

September 2022

Football - US

“Football continues to dominate the American sport landscape and is among one of the last appointment-viewing broadcasts. Brands pay a premium to be attached to the emotions surrounding the sport, leagues, teams and players. NIL deals within college football have also provided opportunities for local and regional businesses to enhance ...

Sports Betting - US

“Once considered taboo, sports betting is now widely accepted and here to stay. Across the US, sports betting is legal in 37 states and Washington DC – and counting. As consumers are interested in betting across sports, the sports and sports betting industries will continue to look to optimize their ...

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Esports - US

“Esports is a billion-dollar industry that continues to grow and create new opportunities. At this rate, developing young gamer skills will soon be as common as pee-wee league football. Even parents seem to have come around and learned to accept that playing video games professionally can be a legitimate career ...

Mobile Gaming - US

“Mobile gaming is for everyone, it’s always on hand and provides entertainment for the widest audience of gamers. Advertising and monetization strategies are changing, but it looks like the mobile gaming industry is moving in a positive direction for consumers and brands.”