

Fantasy Sports Consumers:

NFL/NFLPA Work Stoppage, 2010

Consumption Level, Mobile Technology, and latest trends

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Agenda

- Methodology
- Consumption Behaviors
- NFL/NFLPA Dispute
- Mobile
- Appendices
 - Additional Mobile app data
 - Sirius XM
 - The League
 - Consumer Opinion on Labor Dispute

Methodology

- 365 randomly chosen fantasy sports consumers responded to an online survey post NFL season (January 2011).
 - Consumers were randomly selected from FSTA constituency consumers (9 members)
 - 850 subjects were asked to participate.
 - Return rate of 43% to date.
 - CI= $\pm 3.5\%$
- Survey will continue through spring 2011.

Consumption Behavior 2008-2010

What has the Economy done to
fantasy sport consumers level of
play?

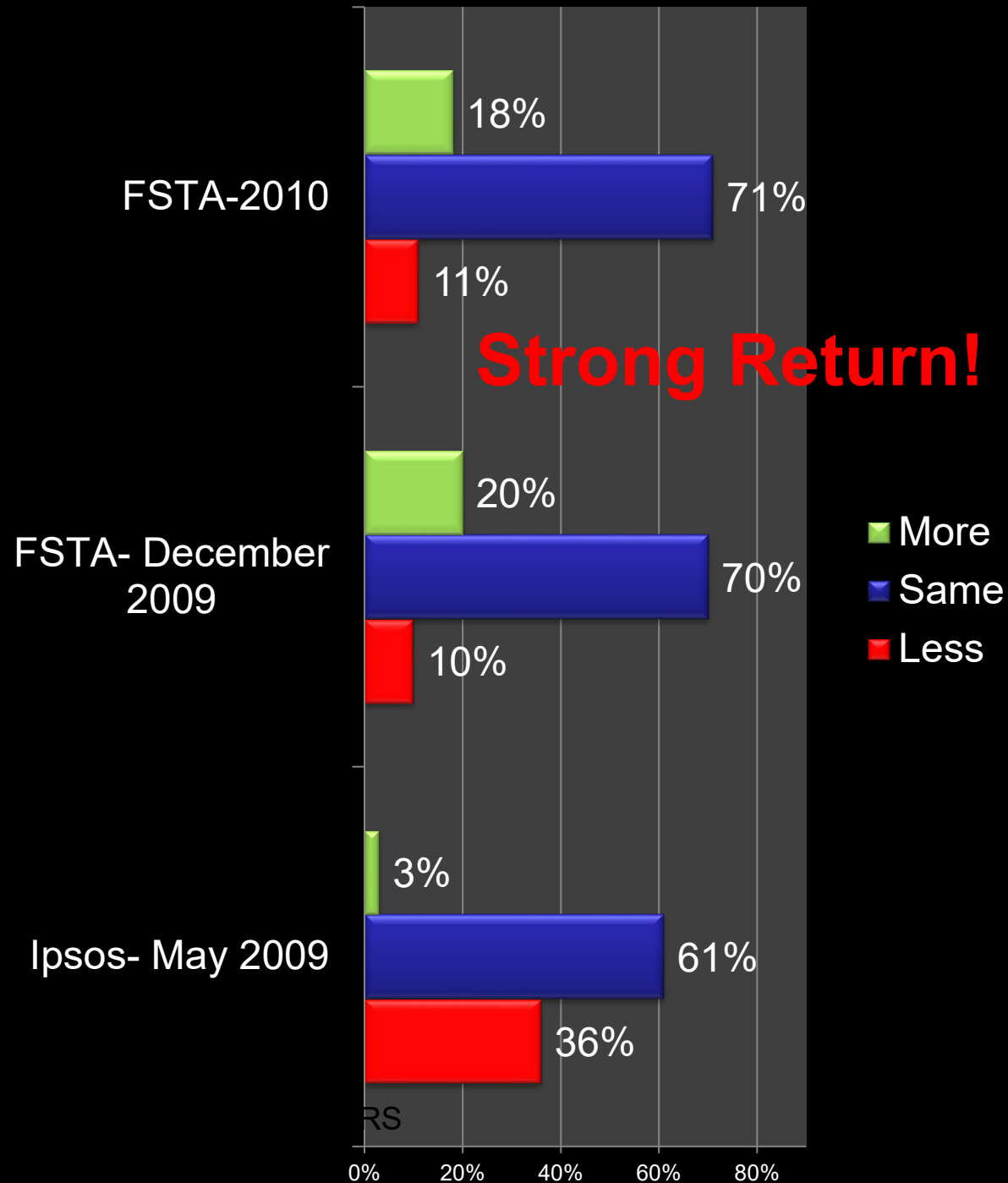
Pay-2-Play

Entry Fee Amounts

- Ipsos numbers represent the amount consumers indicated they were willing to Pay-2-Play in May 2009

- FSTA numbers represent the amount that participants Paid-2-Play in 2009 & 2010

1/25/2011

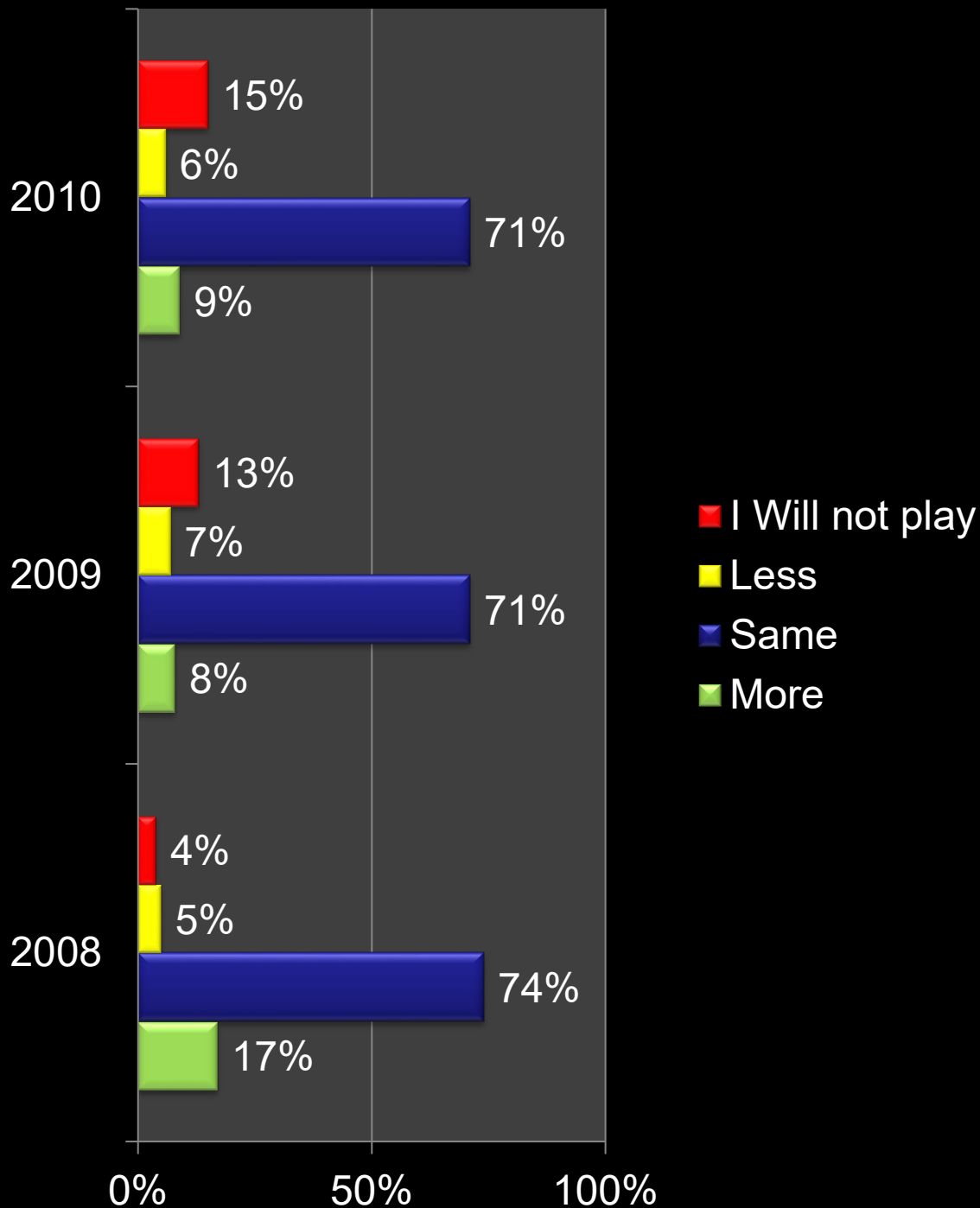


Free Contests

We asked consumers...

“Based on the bleak prospects for the economy how will it effect your fantasy sport participation”

**Consumers
Play Fewer Free
Contests in
recovering
economy!**

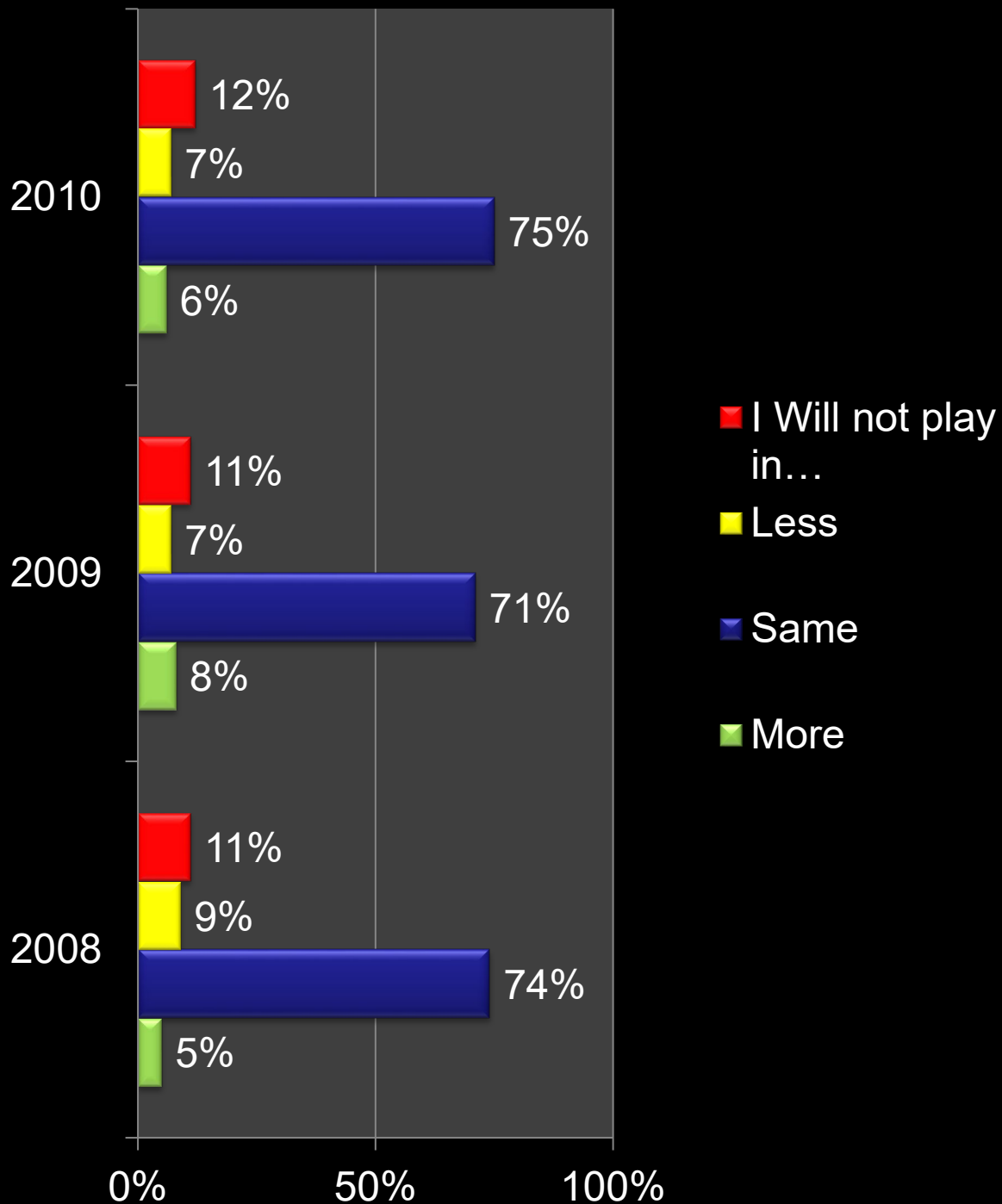


Pay-2-Play contests

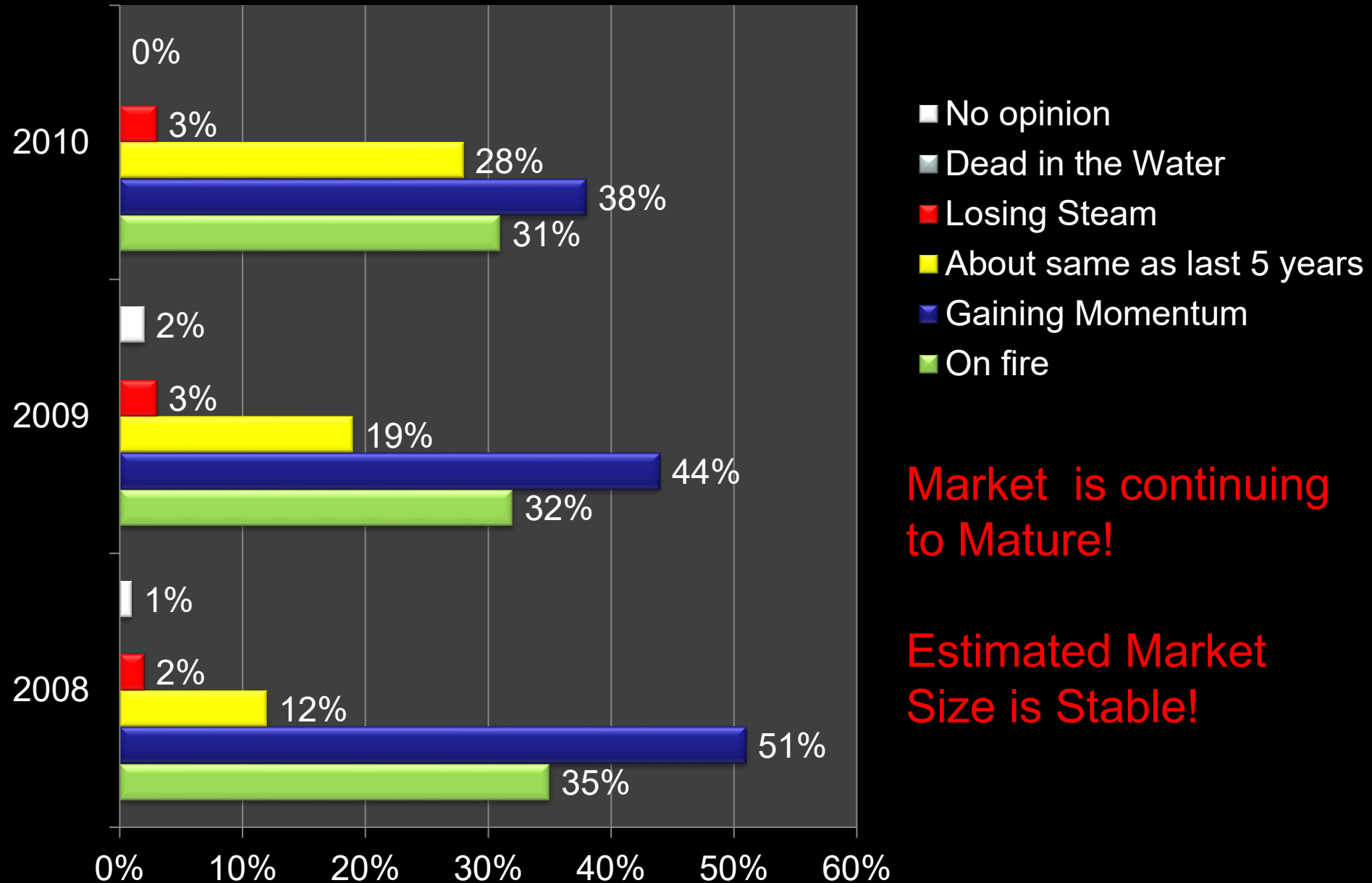
“Based on the prospects of the economy how will it effect your **future** fantasy sport participation”.

Economy Does NOT Effect # of pay to play! contests

1/25/2011



Perceptions of Growth...



Market is continuing
to Mature!

Estimated Market
Size is Stable!

NFL/NFLPA Dispute

Fantasy Sport Consumers
Opinions

And

Possible Effect on the 2011
Fantasy Football Season

- Consumers are generally not aware of the underlying issues behind the labor dispute.
- Consumers believe the NFL is forcing the issue and better positioned to handle a work stoppage.
- Consumers are optimistic that the two sides will work out their differences.

How would the following NFL season work stoppage scenarios effect your involvement in fantasy football in 2011?

	Definitely not Play	Probably will not play	Probably will play	Definitely Play
Loss or reduction of <i>PRE-SEASON</i> NFL Games	15.6%	11.1%	23.7%	49.6%
Loss or reduction of <i>REGULAR SEASON</i> NFL Games	19.0%	19.0%	38.8%	23.1%
Full season of games played by "scabs"	46.5%	26.8%	16.7%	10.0%

Compared to the 2010 NFL football season how would work
stoppage effect the following issues if not settled by July 1,
2011?

	Significant negative effect	Some negative effect	No Effect
Interfere with Draft dates	53.3%	29.7%	17.0%
Join Pay-to-Play leagues	54.4%	24.1%	21.5%
Pay for online fantasy content	56.4%	19.3%	24.3%
Buy fantasy magazines	52.1%	20.2%	27.8%
Effect my opinion of the NFLPA	47.3%	27.5%	25.2%
Buy commissioner software	48.4%	19.9%	31.6%
Effect my opinion of the NFL	41.9%	32.5%	25.7%
Join Free leagues	34.1%	29.1%	36.8%

- Loss of some or all pre-season games will not have a significant effect on consumers choice to play fantasy football.
- Any stoppage of regular season games will have a major effect on the fantasy sport consumers play behavior.
- Possible significant effects: Draft Date, Joining Pay-2-Play leagues, and Buying Online Content.
 - Short term strike will not significantly effect consumers opinion of the NFL or desire to play fantasy football.
 - They will not attend NFL games, but will play fantasy football!
 - Much more “Fantasy Fan” than “NFL Fan”.
 - No effect on playing other fantasy sports.

- "...while I'm in fantasy leagues for other sports, by far football is the most interactive and interesting for me. Our leagues have already talked about a work stoppage and the effect it would have on us personally.
- While it wouldn't destroy friendships, it would definitely change our opinion of **how much we'd pay to use a site** or **whether or not we'd start the league back up**".

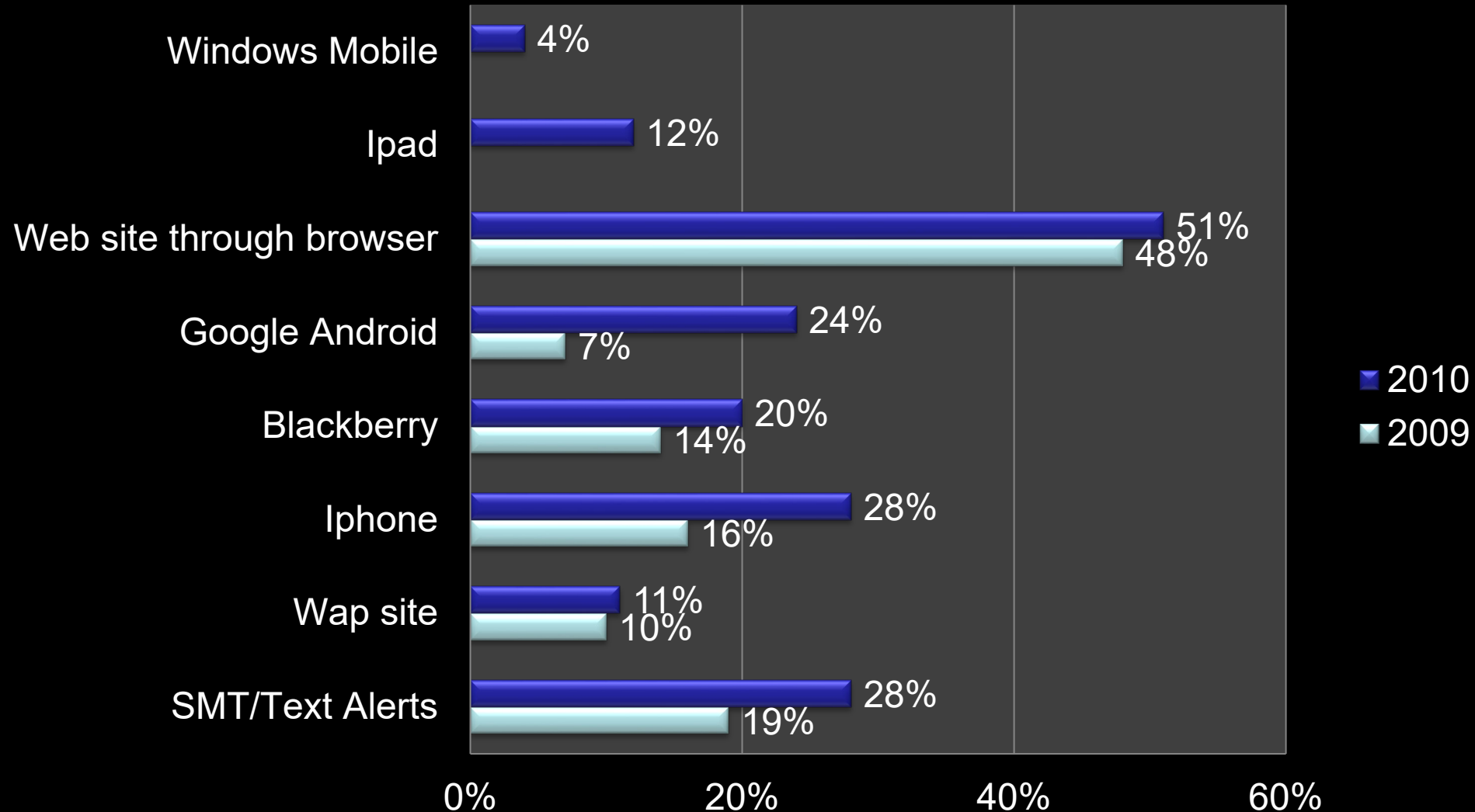
Mobile Technology

General



If you access fantasy sports information via a handheld device, what device(s) are you using?

2009-2010



Mobile use significantly increases

- 17% Google Android
- 12% iPhone
- 6% Blackberry

How mobile device was used

2010

Managed my fantasy team.	79%
Check scores of professional teams (not for fantasy purposes)	78%
Check my fantasy team at home.	77%
Email other league members	70%
Check my fantasy team during work hours	69%
Used WiFi to access my mobile phone/device to manage or check my fantasy team.	55%

Mobile Technology

On-Line Applications

31%

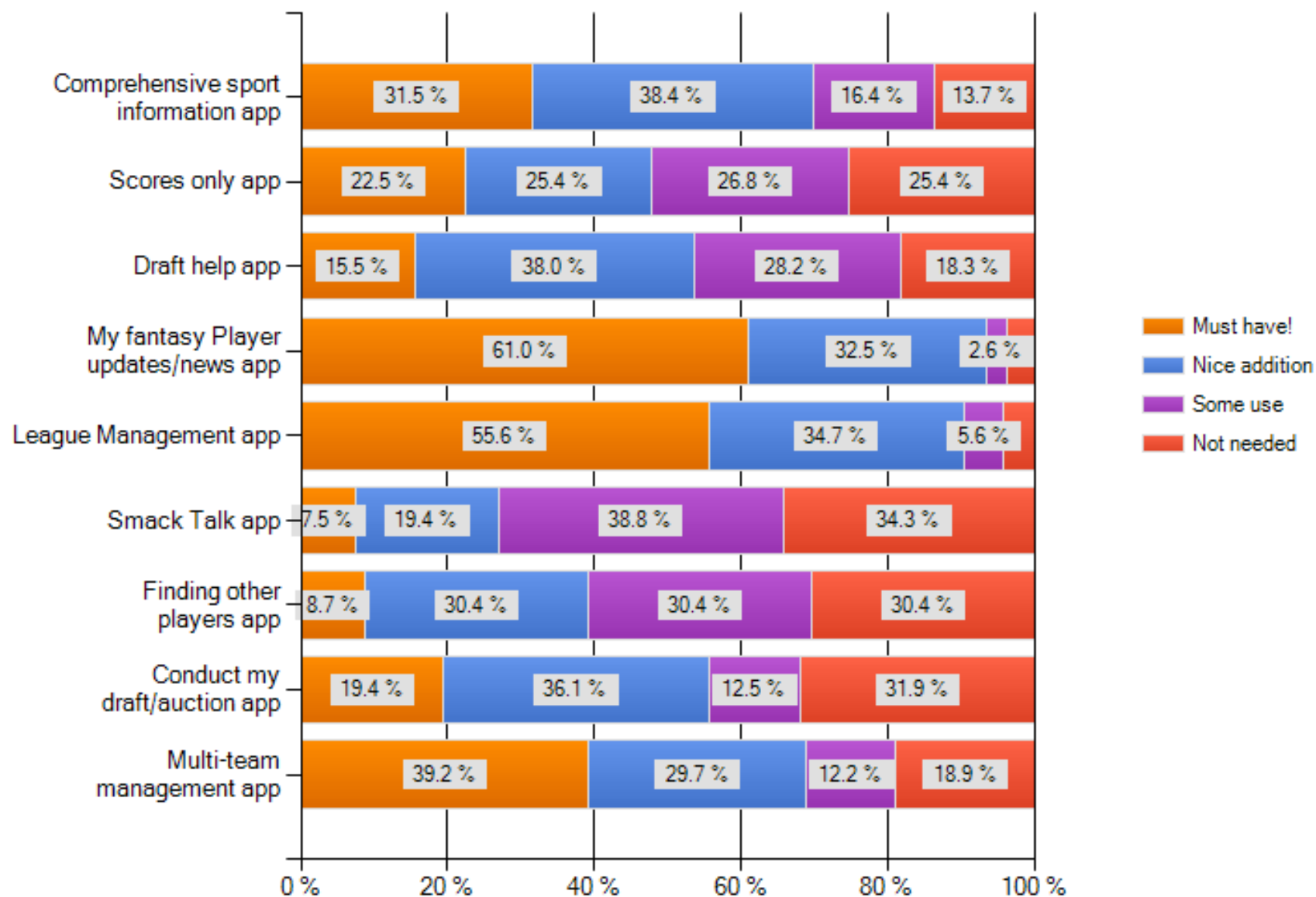
Used some form of on-line app
to help them manage their FS
teams in 2010

And of those that use apps*...

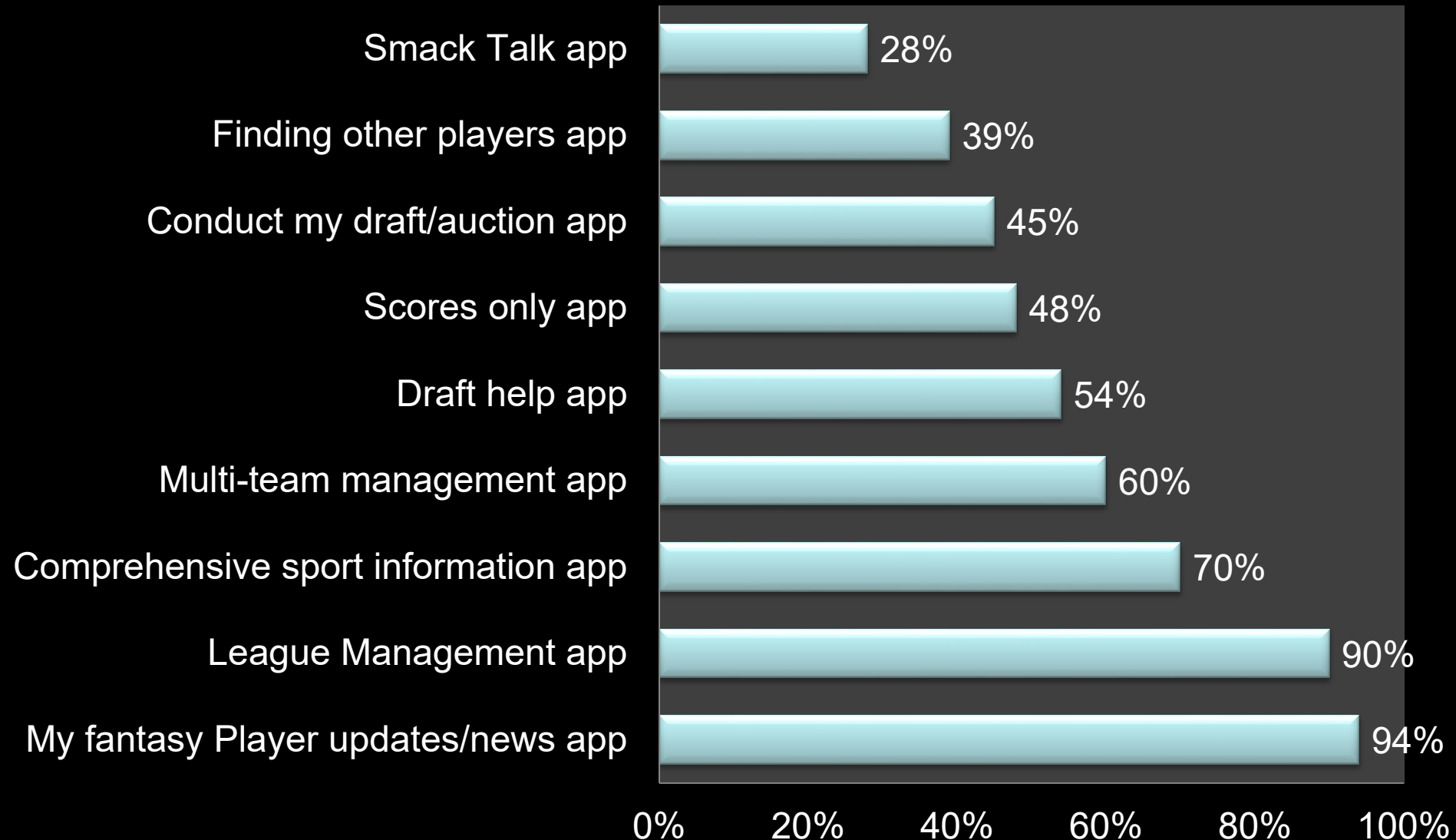
To get scores of actual MLB, NHL, NBA, MLB (etc.) games	72%
To access real time fantasy game or player stats	71%
To get player news/information/injury reports	57%
To change my fantasy team's lineup/make trades/conduct transactions	47%
To send messages/smack talk to other members of my fantasy league/game	15%
To access cheatsheet/rankings to help with my draft/auction	14%

*Often/Very Often

What improvements or enhancements would you like to see in available apps focused on fantasy sports? Please indicate your interest in enhanced/improved apps for each category below.



Rankings



■ What improvements or enhancements would you like to see in available apps focused on fantasy sports?

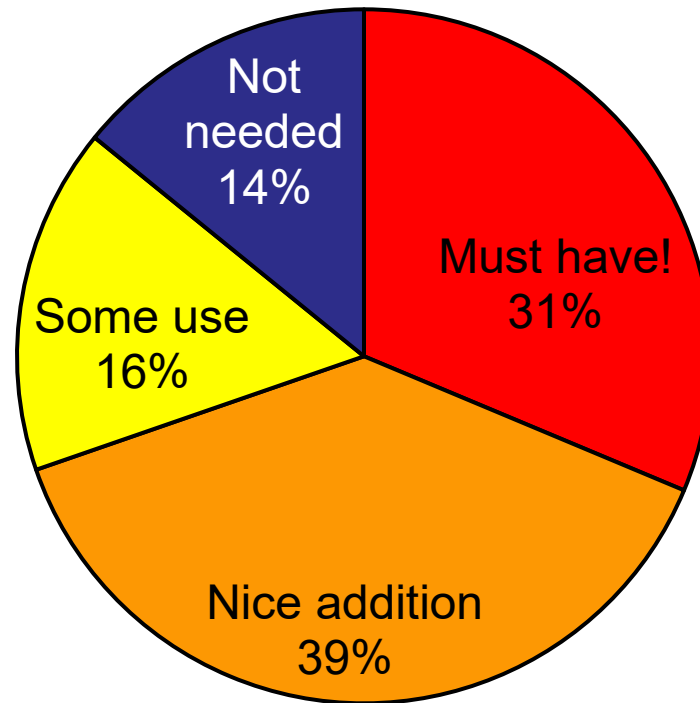
Appendix A

Future Apps Breakout



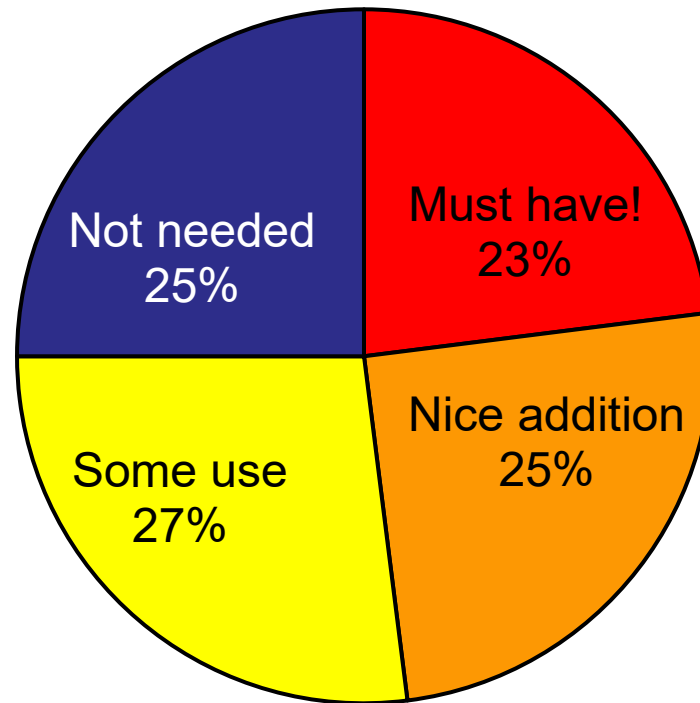
What they Want in future apps

Comprehensive sports information



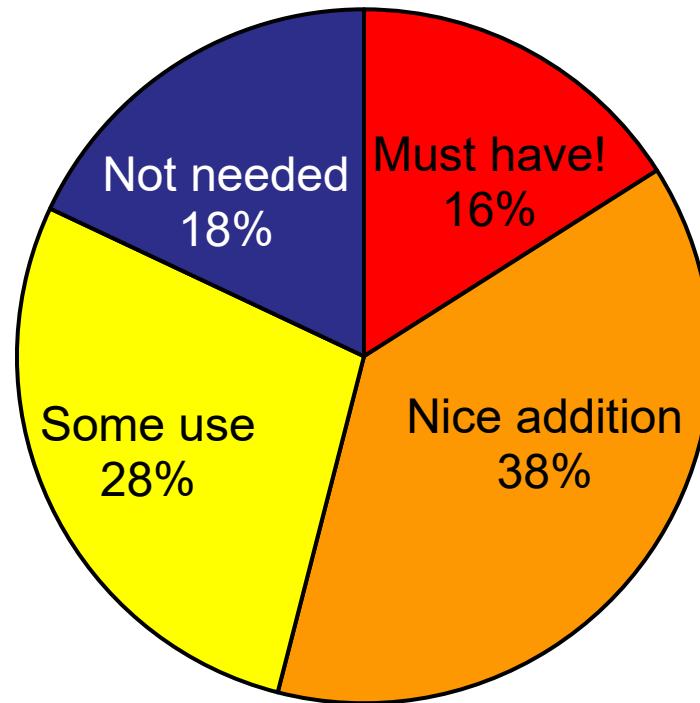
What they Want in future apps

Scores only app

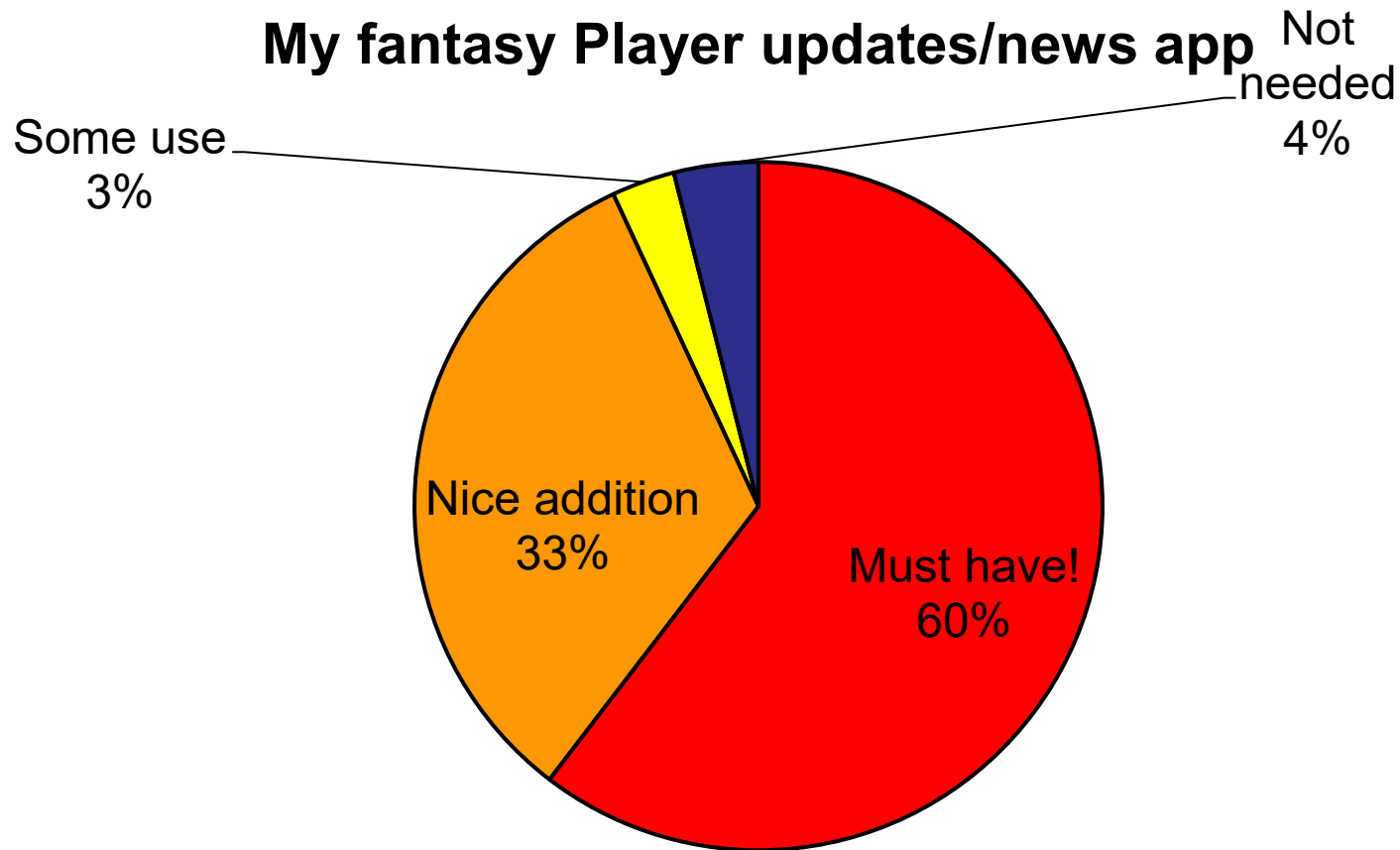


What they Want in future apps

Draft help app

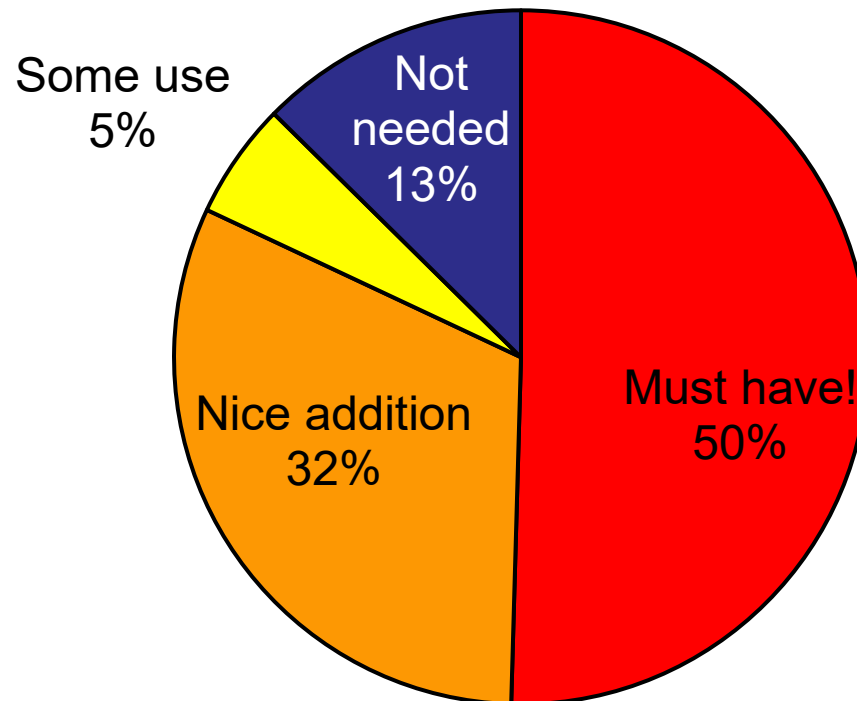


What they Want in future apps

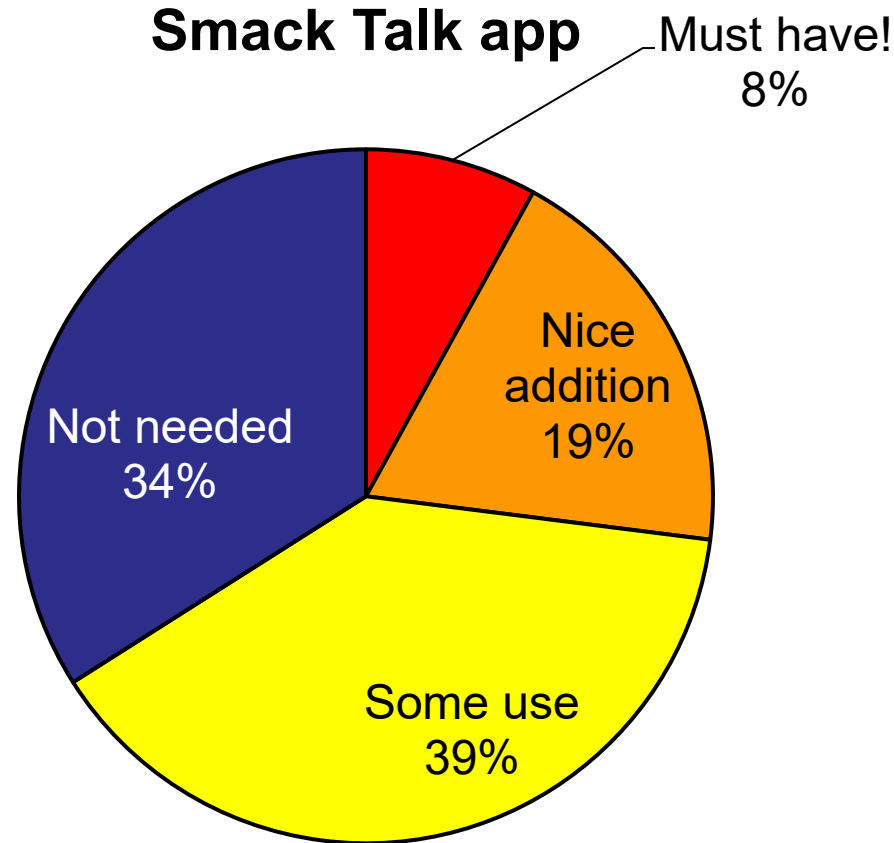


What they Want in future apps

League Management app

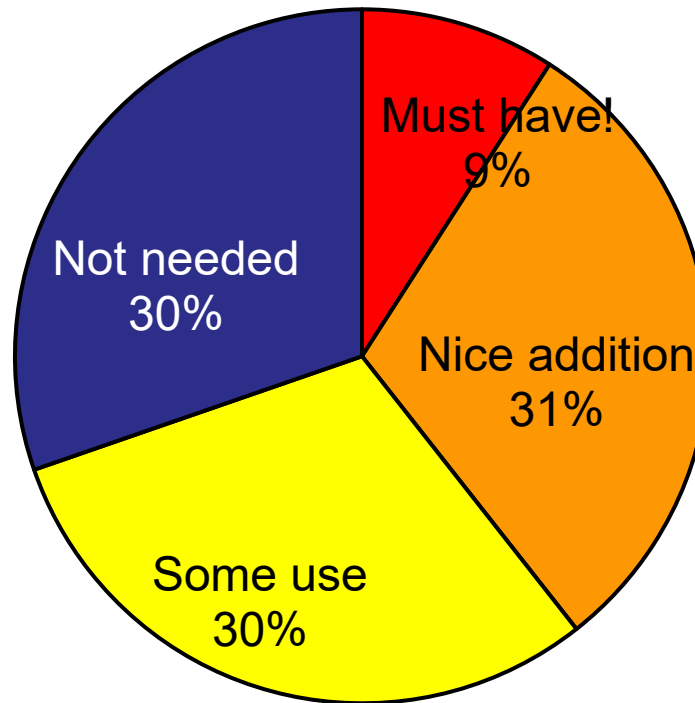


What they Want in future apps



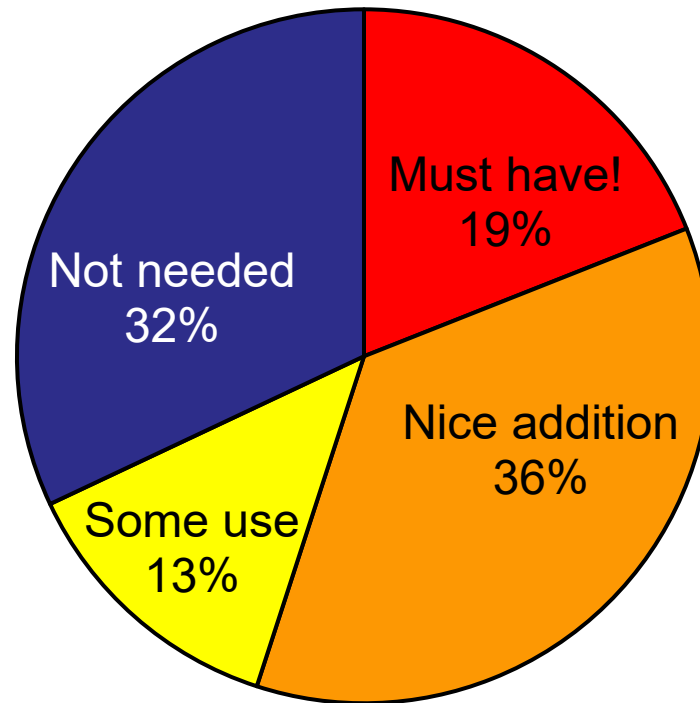
What they Want in future apps

Finding other players app



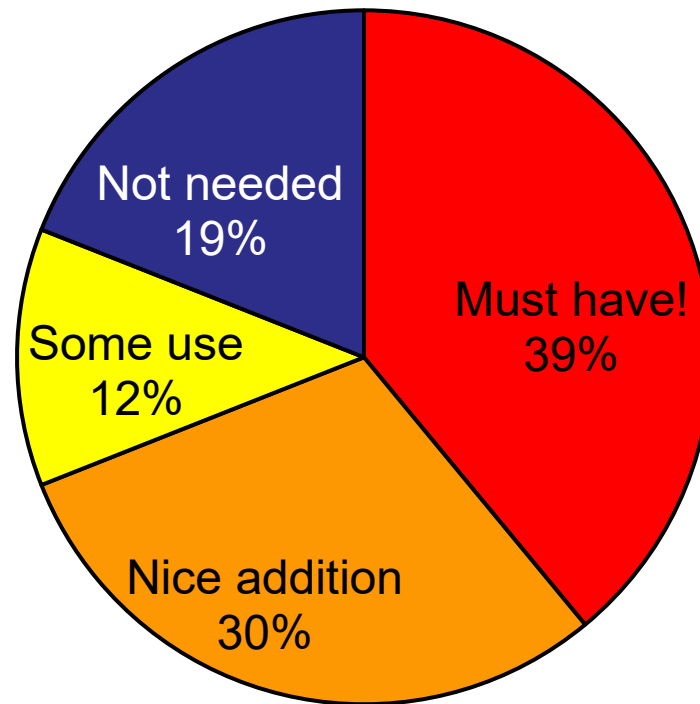
What they Want in future apps

Conduct my draft/auction app



What they Want in future apps

Multi-team management app



Appendix B

App use Breakout



What Apps did they use?

iPhone & iPad Users (48%)

#1	CBS Sports Mobile iPhone app	72%
#2	Yahoo! Fantasy Football '10	44%
#3	ESPN Fantasy Football 2010	42%
#4	CBS Sports Pro Football App for iPad	23%
#5	RotoWire.com Fantasy News Center	23%
#6	FootballGuys Mobile	19%

Android Users (29%)

#1	Yahoo Fantasy Football	65%
#2	CBS Sports Pro Football	42%
#3	ESPN Fantasy Football	35%
#4	MyFantasyLeagueTracker	27%
#5	NFL.com Fantasy Football	27%
#6	RotoWire.com Fantasy News Center	27%

Those that use “apps” compared to those that do not use “apps”

- More likely to believe fantasy sports is a growing industry.
- Play **more pay-2-play** and **fewer free contests**.
- And twice as likely to pay more to play in 2011.
- They are about **twice as likely** to watch “The League”

App User -v- Non-App Users

- *App users are 40% more likely to say they comprehend **sports information** compared to non-app consumer.*
- ***More passion** for Baseball, Football and Basketball, but **Less passion** for NASCAR and Hockey.*
- ***More Success** in Football and Basketball but **Less success** in Baseball and NASCAR.*

App User -v- Non-App Users

- *App users are more ardent sport fans, attending professional sport contests more than non-app users.*
 - Attend more MLB Baseball, NFL Football, NBA Basketball games than non app users
 - Except for NASCAR
 - Non-app users are more likely to have attended a NASCAR event in 2010.

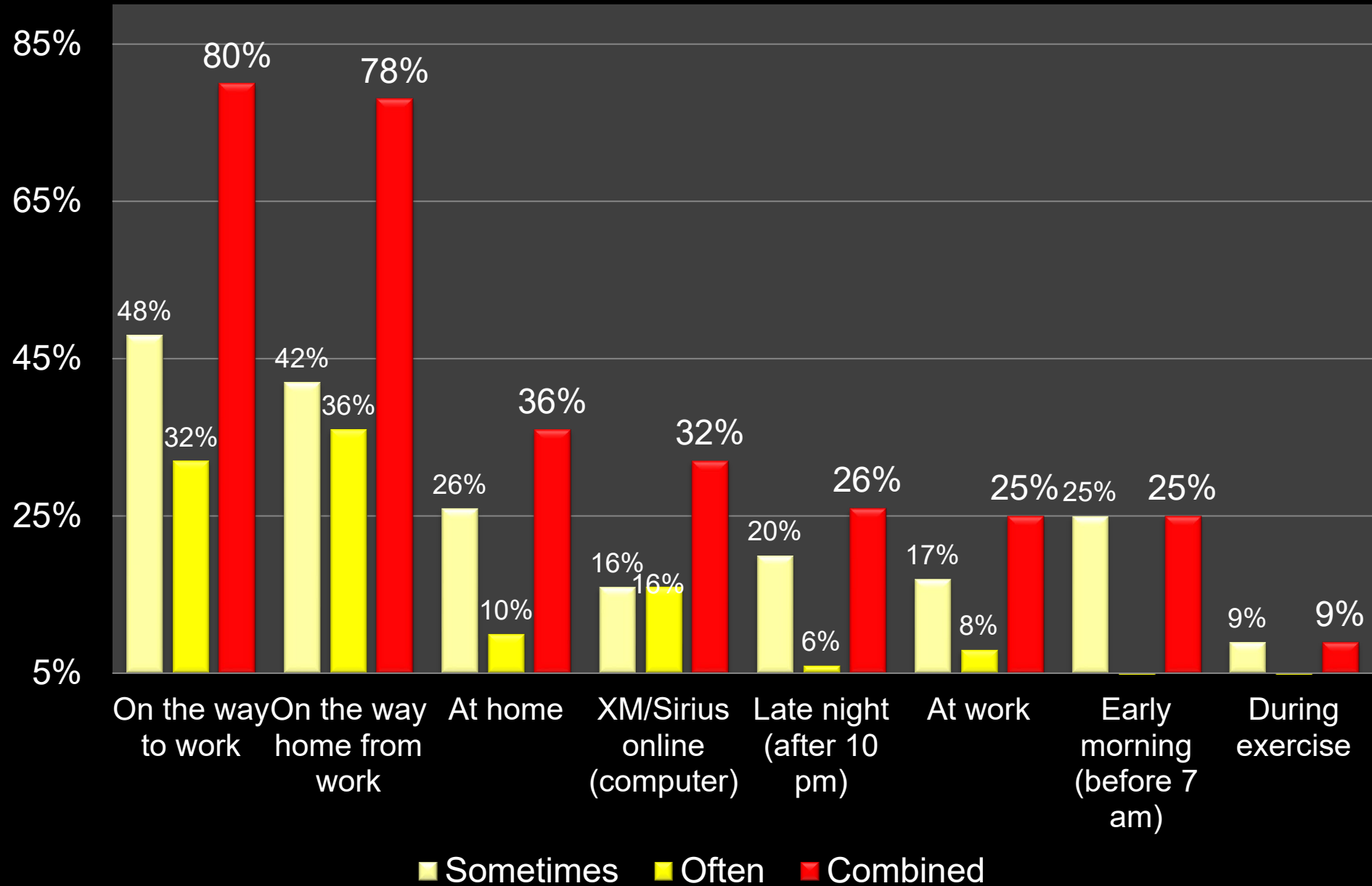
Appendix C

Sirius/XM Radio and “The League”

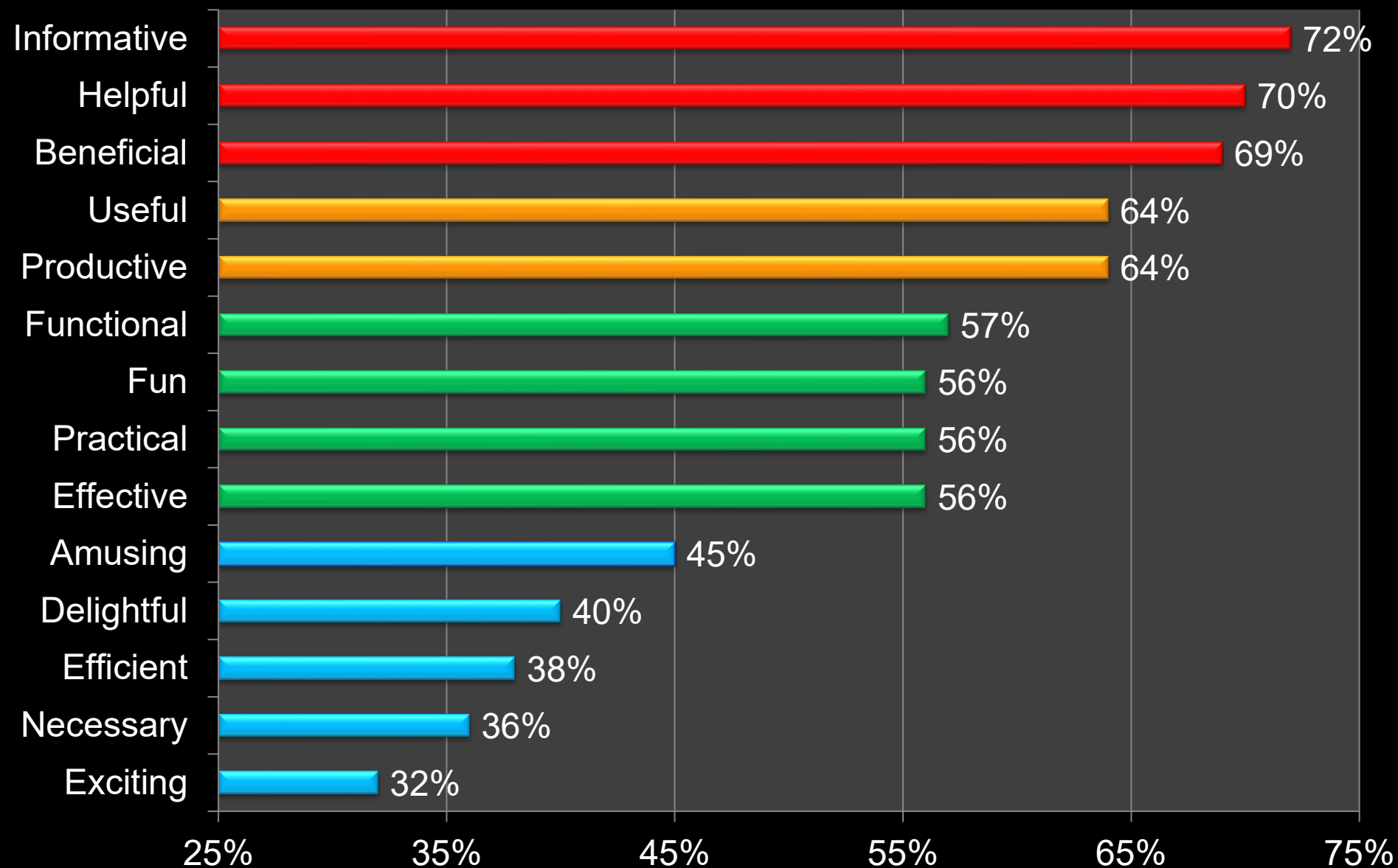
The Fantasy Sport Phenomenon Continues

- Ancillary fantasy sport products and services continue to
 - Sirius/XM 24 hour fantasy sport channel
 - Sitcom “The League”

Consumer Behavior of FS Consumers that have Sirius/XM



Fantasy Sport Radio is...



“The League”

- 32% of respondents have watched the sitcom “The League”
- *Fantasy football is supposed to provide an outlet for good-natured competition and camaraderie between friends and colleagues, but that’s not always the case. In FX’s comedy series, The League, deception, one-upmanship and a win-at-all costs mentality rule the day on the virtual gridiron and then extend into **personal relationships, marriages and the workplace.***

“The League”

- “Please evaluate the sitcom The League based on how well you believe the story lines and characters portray the actual fantasy sport industry and average fantasy sport player”.

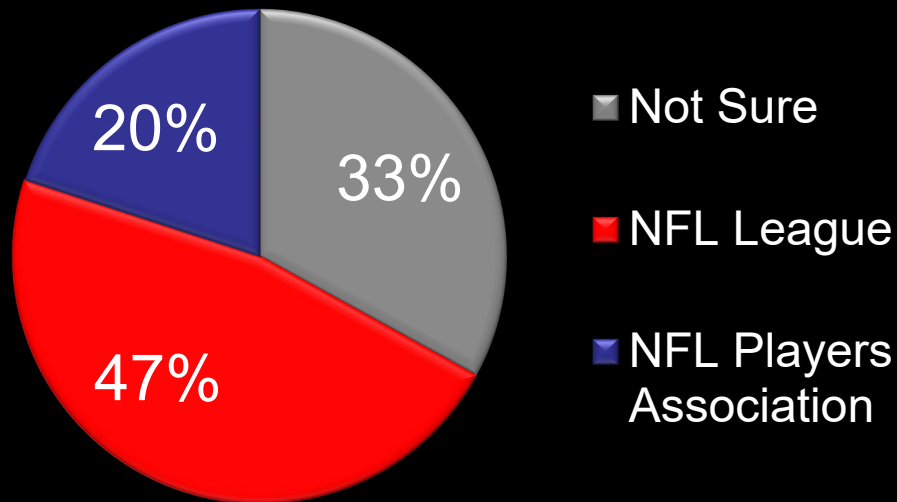
	Dead-on!/Very Close	So-So	Not Close/Complete Miss!
The League story lines and plots	32%.	29%	23%
The League Characters	50%	25%	19%
Fantasy Sport in The workplace	50%	28%	11%
Fantasy Sport in home life	46%	31%	19%
Fantasy Talk between friends	67%	20%	7%
Trading and Transaction behaviors	42%	28%	24%

Appendix D

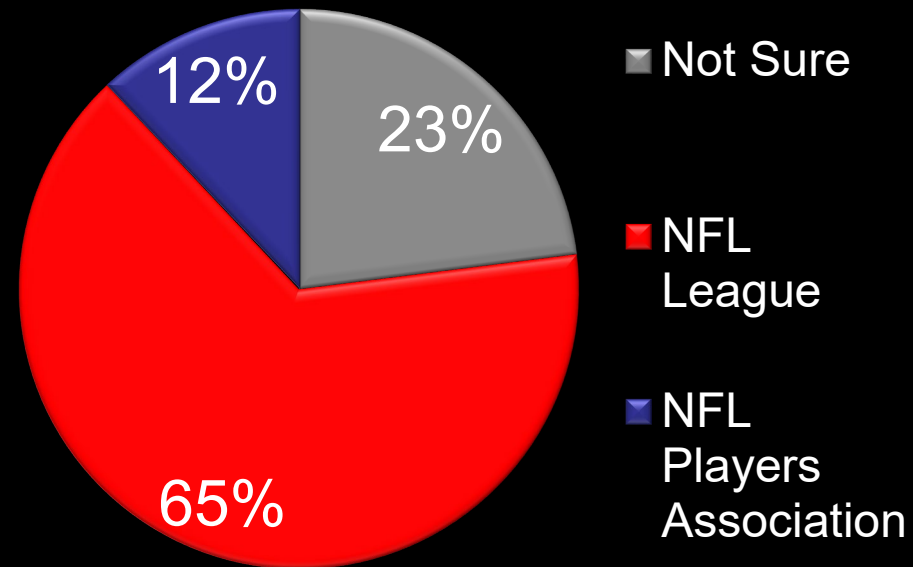
Fantasy Sports Consumers
attitudes on NFL/NFLPA Dispute

Fantasy sports consumer perspectives

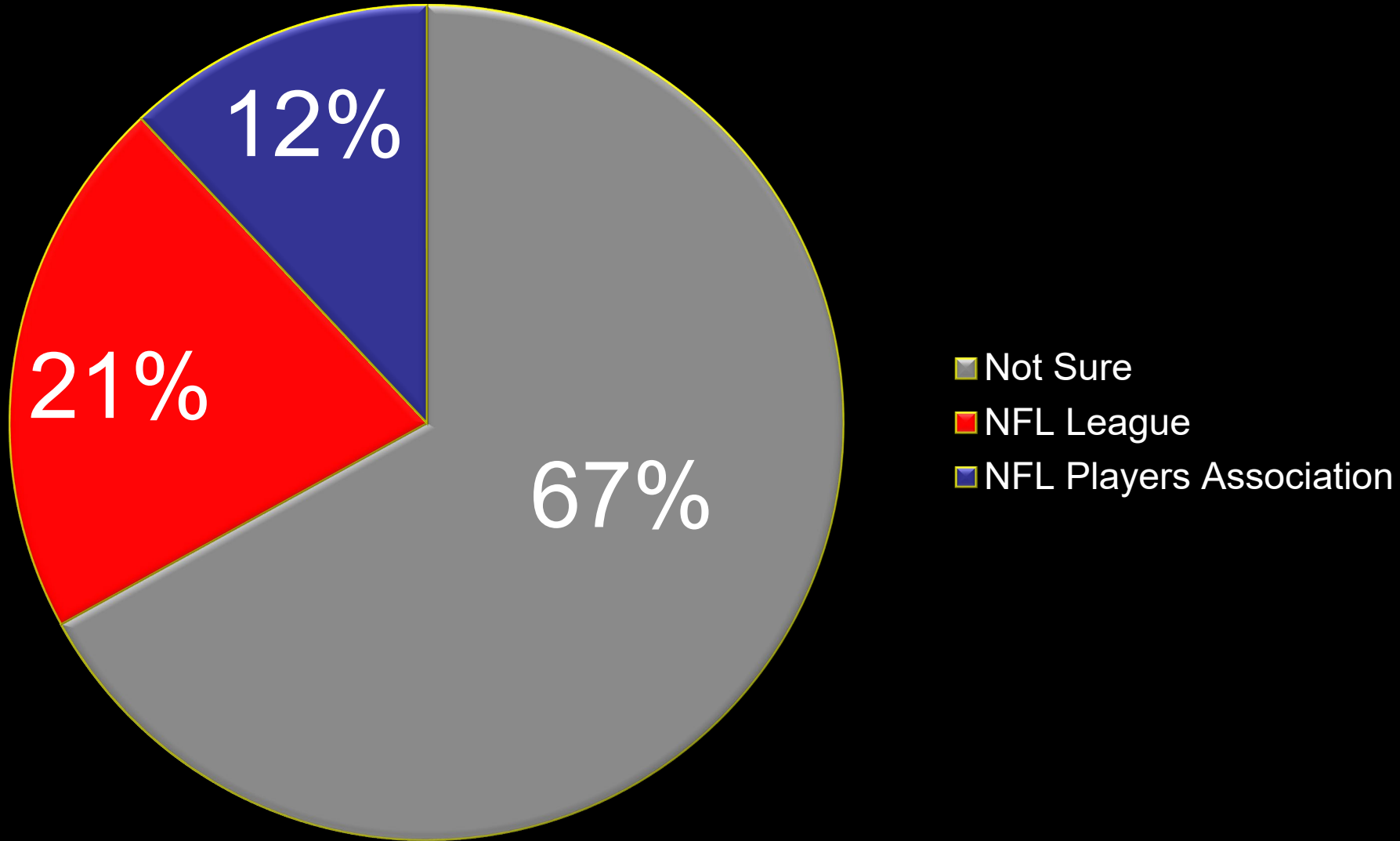
Which side is forcing the issue?



Which side is better positioned to withstand a work stoppage?

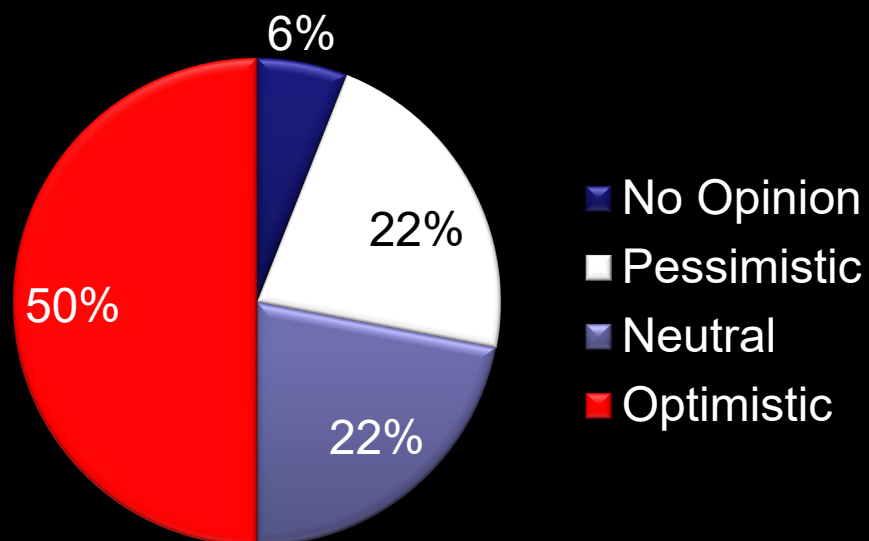


Which side is making the most progress toward a new deal?



Do you believe the professional football industry will work hard to assure that the NFL will play in 2011?

NFL Players Association



NFL Team Owners

