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COVID-19: sports industry revenue loss 2020

Note: United States; as of May 2020
Further information regarding this statistic can be found on page 68.
Source(s): ESPN.com; ID 1114808
Impact of the coronavirus (COVID-19) pandemic on the youth sports industry in the United States in March 2020 (in billion U.S. dollars)

COVID-19: youth sports industry event revenue loss in the U.S. 2020

Number of athletes unable to participate
700,000

Cost to organizers (in million U.S. dollars)
700

Key figures

Note: United States; March 2020
Further information regarding this statistic can be found on page 69.
Source(s): ESPN.com; ID 1114812
Professional athletes who have pledged donations to those affected by the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: pledges by professional athletes as of March 2020

- Golden State Warriors ownership, players and coaches (NBA)
- Rudy Gobert (NBA)
- Jeremy Lin (former NBA)
- Giannis Antetokounmpo (NBA)
- Kevin Love (NBA)
- George Springer (MLB)
- Khris Middleton (NBA)
- Sergei Bobrovsky (NHL)
- Blake Griffin (NBA)

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 70.
Source(s): LA Times; ID 1104803
Most important measures for sports fans to feel comfortable attending a sporting event during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: measures to increase likelihood of attending sporting events 2020

Note: United States; April 24-26, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 71.
Source(s): Morning Consult; ID 1114764
Most important milestones before sports fans feel comfortable attending a sporting event during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: milestones to increase likelihood of attending sporting events 2020

Share of respondents

- **Very important**
- **Somewhat important**
- **Don't know/no opinion**
- **Not too important**
- **Not important at all**

### Cases decline in your area
- Very important: 62%
- Not too important: 21%
- Not important at all: 5%
- Somewhat important: 9%
- Don't know/no opinion: 3%

### A treatment for symptoms becomes widely available
- Very important: 58%
- Not too important: 23%
- Not important at all: 6%
- Somewhat important: 10%
- Don't know/no opinion: 3%

### A vaccine becomes widely available
- Very important: 56%
- Not too important: 23%
- Not important at all: 7%
- Somewhat important: 10%
- Don't know/no opinion: 6%

### Testing in your area becomes more widely available
- Very important: 54%
- Not too important: 24%
- Not important at all: 8%
- Somewhat important: 10%
- Don't know/no opinion: 4%

**Note:** United States; April 24-26, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 72.
Source(s): Morning Consult; ID 1114767
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Basketball
Potential loss of ticketing revenue for the NBA and March Madness due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ticketing revenue loss for basketball 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 73.
Source(s): Forbes; Various sources (TicketIQ.com); ID 1114794
Potential loss of revenue in the NBA due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the National Basketball Association 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 74.
Source(s): FiveThirtyEight; Forbes; TMR; ID 1104004
Potential loss of ticketing revenue for the NBA due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ticketing revenue loss for the NBA 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 75.
Source(s): NBCUniversal; ID: 1114804
Potential loss of ticketing revenue for the NBA due to the coronavirus (COVID-19) pandemic as of March 2020, by team (in million U.S. dollars)

COVID-19: potential ticketing revenue loss for NBA teams 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 76.
Source(s): Forbes; Various sources (ticketiq.com); ID 1114800
How much have you seen, read or heard about the NBA suspending its season indefinitely due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the NBA being suspended as of March 2020

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 77.
Source(s): Morning Consult; ID 1104295
Potential loss of revenue from NCAA's March Madness due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for March Madness 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 78.
Source(s): Fox Business; ID 1104044
Potential loss of revenue from NCAA's March Madness per school due to the coronavirus (COVID-19) pandemic as of March 2020 (in U.S. dollars)

COVID-19: potential revenue loss per college for March Madness 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 79.
Source(s): Sportscasting; ID 1104782
Potential loss of revenue from NCAA's March Madness TV deals per school due to the coronavirus (COVID-19) pandemic as of March 2020, by conference (in million U.S. dollars)

COVID-19: potential media rights revenue loss per school for March Madness 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 80.
Source(s): Website (fntofficesport.com); ID 1194209
How much have you seen, read or heard about the cancelation of NCAA’s March Madness due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the cancelation of March Madness as of March 2020

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 81.
Source(s): Morning Consult; ID 1104308
CORONAVIRUS: IMPACT ON THE SPORTS INDUSTRY WORLDWIDE

The Olympics
Number of people affected by the postponement of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020, by category

COVID-19: number of people affected by Olympics 2020 postponement

- Olympic athletes: 11,000
- Paralympic athletes: 4,400
- Unpaid volunteers: 80,000

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 82.
Source(s): AP; ID 1104360
Potential cost of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020, by sector (in billion Japanese yen)

COVID-19: potential cost for the Olympics 2020, by sector

- Japanese organising committee: ¥603 billion
- The city of Tokyo: ¥597 billion
- Japanese businesses: ¥348 billion
- Central government: ¥150 billion

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 83.
Source(s): RTÉ; ID 1104350
Potential loss of revenue from the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the Olympics 2020

<table>
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<th>Total spend</th>
<th>Revenue loss in million U.S. dollars</th>
</tr>
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<tr>
<td>New Olympic Stadium</td>
<td>13,400</td>
</tr>
<tr>
<td></td>
<td>277</td>
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</table>

*Note:* Worldwide; as of March 2020
Further information regarding this statistic can be found on page 84.
*Source(s):* Newsweek Daily Beast Company; ID 1104140
Potential loss of advertising and sponsorship spending for the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ad and sponsorship revenue loss for the Olympics 2020

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 85.
Source(s): Newsweek Daily Beast Company; Sportcal; ID 1104150
Insured cost of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: insured cost of the Olympics 2020

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 86.

Source(s): Reuters, Jefferies & Company; ID 1104353
Reinsurance premium lost after the postponement of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: reinsurance premium of the Olympics 2020

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 87.
Source(s): Reuters, Jefferies & Company. ID 1106463
Soccer
Potential loss of revenue for US soccer leagues due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for US soccer 2020

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<th>Revenue loss in thousand U.S. dollars</th>
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</tr>
<tr>
<td>Top independent USL Championship clubs per game revenue</td>
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<tr>
<td>Mid-to-lower-level USL clubs per game revenue*</td>
</tr>
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Note: United States; as of March 2020
Further information regarding this statistic can be found on page 88.
Source(s): The Athletic; Sportscasting; ID 1104183
Potential loss of revenue for UEFA for postponing or cancelling Euro 2020 due to the coronavirus (COVID-19) pandemic as of March 2020 (in million euros)

UEFA revenue loss for cancelling Euro 2020 due to the coronavirus (COVID-19)
Potential maximum revenue loss of European football leagues due to the coronavirus (COVID-19) in the season 2019/2020, by source (in million euros)

Potential revenue loss of European football leagues due to the coronavirus

Note: Europe; As of March 17, 2020
Further information regarding this statistic can be found on page 90.
Source(s): KPMG; ID 1105710
Number of games affected by the coronavirus (COVID-19) in European football leagues in the season 2019/2020

Number of matches in European football leagues affected by the coronavirus 2020

Note: Europe; As of March 17, 2020
Further information regarding this statistic can be found on page 91.
Source(s): KPMG; ID 1105697
Highest percentage loss of player transfer value in the big-5 European soccer leagues due to the coronavirus (COVID-19) pandemic as of March 2020, by club

COVID-19: potential transfer value loss for European soccer teams 2020

Note: Europe; between March 11, 2020 and June 30, 2020; if no matches played and no contract extension; 20 players with the highest values per club

Further information regarding this statistic can be found on page 92.

Source(s): CIES Football Observatory; ID 1109339
TV rights value of Serie A football matches at risk of being postponed or canceled due to coronavirus (COVID-19) in Italy in the season 2019/2020 (in million euros)

TV rights value of Serie A games at risk due to coronavirus 2019-2020

Note: Italy; March 2020
Further information regarding this statistic can be found on page 93.
Source(s): Calcio e Finanza; ID 1104805
Potential maximum revenue loss of the Serie A football league in Italy due to the coronavirus (COVID-19) in the season 2019/2020, by source (in million euros)

Potential maximum revenue loss of Serie A due to the coronavirus 2019-2020, by source

Note: Italy; March 2020
Further information regarding this statistic can be found on page 94.
Source(s): KPMG; ID 1104725
Estimated revenue loss of Juventus FC due to the coronavirus (COVID-19) in the financial year 2019/2020, by source (in million euros)

Estimated revenue loss of Juventus due to the coronavirus (COVID-19) 2019-2020

Note: Italy; March 2020
Further information regarding this statistic can be found on page 95.
Source(s): Borsa Italiana; ID 1104661
Motor racing
Impact of the coronavirus (COVID-19) pandemic on the Formula One Group's stock as of March 2020

COVID-19: impact on the Formula One Group's stock 2020

<table>
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<th>Financial impact</th>
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<td>Loss in market value (in percent)</td>
<td>45</td>
</tr>
<tr>
<td>Loss in market value (in billion U.S. dollars)</td>
<td>5</td>
</tr>
</tbody>
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Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on [page 96](#).
Source(s): Quartz; [ID 1104366](#)
Potential loss of revenue for Formula One due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for F1 2020

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 97.
Source(s): Forbes; ID 1104067

Potential loss of revenue for Formula One due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for F1 2020

Note: Worldwide; as of March 2020
Further information regarding this statistic can be found on page 97.
Source(s): Forbes; ID 1104067
Potential loss of revenue for Formula One from the Chinese Grand Prix due to the coronavirus (COVID-19) pandemic as of February 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the Chinese Grand Prix 2020

Note: Worldwide; as of February 2020
Further information regarding this statistic can be found on page 98.
Source(s): Forbes; ID 1104053
Potential loss of revenue for Formula One from the Vietnam Grand Prix due to the coronavirus (COVID-19) pandemic as of February 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the Vietnam Grand Prix 2020

Note: Worldwide; as of February 2020
Further information regarding this statistic can be found on page 99.
Source(s): Forbes; ID 1104060
Number of viewers of the eNASCAR iRacing Pro Invitational Series during the coronavirus (COVID-19) pandemic in the United States in 2020, by race (in 1,000s)

COVID-19: eNASCAR iRacing Pro Invitational Series average viewers 2020

Note: United States; March and April 2020; broadcast on Fox Sports 1 and FS1
Further information regarding this statistic can be found on page 100.
Source(s): Nielsen; New York Times; ID 1109944
Increase in users of iRacing during the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: iRacing user growth 2020

Note: Worldwide; March 2020
Further information regarding this statistic can be found on page 101.
Source(s): Morning Consult; ID 1109334
Other sports
Estimated revenue loss to the NFL if games are played without fans as a result of the coronavirus (COVID-19) pandemic in the United States as of May 2020

COVID-19: NFL potential revenue loss 2020

Note: United States; May 2020
Further information regarding this statistic can be found on page 102.
Source(s): Sports Illustrated; ID 1114841
Estimated potential loss of revenue for NHL teams per home game due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for NHL teams per game 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 103.
Source(s): The Athletic; ID 1104159
How much have you seen, read or heard about the NHL temporarily suspending its season due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the NHL being suspended as of March 2020

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 104.
Source(s): Morning Consult; ID 1104306
Potential stadium revenue loss in the MLB due to the coronavirus (COVID-19) pandemic in the United States as of April 2020, by team

COVID-19: MLB potential stadium revenue loss by team 2020

Revenue loss in million U.S. dollars

- New York Yankees: 470
- Boston Red Sox: 366
- Chicago Cubs: 321
- Los Angeles Dodgers: 320
- San Francisco Giants: 299
- St. Louis Cardinals: 220
- Houston Astros: 217
- Atlanta Braves: 191
- Philadelphia Phillies: 183
- Washington Nationals: 180
- Los Angeles Angels: 173
- New York Mets: 161
- Texas Rangers*: 159
- Milwaukee Brewers: 142
- Colorado Rockies: 140

Note: United States; as of April 2020; excludes local media revenue; before playoffs and net of stadium debt service

Further information regarding this statistic can be found on page 105.

Source(s): Forbes; ID 1114821
How much have you seen, read or heard about the MLB postponing the 2020 baseball season due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the MLB being postponed as of March 2020

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 106.
Source(s): Morning Consult; ID 1104304
Potential loss of revenue for hosts of selected NCAA events due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss from NCAA events 2020

Note: United States; as of March 2020
Further information regarding this statistic can be found on page 107.
Source(s): NBCUniversal; Various sources; ID 1104214
Do you agree or disagree that you are more likely to watch PGA Tour golf due to the suspension of other sports as a result of the coronavirus (COVID-19) pandemic?

COVID-19: likelihood of watching PGA Tour golf as of March 2020

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 108.
Source(s): Morning Consult; ID 1104323
Potential loss of revenue for WWE due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for WWE 2020

Note: Worldwide; as of March 2020; based on 2019 figures
Further information regarding this statistic can be found on page 109.
Source(s): sportsbusiness.com; WWE; ID 1104775
CORONAVIRUS: IMPACT ON THE SPORTS INDUSTRY WORLDWIDE

Physical activity
Change in exercise habits during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: change in exercise habits in the U.S. April 2020

Note: United States; April 12-14, 2020; 18 years and older; 1,486
Further information regarding this statistic can be found on page 110.
Source(s): YouGov; The Economist; ID 1110985
Based on what you know about the coronavirus, are you currently more or less likely to go to the gym?

COVID-19: public opinion on going to the gym as of April 2020

Share of respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>Share of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely</td>
<td>1%</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>2%</td>
</tr>
<tr>
<td>Neither more nor less likely</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>9%</td>
</tr>
<tr>
<td>Much less likely</td>
<td>68%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>9%</td>
</tr>
</tbody>
</table>

Note: United States; April 3-5, 2020; 18 years and older; 2,200.
Further information regarding this statistic can be found on page 111.
Source(s): Morning Consult; ID 1104534
Estimated time scale for being able to go to the gym or an exercise class due to the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: estimate time for return to gym/exercise classes in the U.S. 2020

Note: United States; April 7-9, 2020; 18 years and older; 2,200

Further information regarding this statistic can be found on page 112.

Source(s): Morning Consult; The Hollywood Reporter; ID 1110992
Timescale for being comfortable going back the gym or an exercise class due to the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: estimate time for return to gym/exercise classes in the U.S. 2020

Note: United States; April 7-9, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 113.
Source(s): Morning Consult; The Hollywood Reporter; ID 1110995
Use of video conferencing for fitness classes during the coronavirus (COVID-19) pandemic in the United States as of April 2020, by age

COVID-19: use of video conferencing for exercise classes in the U.S. 2020, by age

Note: United States; April 7-9, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 114.
Source(s): Morning Consult; The Hollywood Reporter; ID 1110989
Public opinion
How much do you think the coronavirus has had a positive or negative impact on the sports industry?

COVID-19: U.S. public opinion on the impact on the sports industry 2020

Note: United States; March 27-29, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 115.
Source(s): Morning Consult; ID 1109391
Do you agree or disagree that professional sports leagues are doing the right thing by suspending their seasons due to coronavirus (COVID-19) pandemic?

COVID-19: public support for canceling professional sports as of March 2020

- **Strongly agree**: 41%
- **Somewhat agree**: 25%
- **Somewhat disagree**: 11%
- **Strongly disagree**: 8%
- **Don't know/no opinion**: 15%

Note: United States; March 12-13, 2020; 18 years and older; 2,201
Further information regarding this statistic can be found on page 116.
Source(s): Morning Consult; ID 1104314
Do you agree or disagree that the NCAA did the right thing by canceling its remaining championships and March Madness due to the coronavirus (COVID-19) pandemic?

COVID-19: public support for canceling March Madness as of March 2020

- **Strongly agree**: 40%
- **Somewhat agree**: 25%
- **Somewhat disagree**: 10%
- **Strongly disagree**: 9%
- **Don't know/no opinion**: 16%

**Note**: United States; March 12-13, 2020; 18 years and older; 2,201

Further information regarding this statistic can be found on page 117.

**Source(s)**: Morning Consult; ID 1104321
How much of an impact has the lack of live sports due to the coronavirus (COVID-19) pandemic had on your daily life?

COVID-19: impact of canceling live sports as of March 2020

- Strongly agree: 13%
- Somewhat agree: 15%
- Somewhat disagree: 13%
- Strongly disagree: 44%
- Don't know/no opinion: 15%

Note: United States; March 20-22, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 118.
Source(s): Morning Consult; ID 1104315
Preferred alternative content to live sports during the coronavirus (COVID-19) pandemic in the United States as of March 2020

COVID-19: preferred sports programming alternative as of March 2020

Note: United States; March 20-22, 2020; 18 years and older; 1,519; share of sports fans who were at least somewhat interested in watching the following as an alternative to live sports

Further information regarding this statistic can be found on page 119.

Source(s): Morning Consult; ID 1106268
What do you think should happen to sports events which have been impacted by the coronavirus outbreak?

COVID-19: public opinion on sporting events worldwide as of March 2020

Share of respondents

- They should be held anyway without spectators/crowds
- They should be postponed until after the outbreak is over
- They should be canceled

<table>
<thead>
<tr>
<th>Country</th>
<th>0.0%</th>
<th>20.0%</th>
<th>40.0%</th>
<th>60.0%</th>
<th>80.0%</th>
<th>100.0%</th>
<th>120.0%</th>
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<tr>
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<tr>
<td>China</td>
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<tr>
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<td>Philippines</td>
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<td>Singapore</td>
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<td>70%</td>
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<tr>
<td>South Africa</td>
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<tr>
<td>Spain</td>
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<tr>
<td>United Kingdom</td>
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<td></td>
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<td>United States</td>
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<td></td>
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<td>67%</td>
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<td></td>
</tr>
</tbody>
</table>

Note: Worldwide; March 16-20, 2020; 16-64 years; see supplementary notes; among internet users
Further information regarding this statistic can be found on page 120.
Source(s): GlobalWebIndex; ID 1106480
Public opinion on whether the new NFL season should start during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: public opinion in the U.S. on starting the NFL season 2020

- Start up as planned: 6%
- Start up but allow players to choose not to play: 20%
- Not start up to ensure players’ safety: 70%
- Don’t know/no opinion: 5%

Note: United States; April 6-8, 2020; 762 Respondents
Further information regarding this statistic can be found on page 121.
Source(s): SHU, ID 1111236
Public opinion on sports teams laying off full-time staff due to the coronavirus (COVID-19) pandemic in the United States as of March 2020

COVID-19: U.S. public opinion on sports teams laying off full-time employees 2020

Note: United States; March 27-29, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 122.
Source(s): Morning Consult; ID 1109383
Based on what you know about the coronavirus, are you currently more or less likely to go to sporting events?

COVID-19: public opinion on going to sporting events as of April 2020

Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 123.
Source(s): Morning Consult; ID 1104527
Based on what you know about the coronavirus, when do you expect to be able to watch live professional and college sports again?

COVID-19: public opinion on when live sports will restart as of April 2020

Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 124.
Source(s): Morning Consult; ID 1106265
Based on what you know about the coronavirus, when do you expect to feel comfortable attending a live sporting event in person again?

COVID-19: timeframe for attending live sport as of April 2020

Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on page 125.
Source(s): Morning Consult; The Hollywood Reporter; ID 1111002.
References
Loss of revenue in the sports industry due to the coronavirus (COVID-19) pandemic as of May 2020, by segment (in billion U.S. dollars)

COVID-19: sports industry revenue loss 2020

Source and methodology information

Source(s) | ESPN.com
Conducted by | ESPN.com
Survey period | as of May 2020
Region(s) | United States
Number of respondents | n.a.
Age group | n.a.
Special characteristics | n.a.
Published by | ESPN.com
Publication date | May 2020
Original source | espn.com
Website URL | visit the website

Notes:
The source adds the following information: "The analysis... relies on assumptions that appear more remote with each passing day, such as the ability of Major League Baseball and Major League Soccer to salvage at least half their seasons with fans attending games. The analysis also assumes the NBA an [...] For more information visit our Website

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and hundreds of thousands of jobs were put at risk as public sporting events across the country were cancelled. Analysis suggests that an estimated 2.2 billion U.S. dollars of national TV revenue for the sports industry could be lost as a result of the crisis.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and the impact on the amateur and youth sports industry was even more widespread and profound. In March 2020 alone, some 700 thousand youth athletes in the United States were unable to participate in scheduled events at a cost of 700 million U.S. dollars to the event organizers.
### Professional athletes who have pledged donations to those affected by the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

**COVID-19: pledges by professional athletes as of March 2020**

<table>
<thead>
<tr>
<th>Source and methodology information</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source(s)</td>
<td>The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. After Utah Jazz center Rudy Gobert was the first NBA player to test positive for the coronavirus, the league decided to suspend its season indefinitely in an attempt to stem the spread of the virus. In response, Gobert pledged to donate 500 thousand U.S. dollars to help those affected by the virus and the subsequent cancelation to sporting events. This included a 200 thousand U.S. dollar donation to the part-time employees at the Vivint Smart Home Arena, home of Utah Jazz.</td>
</tr>
<tr>
<td>Conducted by</td>
<td>LA Times</td>
</tr>
<tr>
<td>Survey period</td>
<td>as of March 2020</td>
</tr>
<tr>
<td>Region(s)</td>
<td>United States</td>
</tr>
<tr>
<td>Number of respondents</td>
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<tr>
<td>Age group</td>
<td>n.a.</td>
</tr>
<tr>
<td>Special characteristics</td>
<td>n.a.</td>
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<td>LA Times</td>
</tr>
<tr>
<td>Publication date</td>
<td>March 2020</td>
</tr>
<tr>
<td>Original source</td>
<td>latimes.com</td>
</tr>
<tr>
<td>Website URL</td>
<td>visit the website</td>
</tr>
<tr>
<td>Notes:</td>
<td>The source also provides the following information: Zion Williamson (New Orleans Pelicans - NBA) is paying the salaries of Smoothie King Center employees for the next 30 days. Trevor Bauer (Cincinnati Reds - MLB) organized a GoFundMe page where fans could donate to benefit workers throughout the league [...]. For more information visit our Website</td>
</tr>
</tbody>
</table>

**Source(s)** LA Times

**Conducted by** LA Times

**Survey period** as of March 2020

**Region(s)** United States

**Number of respondents** n.a.

**Age group** n.a.

**Special characteristics** n.a.

**Published by** LA Times

**Publication date** March 2020

**Original source** latimes.com

**Website URL** visit the website

**Notes:** The source also provides the following information: Zion Williamson (New Orleans Pelicans - NBA) is paying the salaries of Smoothie King Center employees for the next 30 days. Trevor Bauer (Cincinnati Reds - MLB) organized a GoFundMe page where fans could donate to benefit workers throughout the league [...]. For more information visit our Website.
Most important measures for sports fans to feel comfortable attending a sporting event during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: measures to increase likelihood of attending sporting events 2020

Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Morning Consult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted by</td>
<td>Morning Consult</td>
</tr>
<tr>
<td>Survey period</td>
<td>April 24-26, 2020</td>
</tr>
<tr>
<td>Region(s)</td>
<td>United States</td>
</tr>
<tr>
<td>Number of respondents</td>
<td>2,200</td>
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<tr>
<td>Age group</td>
<td>18 years and older</td>
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<tr>
<td>Special characteristics</td>
<td>n.a.</td>
</tr>
<tr>
<td>Published by</td>
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</tr>
<tr>
<td>Publication date</td>
<td>April 2020</td>
</tr>
<tr>
<td>Original source</td>
<td>morningconsult.com</td>
</tr>
<tr>
<td>Website URL</td>
<td>visit the website</td>
</tr>
</tbody>
</table>

Notes:
This question was phrased by the source as follows: “To what extent would the following make you more or less comfortable when attending a sporting event at a stadium or arena after COVID-19 (coronavirus) is under control and live events resume?”

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During an April 2020 survey in the United States, some 76 percent of respondents stated that they would only feel more comfortable attending a live sporting event in person if hand sanitizers were added to the venue.
Most important milestones before sports fans feel comfortable attending a sporting event during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: milestones to increase likelihood of attending sporting events 2020

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During an April 2020 survey in the United States, some 62 percent of respondents stated that it was very important for cases in their area to decline before they would feel comfortable attending a crowded sporting event.

Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Morning Consult</th>
</tr>
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<tbody>
<tr>
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<td>Morning Consult</td>
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<tr>
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<tr>
<td>Special characteristics</td>
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<tr>
<td>Published by</td>
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</tr>
<tr>
<td>Publication date</td>
<td>April 2020</td>
</tr>
<tr>
<td>Original source</td>
<td>morningconsult.com</td>
</tr>
<tr>
<td>Website URL</td>
<td>visit the website</td>
</tr>
</tbody>
</table>

Notes:
This question was phrased by the source as follows: "How important is it that each of the following occur before you are comfortable attending a crowded sporting event?"
Potential loss of ticketing revenue for the NBA and March Madness due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ticketing revenue loss for basketball 2020

Source and methodology information
Source(s)             Forbes; Various sources (ticketiq.com)
Conducted by         Various sources (ticketiq.com)
Survey period       as of March 2020
Region(s)           United States
Number of respondents  n.a.
Age group           n.a.
Special characteristics  n.a.
Published by        Forbes
Publication date    March 2020
Original source     forbes.com
Website URL         visit the website
Notes:              n.a.

Description
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, including the National Basketball Association in the United States. At the time the season was suspended in March 2020, there were still 259 games left in the 2019/20 NBA regular season. Combined league ticketing revenues lost as a result of these cancellations was estimated at over 690 million U.S. dollars.
Potential loss of revenue in the NBA due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the National Basketball Association 2020

Source and methodology information

Source(s) FiveThirtyEight; Forbes; TMR
Conducted by FiveThirtyEight; Forbes; TMR
Survey period as of March 2020
Region(s) United States
Number of respondents n.a.
Age group n.a.
Special characteristics n.a.
Published by FiveThirtyEight
Publication date March 2020
Original source fivethirtyeight.com
Website URL visit the website
Notes: * The source estimates the loss at between 350 and 450 million U.S. dollars. ** Includes merchandise sales, food and parking fees. The source estimates the loss at between 150 and 200 million U.S. dollars.

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, including the National Basketball Association in the United States. At the time the season was suspended in March 2020, there were still 259 games left in the 2019/20 NBA regular season. Combined league gate revenues lost as a result of these cancellations was estimated at between 350 and 450 million U.S. dollars.
Potential loss of ticketing revenue for the NBA due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ticketing revenue loss for the NBA 2020

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, including the National Basketball Association in the United States. At the time the season was suspended in March 2020, there were still 259 games left in the 2019/20 NBA regular season. The ticketing revenue loss if these remaining regular season games were to be postponed was estimated at 300 million U.S. dollars.
Potential loss of ticketing revenue for the NBA due to the coronavirus (COVID-19) pandemic as of March 2020, by team (in million U.S. dollars)

<table>
<thead>
<tr>
<th>Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, including the National Basketball Association in the United States. At the time the season was suspended in March 2020, there were still 259 games left in the 2019/20 NBA regular season. The Los Angeles Lakers, who had ten remaining regular season games left, were in line to lose 82.1 million U.S. dollars in ticketing revenue as a result of the crisis.</td>
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### Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Forbes; Various sources (ticketiq.com)</th>
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<tr>
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</tr>
</tbody>
</table>
How much have you seen, read or heard about the NBA suspending its season indefinitely due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the NBA being suspended as of March 2020

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. After Utah Jazz center Rudy Gobert was the first NBA player to test positive for the coronavirus, the league decided to suspend its season indefinitely in an attempt to stem the spread of the virus. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 37 percent of respondents stated that they had seen and heard a lot about the NBA suspending its season.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons, including the NCAA’s Division I men’s basketball tournament, also known as March Madness. This college basketball tournament is very lucrative for the NCAA and its potential complete cancellation could mean a loss of 933 million U.S. dollars in media rights, ticket sales and sponsorships. This figure is based on the revenue that these categories generated during the previous year’s tournament.
Potential loss of revenue from NCAA's March Madness per school due to the coronavirus (COVID-19) pandemic as of March 2020 (in U.S. dollars)

COVID-19: potential revenue loss per college for March Madness 2020

Source and methodology information

| Source(s) | Sportscasting |
| Conducted by | Sportscasting |
| Survey period | as of March 2020 |
| Region(s) | United States |
| Number of respondents | n.a. |
| Age group | n.a. |
| Special characteristics | n.a. |
| Published by | Sportscasting |
| Publication date | March 2020 |
| Original source | sportscasting.com |
| Website URL | visit the website |
| Notes: | n.a. |

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons, including the NCAA’s Division I men’s basketball tournament, also known as March Madness. This college basketball tournament is very lucrative for the NCAA and the teams that make it into the main event. The NCAA was due to pay each team 280,300 U.S. dollars per game played in 2020. As winning the tournament requires playing five games, the two teams that reached the final were in line to earn over 1.4 million U.S. dollars. The cancelation of this tournament has naturally led to the potential loss of this lucrative payday for successful schools.
Potential loss of revenue from NCAA's March Madness TV deals per school due to the coronavirus (COVID-19) pandemic as of March 2020, by conference (in million U.S. dollars)

COVID-19: potential media rights revenue loss per school for March Madness 2020

<table>
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<tr>
<th>Source and methodology information</th>
<th>Description</th>
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<tr>
<td>Survey period</td>
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<td>Publication date</td>
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<td>n.a.</td>
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The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons, including the NCAA's Division I men's basketball tournament, also known as March Madness. This college basketball tournament is very lucrative for the NCAA and its potential complete cancellation could mean a loss of 17 million U.S. dollars per school in the Southeastern Conference (SEC) due to the media rights deal with CBS that is now in jeopardy.
How much have you seen, read or heard about the cancelation of NCAA's March Madness due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the cancelation of March Madness as of March 2020

Source and methodology information
Source(s) Morning Consult
Conducted by Morning Consult
Survey period March 12-13, 2020
Region(s) United States
Number of respondents 2,201
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date March 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. The NCAA Division I Men's Basketball Tournament, also known as March Madness, is an annual knockout tournament contested between college teams. For the first time since its inception in 1939, March Madness was canceled in 2020 to stem the spread of the coronavirus. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 33 percent of respondents stated that they had seen and heard a lot about the March Madness tournament being canceled.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020 but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. Given the commitment and training involved in the lead up to an Olympic year, this postponement has had a significant impact on the 11,000 Olympic athletes and 4,400 Paralympic athletes who were due to compete in the event.
### Potential cost of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020, by sector (in billion Japanese yen)

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020 but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. With the future of the event still up in the air, the city of Tokyo stands to lose a potential 597 billion yen which it has invested into hosting the event.</td>
<td></td>
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### Source and methodology information

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</tr>
<tr>
<td>Survey period</td>
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<td>rte.ie</td>
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<td>visit the website</td>
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</table>
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020 but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. With the future of the event still up in the air, the organizers and the Japanese government stand to lose the 277 million U.S. dollars invested into the new Olympic Stadium in Tokyo. Japan has committed a total of 13.4 billion U.S. dollars towards organizing the event.
Potential loss of advertising and sponsorship spending for the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential ad and sponsorship revenue loss for the Olympics 2020

Source and methodology information

Source(s)          Newsweek Daily Beast Company; Sportcal
Conducted by       Sportcal
Survey period      as of March 2020
Region(s)          Worldwide
Number of respondents n.a.
Age group          n.a.
Special characteristics n.a.
Published by       Newsweek Daily Beast Company
Publication date   March 2020
Original source    newsweek.com
Website URL         visit the website
Notes:             n.a.

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020 but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. With the future of the event still up in the air, the organizers stand to lose over 900 million U.S. dollars committed by over 70 local sponsorship partners in Japan.
Insured cost of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: insured cost of the Olympics 2020

Source and methodology information

Source(s) | Reuters; Jefferies & Company
Conducted by | Jefferies & Company
Survey period | as of March 2020
Region(s) | Worldwide
Number of respondents | n.a.
Age group | n.a.
Special characteristics | n.a.
Published by | Reuters
Publication date | March 2020
Original source | reuters.com
Website URL | visit the website
Notes: | n.a.

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020 but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. As a result of this postponement, global insurers have been left to foot a large bill to cover the cost of the Games. Estimates suggest that the insured cost of the 2020 Olympics stands at two billion U.S. dollars.
Reinsurance premium lost after the postponement of the Tokyo 2020 Olympics due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: reinsurance premium of the Olympics 2020

**Source and methodology information**

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Reuters; Jefferies &amp; Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted by</td>
<td>Jefferies &amp; Company</td>
</tr>
<tr>
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<td>as of March 2020</td>
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<tr>
<td>Region(s)</td>
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<td>Number of respondents</td>
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<td>Special characteristics</td>
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</tr>
<tr>
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<td>March 2020</td>
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<tr>
<td>Original source</td>
<td>reuters.com</td>
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**Description**

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and events have been cancelled. The Olympic Games were due to take place in Tokyo at the end of July 2020, but, on March 24, the International Olympic Committee (IOC) took the decision to delay the Games until 2021. As a result of this postponement, global insurers were left to foot a large bill to cover the cost of the Games. Estimates suggest that the reinsurer Munich Re had a 500 million U.S. dollar exposure to the Tokyo Olympics.
Potential loss of revenue for US soccer leagues due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for US soccer 2020

**Source and methodology information**

- **Source(s)**: The Athletic; Sportscasting
- **Conducted by**: The Athletic
- **Survey period**: as of March 2020
- **Region(s)**: United States
- **Number of respondents**: n.a.
- **Age group**: n.a.
- **Special characteristics**: n.a.
- **Published by**: Sportscasting
- **Publication date**: March 2020
- **Original source**: sportscasting.com
- **Website URL**: visit the website
- **Notes**: * The source estimated the revenue at between 30 and 50 thousand U.S. dollars.

**Description**

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, while Major League Soccer postponed the start of its new season for 30 days in light of the pandemic. This jeopardized the league's media rights deal, which brings in annual revenues of an estimated 90 million U.S. dollars. Teams in the USL Championship, the league below the MLS, are also set to be hit hard by the postponement, with the top teams in the league missing out on potential revenue of over 200 thousand U.S. dollars per home game.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons and UEFA took the unprecedented step to postpone the scheduled 2020 European Football Championship to 2021. This move cost UEFA an estimated 300 million euros, whereas cancelling the event entirely would have cost the federation around 400 million euros. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons and UEFA took the unprecedented step to postpone the scheduled 2020 European Football Championship to 2021. This move cost UEFA an estimated 300 million euros, whereas cancelling the event entirely would have cost the federation around 400 million euros. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

Source and methodology information

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<tr>
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<td>March 2020</td>
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<tr>
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<td>espn.com</td>
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<tr>
<td>Website URL</td>
<td>visit the website</td>
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<td>Notes:</td>
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</table>
Potential maximum revenue loss of European football leagues due to the coronavirus (COVID-19) in the season 2019/2020, by source (in million euros)

Potential revenue loss of European football leagues due to the coronavirus

**Source and methodology information**

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>KPMG</th>
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<tbody>
<tr>
<td>Conducted by</td>
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</tr>
<tr>
<td>Survey period</td>
<td>As of March 17, 2020</td>
</tr>
<tr>
<td>Region(s)</td>
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<tr>
<td>Number of respondents</td>
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<tr>
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<td>March 2020</td>
</tr>
<tr>
<td>Original source</td>
<td>footballbenchmark.com</td>
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<td>visit the website</td>
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**Notes:**

Upper end estimates used.

**Description**

As of March 2020, it is estimated that the maximum revenue loss in the broadcasting sector of the English Premier League due to the coronavirus comes to approximately 800 million euros.
Number of games affected by the coronavirus (COVID-19) in European football leagues in the season 2019/2020

Number of matches in European football leagues affected by the coronavirus 2020

### Source and methodology information

- **Source(s):** KPMG
- **Conducted by:** KPMG
- **Survey period:** As of March 17, 2020
- **Region(s):** Europe
- **Number of respondents:** n.a.
- **Age group:** n.a.
- **Special characteristics:** n.a.
- **Published by:** KPMG
- **Publication date:** March 2020
- **Original source:** footballbenchmark.com
- **Website URL:** [visit the website](https://www.footballbenchmark.com)
- **Notes:** n.a.

### Description

As of March 17, 2020, a total of 33 matches in the Italian Serie A were affected by the coronavirus outbreak which caused the league to be suspended until April 3 as of yet. Depending on the further course of the outbreak, suspensions may be prolonged.
# Highest percentage loss of player transfer value in the big-5 European soccer leagues due to the coronavirus (COVID-19) pandemic as of March 2020, by club

**COVID-19: potential transfer value loss for European soccer teams 2020**

## Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>CIES Football Observatory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted by</td>
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<tr>
<td>Survey period</td>
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<td>Age group</td>
<td>n.a.</td>
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<tr>
<td>Special characteristics</td>
<td>if no matches played and no contract extension; 20 players with the highest values per club</td>
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<tr>
<td>Published by</td>
<td>CIES Football Observatory</td>
</tr>
<tr>
<td>Publication date</td>
<td>March 2020</td>
</tr>
<tr>
<td>Original source</td>
<td>football-observatory.com</td>
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<tr>
<td>Website URL</td>
<td>visit the website</td>
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<td>Notes:</td>
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</table>

## Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, throwing the very lucrative European soccer market into doubt. With some players' contracts running out at the end of season and no decision yet on whether the soccer season will even be played to a conclusion, huge question marks remain about player transfers and contracts. In the event that no further matches are played this season and no contracts are extended until the end of June, the French Ligue 1 side Olympique Marseille stands to lose 38 percent of its players' transfer value.
Due to the coronavirus (COVID-19) pandemic, the Serie A football league in Italy suspended all matches of the season 2019/2020 until April 3, 2020. Thus, 124 Serie A games were at risk of being postponed or canceled as of March 2020. Data reveal that the TV rights value of the matches at risk amounted to roughly 316.5 million euros. Specifically, the TV rights value of the 86 matches to be broadcasted on Sky amounted to 252.2 million euros, while the value of the 38 matches to be shown on Dazn amounted to 64.3 million euros. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.
Potential maximum revenue loss of the Serie A football league in Italy due to the coronavirus (COVID-19) in the season 2019/2020, by source (in million euros)

In the season 2019/2020, the Serie A football league in Italy could experience a significant revenue loss due to the impact of coronavirus (COVID-19). According to a forecast from March 2020, considering a scenario with no further matches played in the current season, Serie A could register a maximum revenue loss of about 650 million euros. In this sense, the highest loss would relate to broadcasting revenues, which could record a decrease of 450 million euros. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.
In the financial year 2019/2020, Juventus FC could experience a significant revenue loss due to the impact of coronavirus (COVID-19). According to a forecast from March 2020, in case all national and international matches would be cancelled due to the spread of the virus, the Serie A football club from Turin is expected to register a loss of roughly 110 million euros. In the considered scenario, the forecast estimates that the highest loss would relate to revenues generated from TV rights, which could experience a decrease of 40 million euros. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and numerous events were cancelled, including several races in the Formula One season. The uncertainty surrounding the remaining dates in the F1 calendar has led to the Formula One Group losing value on the stock market to the tune of five billion U.S. dollars.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and numerous events were cancelled, including several races in the Formula One season. The potential loss of revenue from the combined hosting fees across the whole season, which are paid by the individual host nations, could amount to over 602 million U.S. dollars.
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and numerous events were cancelled, including several races in the Formula One season. The Chinese Grand Prix, which had been scheduled for April 17-19, was cancelled in light of the pandemic, costing Formula One an estimated 33.1 million U.S. dollars in hosting fees and a further 5.1 million U.S. dollars in corporate hospitality tickets.
Potential loss of revenue for Formula One from the Vietnam Grand Prix due to the coronavirus (COVID-19) pandemic as of February 2020 (in million U.S. dollars)

COVID-19: potential revenue loss for the Vietnam Grand Prix 2020

Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Forbes</th>
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<tbody>
<tr>
<td>Conducted by</td>
<td>Forbes</td>
</tr>
<tr>
<td>Survey period</td>
<td>as of February 2020</td>
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<tr>
<td>Region(s)</td>
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<td>Number of respondents</td>
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<td>Age group</td>
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<tr>
<td>Published by</td>
<td>Forbes</td>
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<tr>
<td>Publication date</td>
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<tr>
<td>Original source</td>
<td>forbes.com</td>
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<td>Website URL</td>
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</table>

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons and numerous events were cancelled, including several races in the Formula One season. The Vietnam Grand Prix, which had been scheduled for April 5, was cancelled in light of the pandemic, costing Formula One an estimated 33.1 million U.S. dollars in hosting fees and a further 5.1 million U.S. dollars in corporate hospitality tickets. An additional six million U.S. dollars was projected to be lost through the title sponsor, VinFast.
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and sporting events closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. NASCAR tackled the problem of its cancelled live events by holding virtual races featuring top drivers and announcers. The second race, at a virtual version of Tennessee’s Bristol Motor Speedway, attracted an average of 1.3 million viewers.
Increase in users of iRacing during the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: iRacing user growth 2020

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and sporting events closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. In March 2020, NASCAR tackled the problem of its cancelled live events by holding a virtual 100-lap race featuring top drivers and announcers on the online racing service iRacing. Since NASCAR announced these events, the service has seen 5,000 new users purchase access to the online racing simulation.
Estimated revenue loss to the NFL if games are played without fans as a result the coronavirus (COVID-19) pandemic in the United States as of May 2020

**COVID-19: NFL potential revenue loss 2020**

**Source and methodology information**

Source(s) | Sports Illustrated
Conducted by | Sports Illustrated
Survey period | May 2020
Region(s) | United States
Number of respondents | n.a.
Age group | n.a.
Special characteristics | n.a.
Published by | Sports Illustrated
Publication date | May 2020
Original source | si.com
Website URL | visit the website
Notes: | n.a.

**Description**

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. As yet, no decision has been made about the fate of the new NFL season which is due to start in September 2020. Estimates suggest that NFL clubs would stand to lose 100 million U.S. dollars each in local revenue if the season is played without fans in the stadium.
Estimated potential loss of revenue for NHL teams per home game due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for NHL teams per game 2020

Source and methodology information

- **Source(s)**: The Athletic
- **Conducted by**: The Athletic
- **Survey period**: as of March 2020
- **Region(s)**: United States
- **Number of respondents**: n.a.
- **Age group**: n.a.
- **Special characteristics**: n.a.
- **Published by**: The Athletic
- **Publication date**: March 2020
- **Original source**: theathletic.com
- **Website URL**: visit the website
- **Notes**: n.a.

**Description**

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, including the National Hockey League in the United States. At the time the season was suspended in March 2020, the teams of the NHL had each played between 32 and 37 of their allocated 41 home games. It is estimated that each team will lose an average of 1.31 million U.S. dollars in ticket sales alone for each home game that is canceled due to the coronavirus.
How much have you seen, read or heard about the NHL temporarily suspending its season due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the NHL being suspended as of March 2020

Source and methodology information
Source(s) Morning Consult
Conducted by Morning Consult
Survey period March 12-13, 2020
Region(s) United States
Number of respondents 2,201
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date March 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Following the news that two players in the National Basketball Association (NBA) had tested positive for the virus, the National Hockey League (NHL) suspended the season indefinitely in an attempt to stem the spread of COVID-19. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 23 percent of respondents stated that they had seen and heard a lot about the NHL suspending its season.
Potential stadium revenue loss in the MLB due to the coronavirus (COVID-19) pandemic in the United States as of April 2020, by team

COVID-19: MLB potential stadium revenue loss by team 2020

Sources and methodology information

Source(s): Forbes
Conducted by: Forbes
Survey period: as of April 2020
Region(s): United States
Number of respondents: n.a.
Age group: n.a.
Special characteristics: excludes local media revenue; before playoffs and net of stadium debt service
Published by: Forbes
Publication date: April 2020
Original source: forbes.com
Website URL: visit the website
Notes: *The Texas Rangers were moving into a new ballpark this season that would have likely generated more revenue than the figure cited.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. The 2020 Major League Baseball season was scheduled to start on March 26, 2020, but was postponed indefinitely based on recommendations to restrict large gatherings of people for the upcoming weeks. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. Figures suggest that the New York Yankees could lose a potential 470 million U.S. dollars in stadium revenue as a result of the crisis.
How much have you seen, read or heard about the MLB postponing the 2020 baseball season due to the coronavirus (COVID-19) pandemic?

COVID-19: public awareness about the MLB being postponed as of March 2020

Source and methodology information

Source(s) Morning Consult
Conducted by Morning Consult
Survey period March 12-13, 2020
Region(s) United States
Number of respondents 2,201
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date March 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. The 2020 Major League Baseball season was scheduled to start on March 26, 2020, but was postponed indefinitely based on recommendations to restrict large gatherings of people for the upcoming weeks. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 25 percent of respondents stated that they had seen and heard a lot about the MLB postponing its season.
Potential loss of revenue for hosts of selected NCAA events due to the coronavirus (COVID-19) pandemic as of March 2020 (in million U.S. dollars)

COVID-19: potential revenue loss from NCAA events 2020

Source and methodology information
Source(s) NBCUniversal; Various sources
Conducted by Various sources
Survey period as of March 2020
Region(s) United States
Number of respondents n.a.
Age group n.a.
Special characteristics n.a.
Published by NBCUniversal
Publication date March 2020
Original source nbcnews.com
Website URL visit the website
Notes: n.a.

Description
The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many leagues across the globe suspended their seasons, including the NCAA’s Division I men’s basketball tournament, also known as March Madness. This college basketball tournament is very lucrative for the NCAA and its host cities. The finals of the tournament, known as the Final Four, were due to be hosted in Atlanta in early April. The city stands to lose more than 100 million U.S. dollars due to the postponement of this event.
Do you agree or disagree that you are more likely to watch PGA Tour golf due to the suspension of other sports as a result of the coronavirus (COVID-19) pandemic?

COVID-19: likelihood of watching PGA Tour golf as of March 2020

Source and methodology information

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<thead>
<tr>
<th>Source(s)</th>
<th>Morning Consult</th>
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<td>Age group</td>
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<td>March 2020</td>
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<td>Website URL</td>
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</table>

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. In a March 2020 survey, 11 percent of respondents strongly agreed with the sentiment that they would be more likely to watch PGA Tour golf due to the suspension or cancellation of other sports like the NBA, NHL, MLS, NCAA basketball and spring training baseball.
Potential loss of revenue for WWE due to the coronavirus (COVID-19) pandemic as of March 2020 (in 1,000 U.S. dollars)

COVID-19: potential revenue loss for WWE 2020

Source and methodology information

Source(s)          sportsbusiness.com; WWE
Conducted by       WWE
Survey period      as of March 2020
Region(s)          Worldwide
Number of respondents n.a.
Age group          n.a.
Special characteristics based on 2019 figures
Published by      sportsbusiness.com
Publication date   March 2020
Original source    sportbusiness.com
Website URL        visit the website
Notes:             n.a.

Description

The COVID-19 pandemic at the beginning of 2020 hit the sports industry hard. Many professional leagues across the globe suspended their seasons, while WWE suspended some of its events. WrestleMania 36, which was scheduled to take place on April 5, 2020 in Tampa, will be the first pay-per-view WWE event to take place with no live audience. Based on the 2019 figures, WWE could potentially lose up to 125.6 million U.S. dollars in live events revenue due to the coronavirus pandemic.
Change in exercise habits during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: change in exercise habits in the U.S. April 2020

Source and methodology information
Source(s) YouGov; The Economist
Conducted by YouGov; The Economist
Survey period April 12-14, 2020
Region(s) United States
Number of respondents 1,486
Age group 18 years and older
Special characteristics n.a.
Published by YouGov
Publication date April 2020
Original source yougov.com
Website URL visit the website
Notes: n.a.

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional and amateur leagues and events were canceled and the public was advised to not spend time in large groups or in public areas. During an April 2020 survey in the United States, 27 percent of respondents stated that they had been exercising less often than usual as a result of the crisis.
Based on what you know about the coronavirus, are you currently more or less likely to go to the gym?

COVID-19: public opinion on going to the gym as of April 2020

Source and methodology information

Source(s) Morning Consult
Conducted by Morning Consult
Survey period April 3-5, 2020
Region(s) United States
Number of respondents 2,200
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date April 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional and amateur leagues and events were canceled and the public was advised to not spend time in large groups or in public areas. During an April 2020 survey in the United States, 68 percent of respondents stated that they were much less likely to go to the gym based on what they knew about the coronavirus.
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional and amateur leagues and events were canceled and the public was advised to not spend time in large groups or in public areas, including gyms. During an April 2020 survey in the United States, 18 percent of respondents stated that they did not anticipate going back to the gym or exercise classes for the next six months at least.
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional and amateur leagues and events were canceled and the public was advised to not spend time in large groups or in public areas, including gyms. During an April 2020 survey in the United States, 21 percent of respondents stated that they would not feel comfortable going back to the gym or exercise classes for the next six months at least.
Use of video conferencing for fitness classes during the coronavirus (COVID-19) pandemic in the United States as of April 2020, by age

COVID-19: use of video conferencing for exercise classes in the U.S. 2020, by age

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional and amateur leagues and events were canceled and the public was advised to not spend time in large groups or in public areas, including gyms. During an April 2020 survey in the United States, 15 percent of respondents aged 18 to 29 stated that they used video conferencing in order to take part in fitness classes during the crisis.
How much do you think the coronavirus has had a positive or negative impact on the sports industry?

COVID-19: U.S. public opinion on the impact on the sports industry 2020

Source and methodology information

Source(s) Morning Consult
Conducted by Morning Consult
Survey period March 27-29, 2020
Region(s) United States
Number of respondents 2,200
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date March 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. During a March 2020 survey, some 56 percent of respondents believed that the pandemic has had a major negative impact on the sports industry as a whole.
Do you agree or disagree that professional sports leagues are doing the right thing by suspending their seasons due to coronavirus (COVID-19) pandemic?

COVID-19: public support for canceling professional sports as of March 2020

Source and methodology information

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Morning Consult</th>
</tr>
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<tbody>
<tr>
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<td>Survey period</td>
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<td>Region(s)</td>
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<tr>
<td>Original source</td>
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<tr>
<td>Website URL</td>
<td>visit the website</td>
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Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 41 percent of respondents strongly agreed with the sentiment that professional sports leagues were doing the right thing by suspending their seasons due to the pandemic.
Do you agree or disagree that the NCAA did the right thing by canceling its remaining championships and March Madness due to the coronavirus (COVID-19) pandemic?

COVID-19: public support for canceling March Madness as of March 2020

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. The NCAA, the organization in charge of college sports, also canceled its remaining spring and winter championships, including the March Madness basketball tournament. In a March 2020 survey, 40 percent of respondents strongly agreed with the sentiment that the NCAA was doing the right thing by suspending its championships due to the pandemic.
How much of an impact has the lack of live sports due to the coronavirus (COVID-19) pandemic had on your daily life?

COVID-19: impact of canceling live sports as of March 2020

Source and methodology information

Source(s) | Morning Consult
Conducted by | Morning Consult
Survey period | March 20-22, 2020
Region(s) | United States
Number of respondents | 2,200
Age group | 18 years and older
Special characteristics | n.a.
Published by | Morning Consult
Publication date | March 2020
Original source | morningconsult.com
Website URL | visit the website
Notes: | n.a.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. This unprecedented move was covered extensively in the media with ramifications for both players and fans alike. In a March 2020 survey, 13 percent of respondents strongly agreed with the sentiment that the suspension of live sports had a significant impact on their daily life.
Preferred alternative content to live sports during the coronavirus (COVID-19) pandemic in the United States as of March 2020

COVID-19: preferred sports programming alternative as of March 2020

Source and methodology information

Source(s) Morning Consult
Conducted by Morning Consult
Survey period March 20-22, 2020
Region(s) United States
Number of respondents 1,519
Age group 18 years and older
Special characteristics share of sports fans who were at least somewhat interested in watching the following as an alternative to live sports
Published by Morning Consult
Publication date March 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely, leading to a severe lack of live sports programming on television. During a March 2020 survey in the United States, some 41 percent of respondents stated that sports documentaries would be their preferred alternative sports programming during the pandemic.
What do you think should happen to sports events which have been impacted by the coronavirus outbreak?

COVID-19: public opinion on sporting events worldwide as of March 2020

Source and methodology information

Source(s)            GlobalWebIndex
Conducted by         GlobalWebIndex
Survey period        March 16-20, 2020
Region(s)            Worldwide
Number of respondents see supplementary notes
Age group            16-64 years
Special characteristics among internet users
Published by         GlobalWebIndex
Publication date     March 2020
Original source      Coronavirus Research March 2020 Series 3: Multi-market research, page 38
Website URL          visit the website
Notes:               1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (SouthAfrica), 1,005 (Spain), 1,040 (UK) and 1,088 (USA)

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During a global March 2020 survey, some 67 percent of respondents from the United States felt that sporting events should be postponed until after the outbreak is over.
Public opinion on whether the new NFL season should start during the coronavirus (COVID-19) pandemic in the United States as of April 2020

COVID-19: public opinion in the U.S. on starting the NFL season 2020

Source and methodology information

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<tr>
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<td>Original source</td>
<td>shu.edu</td>
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<td>Notes:</td>
<td>This question was phrased by the source as follows: &quot;If some form of social distancing is continuing in the fall do you think the NFL should...&quot;</td>
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Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. As yet, no decision has been made about the fate of the new NFL season which is due to start in September 2020. During an April 2020 survey in the United States, some 70 percent of respondents stated that the NFL should not restart to ensure players' safety if some form on social distancing is still in place.
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Several professional sports leagues, including the NBA and NHL, as well as most professional soccer leagues in Europe, took the decision to postpone or suspend their seasons in order to mitigate the spread of the disease. This unprecedented step has had huge financial implications for many professional teams who have had to come to a decision about what to do with their employees. During a March 2020 survey, some 23 percent of respondents stated that they would have a much less favorable view of a professional sports team that decided to lay off full-time staff members.
Based on what you know about the coronavirus, are you currently more or less likely to go to sporting events?

COVID-19: public opinion on going to sporting events as of April 2020

Source and methodology information

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<td>Conducted by</td>
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<tr>
<td>Survey period</td>
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<td>Region(s)</td>
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<td>Number of respondents</td>
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Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During an April 2020 survey in the United States, some 71 percent of respondents stated that they were much less likely to attend a sporting event based on what they knew about the coronavirus.
Based on what you know about the coronavirus, when do you expect to be able to watch live professional and college sports again?

COVID-19: public opinion on when live sports will restart as of April 2020

Source and methodology information
Source(s) Morning Consult
Conducted by Morning Consult
Survey period April 3-5, 2020
Region(s) United States
Number of respondents 2,200
Age group 18 years and older
Special characteristics n.a.
Published by Morning Consult
Publication date April 2020
Original source morningconsult.com
Website URL visit the website
Notes: n.a.

Description
The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During an April 2020 survey in the United States, some 26 percent of respondents expected to be able to watch live professional and college sports again in August or September 2020.
Based on what you know about the coronavirus, when do you expect to feel comfortable attending a live sporting event in person again?

COVID-19: timeframe for attending live sport as of April 2020

Source and methodology information

Source(s) | Morning Consult; The Hollywood Reporter
Conducted by | Morning Consult; The Hollywood Reporter
Survey period | April 3-5, 2020
Region(s) | United States
Number of respondents | 2,200
Age group | 18 years and older
Special characteristics | n.a.
Published by | Morning Consult
Publication date | April 2020
Original source | morningconsult.com
Website URL | visit the website

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire sports industry. Many professional leagues closed their doors to spectators or postponed their seasons entirely. During an April 2020 survey in the United States, some 20 percent of respondents stated that they would only feel comfortable attending a live sporting event in person again after December 2020.