

# BEYOND THE GOALS

## EUROS 2024: FAN OPTIMISM & INSIGHTS REPORT

A REPORT BY

LiveScore™

# OVERVIEW

LiveScore conducted a comprehensive study on the upcoming Euro 2024 tournament, surveying over 1,750 UK app users in January 2024. The research delved into fan optimism, changing behaviours, content consumption, and how brands can utilise sports partnerships. The information gained provides valuable industry-wide insights, shedding light on fans' intentions to participate and engage in the Euro 2024 tournament.

## RESPONSE



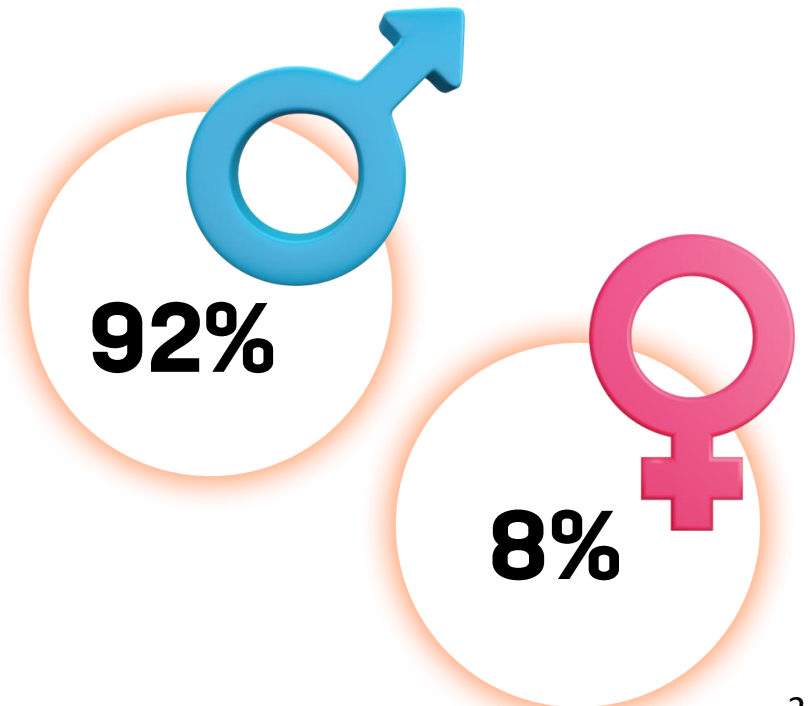
**1,750+**  
app users

## LOCATION



**UK**  
users only

## GENDER



# A FESTIVAL OF INTERNATIONAL FOOTBALL

When?

 14 June - 14 July

Where?

 10 cities in **Germany**

Audience?

 **LIVE**

**5 billion+** cumulative live TV audience worldwide



**2.7 million** fans in the stadiums

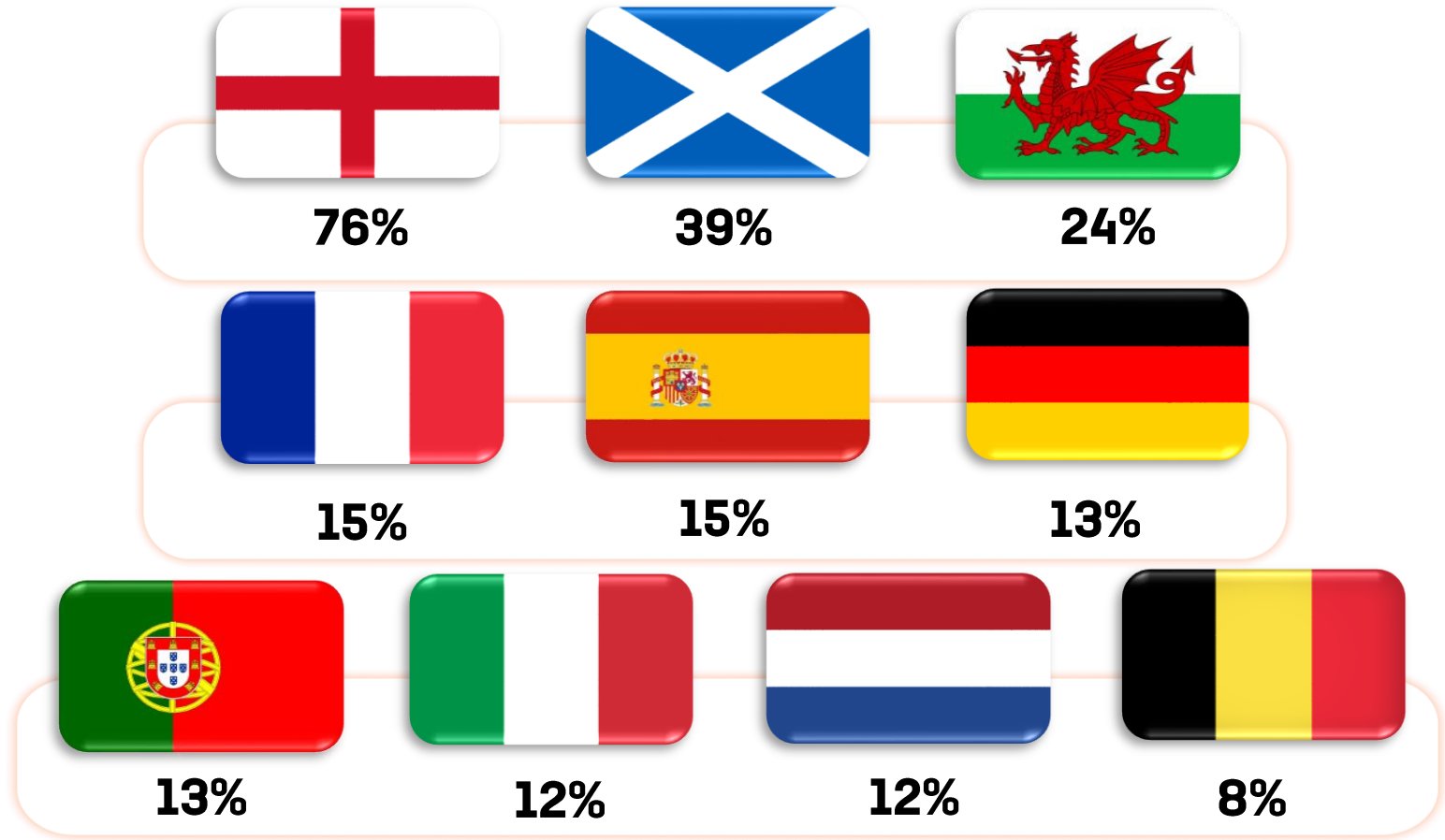


# FAN OPTIMISM

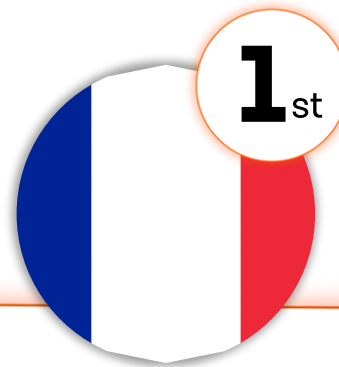




# WHO WILL OUR USERS BE FOLLOWING?



# FOCUSING ON THE PITCH, WHO WILL WIN?



**38%**



**34%**

Most users are predicting either France or England to win the Euros.



**9%**

Germany were also heavily backed to achieve a fairytale victory on their home soil.



From the top nations competing, Belgium was tipped most likely to underperform

# IT'S COMING HOME?

England fans are anticipating a Summer of success at EURO 2024...

**26%**

**Winners**

**32%**

**Finalists**

**31%**

**Semi-  
finalists**

**10%**

**Quarter-  
finalists**

If the fans are to be believed, brands positioning around England will be **reaching fans in moments of increased passion and joy** this Summer





# WHO DO THE LIVESCORE USERS FANCY FOR TOP SCORER?

46%



Harry Kane

32%



Kylian Mbappé

6%



Jude Bellingham

4%



Cristiano Ronaldo

2%



Antoine Griezmann



# HEROES AND VILLAINS?

Key Player?

**Harry Kane**

Most Cards?

**Italy**



**From the England supporters polled, who is their top choice as next England Manager?**

Eddie Howe  
**(28%)**

Pep Guardiola  
**(22%)**

Jose Mourinho  
**(12%)**

# FAN BEHAVIOURS & INSIGHT



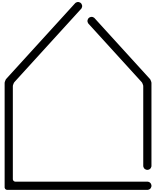
# FOOTBALL MEANS SO MUCH TO SO MANY PEOPLE.


WHAT DO LIVESCORE USERS VALUE THE MOST WHEN FOLLOWING THE EUROS?

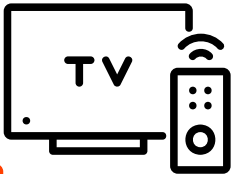



# AT HOME, AT THE PUB, OR IN THE STANDS?

## FOLLOWING

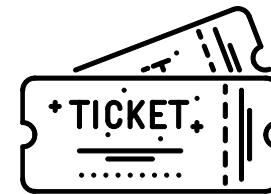
**86%**   
Of fans will be watching games from the comfort of their own home

**37%**   
Of LS users will be watching games at a friend or family member's house

**20%**   
Of users even said that they would consider upgrading their TV for Euro 2024!

**56%**   
Of our surveyed users say they will watch a game in a pub.


## ATTENDING




**15%**

of our users are likely or very likely to travel to and attend the tournament live

### How many Euros tournaments have you attended?

**30%**   
of our users having attended at least one Euro tournament in the past

**55%**   
of our users never been, but would like to in the future.



# LIVE AND IN THE MOMENT



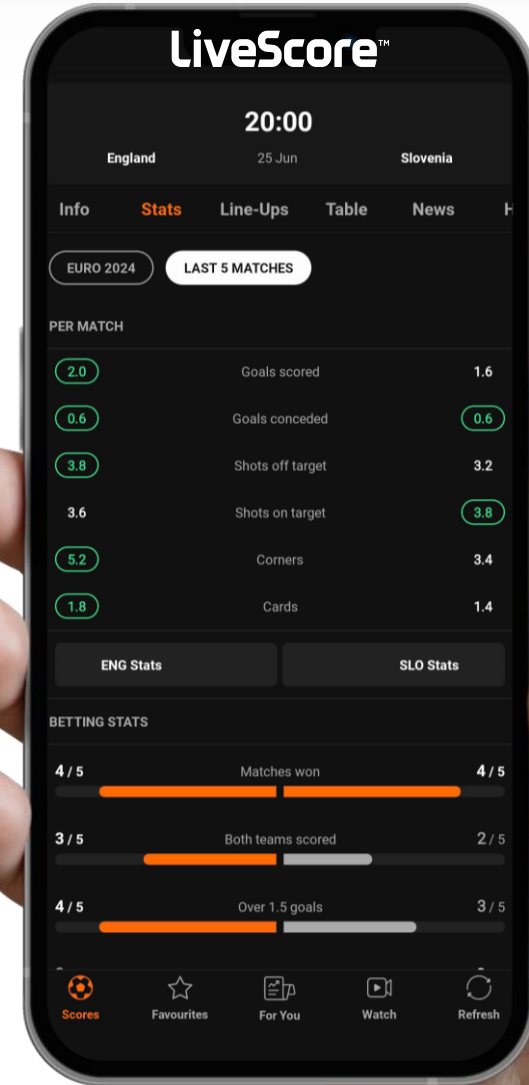
**94%** of users follow games live on TV

**1<sup>st</sup>**



**44%** of users follow games using scores apps

**2<sup>nd</sup>**



# HOW DO GEN-Z AND MILLENNIALS FOLLOW THE TOURNAMENT?

We know that scores apps such as LiveScore, come in second to watching games live on TV.

But how else do Gen-Z and Millennials consume sport differently to the average user?

**40%**

more likely to stream live games on mobile

**43%**

more likely to follow the tournament on social media

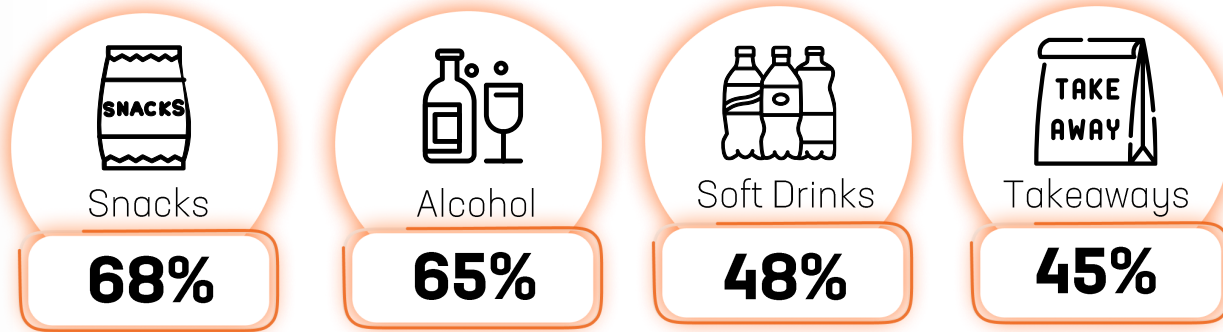
**47%**

more likely to watch online videos or highlights

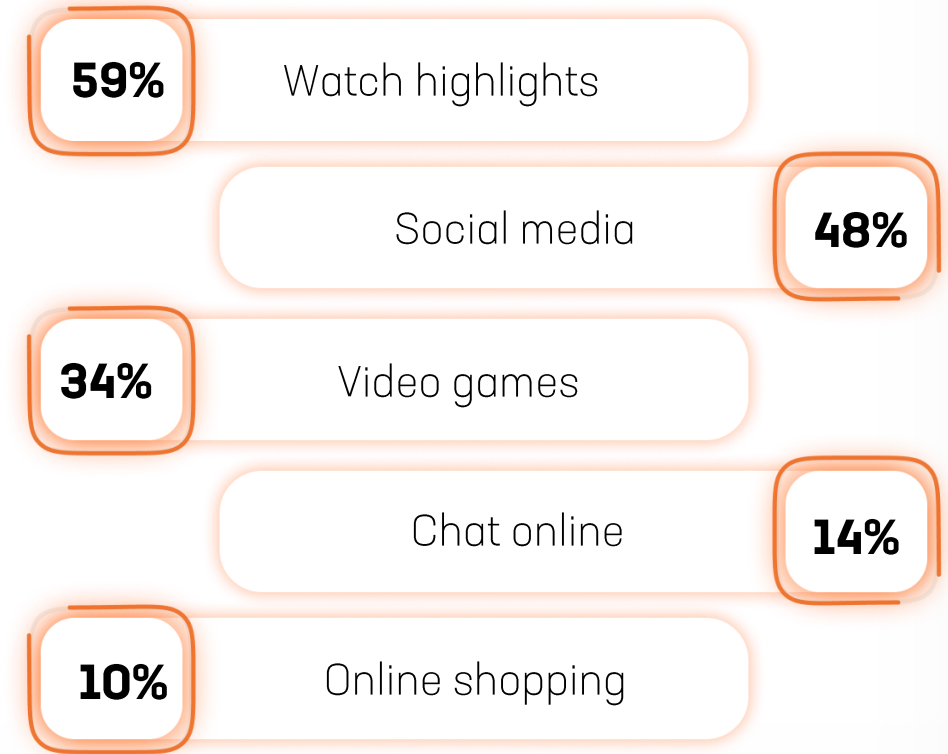


# CHANGING HABITS OR MORE OF THE SAME?

What will fans consume during the tournament?



What other activities do our users engage with during the tournament?



**86%** of LiveScore users will be watching games from the comfort of their own home.

# IN THE LEAD UP TO THE TOURNAMENT

Establishing a presence and engaging with sports fans during the lead-up to Euro 2024 is as equally significant as being involved during the tournament.

Previous surveys have shown that **51% of users** believe that their interest peaks prior to the tournament, this shows that our users actively participate in major tournaments well before the first kick-off.



**38%**

of respondents were either likely or very likely to purchase national team merchandise before or during the tournament.



**34%**

plan on playing football related video games in the lead up to or during the tournament.



# JOIN THE EXCITEMENT

**Half of all fans** value sharing moments with family and friends most when following the Euros. The football community creates a huge opportunity for brands to associate themselves with devoted, attentive and enthusiastic consumer bases at scale.

**Check out some of these stats:**

**71%**

of fans feel more positively towards brands that have been involved with sports for extended periods of time

**72%**

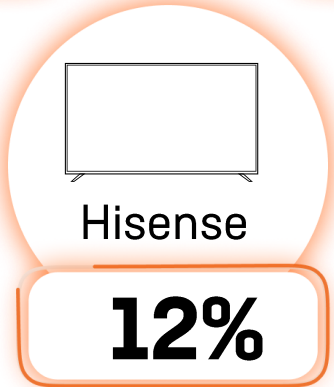
of fans are more willing to purchase from brands that support grassroots and local football initiatives

**53%**

of fans are more willing to purchase from brands that position themselves around their favourite sports and teams

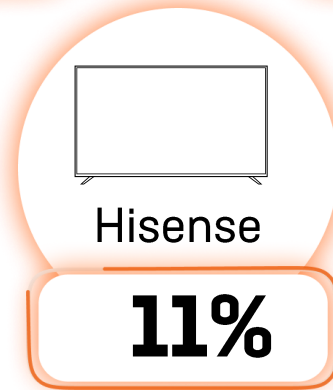
# BRAND ASSOCIATION

with Euros of official partners



# PURCHASE CONSIDERATION

with Euros of official partners



LiveScore users had found a notable affiliation between sponsors and the Euros.

This observed brand affinity was reflected by the purchase considerations of the average user.

# KEY TAKEAWAYS



# ELEVATE YOUR GAME: THE KEY HIGHLIGHTS



**99%** of England supporters surveyed think the team will at least make the quarter finals

**70%** of users value their team winning the most when following the euros

**48%** value sharing moments with family and friends the most when following the Euros



**86%** will watch games at home

**56%** will watch games at the pub

**15%** of users are likely to travel to Germany to watch games live



**38%** of users were likely to buy national team merch in the lead up to the tournament

**34%** were likely to play football video games in the lead up to and during the tournament



**68%** will be snacking during the tournament

**65%** will drink alcohol during the tournament

**46%** will order a takeaway this tournament



# ELEVATE YOUR GAME: THE KEY HIGHLIGHTS

**#1**

Users will follow games live on TV

**#2**

Users will follow games on scores apps

**#3**

Users will follow games on social media



**Gen-Z & Millennial users will consume sport in slightly different ways than the average user...**

**17%** more likely to follow the tournament in their scores app

**40%** more likely to stream live games on mobile

**43%** more likely to follow the tournament on social media

**47%** more likely to watch online videos or highlights

# FOR THE FANS



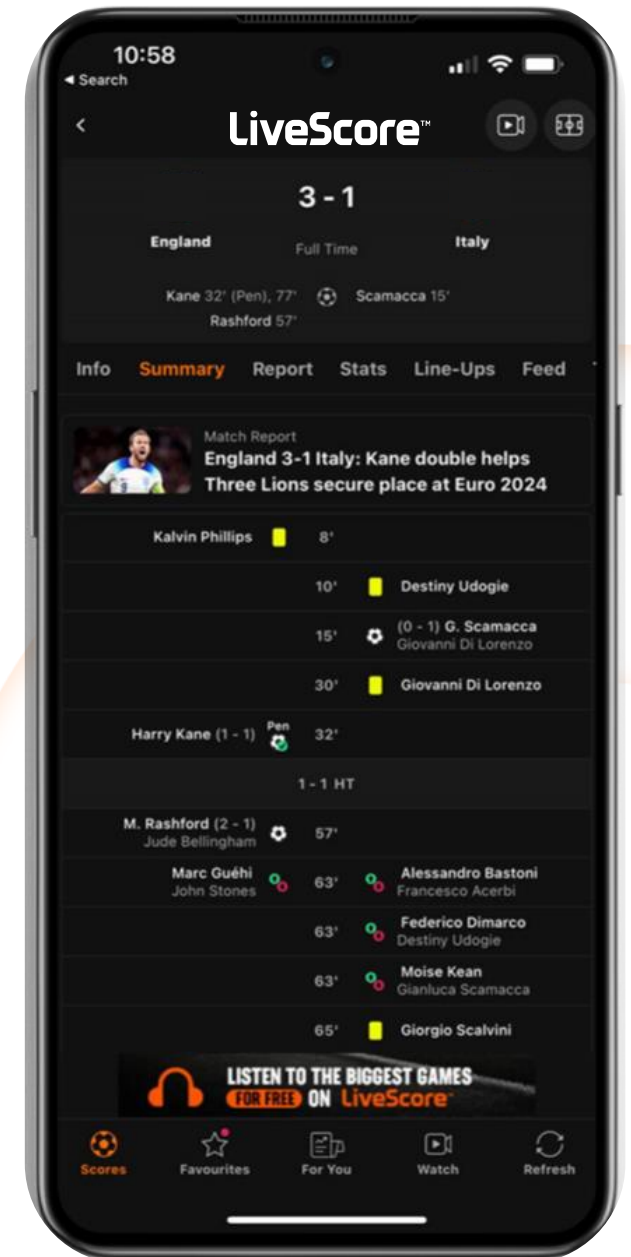
Surveying 1,750+ LiveScore app users provided key insights into their preferences for live football, crucial for enhancing the user experience and informing our partners and the wider sports industry on key trends.



We know that our users plan to enjoy the Euros live, craving immersive experiences on and off the pitch. This trend offers lucrative opportunities for brands to tap into.



Major tournaments deliver unmatched excitement. As the ultimate fan companion app, LiveScore provides real-time updates, stats, exclusive editorial, video highlights, audio commentary, alongside engaging social media content. Everything the modern fan needs to keep updated on all the action - as it happens.



**LiveScore™**

**IT'S MORE THAN A SCORE**

**ACTION • STATS • ANALYSIS**

