

October 2020**Sponsorships and Sports Marketing: Incl Impact of COVID-19 - US**

“Sports are a powerful unifying force, bringing together people from all across the country to feel part of the same community with a common goal. While COVID-19 may have abruptly paused sports across the country, sports have resumed with full enthusiasm from both fans and brands alike, bringing along with ...

September 2020**Mobile Gaming: Incl Impact of COVID-19 - US**

“Mobile gaming is a great entry point for brands looking to reach the gaming community. The mobile gaming world brings in all types of players, from the casual tourists to highly invested, dedicated players. The audience for mobile gaming will continue to grow as COVID-19 accelerates gaming’s adoption into mainstream ...

Football in America: Incl Impact of COVID-19 - US

“Football is the number one sport in America and is expected to maintain this position. The NFL dominates television ratings each year and generates billions in ad revenue as a result. Despite teams only playing one game per week, many fans remain highly engaged with the sport throughout the week ...

August 2020**eSports: Incl Impact of COVID-19 - US**

“eSports still has a long way to go in the US to achieve the popularity it’s reached in other parts of the world. However, the shutdown of traditional sports during the COVID-19 lockdown accelerated the timeframe for esports to become mainstream entertainment. Balancing the retention of a new audience with ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

Women and Gaming: Incl Impact of COVID-19 - US

“The stereotype of gaming as something ‘just for men’ continues to linger, but is fading as more women have joined the gaming community. With two thirds of women playing video games, gaming and non-gaming brands alike need to consider how they can reach their target female audience through interactive gameplay ...