

Fantasy Sports Trade Association

Fantasy Sports Spending Study



Part of Three Phase Research Plan

- Phase One Objective: Determined incidence of fantasy sports participation.
 - Data collection was completed using the US Online Omnibus Services in May 2011.

- Phase Two Objective: Examined technology use and perceptions.
 - Results from that study were presented at the FSTA conference in Las Vegas in January 2012.

- Phase Three Objective: Examine spending of fantasy sports players.
 - The research presented here will focus on spending by fantasy sports players and builds off previous research from 2008.



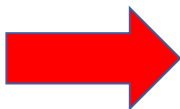
Review of Market Size – 2011 Incidence Study

- Ipsos and FSTA estimated over 32 million people play fantasy sports in the US.

Incidence of Fantasy Sports Players

Total

13%



Note: The 2011 study also estimated there were 3.1 million fantasy sports players in Canada.

2012 Fantasy Sports Spending Study

Fantasy Sports Participation and Team Ownership



Three Groups Referenced in Presentation

All =



- Representative group of fantasy sports players.
- Only criteria is must have played fantasy sports in past 12 months.

Payers =



- Yes, I play in at least one traditional league where there are league fees or dues.

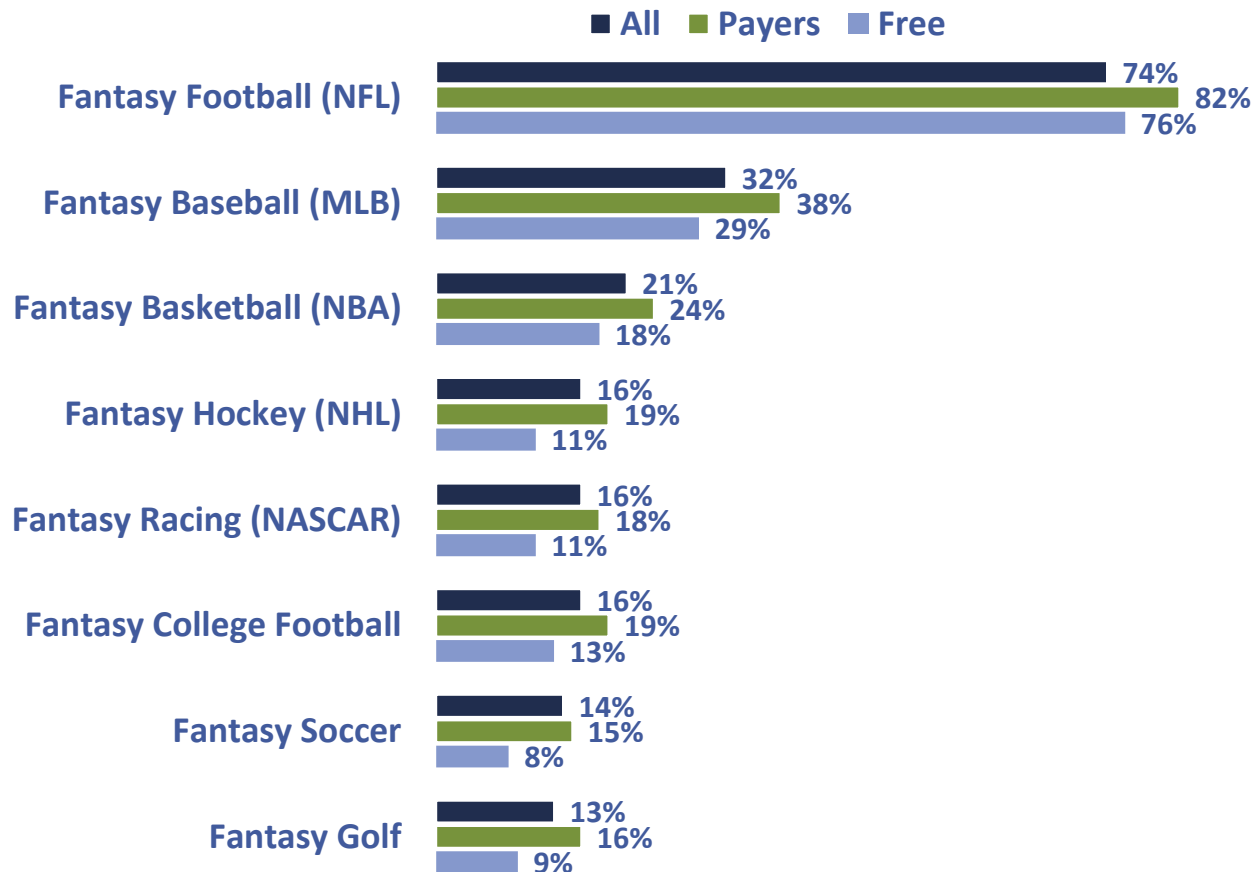
Free =



- No, I do not play in any traditional leagues that require league fees or dues.

Fantasy Sports Participation

- Among all fantasy players, nearly three-quarters say they have played fantasy football in the past year, while about a third have played fantasy baseball.
- About one-fifth of fantasy players have played fantasy basketball in the past 12 months.

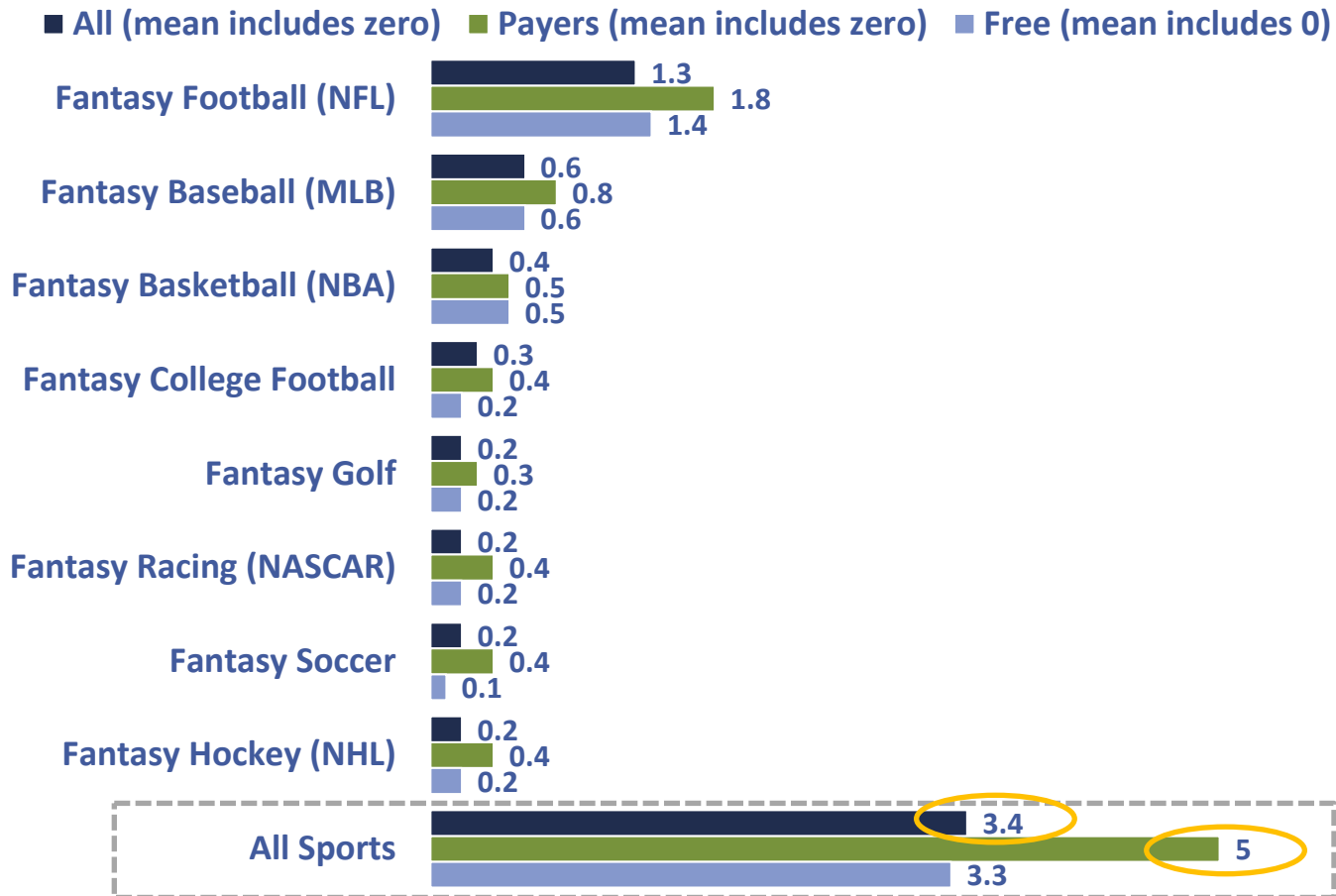


Base:
Q1

All, Payers, Those not paying league fee
Please select the responses below that best describe your participation level in Fantasy Sports since April of 2011 (within the past 12 months). (Please select all that apply.)

Fantasy Team Ownership by Sport

- Fantasy sports players say they have owned, on average, 3.4 teams over the past 12 months. Those who participate in at least one league requiring dues have owned an average of 5 teams.



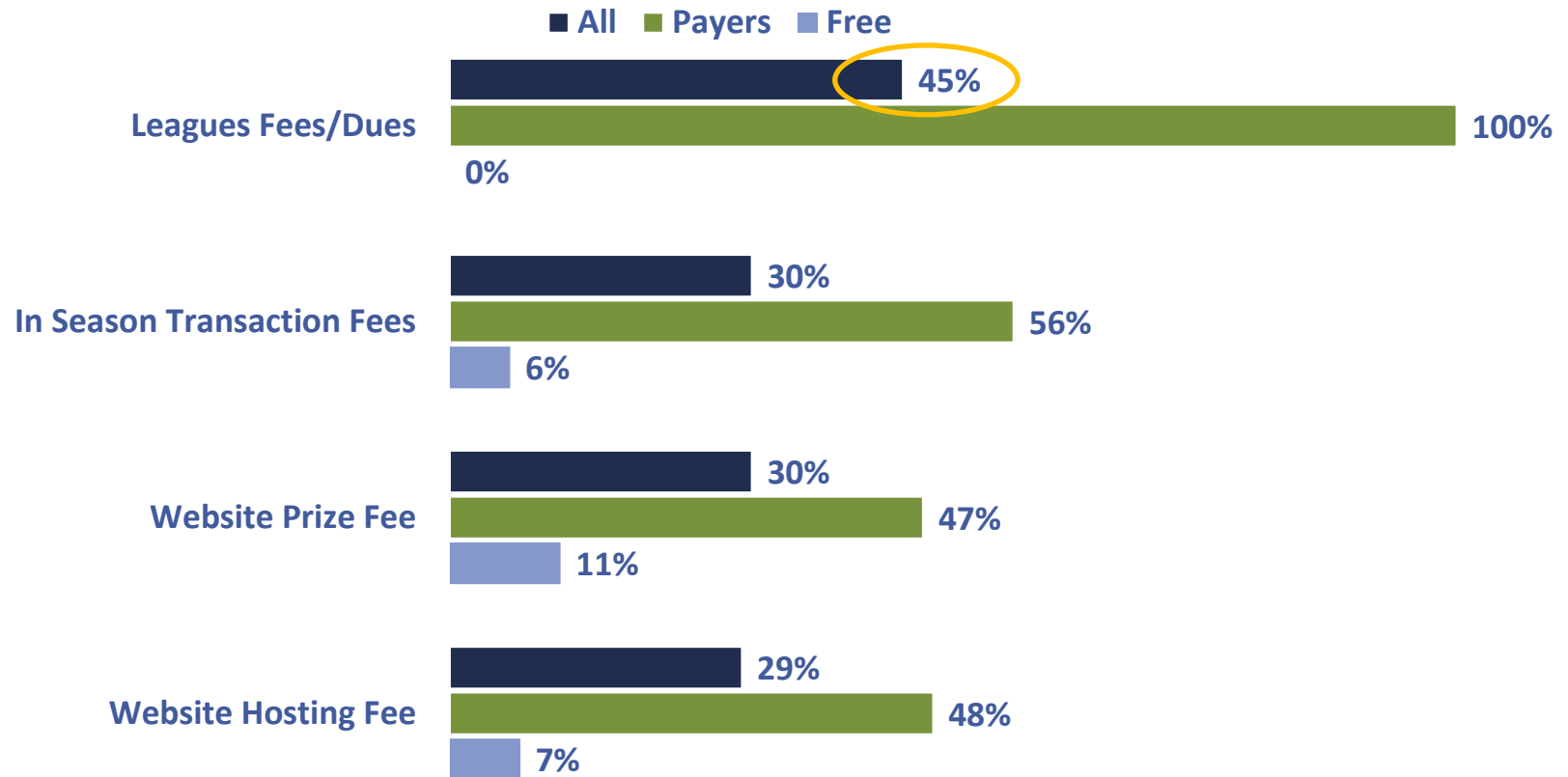
Base:
Q3

All, Payers, Those not paying league fee
You said you play in traditional fantasy sports leagues ([Hyperlink to definition at Q2](#)). Thinking only of these types of traditional leagues, please select the number of fantasy sports teams you "owned" in the past 12 months for each sport

Fantasy Sports Spending League Related Costs

Prevalence of League Related Fees – All Fantasy Sports

- Among fantasy sports players in traditional leagues, 45% play in at least one league with league fees or dues.
- About a third of fantasy players in traditional leagues participate in leagues with in season transaction fees, website prize fees, and hosting fees.

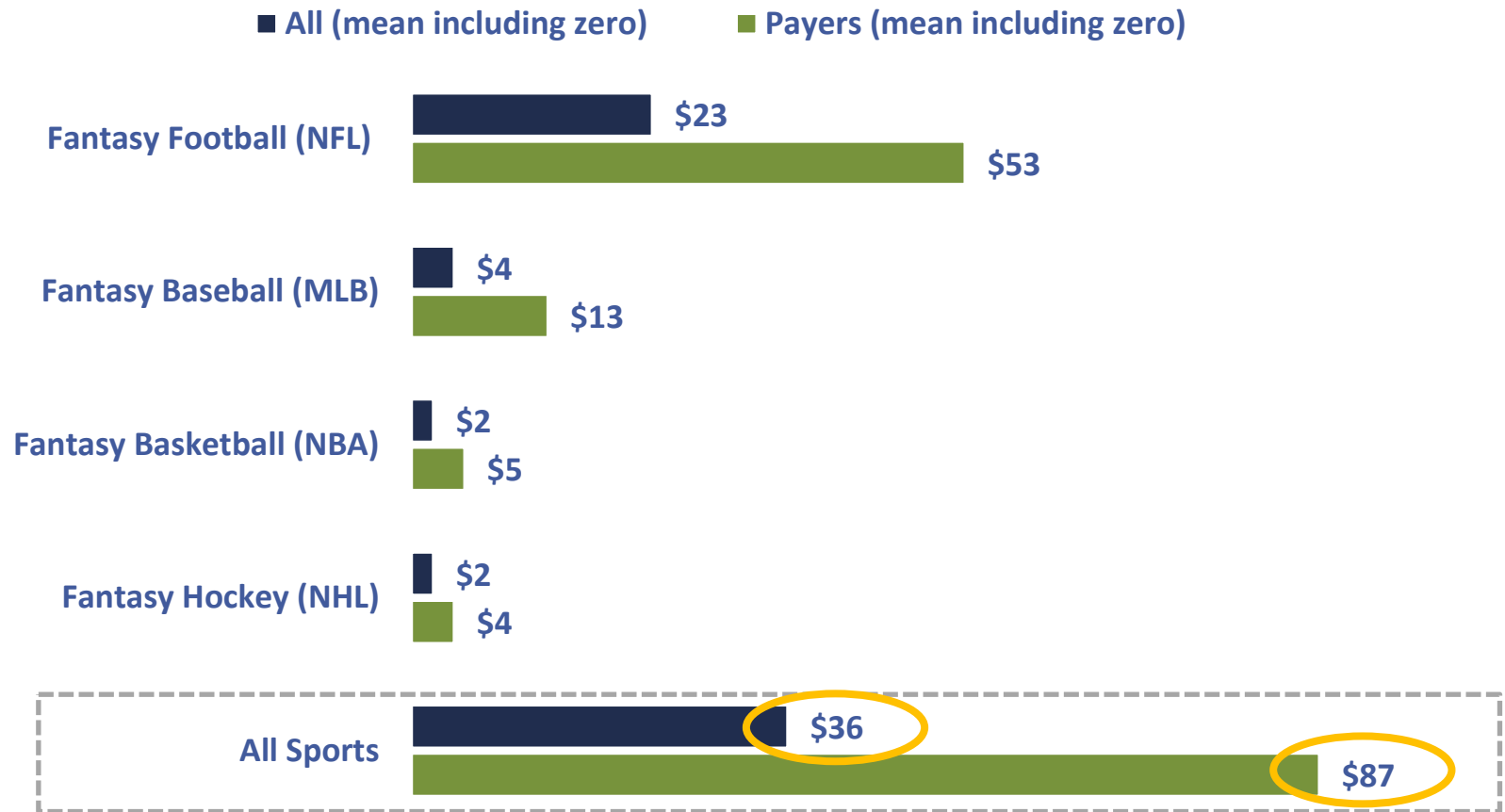


Base:
Q5a

Fantasy sports players playing in traditional leagues, Payers, Those in traditional leagues not paying league fee
We'll start with [league fees.] Again, league fees are the amount you pay that goes to pay out league winners. This may include a league trophy but does not include fees paid to the site to host a league or add-ons such as live scoring. It is strictly the money that is paid in and then paid out to winners of your league. For any of your traditional leagues, do you pay league fees or dues, or do you play only in leagues without any league fees? (Please select one response below).

Amount Spent on League Fees

- Among all fantasy players, the average amount spent on fantasy sports league fees in the past year is \$36. It's important to note this includes those playing in leagues with no fees.
- Among those playing in at least one league with league dues, the average amount is \$87.

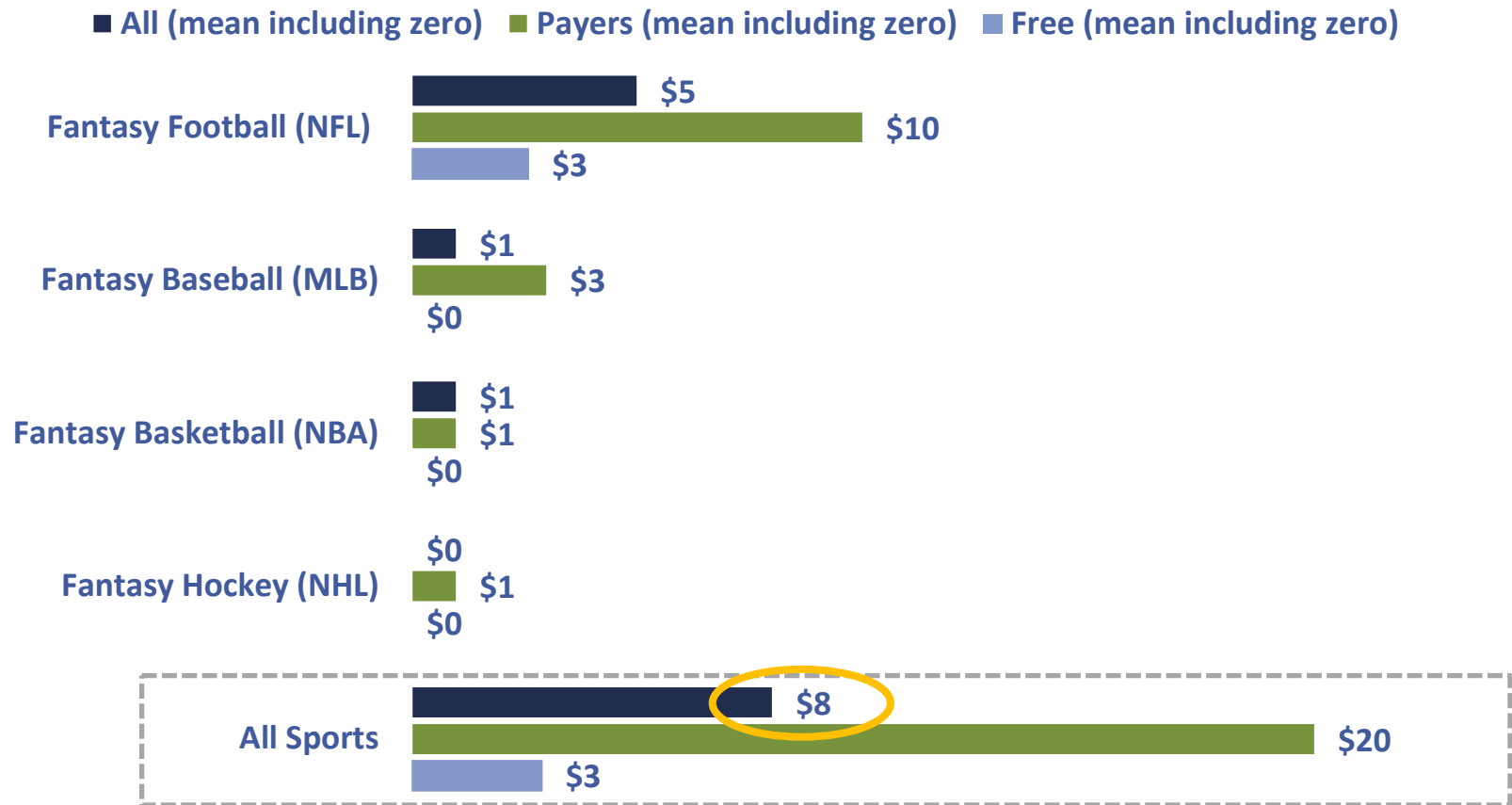


Base:
Q6a

All, Payers
For each of your leagues listed below, how much do you spend on just [league fees/ dues](#) (hyperlink for definition before q5a-d) per season?

Amount Spent on In Season Transaction Fees

- On average, fantasy sports players say they spent \$8 on in season transaction fees in the past 12 months.
- Those playing in leagues requiring a fee spent \$20 on transaction fees.

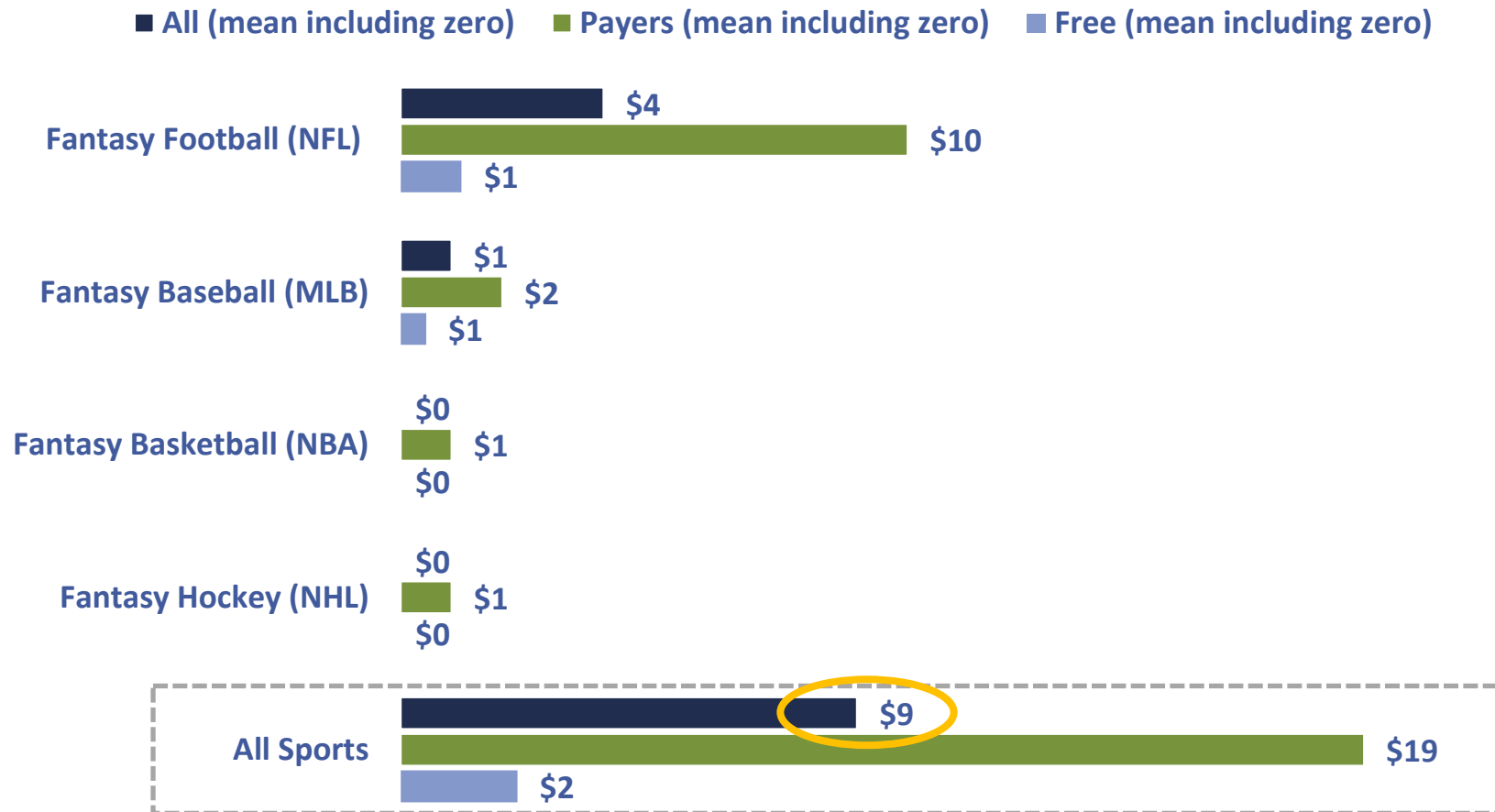


Base:
Q6b

All, Payers, Free, Those not paying league fee
For each of your leagues listed below, how much do you spend on just in season transaction fees ([hyperlink for definition before q5a-d](#)) per season?

Amount Spent on League Hosting

- Among all fantasy sports players, an average of \$9 was spent on hosting fees.

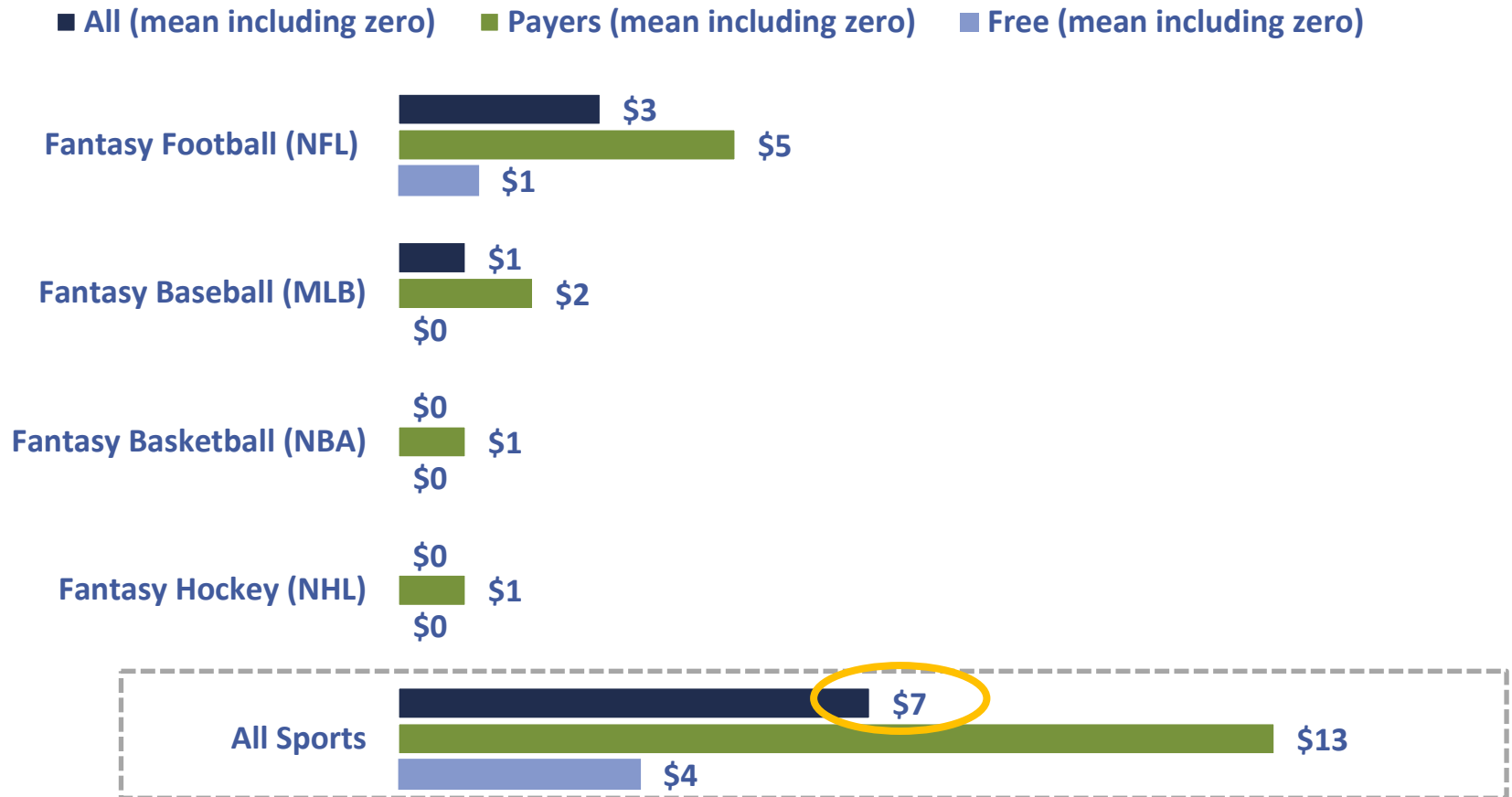


Base:
Q6c

All, Payers, Free, Those not paying league fee
6c. For each of your leagues listed below, how much do you spend on [league hosting?](#) ([hyperlink to website hosting definition before q5a-d](#)).

Amount Spent on Website Fees For Unique Prizes

- Fantasy sports players spent, on average, \$7 in the past 12 months on website fees for unique prizes.

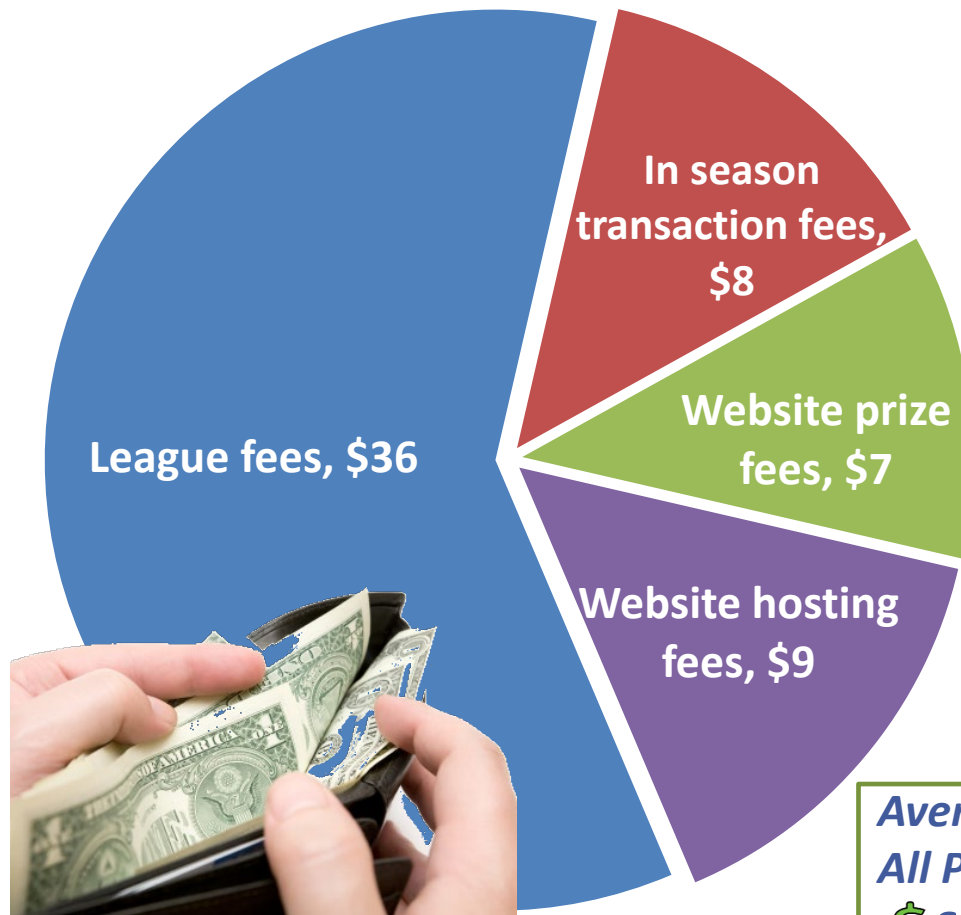


Base:
Q6d

All, Payers, Those not paying league fee
For each of your leagues listed below, how much do you spend on website fees for unique prizes ([hyperlink to website hosting definition before q5a-d](#))?

League Related Spending Summary – All Players

- In total, fantasy sports players say they spent an average of \$60 on league related costs over the past 12 months.



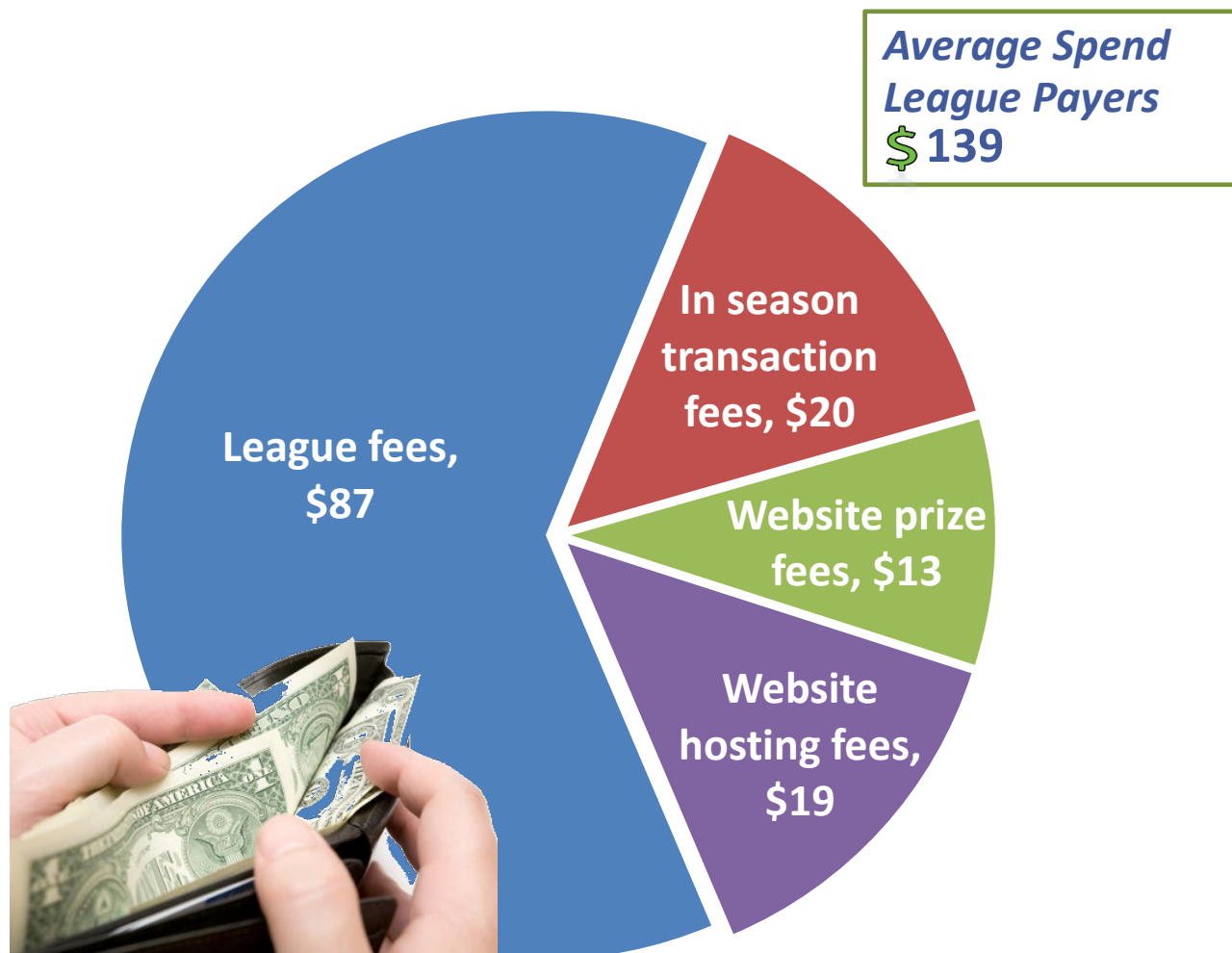
Category	Average Spend	US Market Spend
League Fees	\$36	\$1.18B
Transaction Fees	\$8	\$262M
Website Hosting Fees	\$9	\$290M
Website Prize Fees	\$7	\$230M

**Average Spend
All Players**
\$60

Note: Based on means including zero, market spend based on 32.8+ million fantasy players from 2011 study.

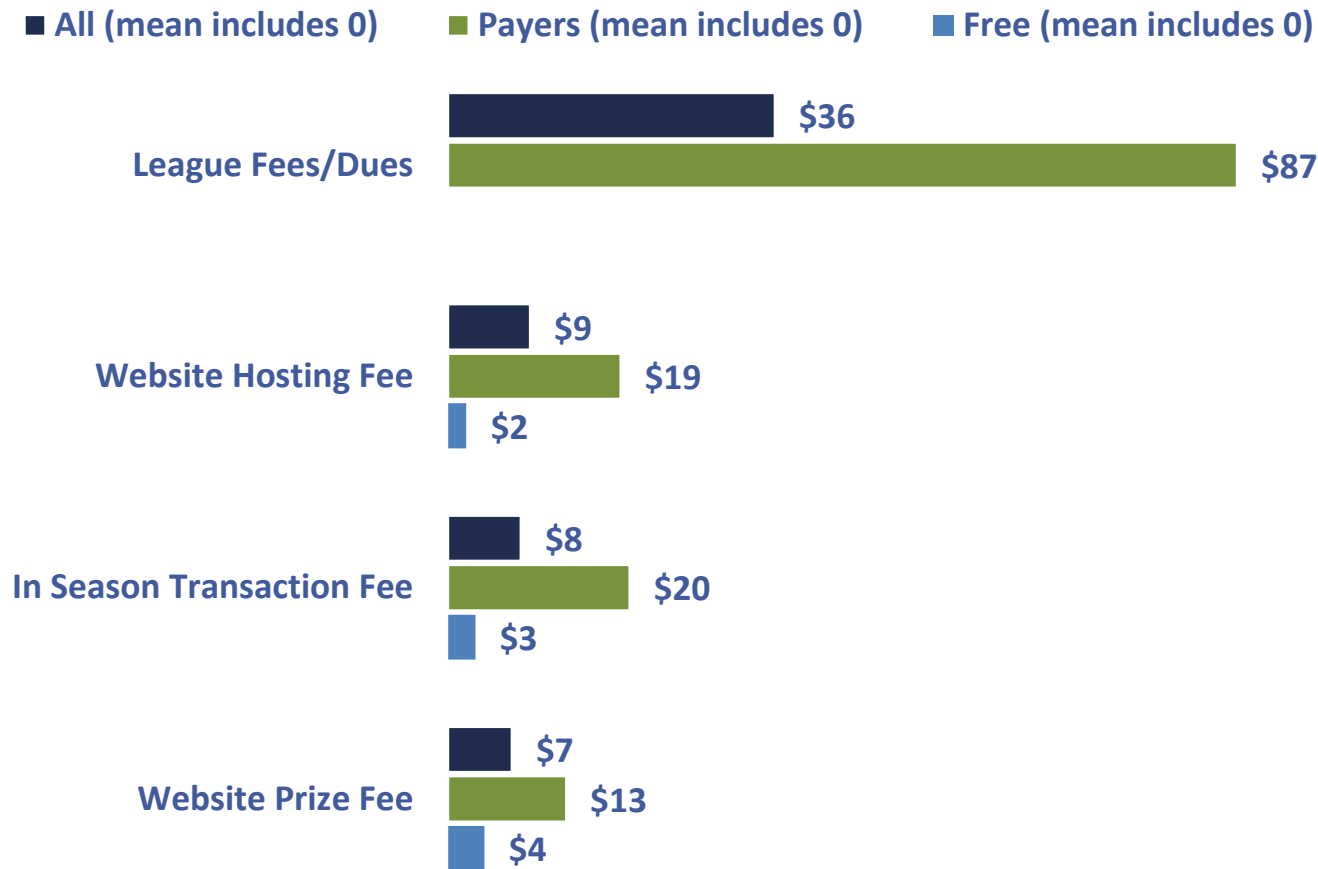
League Related Spending Summary – Payers

- Fantasy sports players participating in at least one league with dues spent an average of \$139 in the past 12 months on league related costs.



League Related Spending Summary – All Players vs. Payers

- Not surprisingly, fantasy sports players in at least one league with fees spent more on league related costs than did the general population of fantasy sports players.

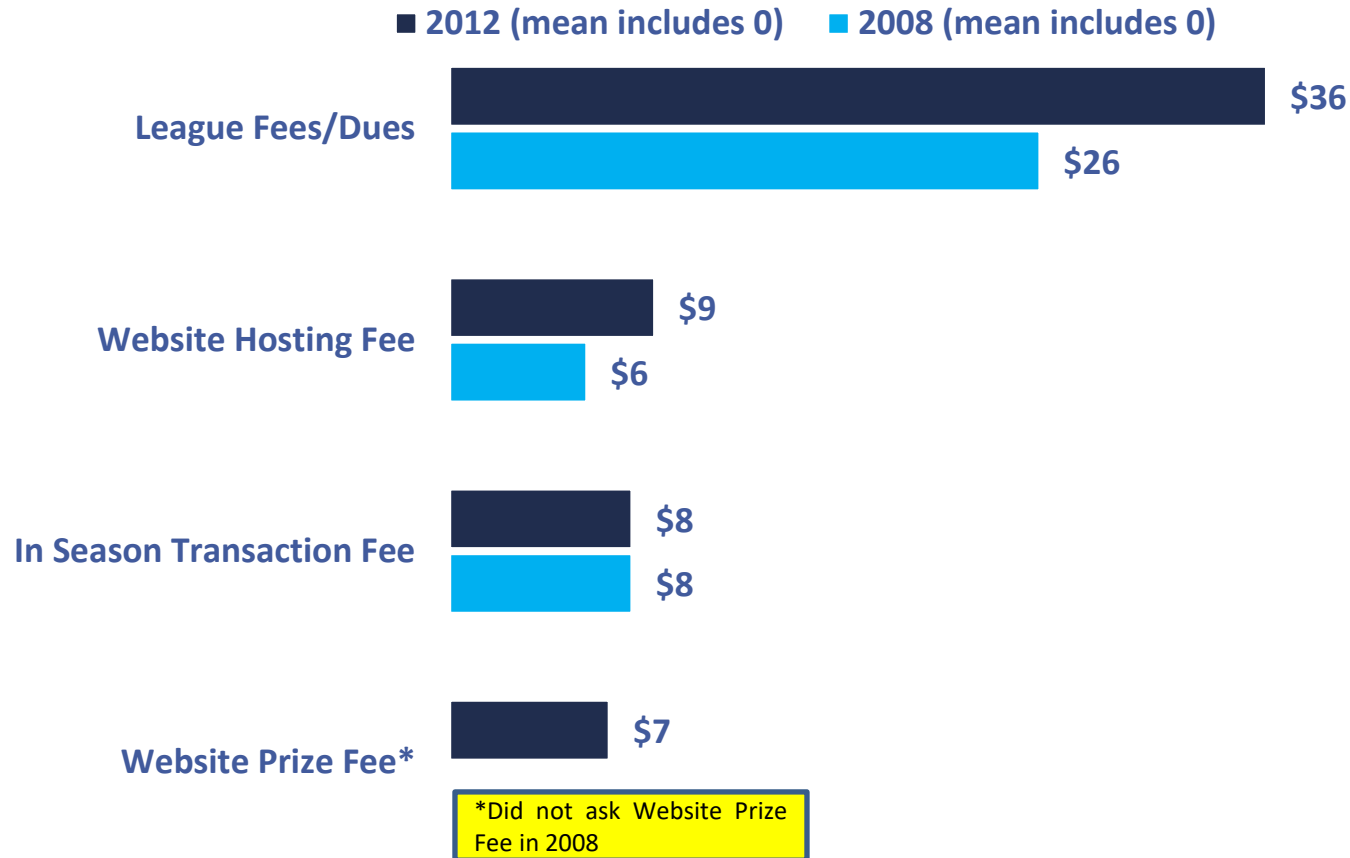


Base:
Q6d

All, Payers
For each of your leagues listed below, how much do you spend on ?

League Related Spending Summary for 2012 vs. 2008 (All Players)

- Fantasy sports players say they spent an average of \$36 on league fees in 2012, compared to \$26 in 2008.
- The average amount spent on website hosting fees increased from \$6 in 2008 to \$9 in 2012.

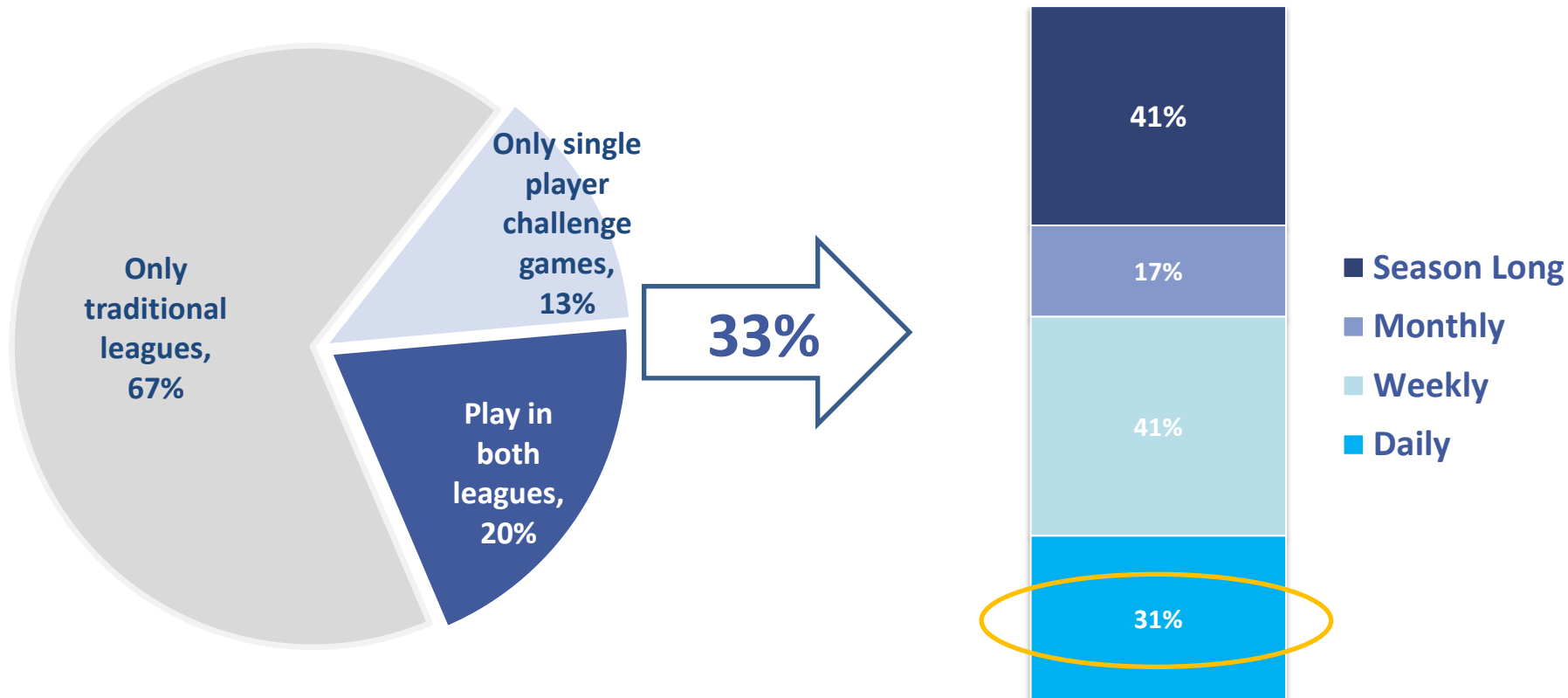


Base: All, Payers
Q6d For each of your leagues listed below, how much do you spend on ?

Single Player Challenge Games

Frequency of Single Player Challenge Games

- Among all fantasy sports players, a third (33%) say they play in single player challenge games.
- Of these, 31% play in daily single player challenge games.

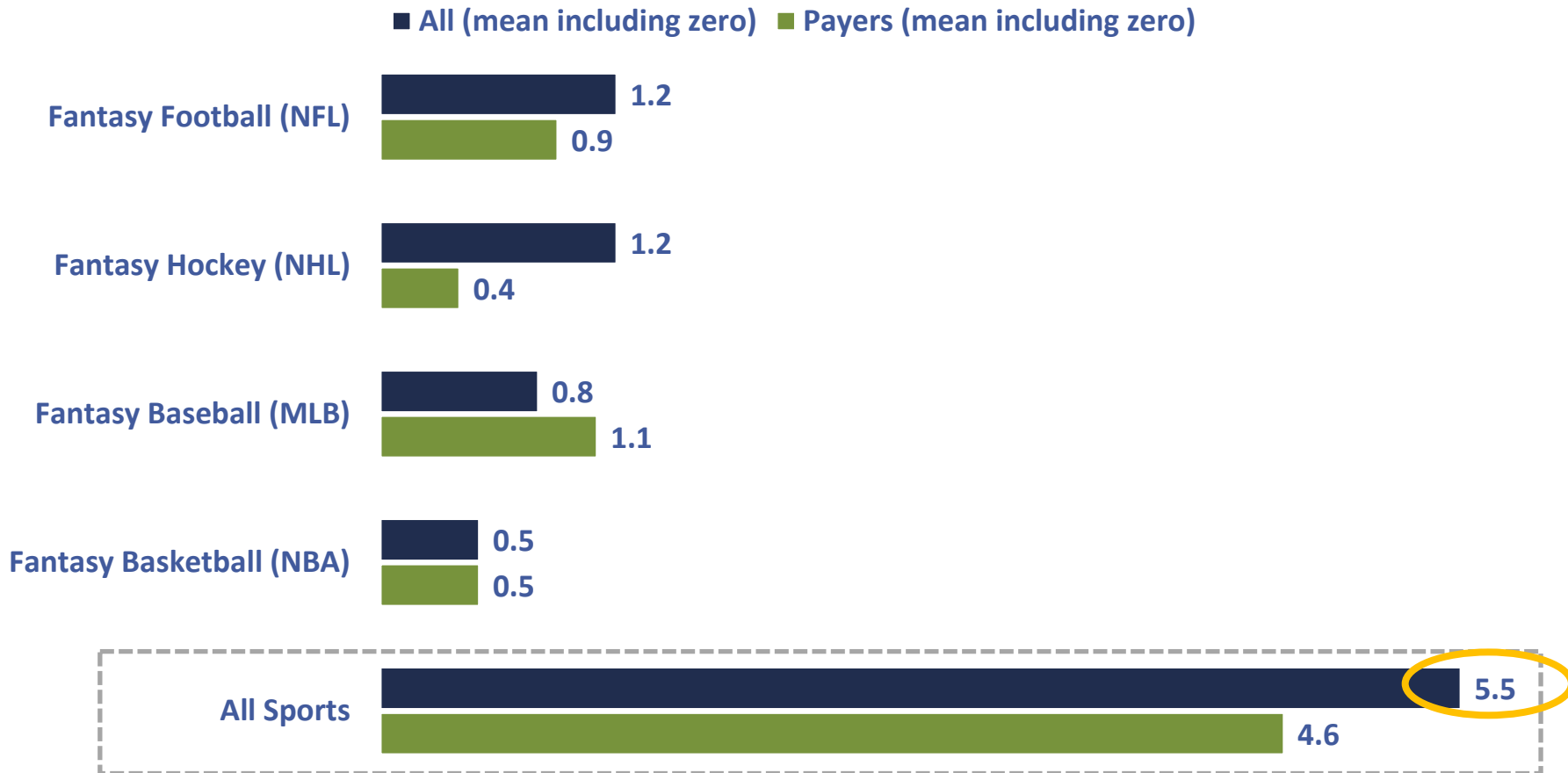


Base: Q7 Play only in single player challenge games/ both traditional leagues and single player leagues
Which of the following types of single player challenge games do you play by duration? (Please select all that apply).

Daily Single Player Challenge Games – Number of Leagues By Sport

- Fantasy sports players participating in daily single player challenge games play in an average of more than 5 daily leagues across all sports.

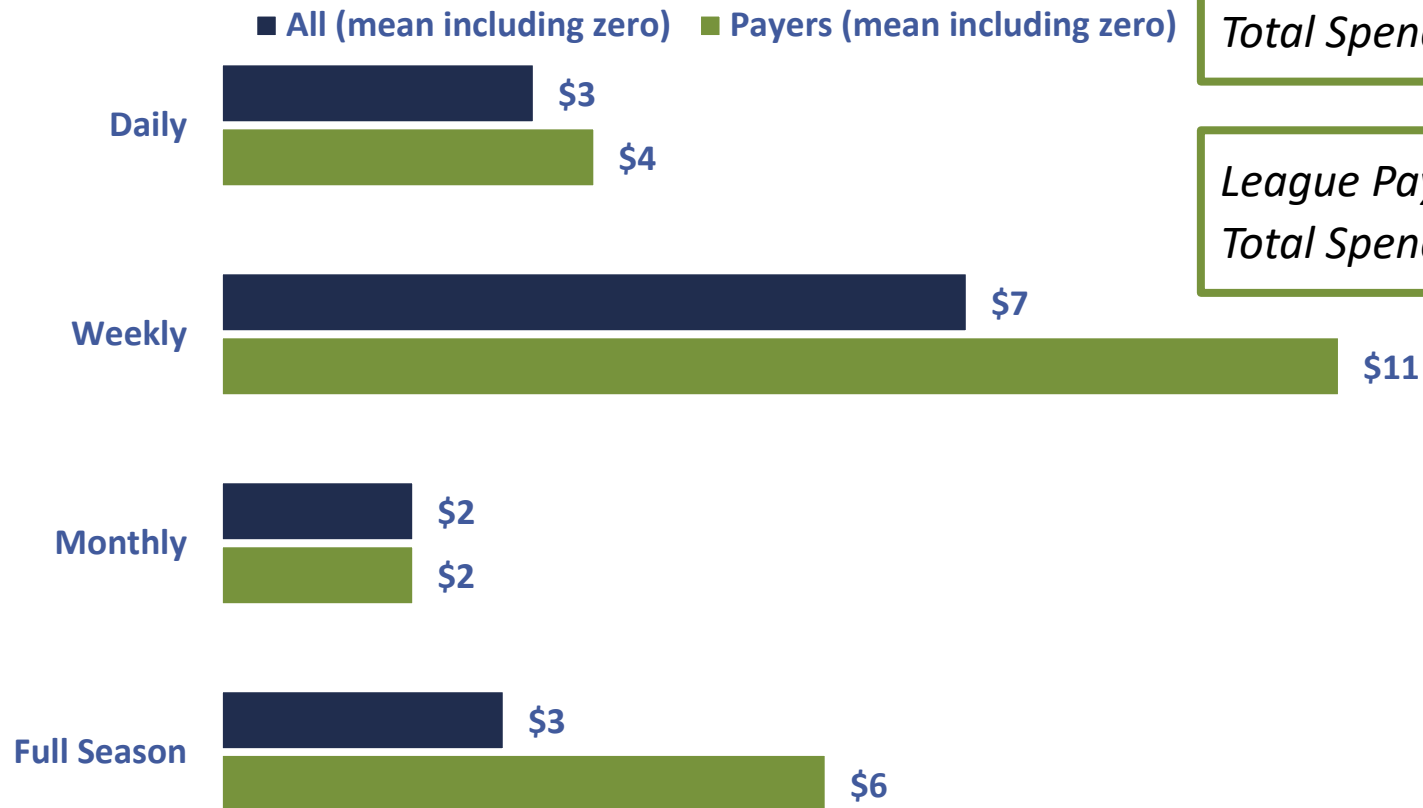
(Weekly, Monthly, Season games also displayed in appendix.)



Base: Play in games that start over daily (All, Payers)
Q8a (Please select the number of leagues you participate in for each sport listed below.)

Spending on Single Player Challenge Games – All Sports Summary

- Fantasy sports players spent an average of \$15 a season for single player challenge games.
- Those participating in at least one traditional league with league fees spent an average of \$23 on single player challenge games.



All Players

Total Spend = \$15

League Payers

Total Spend = \$23

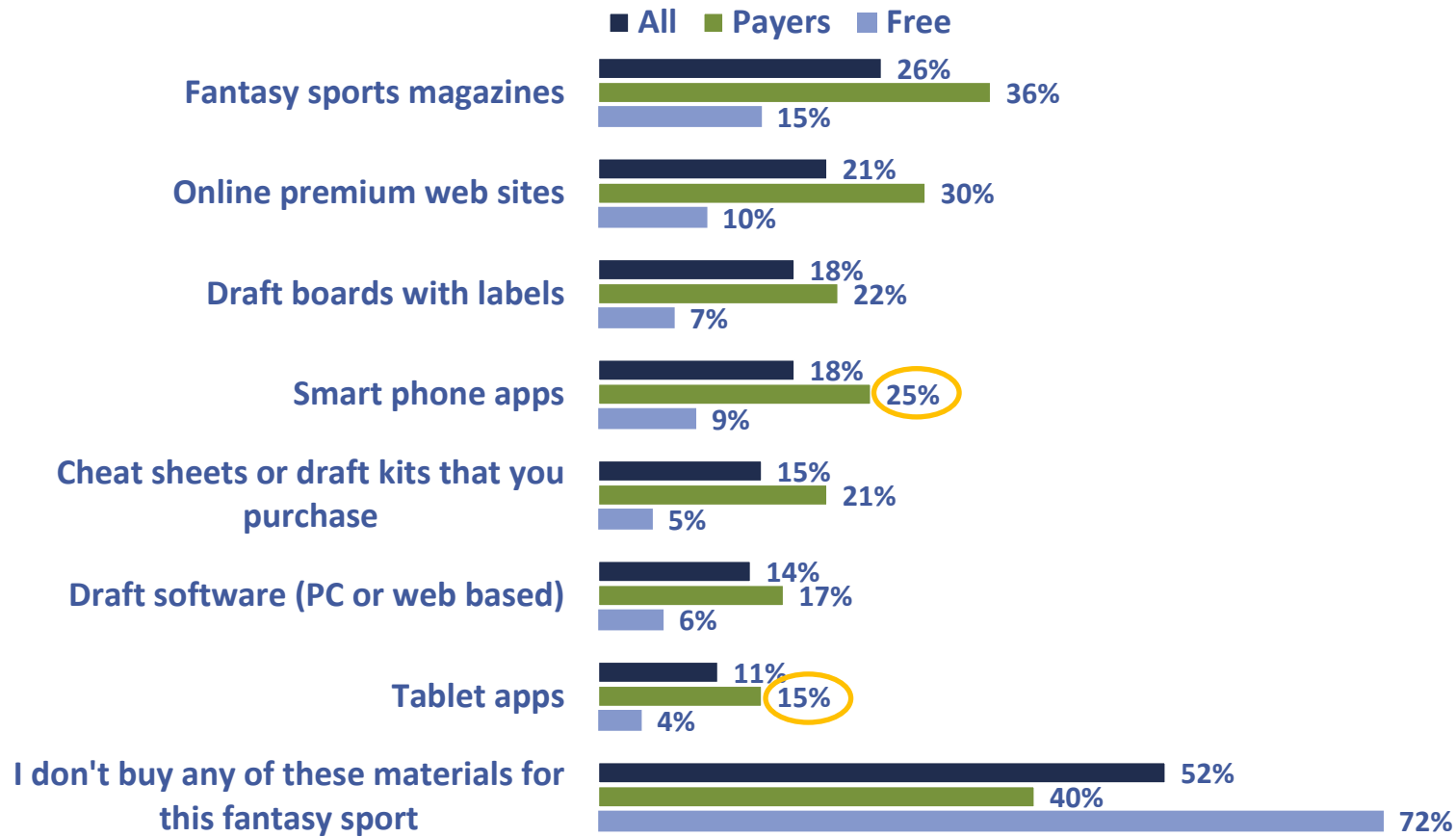
Base:
Q9

All, Payers
Across all of your single player challenge leagues, please enter the amount you pay, if anything, in an average season. Using only whole numbers, please enter one amount representing the total you pay in a full season for all your teams for each sport.

Fantasy Sports Spending – Materials

Prevalence of Fantasy Sports Materials Purchased – All Sports

- Fantasy sports magazines and online premium websites are the materials most commonly purchased.
- Those paying league fees are more likely to purchase fantasy sports related materials, including smart phone apps (25%) and tablet apps (15%).



Base:
Q10

All, Payers, Those not paying league fee
This next question focuses only on the materials you use to help you in your leagues. For each fantasy sport you play, please select what materials you regularly pay for. Please select all that apply.

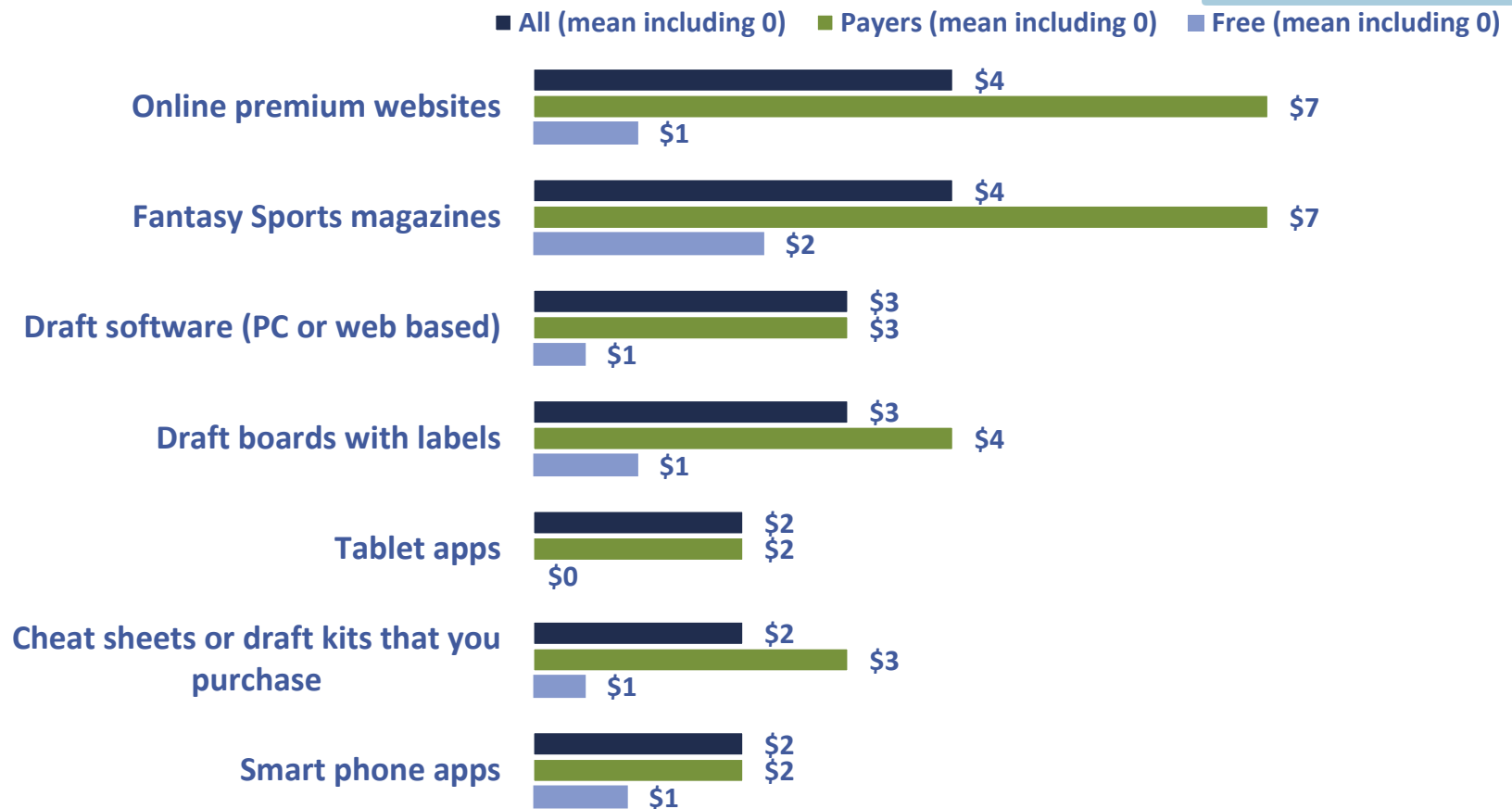
Amount Spent on Fantasy Sports Materials

- Fantasy players spent an average of \$20 a year on fantasy sports materials.
- Those paying a league fee spent an average of \$28 in the past year.

All Players
Total Spend = **\$20**

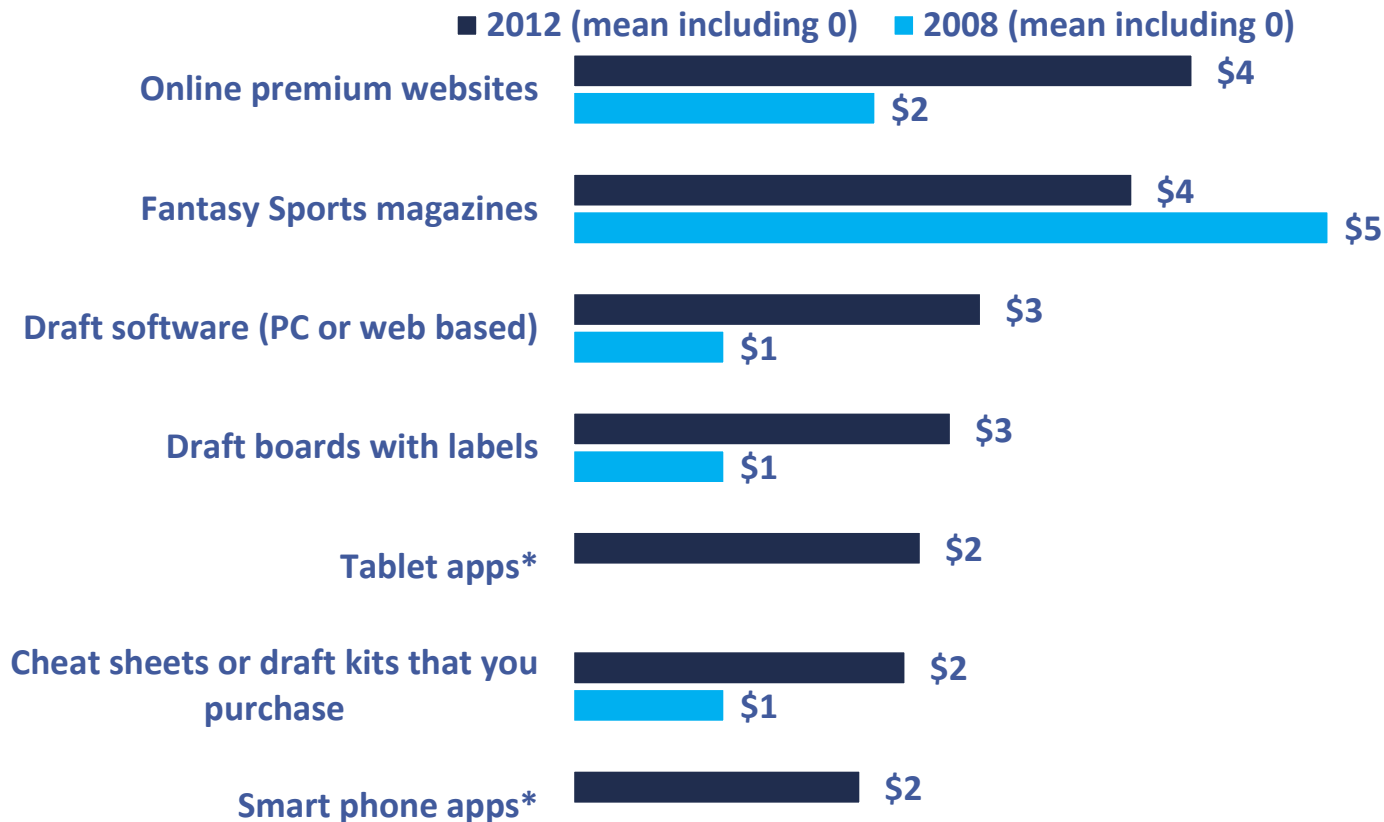
League Payers = **\$28**

Free Players = **\$7**



Amount Spent on Fantasy Sports Materials: 2012 vs. 2008 (All Players)

- Compared to 2008, fantasy sports player spent more, on average, on nearly all fantasy materials in 2012.
- The one exception is fantasy sports magazines.



*Did not ask about Apps in 2008

Fantasy Sports Spending – Summary



Fantasy Sports Player Spend Summary – All Players (includes Information Materials and Challenge Games)

- Fantasy sports players spent an average of \$95 on league related costs, single player challenge games, and fantasy related information materials over the past 12 months.



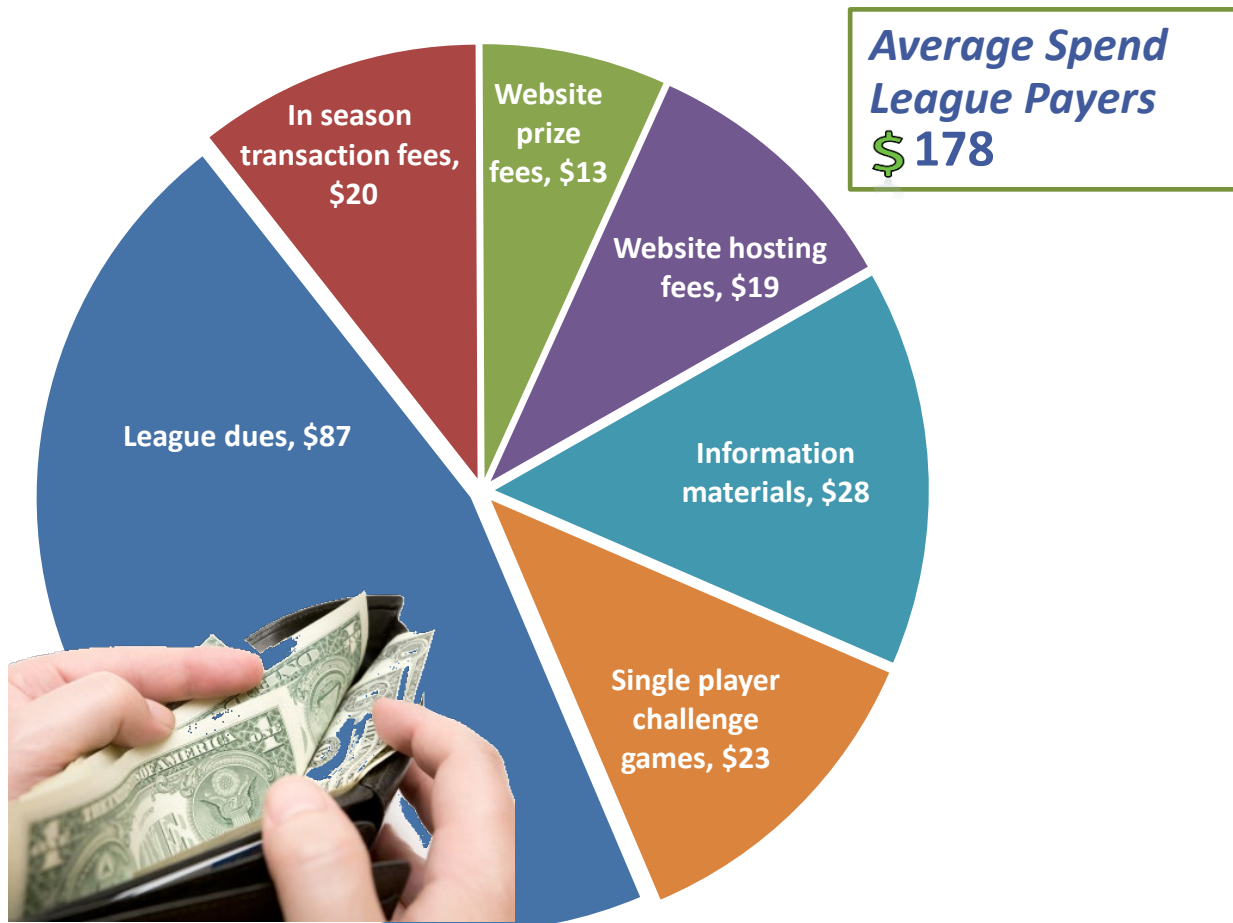
Category	Average Spend	US Market Spend
League Fees	\$36	\$1.18B
Transaction Fees	\$8	\$262M
Website Hosting Fees	\$9	\$295M
Website Prize Fees	\$7	\$230M
Information Materials	\$20	\$656M
Challenge Games	\$15	\$492M

**Average Spend
All Players
\$95**

Note: Based on means including zero, market spend based on 32.8+ million fantasy players from 2011 study.

Fantasy Sports Player Spend Summary – League Payers (includes Information Materials and Challenge Games)

- Fantasy sports players participating in leagues with dues spent an average of \$178 on league related costs, single player challenge games, and fantasy related information materials over the past 12 months.



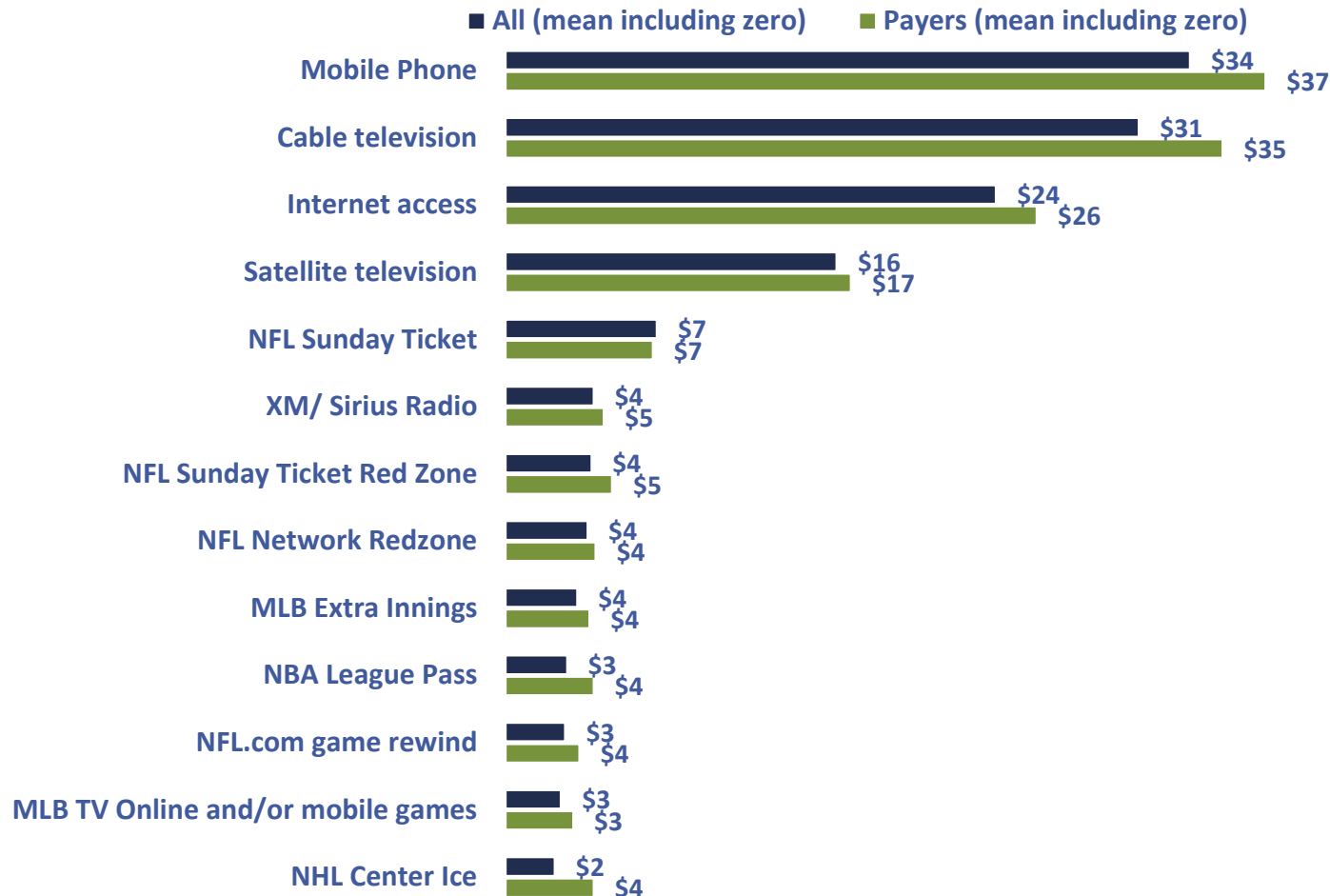
Based on means including zero.

Fantasy Sports Spending – Media Services



Amount Spent on Services Related to Fantasy Sports

- Fantasy sports players spent an average of \$34 on monthly service for their mobile phone, while spending an average of \$31 on cable.
- Among more fantasy-specific services, players spent an average of \$7 on NFL Sunday Ticket, \$4 each on NFL Sunday Ticket Red Zone and NFL Network Red Zone.



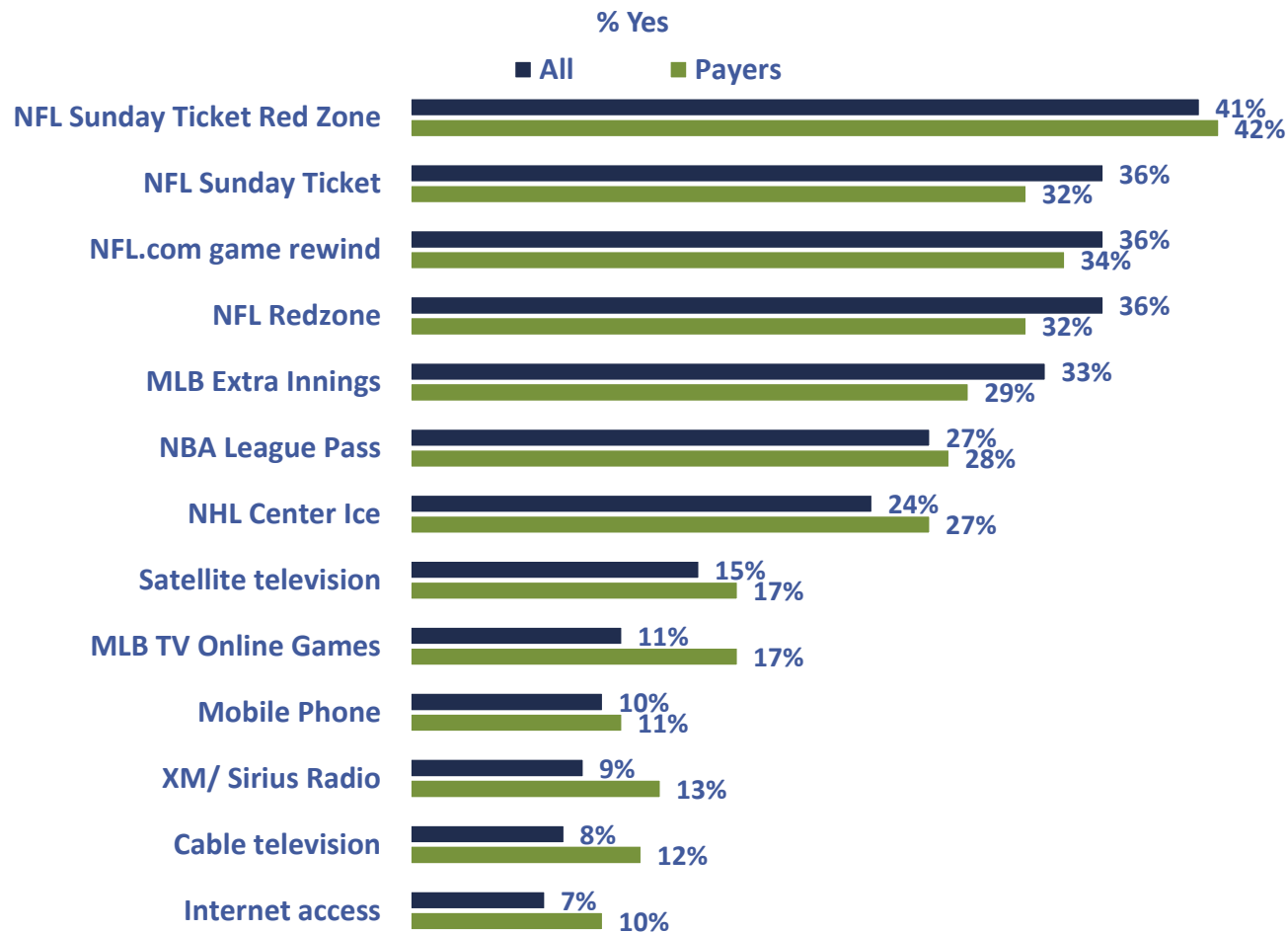
Base:
Q12a

All, Payers

We would now like to focus on services that you may use to access or enjoy fantasy sports. Of the following, please enter how much you spend on a monthly basis for each. If you do not subscribe, please enter "0" in the space provided.

Likelihood to Cancel Service without Fantasy Sports Play

- Among fantasy players paying for monthly services, over 40% said they would cancel NFL Sunday Ticket Red Zone if they did not play fantasy sports.



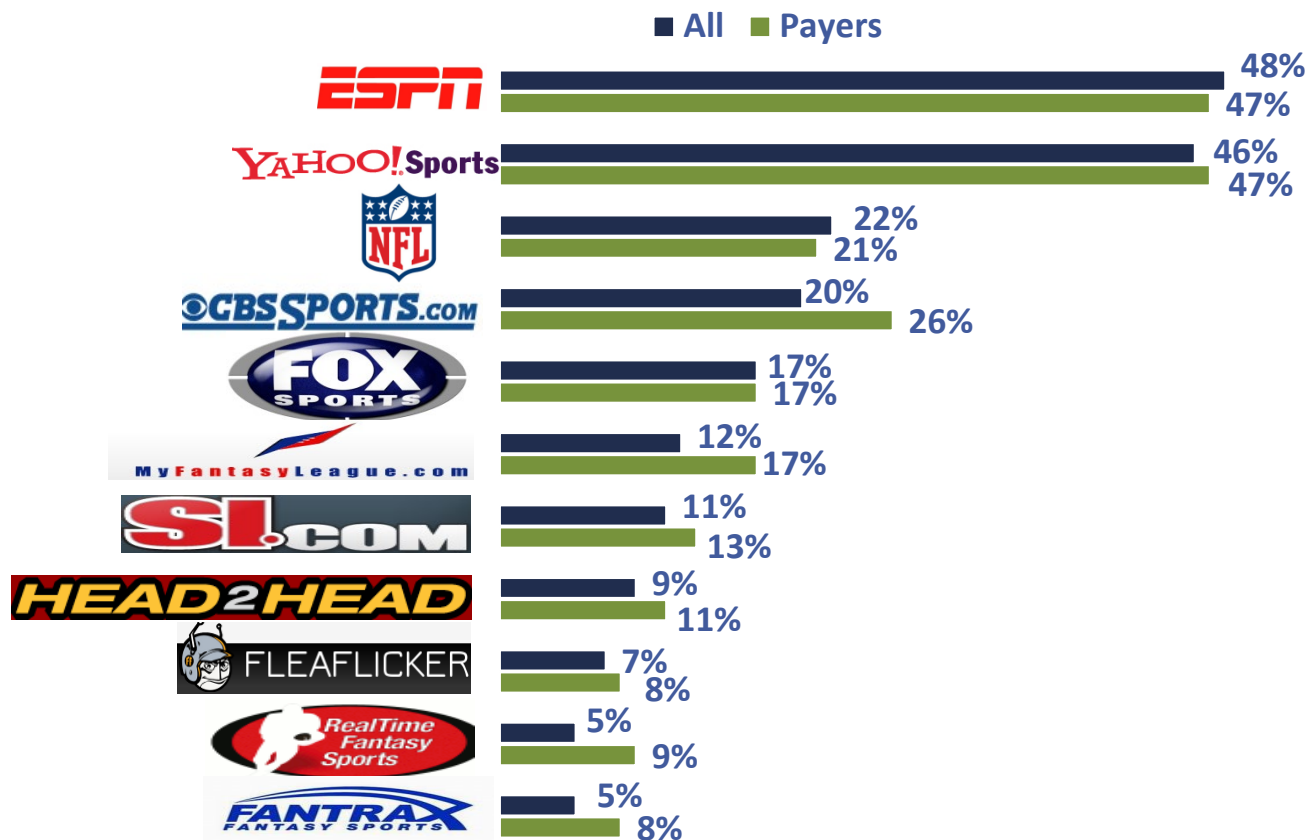
Base: Q13 Spend money on service on monthly basis
Which, if any, of the following would you cancel if you did not play fantasy sports? (Select all that apply)

Website Host of Traditional Leagues



Website Host – All Sports

- Fantasy sports players most commonly cite ESPN and Yahoo Sports as the websites used to host their leagues.
- This is true of both the total population of fantasy players, as well as those participating in leagues requiring a fee.



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

John McMurray
Associate Vice President
Ipsos Public Affairs
john.mcmurray@ipsos.com

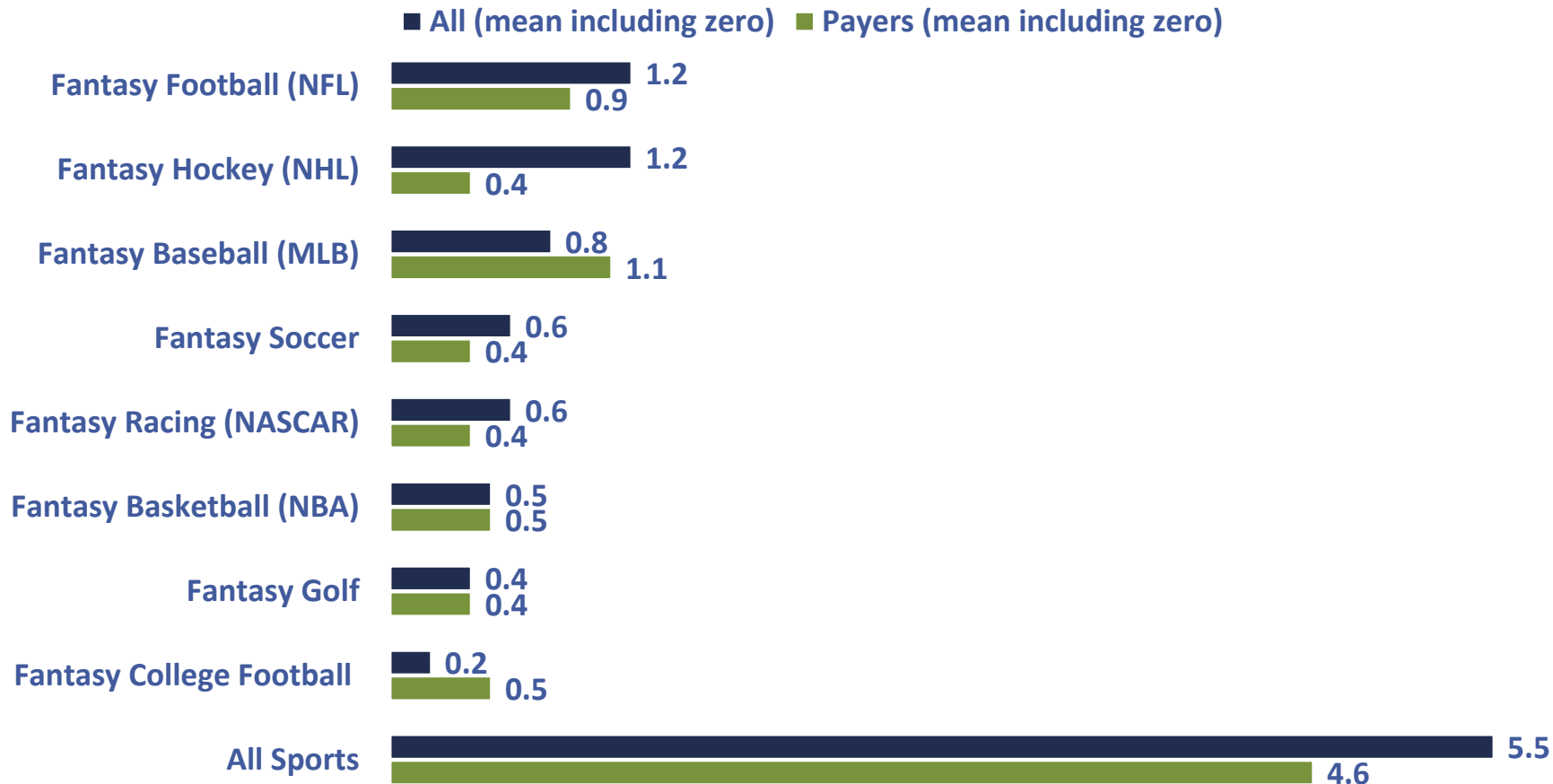
John McMurray

Appendix

Single Player Challenge Games

Daily Single Player Challenge Games – Number of Leagues By Sport

- Fantasy sports players participating in daily single player challenge games play in an average of more than 5 daily leagues across all sports.



Base: Play in games that start over daily (All, Payers)
Q8a (Please select the number of leagues you participate in for each sport listed below.)

Weekly Single Player Challenge Games – Number of Leagues By Sport



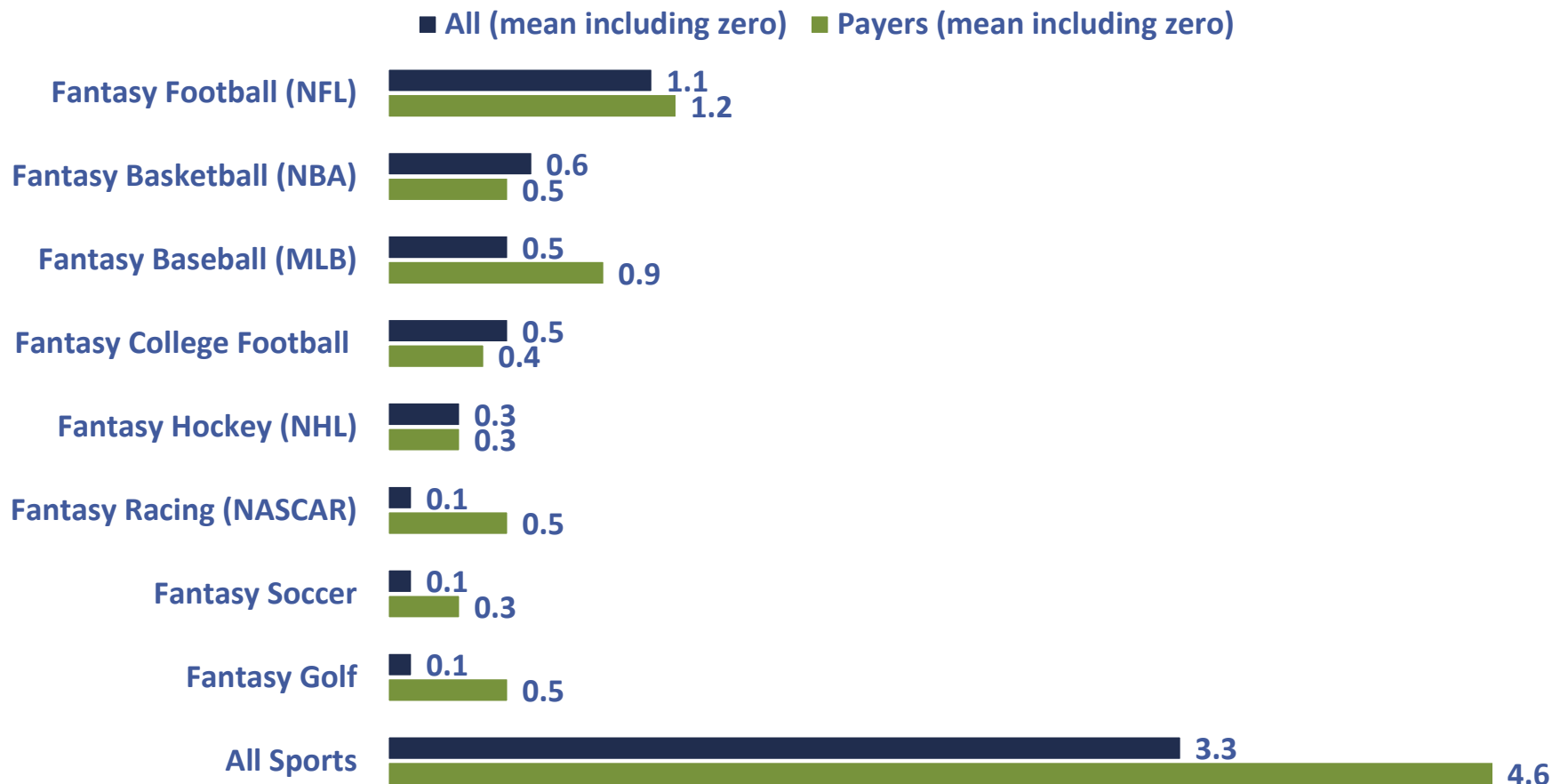
Base: Play in games that start over weekly (All, Payers)
Q8b (Please select the number of leagues you participate in for each sport listed below.)

Monthly Single Player Challenge Games – Number of Leagues By Sport



Base: Play in games that start over monthly (All, Payers)
 Q8c (Please select the number of leagues you participate in for each sport listed below.)

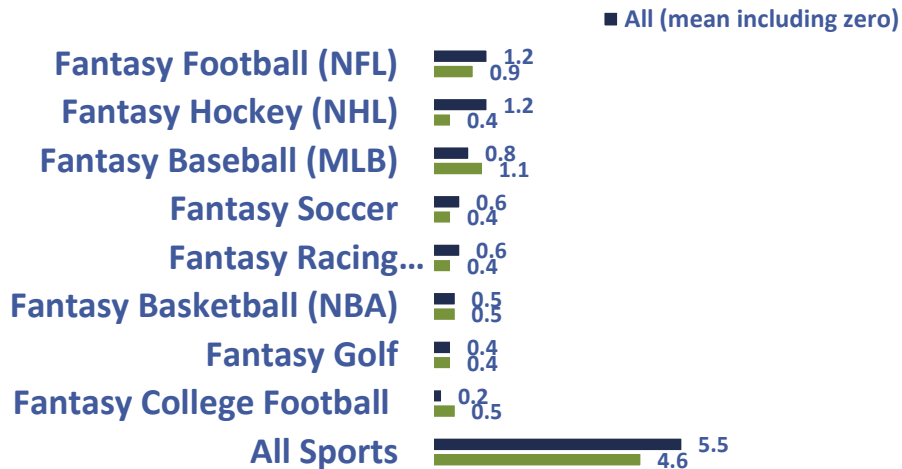
Season Single Player Challenge Games – Number of Leagues By Sport



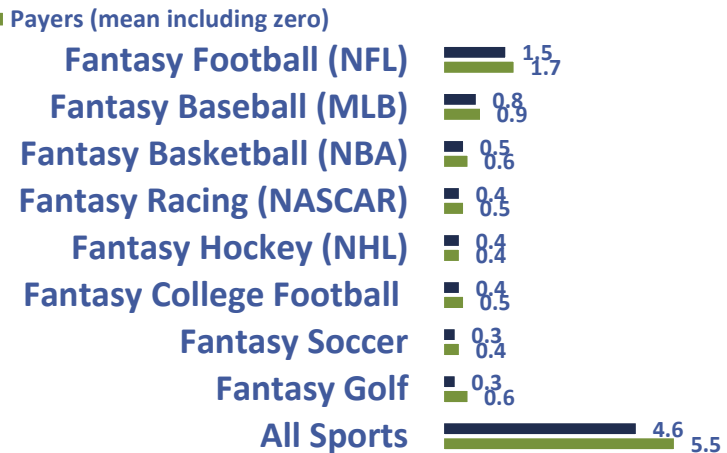
Base: Play in games that start over per season (All, Payers)
Q8d (Please select the number of leagues you participate in for each sport listed below.)

Single Player Challenge Games Summary (Number of Leagues)

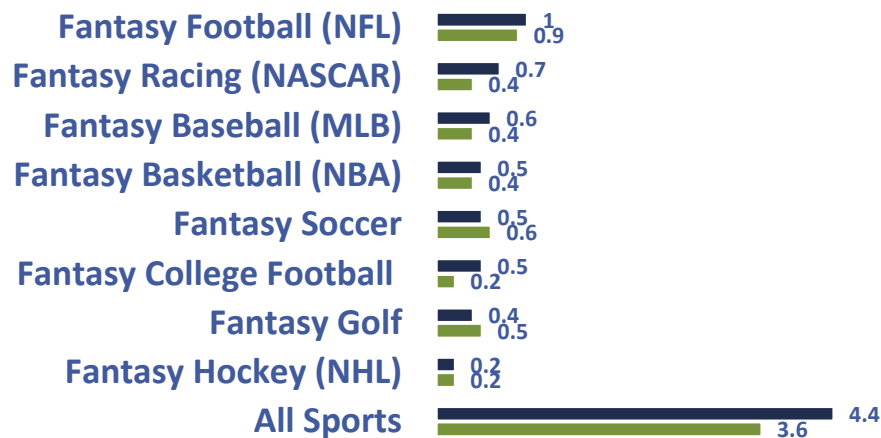
Games That Start Over Daily



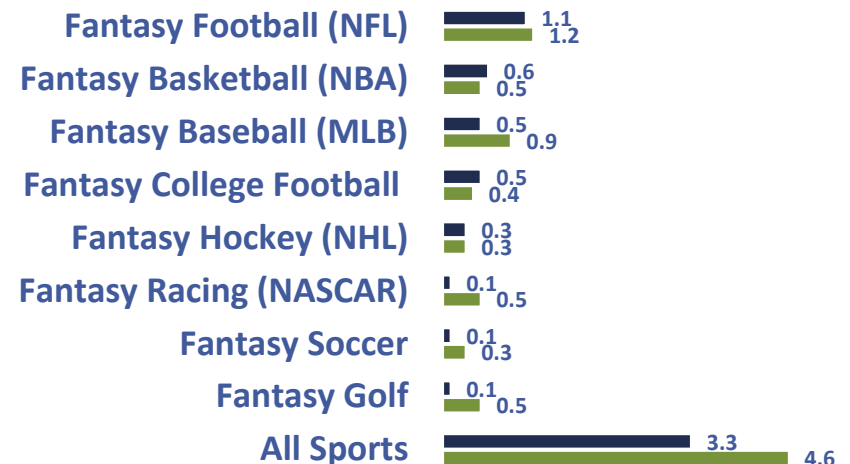
Games That Start Over Weekly



Games That Start Over Monthly

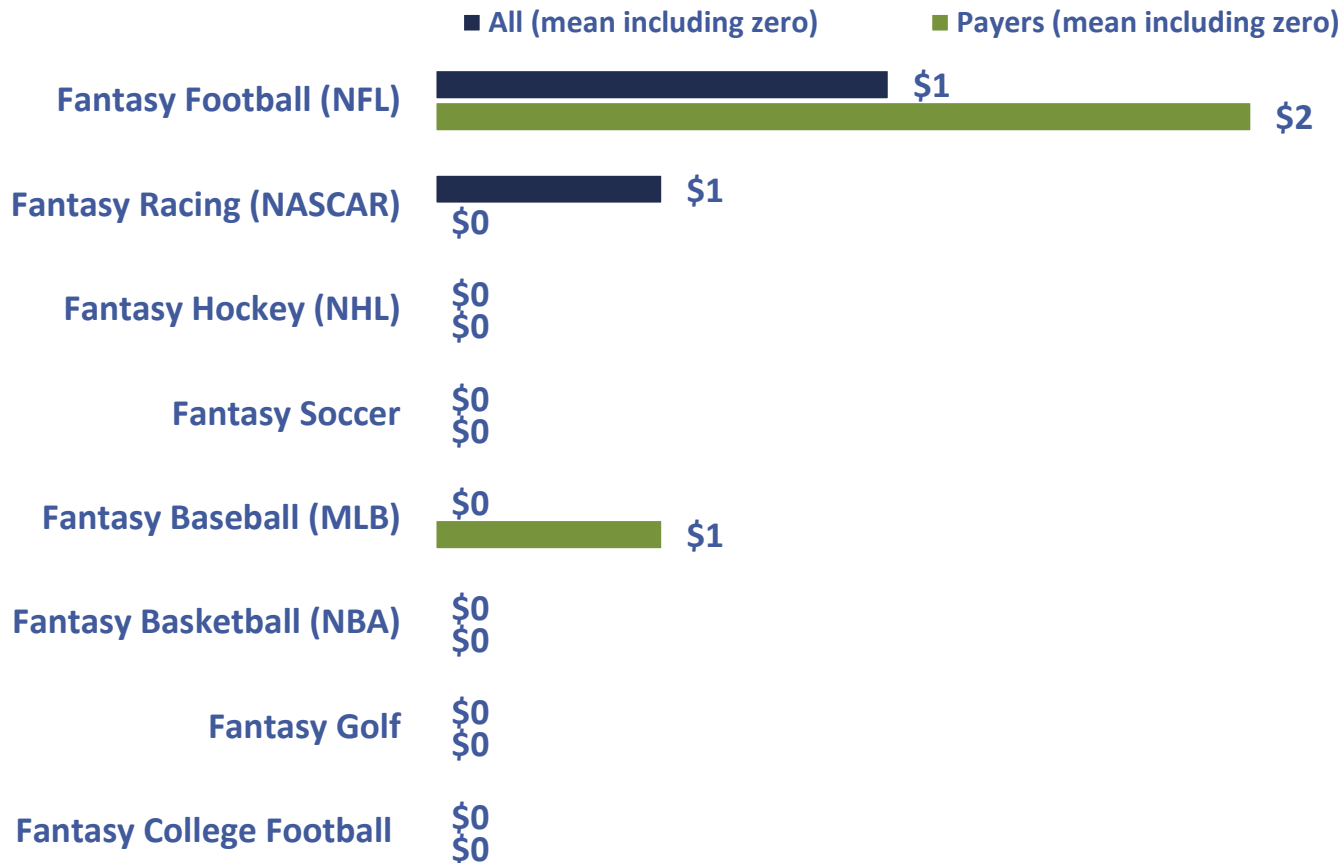


Games That are Season Long



Q8a - d (Please select the number of leagues you participate in for each sport listed below.)
Base: Play [daily, weekly, monthly, season long] single player challenge games

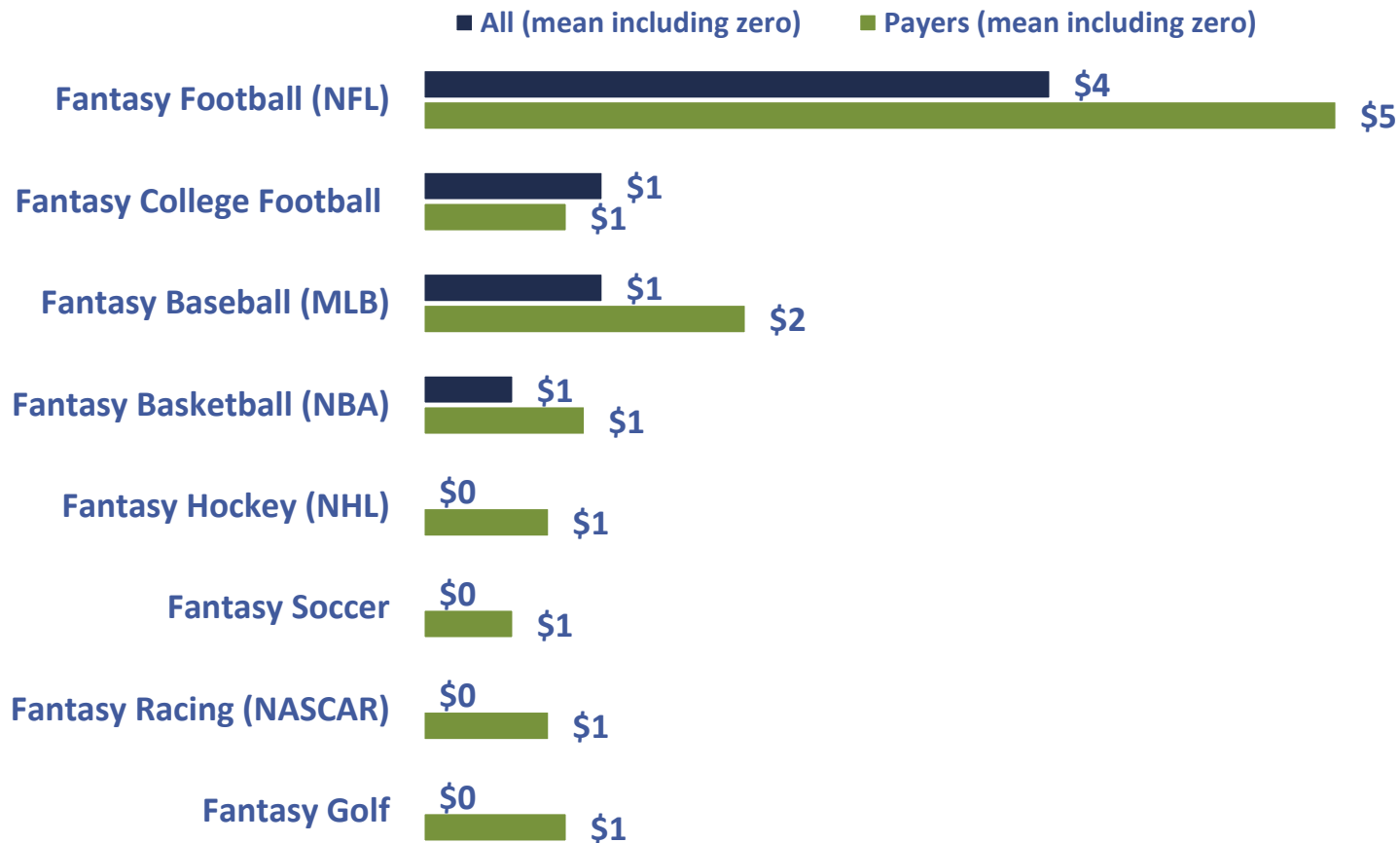
Amount Spent on Daily Single Player Challenge Games



Base:
Q9a

All, Payers
Across all of your **DAILY** single player challenge leagues, please enter the amount you pay, if anything, in an average season. Using only whole numbers, please enter one amount representing the total you pay in a full season for all your teams for each sport.

Amount Spent on Weekly Single Player Challenge Games



Base:
Q9b

All, Payers
Across all of your **WEEKLY** single player challenge leagues, please enter the amount you pay, if anything, in an average season. Using only whole numbers, please enter one amount representing the total you pay in a full season for all your teams for each sport.

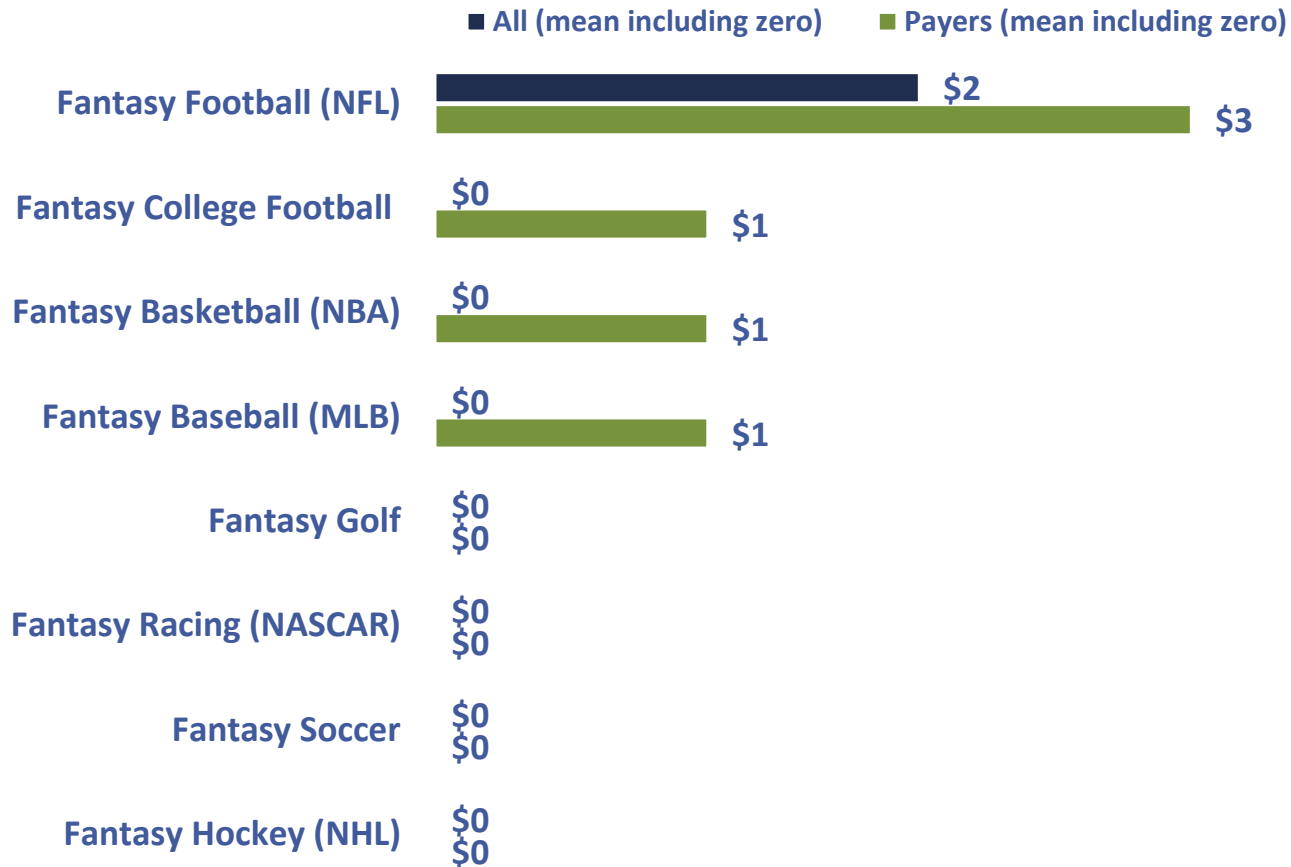
Amount Spent on Monthly Single Player Challenge Games



Base:
Q9c

All, Payers
Across all of your **MONTHLY** single player challenge leagues, please enter the amount you pay, if anything, in an average season. Using only whole numbers, please enter one amount representing the total you pay in a full season for all your teams for each sport.

Amount Spent on Season Single Player Challenge Games



Base:
Q9d

All, Payers
Across all of your **FULL SEASON** single player challenge leagues, please enter the amount you pay, if anything, in an average season. Using only whole numbers, please enter one amount representing the total you pay in a full season for all your teams for each sport.

Fantasy Sports Spending Materials and Media



Amount Spent on Fantasy Sports Materials – By Sport

ALL [MEAN]

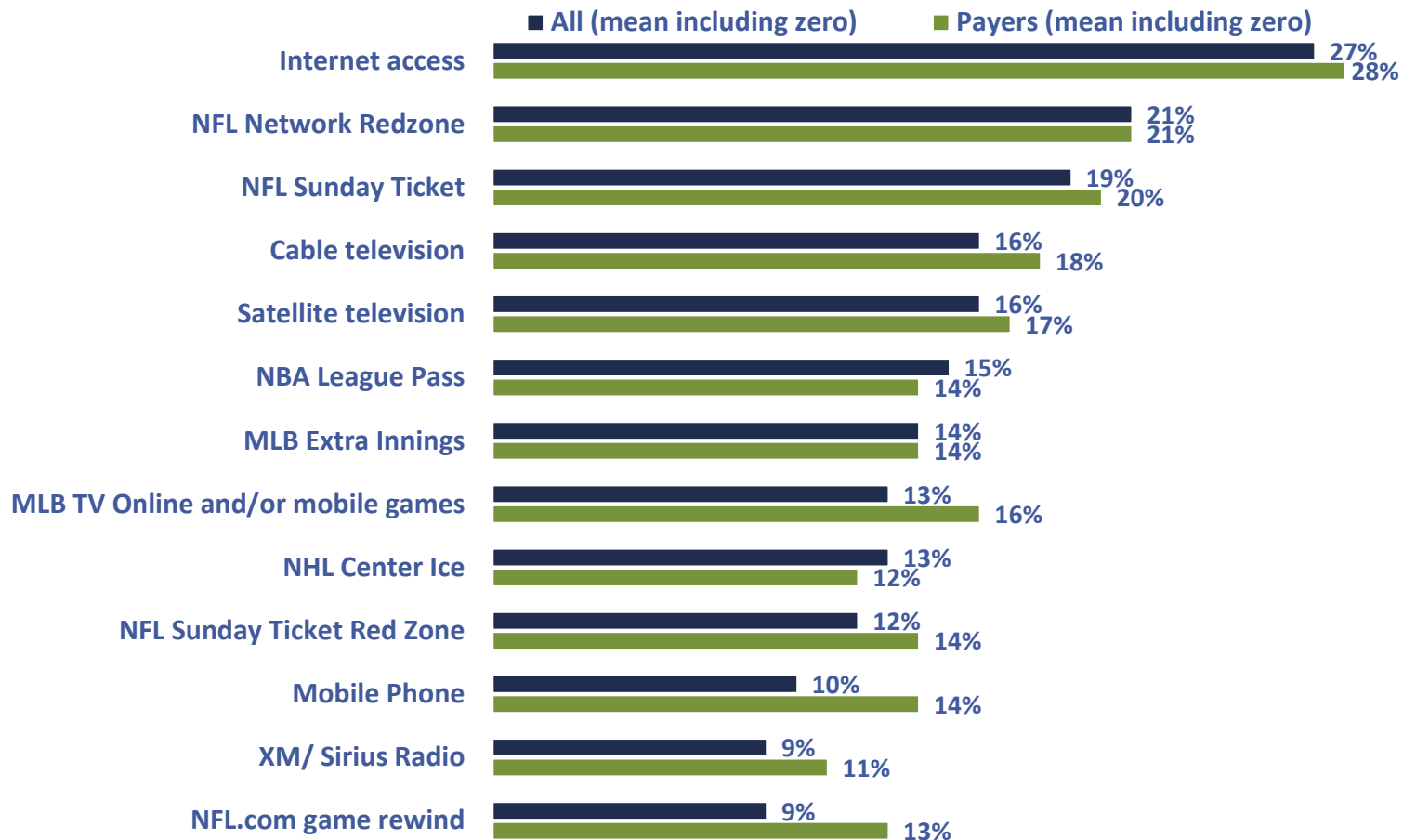
	Fantasy Football (NFL) \$	Fantasy Baseball (MLB) \$	Fantasy Basketball (NBA) \$	Fantasy Hockey (NHL) \$	Fantasy Golf \$	Fantasy Racing (NASCAR) \$	Fantasy College Football \$	Fantasy Soccer \$
Fantasy sports magazines	2.1	0.5	0.2	0.1	0.1	0.2	0.4	0.2
Online premium web sites	1.9	0.7	0.1	0.8	0.1	0.2	0.1	0.1
Cheat sheets or draft kits that you purchase	0.8	0.3	0.4	0.2	0.1	0.2	0	0.2
Draft boards with labels	0.6	0.4	0.5	0.2	0.1	0.1	0.3	0.3
Draft software (PC or web based)	1.2	0.4	0.2	0.2	0.1	0.3	0.1	0.3
Tablet apps	0.6	0.5	0.1	0.3	0.2	0.3	0.2	0.1
Smart phone apps	0.7	0.2	0.2	0.1	0.2	0.1	0.1	0.3

PAYERS [MEAN]

Fantasy sports magazines	3.4	0.8	0.5	0.3	0.6	0.4	0.4	0.4
Online premium web sites	2.9	1.5	0.5	0.2	0.2	0.5	0.4	0.4
Cheat sheets or draft kits that you purchase	1.2	0.5	0.5	0.3	0.2	0.1	0.2	0.4
Draft boards with labels	1.7	0.4	0.4	0.2	0.1	0.3	0.3	0.2
Draft software (PC or web based)	1	0.4	0.2	0.3	0.1	0.2	0.5	0.3
Tablet apps	0.6	0.5	0.2	0.2	0.2	0.2	0.2	0.2
Smart phone apps	0.7	0.2	0.2	0	0.1	0.1	0.1	0.4

Base: All, Payers
 Q11 How much do you spend for each sport on each of these materials or services? Using only whole numbers, please enter the amount you spend on each item in the space provided below.

Percentage Time Service Used for Fantasy Purposes



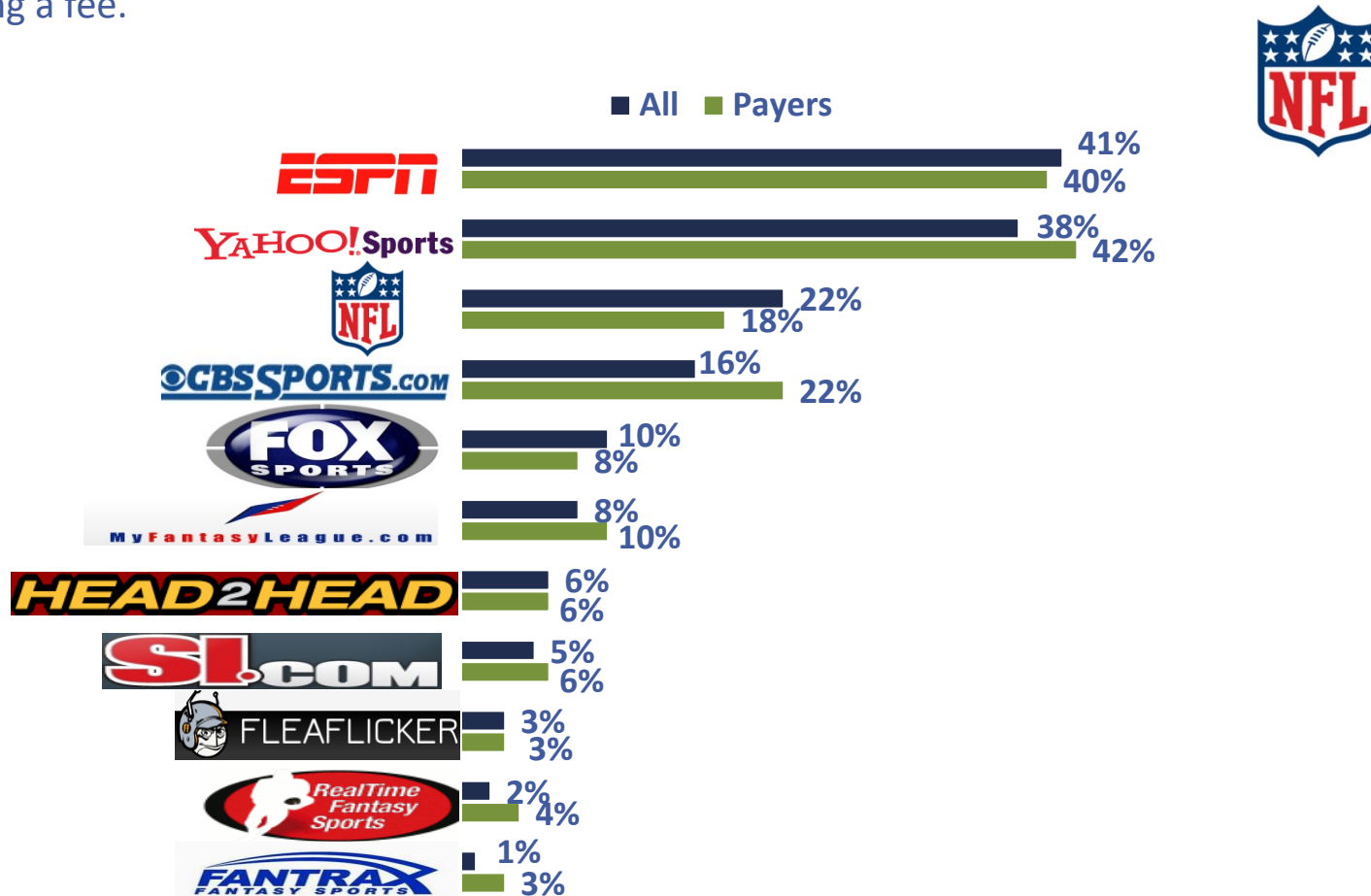
Base: Have spend money on that monthly service
Q12b Of the following services, please enter what percentage of time, you consume these services specifically for fantasy sports.

Website Host of Traditional Leagues



Website Host – Fantasy Football

- Fantasy football players most commonly cite ESPN and Yahoo Sports as the websites used to host their leagues.
- This is true of both the total population of fantasy players, as well as those participating in leagues requiring a fee.

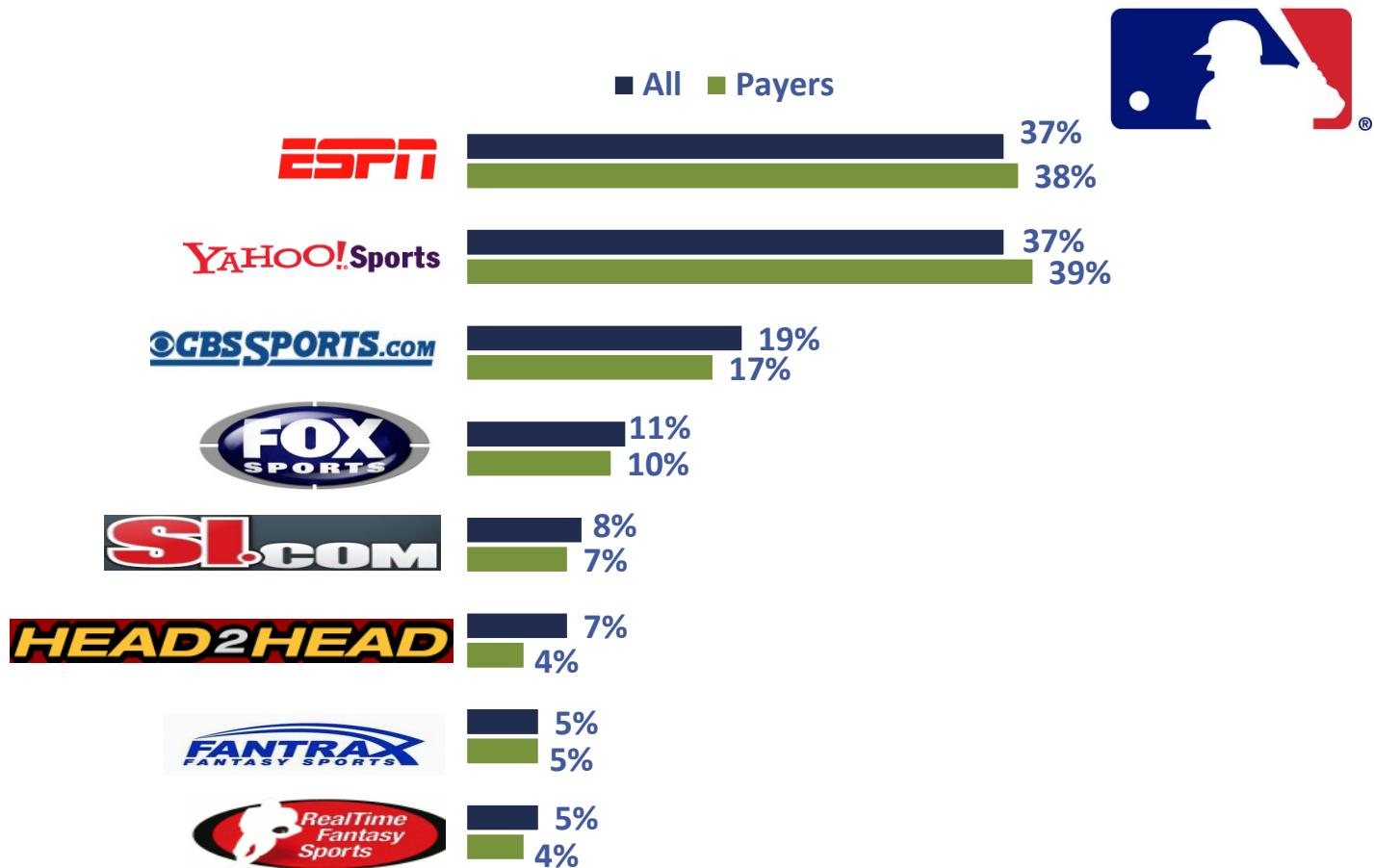


Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

Website Host – Fantasy Baseball

- Fantasy baseball players say ESPN and Yahoo Sports are the websites most often used to host their leagues.
- There is little difference between all fantasy baseball players and those participating in leagues with fees.

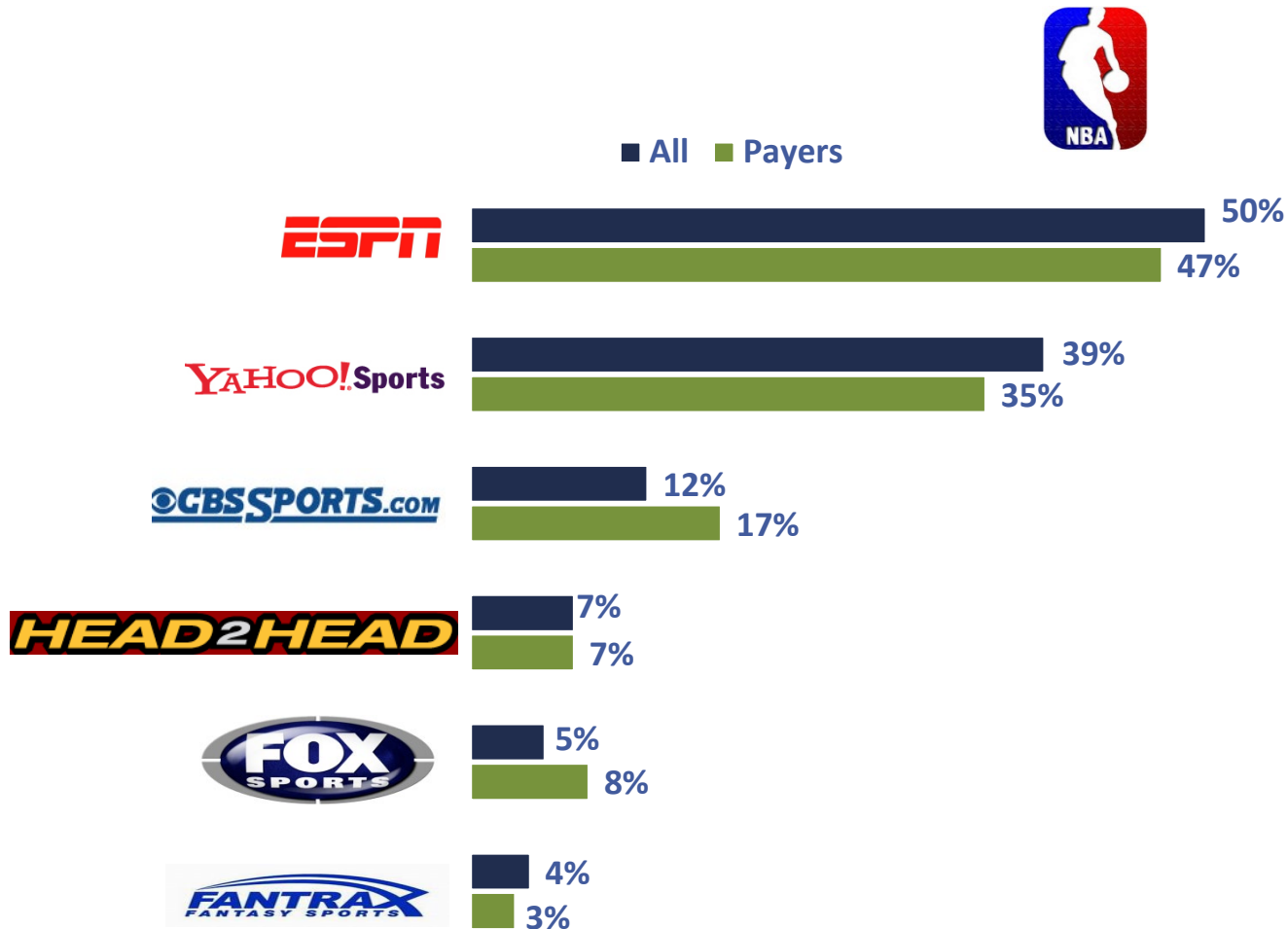


Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

Website Host – Fantasy Basketball

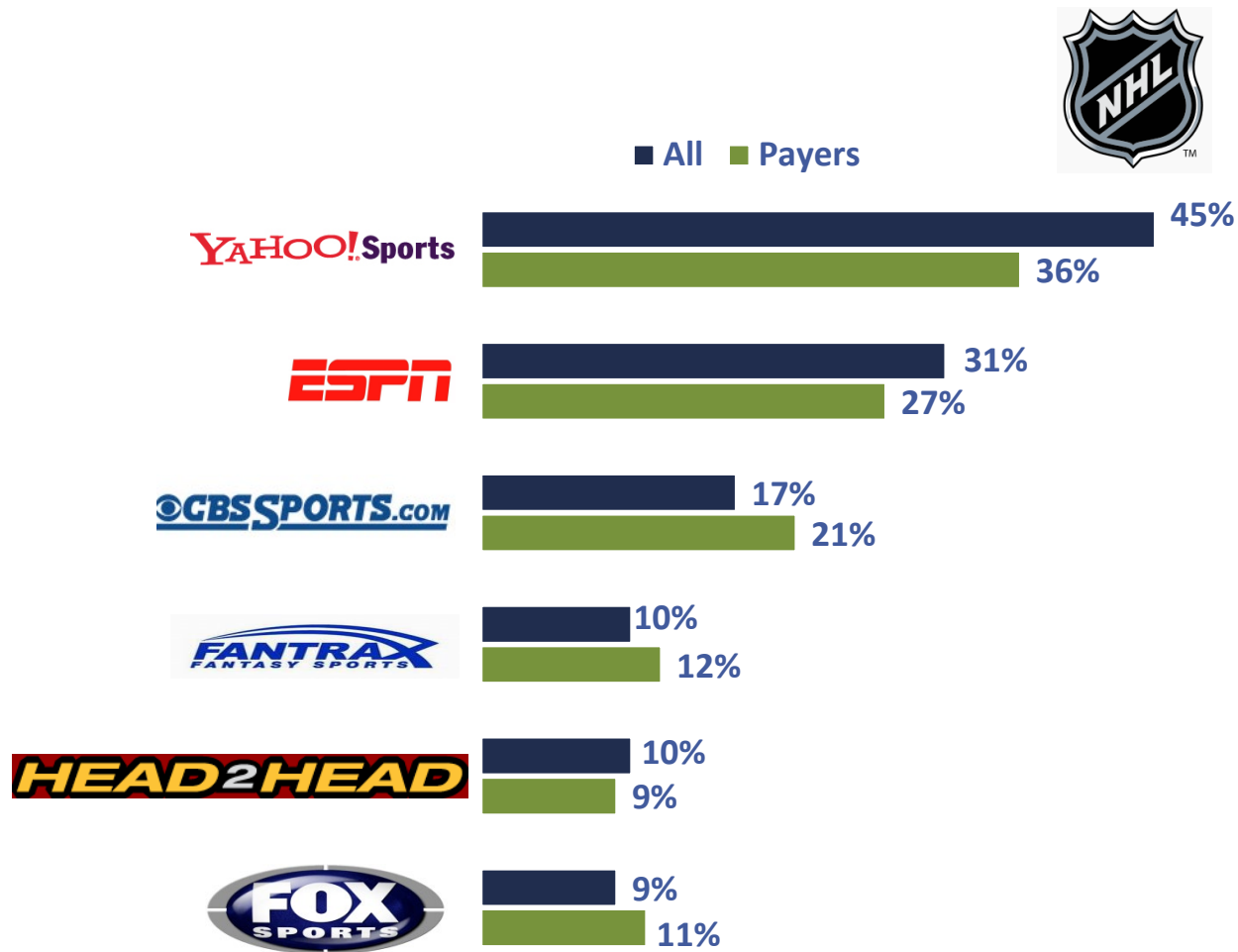
- Fantasy basketball players cite ESPN and Yahoo Sports as the websites used to host their leagues.



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

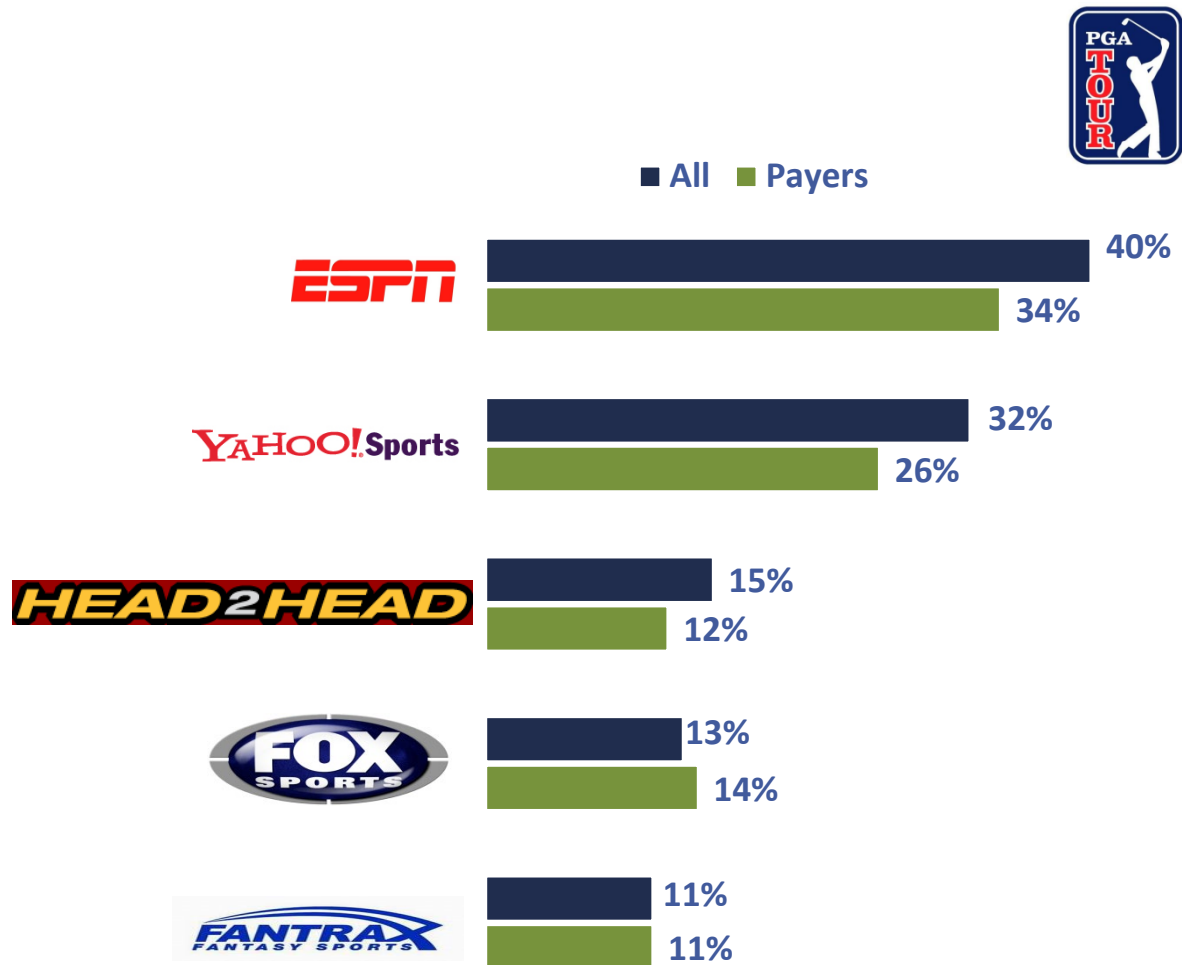
Website Host – Fantasy Hockey



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

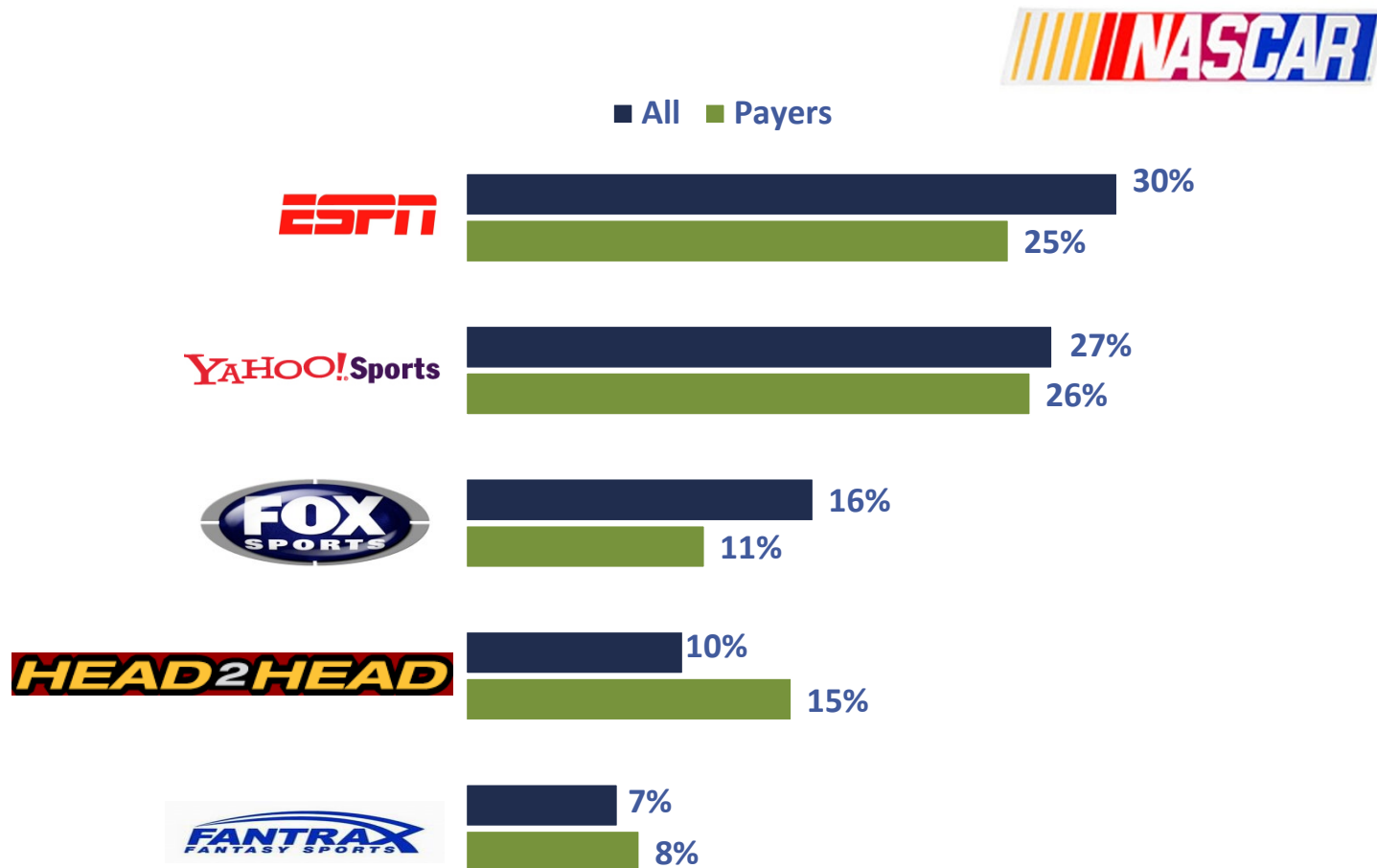
Website Host – Fantasy Golf



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

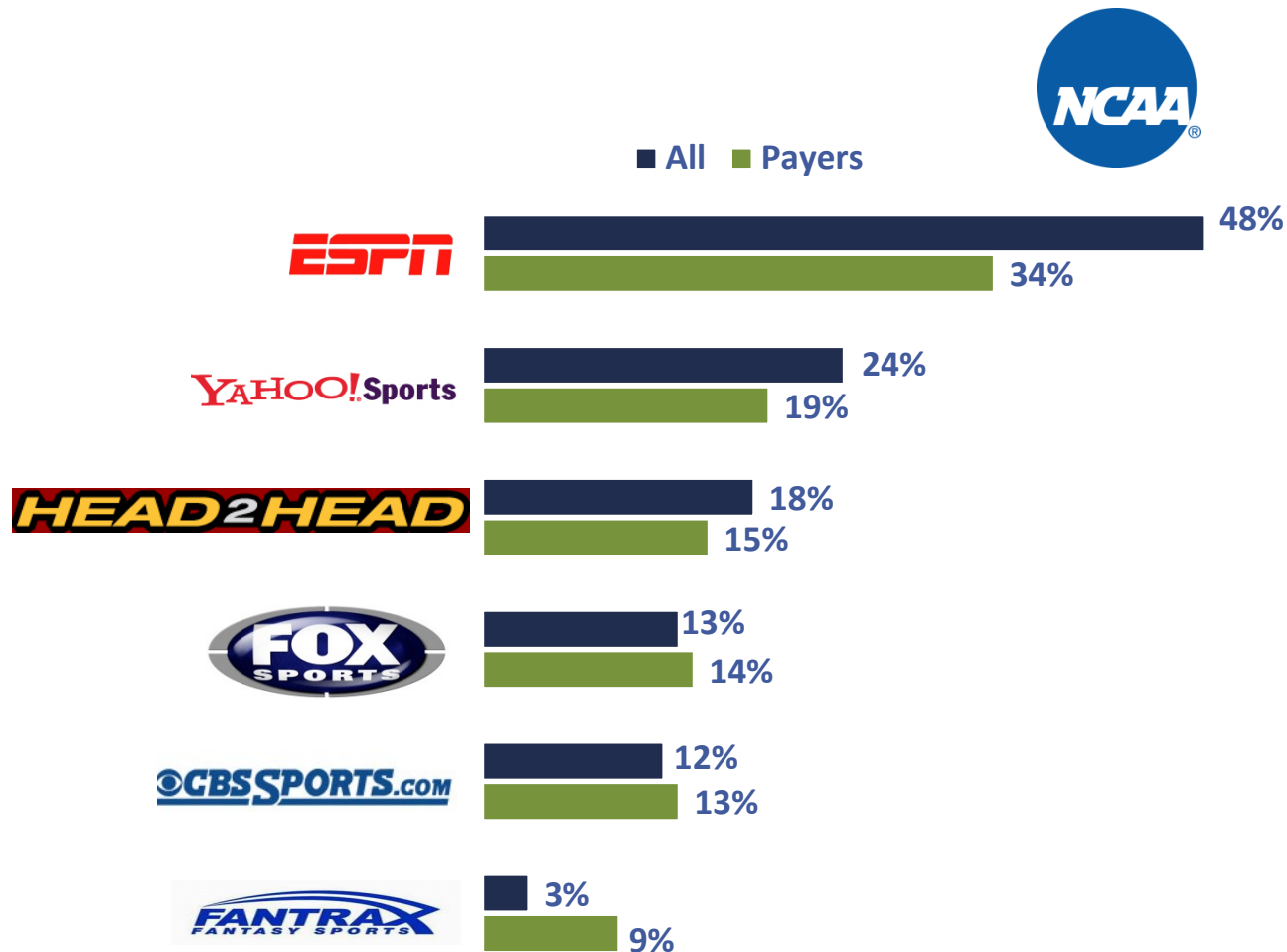
Website Host – Fantasy Racing



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

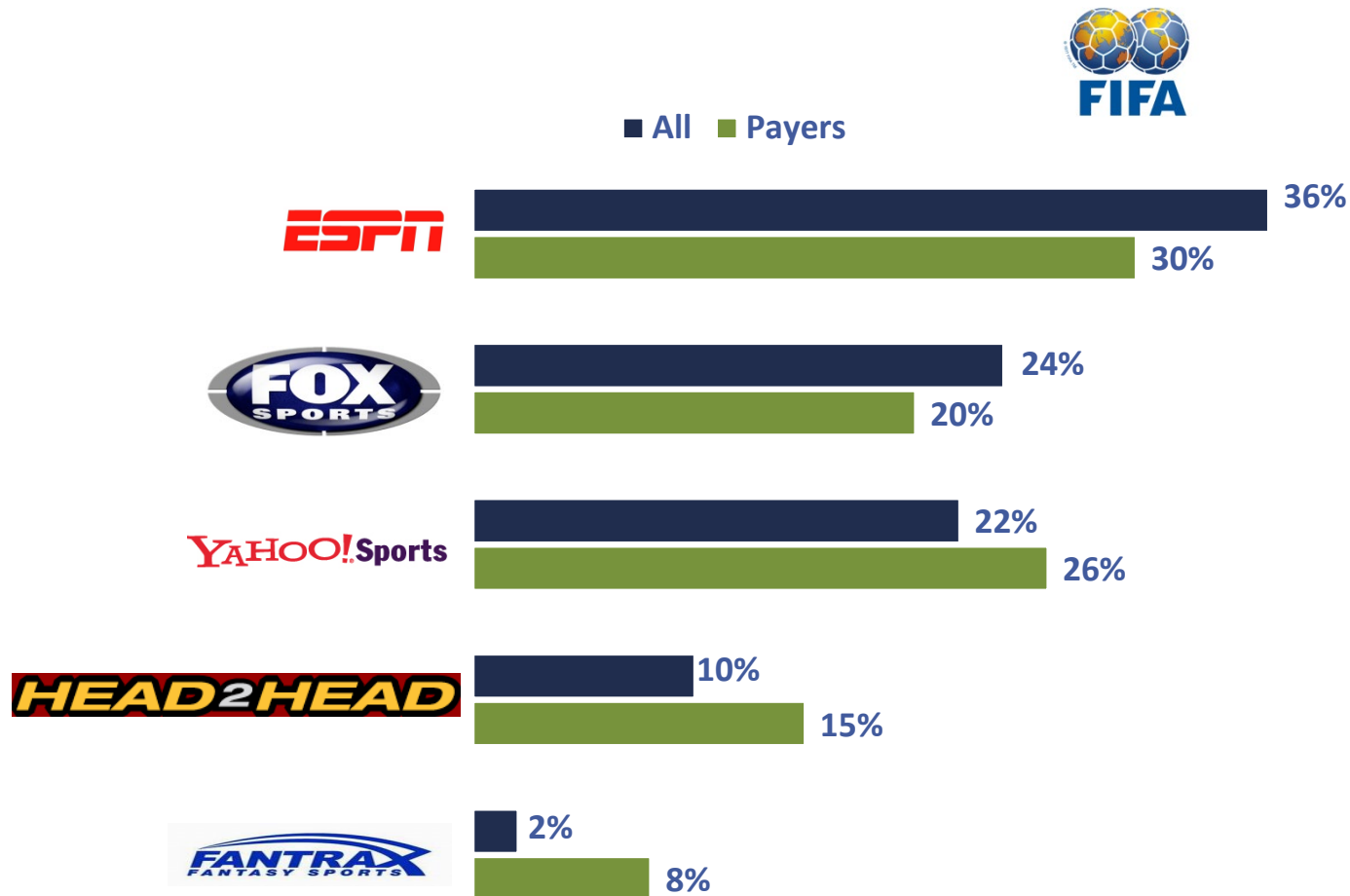
Website Host – Fantasy College Football



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

Website Host – Fantasy Soccer



Base:
Q4

Play that fantasy sport
4. Thinking only of traditional leagues ([Hyperlink to definition at Q2](#)), what web site is used to host your league(s)? This is the web site that holds the information for all the teams in your league as well as the schedule, statistics, scores, and standings for the league. Please select one web site for each traditional fantasy sports league you play in.

Methodology	Date	Who	Qualifications	Length of Time
Online interviewing methodology 	May 3rd to May 12th, 2012 	Rep Group: n=503 fantasy sports players within the U.S. Payer Group: n=688 fantasy players who play in at least one league in which they pay a fee/league dues	To qualify for the study, respondents must have played fantasy sports within the past 12 months.	The survey averaged approximately 15 minutes in length.

Accuracy:

With a sample size of n=503 respondents in the representative group of fantasy players, results are accurate to +/- 4.37% when tested at the 95% confidence interval.