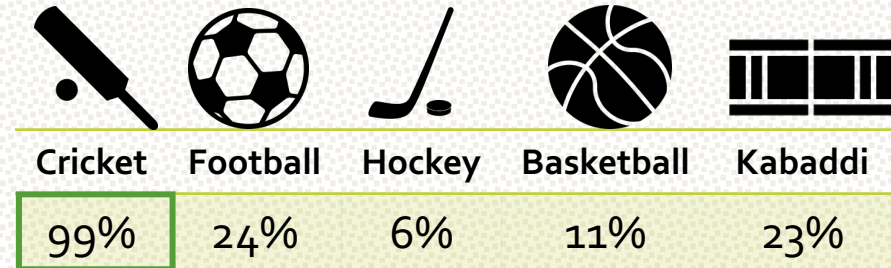


To understand Impact on Sports Consumption among Fantasy Sports Players in terms of the below aspects:

- Increased viewership/ following more sports due to consumption of Fantasy Sports
- Increased depth of relationship across games (mainly for cricket): Watching and following beyond national team games i.e. International tournaments of non Indian teams, non IPL games, domestic Indian leagues, etc.

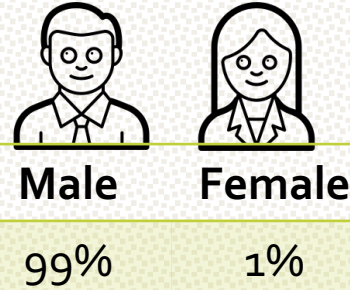
# Respondent Profile

## Fantasy Sports Played

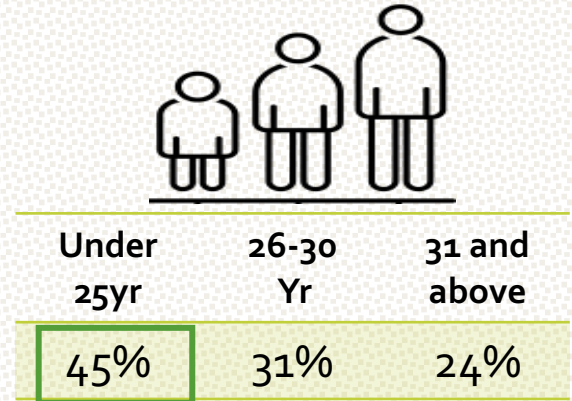


All Fantasy sports players play Cricket then followed by Football and Kabaddi

## Gender

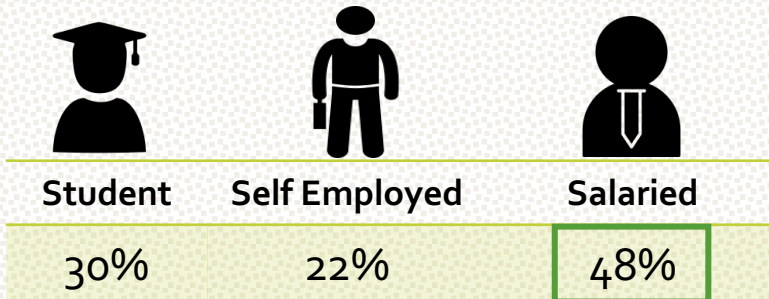


## Age



Majority are Under 25 yrs. of age

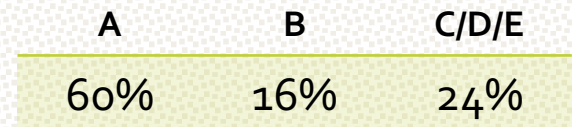
## Occupation



Majority of them are Salaried

## Fantasy Sports Players

## NCCS



Majority belong to NCCS A






# Fantasy Sports Currently Played

Proportion of those who play Football and Basket Ball Fantasy games is higher among NCCS A. Those who play Kabaddi higher among younger age group.

	Overall	NCCS- A	NCCS-B	NCCS-C/D/E	Less than 25 yrs.	26-30 yr	More than 31 yr
<b>Base</b>	1434	861	236	337	642	449	343
<b>Cricket</b>	99	99	100	99	99	99	99
<b>Football</b>	24	28	19	19	20	23	26
<b>Hockey</b>	6	7	6	6	5	6	8
<b>Basketball</b>	11	12	6	9	10	11	10
<b>Kabaddi</b>	23	25	22	19	28	21	19
<b>Avg. no.</b>	<b>1.6</b>	<b>1.7</b>	<b>1.6</b>	<b>1.5</b>	<b>1.6</b>	<b>1.6</b>	<b>1.6</b>

# When did Fantasy Gaming Start

Cricket is the oldest (More than a year) fantasy sport played among the respondents, followed by Kabaddi and Football. Hockey and Basketball are most recent

	 Cricket	 Football	 Hockey	 Basketball	 Kabaddi
<i>Base(Those playing)</i>	1424	344	90	153	327
<i>Last 3 Months</i>	4	11	37	26	8
<i>Last 6 months</i>	1	11	24	22	9
<i>Last 1 year</i>	8	24	20	24	25
<i>More than 1 year</i>	86	54	19	28	58

# Change in Sports Consumption Behaviour

**More than half** of the fantasy sports players claim that they now watch/ follow sports more than before because of Fantasy sports

**60%**

Claim to now watch/ follow sports more than before because of Fantasy sports

**40%**

Claim there has been no change because of playing Fantasy sports

# Change in Sports Consumption Behavior

The proportion of those who claim to now watch/ follow sports more than before because of fantasy sports is similar across consumer segments.

Claim to now watch/ follow sports more than before because of Fantasy sports

60%



Claim to now watch/ follow sports more than before because of Fantasy sports

	NCCS-A	NCCS-B	NCCS - C/D/E	Less than 25 yrs	26-30 yr	More than 31 yrs	Salaried	Self Employed	Student
	58	64	60	63	56	58	58	61	61
<i>Base</i>	<i>861</i>	<i>236</i>	<i>337</i>	<i>642</i>	<i>449</i>	<i>343</i>	<i>685</i>	<i>320</i>	<i>429</i>



# Change in Sports Consumption Behavior

Among those who claim that their sports consumption has increased, a significantly higher proportion now spend more time (More than 5 hours/ week) following sports on TV/ Online

	 TV		 ONLINE	
	Before Fantasy sports	After Fantasy Sports	Before Fantasy sports	After Fantasy Sports
<b>Upto 2 hours/ week</b>	<b>28</b>	<b>16</b>	<b>25</b>	<b>18</b>
<b>3-5 Hours/Week</b>	<b>37</b>	<b>33</b>	<b>36</b>	<b>37</b>
<b>More than 5 hours/Week</b>	<b>35</b>	<b>51</b>	<b>39</b>	<b>45</b>

# Impact of Fantasy Sports

Majority of those who watch fantasy sports claim that they now Research/ browse more information to be able to make a better strategy when playing fantasy sports.

Top 2 Box	Overall
<b>Base</b>	<b>1434</b>
I Have Started Watching New Types Of Sports Because Of My Interest In Fantasy Gaming	59
I Have Started Watching More Number Of Matches/ Tournaments Of Certain Sports Because Of My Interest In Fantasy Sports	74
I Research/ Browse More Information To Be Able To Make A Better Strategy When Playing Fantasy Sports	87
I Have Started Watching Different Types Of Leagues, Because Of My Interest In Fantasy Sports	77

# Sports Tournaments (Watch/follow)

After starting to play Fantasy sports, higher proportion of players now claim to watch Every game (irrespective of team/country)

Sports tournaments	Before Fantasy sports	After Fantasy Sports
Every game( irrespective of team/country)	34	48
Domestic tournaments	5	9
Domestic Leagues like IPL, Big Bash etc	32	33

# Sources of Information for Sports

After starting to play Fantasy sports, average number of Sources of information reached out to gain information on sports related content has increased. Higher increase seen for Online sports news, Expert/ Influencer reviews and Social media updates

Sources of Information	Before Fantasy sports	After Fantasy Sports
Online Broadcast	34	38
Social media Updates	30	38
Sports news/articles (offline)	30	32
Online Sports news	40	51
Online blogs	14	21
Experts/ Influencers reviews	14	23
Friends/peers	15	17
<b>Avg. Endorsements</b>	<b>1.8</b>	<b>2.2</b>