FOX SPORTS STREAMING AUDIENCE SNAPSHOT

STREAMING CONSUMPTION

- Mobile: 24%
- Desktop: 21%
- Tablet: 5%
- CTV: 50%

YOUNGER

- 35 vs. 52
- FS Streaming vs. Linear

MORE AFFLUENT

- $83K vs. $70K
- FS Streaming vs. Linear

MORE MALE

- 79% vs. 71%
- FS Streaming vs. Linear

Source: Adobe Analytics; Age and M/F demo ~ Nielsen DAR; Income ~ GfK