

Miss our Prime Day Webinar? Watch the Recording

- General
- Media & Entertainment
- Sports

# How Venu Sports Fits Into the Rapidly Growing Market of Sports Streamers

Image Credit: Tech Daily via Unsplash

 Andrew Gallant [agallant@civicscience.com](mailto:agallant@civicscience.com) Published: August 21, 2024

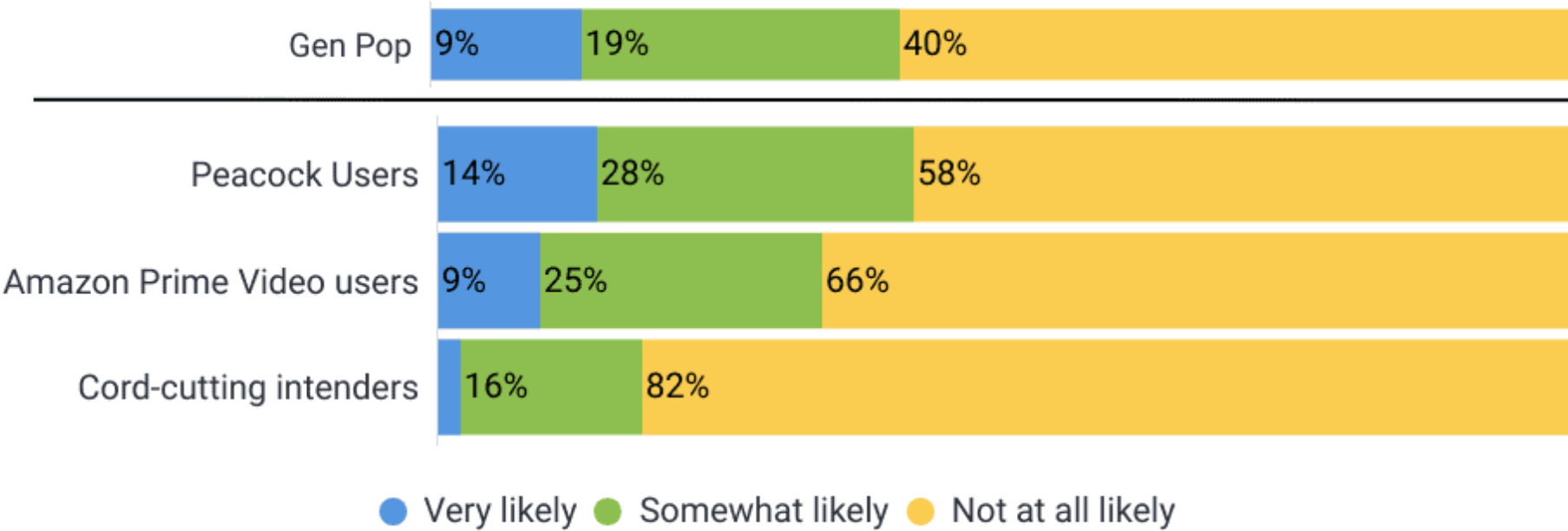
SHARE   

This is just a sneak peek at the thousands of consumer insights available to CivicScience clients. [Discover more data.](#)

Streaming continues to be an ever-evolving landscape and a contentious battleground for streaming platforms, media companies, and sports leagues alike. This week, the sports streaming industry was poised for a major shake-up from Venu Sports, a joint venture between Disney, Fox, and Warner Bros Discovery offering the sports channels of each. The platform was slated for launch this week but that is now [on hold](#) due to legal challenges, and the service’s future is uncertain as a result.

Should the platform manage to overcome the legal dispute and go live, CivicScience data show 28% of those who are aware of the platform are likely to subscribe, including 9% who would be ‘very’ likely to do so. It also garnered interest from 18% of those considering cutting the cord on cable/satellite, 42% of Peacock users, as well as 34% of Amazon Prime Video users.

## How likely are you to subscribe to the Venu Sports streaming platform, featuring channels from ESPN, Fox, and Warner Bros. Discovery?



1,285 responses from 08/15/2024 to 08/20/2024  
Excluding 'I haven't heard of this'  
Weighted by U.S. Census 18+  
© CivicScience 2024



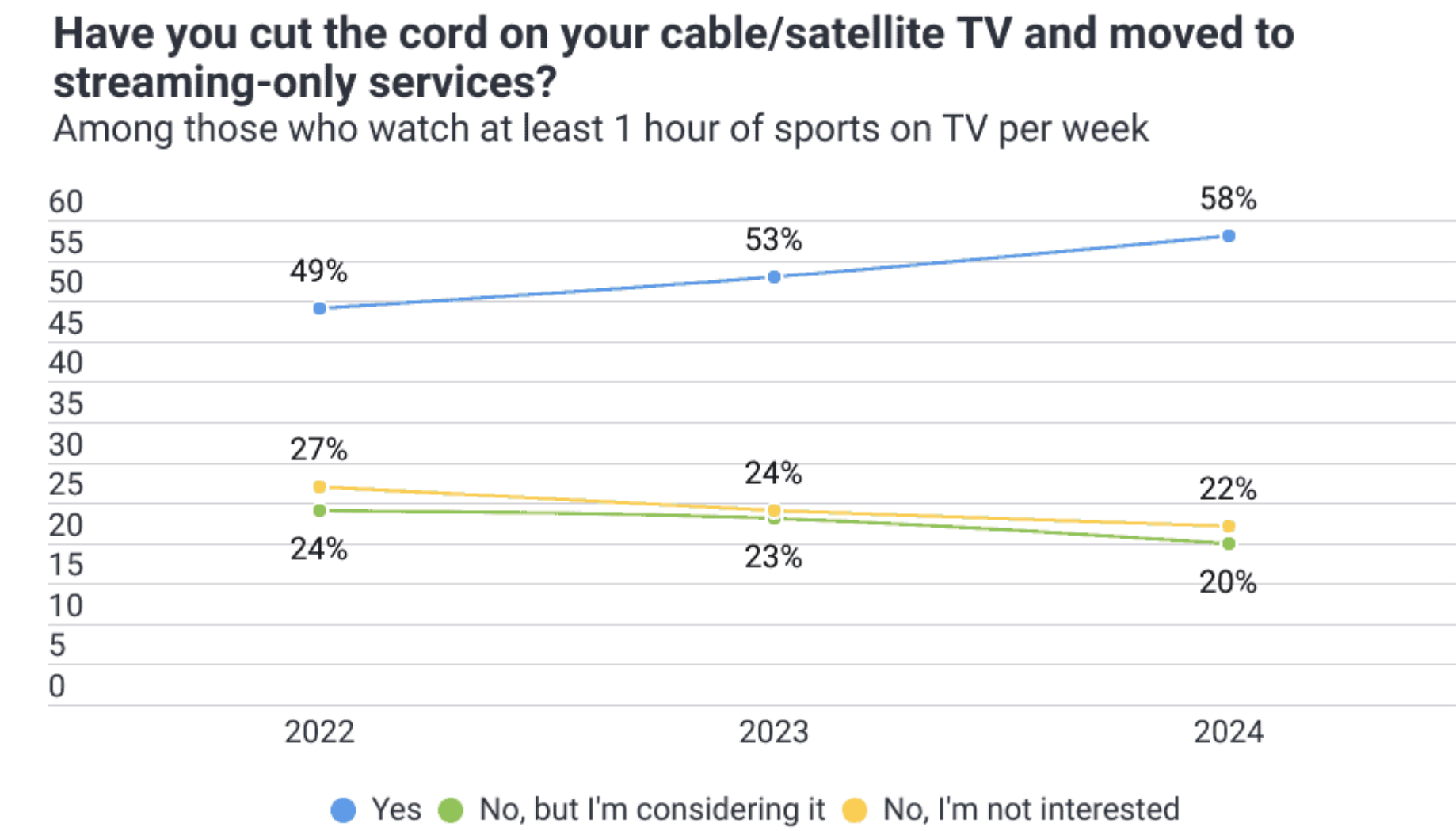
Take Our Poll: [How likely, if at all, are you to subscribe to the new sports-centered streaming service Venu Sports?](#)

The data suggest Venu would draw considerable interest from streamers. What does the current sports streaming landscape look like right now?

# Cord-cutting continues its upward trend.

CivicScience data show the percentage of those who have cut the cord on cable or satellite has risen by 10 percentage points to 61% since 2022, even as the industry gradually begins to resemble cable with its variety of bundle packages and combos like Venu.

Live sports has also fueled the tense battle for streaming subscriptions – the percentage of Americans who watch at least one hour of sports on TV per week on average and say they have cut the cord on their cable/satellite packages has increased by a similar nine-point increase to 58% over the same time period.



109,063 responses from 01/01/2022 to 08/20/2024  
Excluding those who watch 0 hours of sports on TV per week  
Weighted by U.S. Census 18+  
© CivicScience 2024

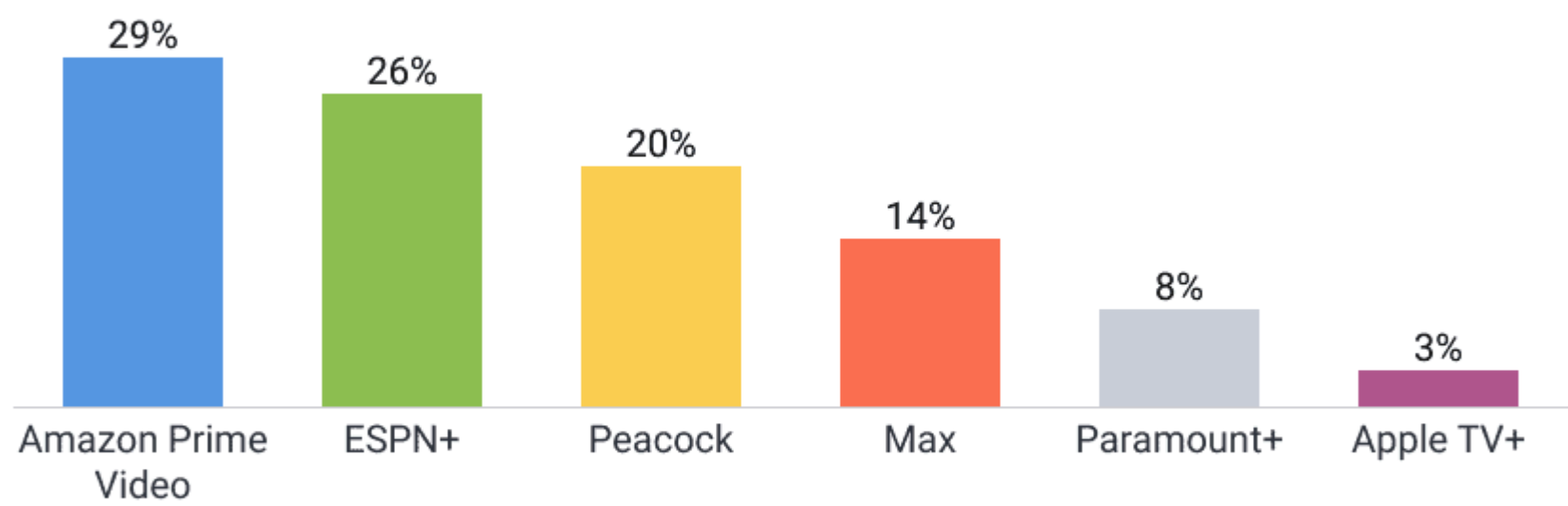


## Live sports fans eye new subscriptions this year.

Additional CivicScience data find there is likely to be ample movement within the sports streaming sector among consumers. While 14% of sports watchers say they’re already subscribed to their preferred streaming service for sports viewing, **more than a third say they’re likely to subscribe to a streaming service specifically to watch live sports.** [1](#)

Amid numerous sports streaming options, CivicScience polling finds Amazon Prime Video leads as sports fans’ most preferred platform for live sports, slightly ahead of ESPN+. This is particularly noteworthy as it comes on the heels of Amazon [reaching a deal](#) with the WNBA and NBA to begin coverage of the 2025-26 season (pending [litigation](#)). Peacock, likely powered by [Olympics momentum](#) and its exclusive NFL games, rounds out the top three.

# Which of the following streaming services do you most prefer for streaming live sports? (Among those who stream sports)



602 responses from 08/18/2024 to 08/20/2024  
Excluding those who don't stream sports  
Weighted by U.S. Census 18+  
© CivicScience 2024



## Let Us Know:

[Do you think streaming services will or will not overtake traditional sports broadcasting in the coming decades?](#)

Whether it's the NBA jumping to Amazon or the Paris Olympics shining on Peacock, it's clear that sports will be a significant player in the streaming industry for years to come. Momentum for cord-cutting and adding subscriptions among sports viewers continues, even as roughly 3-in-10 sports fans with a subscription of any kind say they 'have too many subscriptions.' <sup>2</sup> And while Venu Sports might not become a reality, the interest it generated suggests that cable-esque packages could still have a role to play in the sports streaming world.

**Interested in leveraging CivicScience's data to drive audience engagement and unlock valuable insights for your media initiatives?**

Get Started

- 1. n=812 responses from 08/19/2024 to 08/20/2024 [↗](#)
- 2. n=560 responses from 08/14/2024 to 08/19/2024 [↗](#)

START ANSWERING QUESTIONS

Loading survey...



Popular Posts



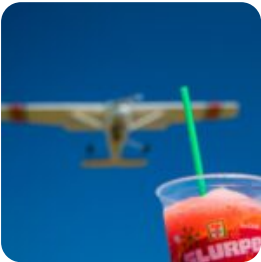
Food & Beverage

**QSR Patronage Reaches Pre-Pandemic Levels This Year – 3 Quick Trends to Follow**



General

**How Venu Sports Fits Into the Rapidly Growing Market of Sports Streamers**



Food & Beverage

**5 Unexpected Insights About Frozen Beverage Customers**



Beauty

**Multi-Use Makeup Trend Gaining Momentum Among U.S. Beauty Buyers**

Keep me up to date on new Insights

Hello, my name is           Your Name           and I am interested in getting updates on new insights that you publish. I work at           Company Name           . I can be

reached by email at           Your Email Address           .

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

Sign me up

Subscribe to receive weekly insights delivered to your mailbox.

EXPLORE

Home

Media Mentions

Contact

COMPANY


About Us

Careers

Podcast

Methodology

Press Kit



Enter Your Email

Subscribe

☐

I'm not a robot

reCAPTCHA  
Privacy - Terms

