Audacy Sports

STATE OF AUDIO

SPORTS FANDOM

How today's sports fans show up, engage, and drive results for brands

THE GAME PLAN

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WHAT YOU'LL LEARN: THE STORY BEHIND SPORTS FANDOM

Avid fans deliver outsized value

The most devoted fans are more attentive, more emotionally invested, and more likely to act on brand messages. Avidity, not reach alone, drives performance.

Audio concentrates diehard attention

Between games, fans spend more time with Sports Audio than any other sports medium.

Local voices power fandom

Teams, rivalries, and hosts who sound like home build credibility and connection that national coverage alone can't replicate.

Sports Audio delivers performance, not just passion

Brands see sales lift when messages show up in moments fans care about most.

Avid fans are defined by respondent rating fandom as a 5-7 on a 7-pt scale. Any Sports Fans are defined by respondent rating fandom as 2-7 on a 7 pt. Scale.

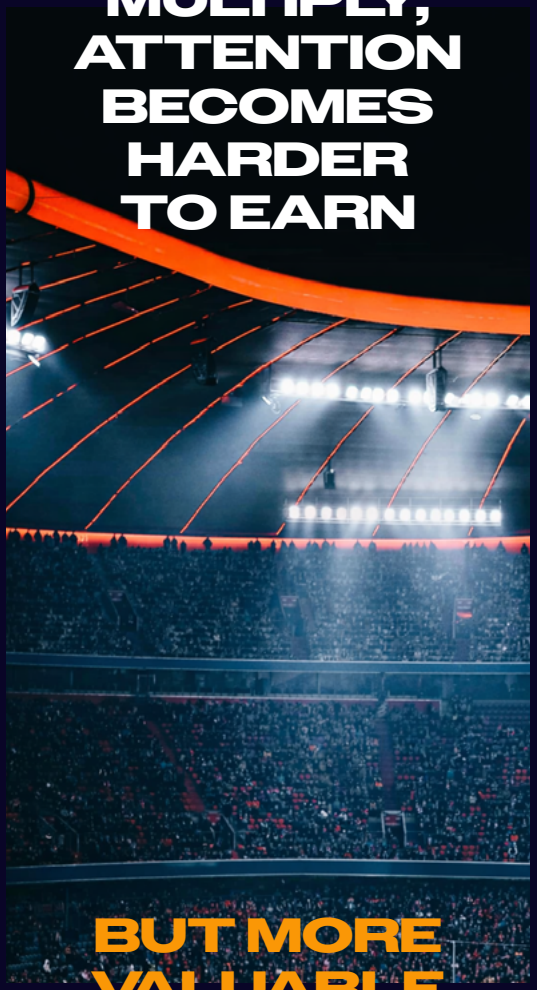
WHEN SPORTS ARE EVERYWHERE

If it feels like sports are everywhere, that's because they are. 2026 is shaping up to be the biggest sports year in a generation. The World Cup returns to North America. The Winter Olympics command a global spotlight. And the World Baseball Classic promises another stunning clash-of-the-titans tournament.

All of it lands on top of the packed sports calendar fans already live by, with March Madness, the NFL calendar, MLB season, and the everyday drumbeat of trades, injuries, debates, and hot takes that never really stops.

It's a massive sports moment.

For fans, it's a gift. For marketers, it's a challenge. Sports fandom has never been bigger or more emotional. But in the case of TV... it has also never been more fragmented. Viewers are splitting their attention across networks, streamers, social feeds, highlights, and second screens. The big moments are everywhere, which makes attention harder to earn and easier to lose.



Yet something interesting is happening beneath the surface. As sports viewing scatters, the most devoted fans are concentrating much of their time, loyalty, and daily habits in Audio. They listen on the way to work, during workouts, and all the hours between games. They tune in for analysis, rumors, arguments, and the local voices who feel like part of the team. Audio is where fandom shows up consistently, especially at the local level where sports feel personal.

That shift matters. The traditional sports marketing model built around TV moments alone no longer tells the full story. The brands seeing real impact are showing up where fandom lives every day, not just on game day. Sports Audio delivers engaged attention, trusted relationships, and the ability to scale local passion into national reach.

In this guide, we break down how today's sports fans behave, where diehard loyalty runs deepest, and how brands are using sports Audio to drive results. Because in a year when there are more sports than ever, winning attention is not about being everywhere. It's about being in the right place.

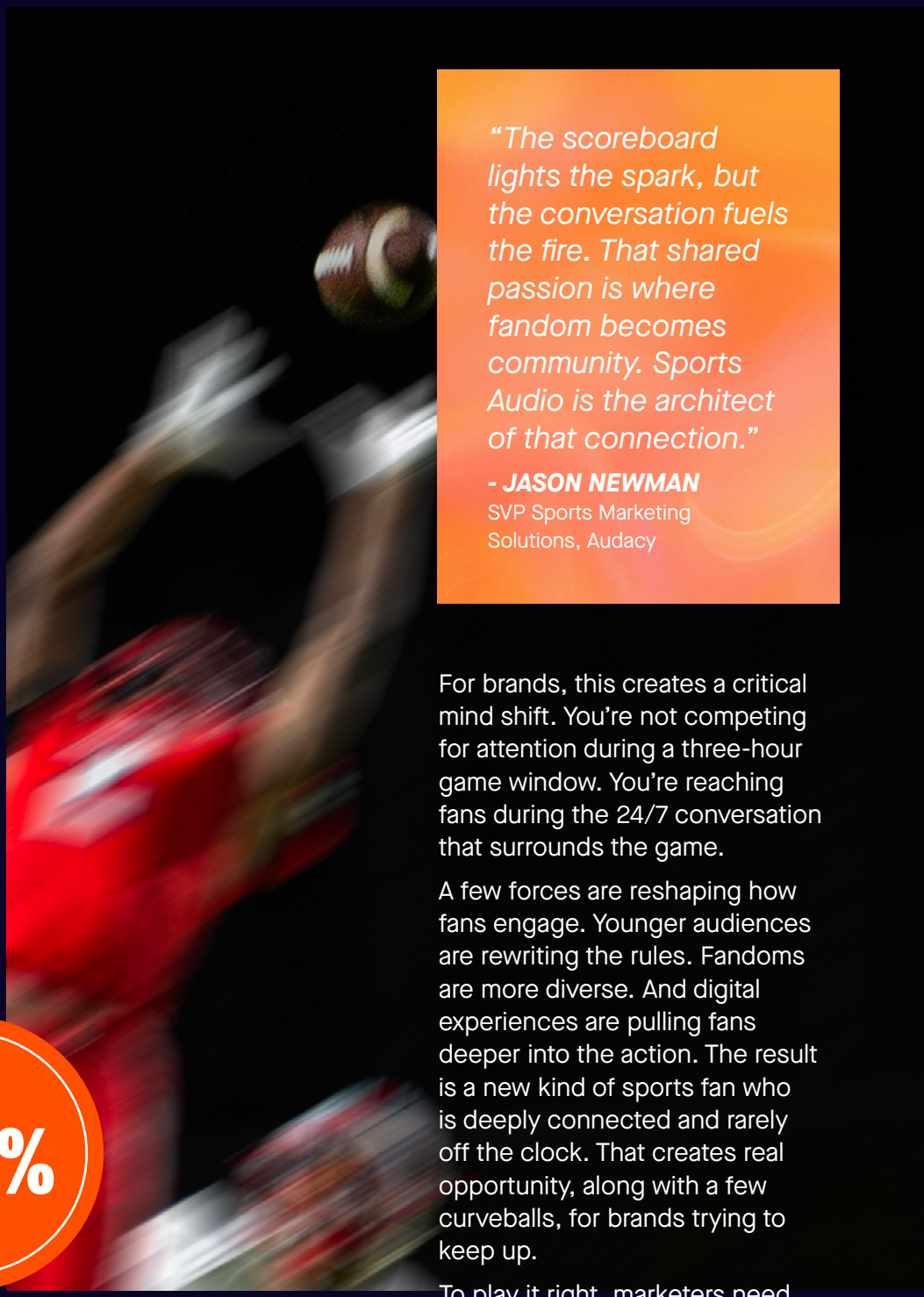


CH 1

THE EVOLUTION OF SPORTS FANDOM

THE MODERN FAN JOURNEY

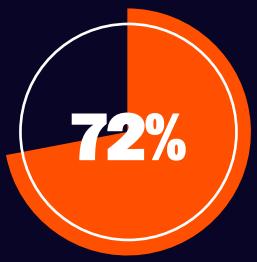
Traditional sports marketers home in on big moments, as they should: key rivalries, the playoff run, the World Series. But today's fans aren't waiting for kickoff to engage. They're getting live updates on X, arguing about trades in the YouTube comments, listening to sports talk radio on their commute, and circling back later for highlights they don't want to miss. Fans are following players closely, thinking like team owners, and staying plugged into every development that might change the outcome. The game itself is still the centerpiece, but it is far from the whole experience.



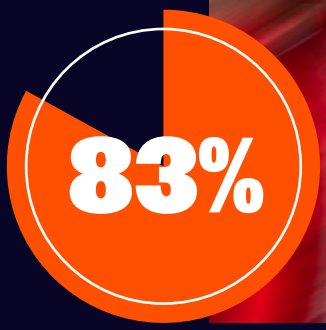
> *"The scoreboard lights the spark, but the conversation fuels the fire. That shared passion is where fandom becomes community. Sports Audio is the architect of that connection."*
>
> **- JASON NEWMAN**
> SVP Sports Marketing Solutions, Audacy

GAME AROUND THE GAME

Passionate fans engage before, during, and long after the final whistle.



MONITOR TRADES AND DEALS EVEN IN THE OFFSEASON



FOLLOW NEWS ABOUT THEIR FAVORITE SPORTS OR TEAMS

Source: State of Sports Media, Crowd React Media, 2025

For brands, this creates a critical mind shift. You're not competing for attention during a three-hour game window. You're reaching fans during the 24/7 conversation that surrounds the game.

A few forces are reshaping how fans engage. Younger audiences are rewriting the rules. Fandoms are more diverse. And digital experiences are pulling fans deeper into the action. The result is a new kind of sports fan who is deeply connected and rarely off the clock. That creates real opportunity, along with a few curveballs, for brands trying to keep up.

To play it right, marketers need to understand how today's most dedicated fans actually show up. The modern fan journey is not about a single platform or moment. It is about momentum.

MEET THE AVID FAN

The most valuable audience in sports

Who is the avid fan?
These are the diehards. They own at least one piece of lucky team gear, have their favorite sports talk host in their DMs, and are definitely commissioner of their fantasy football league. For these couch coaches, kickoff is not, "What time's the game on?". It's an all-day experience.

That level of commitment represents avidity. And in sports marketing, **avidity is the real currency**. Not reach. Not impressions. Avidity measures how much fans care and how closely they're paying attention. And that emotional investment is what drives action.

On game day, everything intensifies for these superfans. They come prepared.

AVID FANS ARE LOCKED IN ON GAME DAY

	ANY FANS	AVID FANS	AVIDITY LIFT
BIG GAME BETS *Online or in-person wagers*	116	165	+49
IN THE ACTION WITH MULTIPLE SCREENS *Live game plus stats, highlights, and commentary*	114	161	+47
AUDIO FIRST *Catch the pre/post-game show on radio*	114	155	+41
TV HIGHLIGHTS *Watch the pre/post-game show on TV*	115	149	+34
IN THE ACTION *Tailgate with friends*	114	143	+29

Source: Vision Insights, Decoder, Aug-Oct 2025

You might ask, what about typical sports fans? There's a large gap between someone who casually flicks on the game and someone who bleeds green for the Eagles. Raw reach can get you in front of eyeballs, but those eyeballs matter less if the fans aren't engaged. Avid, passionate fans on the other hand, are so emotionally invested in video and Audio sports content that they're more receptive to your brand message and more likely to take action.

That level of connection is what makes avid fans media's most valuable audience. Their attention lasts longer, their loyalty runs deeper, and when brands connect with them in trusted sports Audio environments, the impact sticks.

AVID FANS DRIVE BRAND PURCHASE

Source: (1) Vision Insights, Decoder, Aug-Nov 2025 | (2) Audacy & Vision Insights Study of 2,275 sports fans 18+, 2024

60%
CONNECT BRANDS TO SOME OF THEIR MOST MEMORABLE FAN EXPERIENCES[1]

2.5x
MORE LIKELY TO CONSIDER A BRAND THAT SUPPORTS THEIR FAVORITE TEAM[2]

THE NEXT GENERATION OF SPORTS FANS

For a long time, the default picture of a sports fan was pretty narrow. Middle-aged. Male. Sitting on the couch.

That picture doesn't hold anymore. Sports fandom today is younger and more multicultural than ever before. Women, Asian, Black, and Latino Americans make up a greater share of the fanbase, while Millennials and Gen Z are redefining what it means to be a sports fan entirely.

SPORTS FANDOM TODAY IS DIVERSE

27% ARE 18-34 YEARS OLD

38% ARE WOMEN

38% ARE MULTI-CULTURAL

Source: Vision Insights, Decoder, Aug-Oct 2025



GEN Z: THE ERA OF IMMERSIVE SPORTS

Gen Z is reshaping how sports are consumed. They're watching fewer live games on TV and building a personalized sports universe where highlights, analysis, sports talk, podcasts, fantasy leagues, betting, and social clips all play a bigger role. It's an era of immersive sports where fans don't just watch — they participate.

This shift doesn't signal less passion. It signals different habits. Gen Z craves a social sports experience that they get to curate across platforms like Twitch, YouTube, and podcasts. And often, the center of that universe isn't a league or a network. It's a voice. The hosts, analysts, and creators who bring meaning, personality, and perspective to the game.

That's where sports radio has quietly been ahead of the curve. Long before video podcasts became a headline, sports radio shows were already streaming live on YouTube, Twitch, and social platforms — complete with real-time chat, fan debates, and community building around the show itself. Today's biggest sports conversations don't just happen on the air. They happen everywhere fans gather.

YOUNG SPORTS FANS ARE HIGHLY ACTIVE ACROSS DIGITAL, SOCIAL AND AUDIO

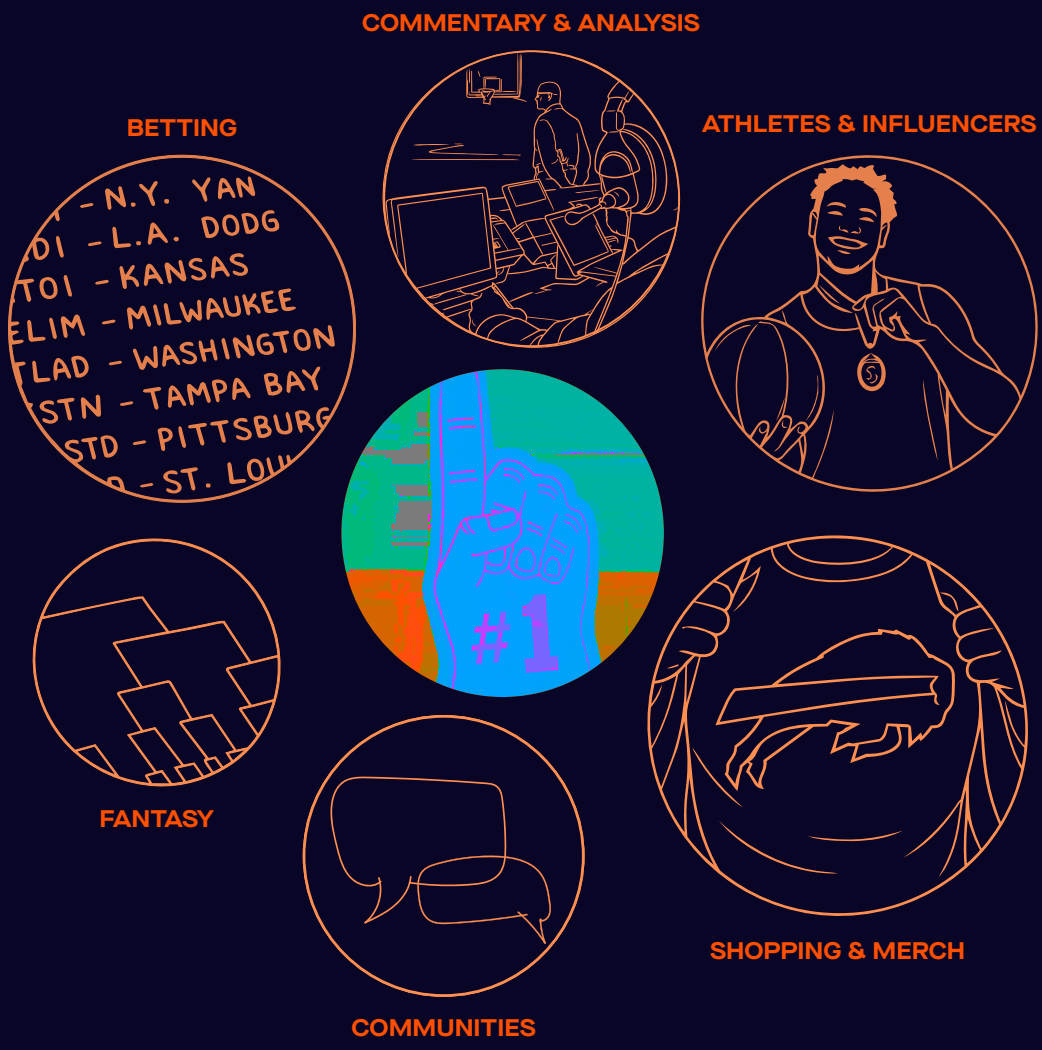


Source: Vision Insights, Decoder, Aug-Oct 2025, Weekly or Daily Media consumption activities

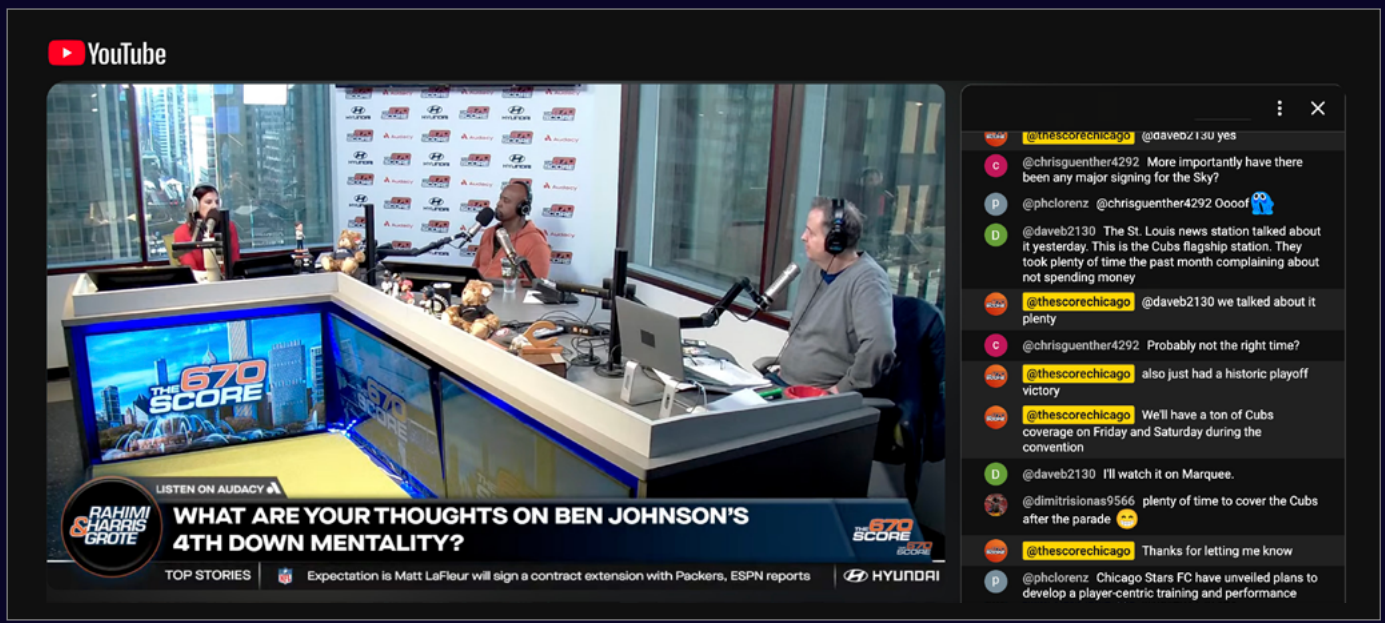
PERSONALIZED SPORTS UNIVERSE

For brands, this shift matters. Reaching avid fans isn't about showing up in one place. It's about fitting into the immersive, cross-platform world they've already built.

Check out how C4 Energy Drinks partnered with leading sports voices that travel with fans across every screen, stream, and scroll.



IN ON THE ACTION WITH YOUTUBE LIVE CHATS



C4 ENERGY | THE 97.1 FM TICKET

DETROIT CASE STUDY:

OWNING THE CONVERSATION, ON YOUTUBE AND EVERYWHERE FANS SHOW UP

Today's fans live across screens and platforms, and C4 Energy decided to meet fans right there.

In Detroit, C4 Energy partnered with 97.1 The Ticket to sponsor *The Football Show*, a live, YouTube-exclusive program hosted by Mike Valenti and Jim Costa. Airing every Sunday night, the show became a postgame ritual for Lions fans, combining sharp analysis, real-time fan chat, and the kind of debate that defines sports radio, just delivered on your screen.





C4 DIDN'T JUST SPONSOR THE SHOW. THEY BECAME PART OF IT.

CUSTOM SEGMENT FANS COULD JOIN

The "C4 Question of the Week" invited fans to participate live, not just watch.

FULLY INTEGRATED, EVERYWHERE

Radio. Streaming Audio. Podcasts. YouTube. Social. In-store. Every touchpoint worked together, reinforcing the same message across the fan's entire week.

30-SECOND SPOT

CONVERSATION TO COMMERCE

Video, on-air, streaming, and podcast promotion drove fans to participating 7-Eleven locations, where in-store displays and QR codes connected the show to the shelf and sparked real-world action.

THE RESULTS

+39% SAME-STORE SALES

+20–22% OVERALL SALES GROWTH ACROSS SOUTHEAST MICHIGAN

The takeaway is simple.
Audio works hardest when it's connected — on air, on screen, and in your feed.

PODCASTS & CREATORS PLAY A GROWING ROLE

Over the past five years, the share of sports listening happening via podcasts skyrocketed. For avid fans, these pods deliver the all-access stories that fuel their fandom.

IN THE LAST FIVE YEARS, SHARE OF LISTENING TO PODCASTS FOR SPORTS CONTENT HAS INCREASED BY 71%

Source: Edison Research, Share of Ear, Q3 2025, Adults 18+

What's emerged is a podcast ecosystem that serves every kind of sports fan, from the mainstream fan to the analytics stat rat.

STAR-POWERED PODCASTS

These mass-reach shows hosted by athletes and sports icons offer something fans can't get anywhere else: unfiltered perspective.



NICHE PODCASTS

From lifestyle sports like tennis and golf, to deep dives on the business of sports, to the rapid rise of women's sports, these shows build tight-knit communities. The audiences may be smaller, but the passion runs deep.



LOCAL SPORTS PODCASTS

Local pods are for the real ones. They tap into hometown pride and rivalries, bringing fans closer to the teams they live and breathe.



"Fans don't just want the final score anymore. They want the analysis, the backstory, the debate, and the personalities around the game. That's why sports podcasts continue to grow."



- RICHARD DEITSCH
Host, Sports Media with Richard Deitsch

And podcasts aren't staying in the studio. Live podcast events are becoming cultural moments of their own, with hosts taking their shows on the road to All-Star weekends, championships, and draft events. These experiences blur the line between media and fandom, turning listeners into the participants they're born to be.

MORE THAN THE SCORE

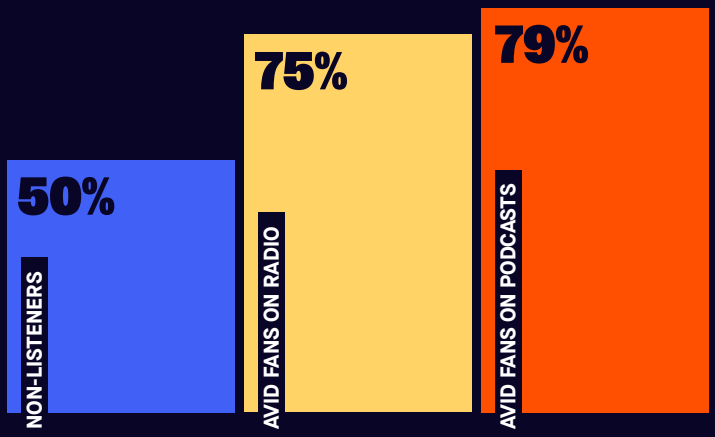
Fans will always love the game. But let's face it. They want more: the blood, sweat, tears, and behind-the-scenes look at life on and off the pitch.

Modern sports fandom stretches far beyond the broadcast. Fans want to know what happens in the locker room, the practice field, and the lives of athletes once the lights go down. We see the desire for this exclusive content in the success of shows like *Welcome to Wrexham and Hard Knocks*, as well as the millions of views on social clips of athletes walking into the tunnel in runway-worthy fits. One thing seems clear: fandom is just as much about connection as competition.

SPORTS AUDIO TAKES FANS BEHIND THE GAME, WHERE LOYALTY DEEPENS

Fans who engage with athlete stories and off-field content are more emotionally invested, more attentive, and more likely to stay connected between games and seasons. And sports Audio delivers exactly that by connecting fans to the stories, the personalities, and the insider access they crave most.

I LOVE TO HAVE "INSIDE KNOWLEDGE" ABOUT SPORTS *(% AGREE)*



57%
OF AVID FANS ON AUDIO
follow athletes/ influencers on social media such as X, Facebook, and Instagram

Source: Decoder Vision Insights, Aug-Oct 2025, Weekly or daily media consumption activities

BETTING AND FANTASY: ENGAGEMENT ENGINES

Another way fans go deeper? Putting a little skin in the game. Sports betting and fantasy sports have become powerful extensions of fandom. When there's money or the league crown on the line, every snap, every free throw, every stolen base matters way more. The game becomes personal. And no one knows this better than the diehards.

WHAT IS THE PRIMARY REASON FOR YOUR INTEREST IN YOUR FAVORITE TEAMS?

	ANY FANS	AVID FANS
SPORTS BETTING/ GAMBLING	114	139
FANTASY SPORTS	118	148

Source: Decoder Vision Insights, Aug-Oct 2025

FANS DON'T JUST CONSUME SPORTS ANYMORE. THEY LIVE INSIDE IT.



CH 2

WHERE SPORTS FANDOM IS BORN

LOCAL TEAMS —— LOCAL VOICES

SPORTS FANDOM IS ROOTED IN LOCAL IDENTITY

You don't become a Cleveland Browns fan because of a clever national ad campaign. And you definitely don't stick around because their record makes it easy. You're a fan because you grew up with it. Because Sundays are spent arguing about quarterbacks. Because hope resets every fall, no matter how last season ended.

That's how fandom starts. Local. Always has.

And when Browns fans want to feel understood, they turn to voices that sound like home. The play-by-play announcer who's been on the call for the highs and the heartbreak. The local host who doesn't sugarcoat it but never stops believing.

It's why fans will mute the national broadcast and sync up the local radio call instead. Same game. Completely different feeling. Local Audio carries the emotion, memory, and community that national coverage can't touch.

DIEHARD FANS ARE HERE FOR IT ALL

THE HIGH HIGHS...

"When the game was over he was weeping. People in my section were crying and hugging like the Bears won the Super Bowl. It was electric. IT'S OUR TURN!"

CHICAGO'S 104.3 THE SCORE CALLER

AND THE LOW LOWS...

"I'm pissed off. What we saw today was a disgrace.... He's full of crap. He should be fired right this minute!"

CHICAGO'S 104.3 THE SCORE CALLER

COMMUNITY CONNECTION MEANS EVERYTHING

Just like their family members, co-workers, or neighbors, sports Audio listeners believe their local sports community to be a major part of who they are. And in a world that often feels divided, sports remains one of the few things that still brings people together — across backgrounds, beliefs, and generations.

COMMUNITY

79%

SAY THAT BEING A FAN OF A SPORTS TEAM OR ANY ATHLETE MAKES THEM FEEL LIKE A PART OF THE COMMUNITY

IDENTITY

76%

SAY THEIR LOVE OF SPORTS IS A MAJOR PART OF WHO THEY ARE AS A PERSON

CONNECTION

69%

SAY THEY USE EVERY MEDIUM POSSIBLE TO STAY CONNECTED TO SPORTS

Source: Vision Insights, Decoder, Aug-Oct 2025, USA



COMMUNITY ISN'T A BUZZWORD. IT'S A BLOCK PARTY.

At 96.5 The Fan in Kansas City, we don't just talk about community, we show up for it. We leaned into the joy of fandom by hosting a **Bobby Witt Jr.** lookalike contest, complete with free haircuts inspired by his signature style. It was hilarious, proudly local, and unmistakably KC.

KC 96.5 THE FAN
YOUR HOME FOR ROYALS BASEBALL



HOW SPORTS FANS GET HOOKED

Every fan has an origin story. Fandom often starts young, rooted in family traditions, hometown rivalries, or the allure or the fanbase. But one thing is certain: once you're hooked, there's no turning back.

HOW FANS GET HOOKED: THE PATH TO SUPER FANDOM

HOW DID YOU BECOME A FAN OF YOUR FAVORITE PRO TEAMS?	ANY FANS	AVID FANS
I LIKE THE CAMARADERIE AMONG FANS *Friends who cheer together, stay together*	113	137
MY PARENTS WERE FANS OF THEM AND INFLUENCED ME *Keep the family legacy alive*	120	130
IT WAS MY LOCAL TEAM GROWING UP *There's no place like home*	112	129
IT'S A RIVAL TEAM OF MY FRIENDS AND FAMILY *It's fun to poke the bear*	112	130

Source: Vision Insights, Decoder, Aug-Oct 2025, USA

CHICAGO CASE STUDY:

YUENGLING FINDS ITS VOICE IN CHICAGO

When Yuengling entered the Chicago market last spring, it faced a familiar challenge. New city. Crowded category. Plenty of noise. What the brand needed wasn't just awareness, but a unique way to stand out.

Sports radio made sense immediately. But Yuengling wasn't interested in a standard spots-and-dots schedule. The brand wanted something deeper: an ownership position tied to the Chicago Cubs. The strategy was simple and smart: sound like Chicago, show up where fans live, and earn credibility quickly.

THE CAMPAIGN: CUSTOM-BUILT FOR AVID CUBS FANS

ENDORSEMENTS

The solution started with local credibility. Rather than relying on national creative built for other markets, Yuengling leaned into natural host endorsements from Ron Coomer, the Cubs' color commentator and a voice local fans know and trust. The reads felt authentic — because they were.

OWNERSHIP THAT MATTERS

From there, the partnership expanded into a true ownership play. Yuengling became the *Official Beer of the Cubs Radio Network*, surrounding game coverage with consistent branding that reached fans before the first pitch and long after the final out.

ON-PREMISE ACTIVATIONS

The partnership extended beyond the broadcast with branded retail and on-premise events that connected what fans heard on the radio to what they saw in stores and bars. The result was a full-funnel presence that moved from awareness to action.

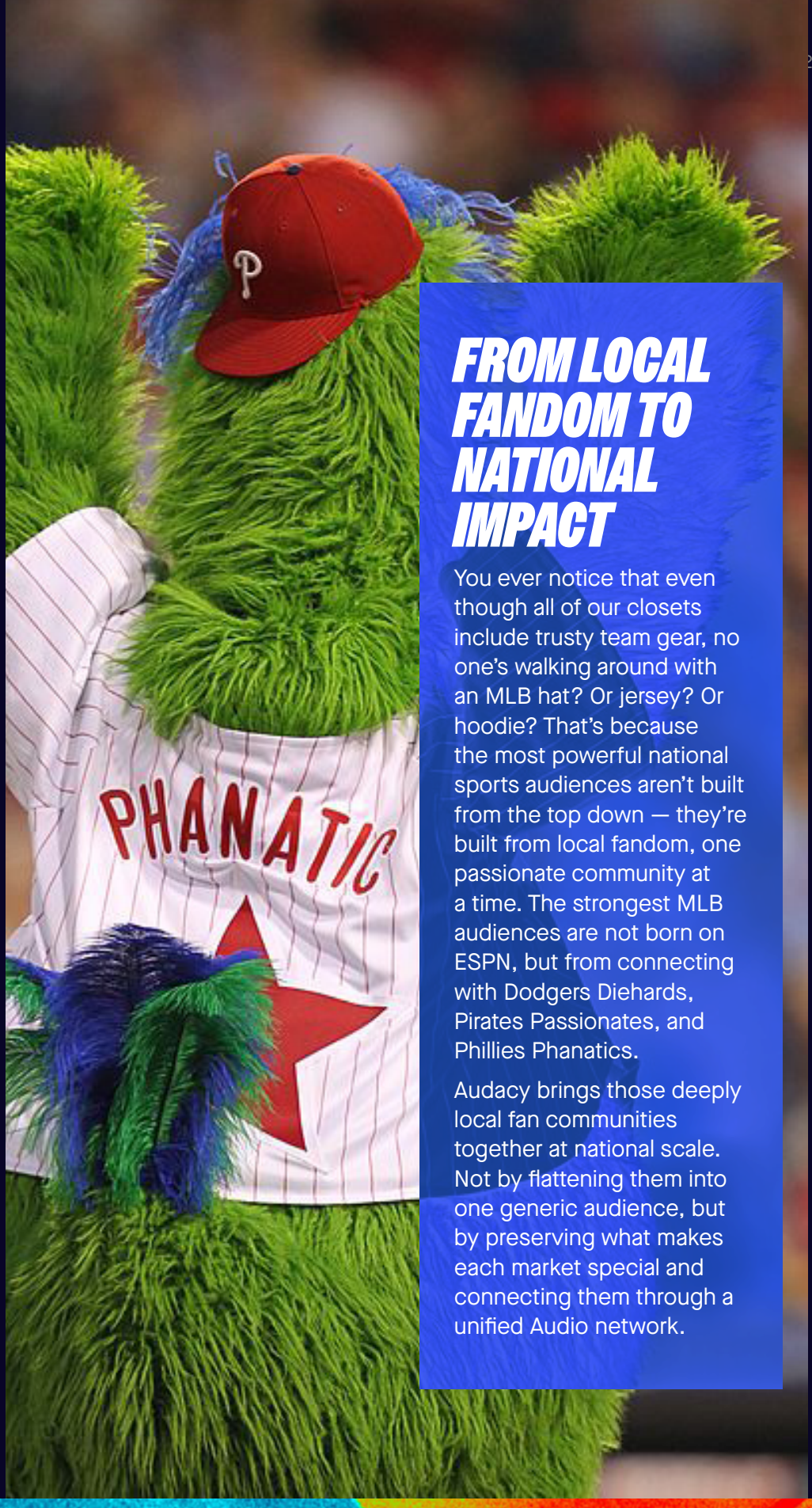


The impact was immediate. The campaign helped Yuengling break through in a new market and establish itself with the most valuable audience in sports: diehard fans.

As the client put it:

"THIS IS A BEST-IN-CLASS EXAMPLE OF PARTNERSHIP. THANK YOU!!"

This was Yuengling's ticket to the fans — not through a multimillion-dollar national sponsorship, but by owning a trusted local voice and the moments that matter most. The result was a blockbuster first year and a playbook for how smart local radio partnerships can deliver box-seat impact with bleacher budgets.



FROM LOCAL FANDOM TO NATIONAL IMPACT

You ever notice that even though all of our closets include trusty team gear, no one's walking around with an MLB hat? Or jersey? Or hoodie? That's because the most powerful national sports audiences aren't built from the top down — they're built from local fandom, one passionate community at a time. The strongest MLB audiences are not born on ESPN, but from connecting with Dodgers Diehards, Pirates Passionates, and Phillies Phanatics.

Audacy brings those deeply local fan communities together at national scale. Not by flattening them into one generic audience, but by preserving what makes each market special and connecting them through a unified Audio network.

WHEN FANDOM GOES BEYOND THE HOMETOWN

Local loyalty is where fandom is born. But some moments pull everyone in.

Global events like the World Cup and Olympics create a different kind of passion. Fans rally around their country. They adopt favorites. They root for underdogs. And they look for voices that can help them feel part of something bigger.

The biggest moments need a translator. Trusted Audio voices provide context, emotion, and connection when the stakes go global. Audacy Sports shows up wherever passion lives. Because fandom doesn't stop at city limits.

AUDACY LISTENERS ARE

+34% MORE LIKELY

TO BE WORLD CUP SOCCER ENTHUSIASTS

Source: 2025 Summer MRI-Simmons USA

NATIONAL FANDOM IS BUILT ONE LOCAL OBSESSION AT A TIME.



CH 3

FINDING THE DIEHARDS

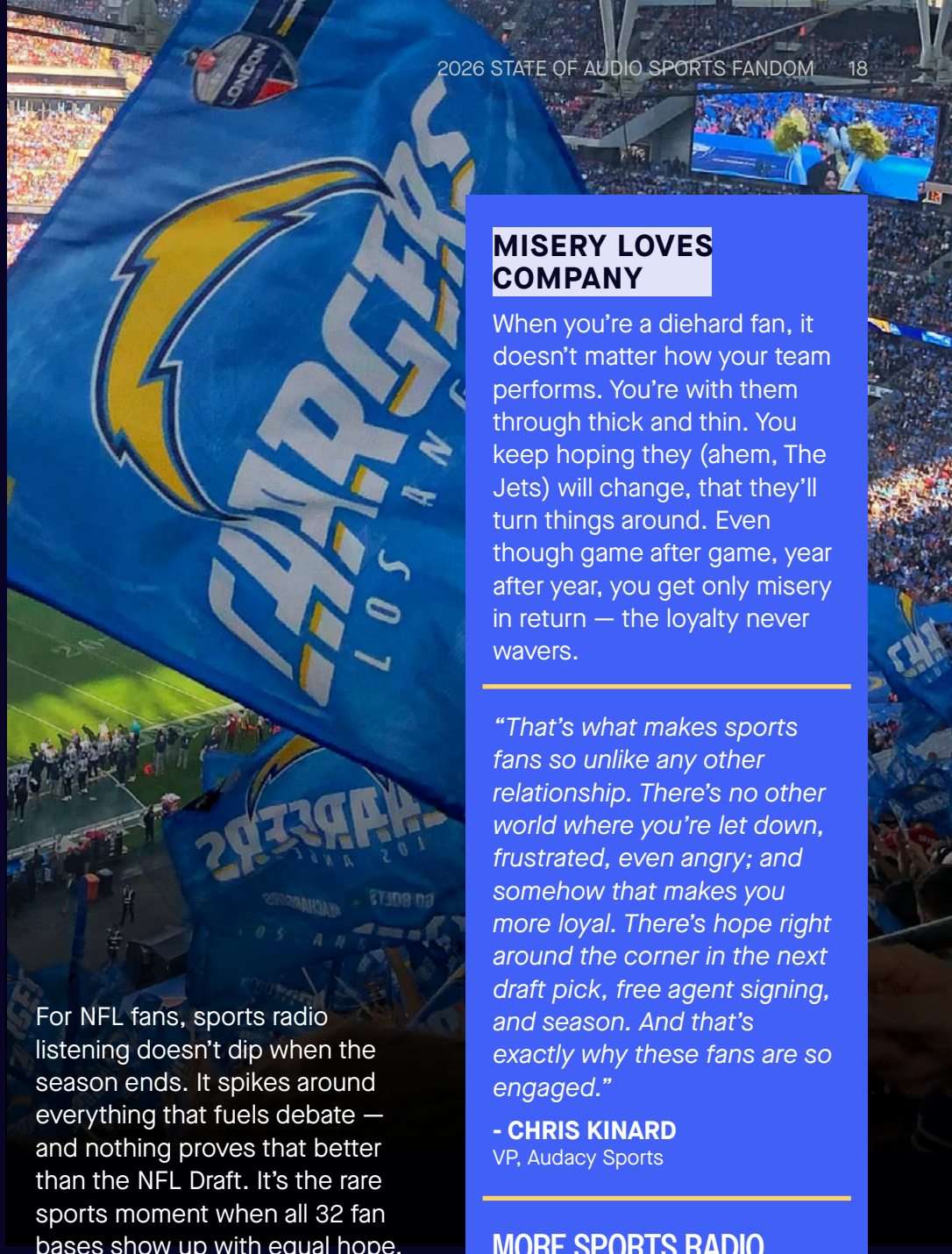
THERE'S NO OFFSEASON FOR TRUE FANS

Wanna get back to those avid, passionate fans? We thought so. If you're like most marketers and are bought in on the power of reaching diehards, the next question becomes, "Where do I find them?". This chapter is for you. Let's explore when these avid fans tune in, where they live, and which platforms grab their time and attention.

PASSIONATE FANS NEVER TUNE OUT

For the most passionate sports fans, the season never really ends. When the games are over, the confetti gets swept up, and the conversation just... shifts.

Draft speculation. Trade rumors. Coaching hires. "Way-too-early" predictions that somehow feel urgent. If it sparks an opinion, avid fans are tuned in.



For NFL fans, sports radio listening doesn't dip when the season ends. It spikes around everything that fuels debate — and nothing proves that better than the NFL Draft. It's the rare sports moment when all 32 fan bases show up with equal hope, equal anxiety, and very real skin in the game.

The so-called offseason has become its own sport. Hot stove season is alive and well.

OVER A QUARTER OF SPORTS AUDIENCES CONSUME FOUR OR MORE HOURS OF SPORTS CONTENT PER DAY

Source: State of Sports Media, Crowd React Media, 2025

MISERY LOVES COMPANY

When you're a diehard fan, it doesn't matter how your team performs. You're with them through thick and thin. You keep hoping they (ahem, The Jets) will change, that they'll turn things around. Even though game after game, year after year, you get only misery in return — the loyalty never wavers.

"That's what makes sports fans so unlike any other relationship. There's no other world where you're let down, frustrated, even angry; and somehow that makes you more loyal. There's hope right around the corner in the next draft pick, free agent signing, and season. And that's exactly why these fans are so engaged."

- CHRIS KINARD
VP, Audacy Sports

MORE SPORTS RADIO LISTENERS TUNE IN THE DAY AFTER A LOSS THAN THE DAY AFTER A WIN.

That's what makes these fans so powerful. They never tap out. They're always on. And they're not going anywhere. The only real question is whether brands are showing up with them.

THE TOP FANDOM CITIES

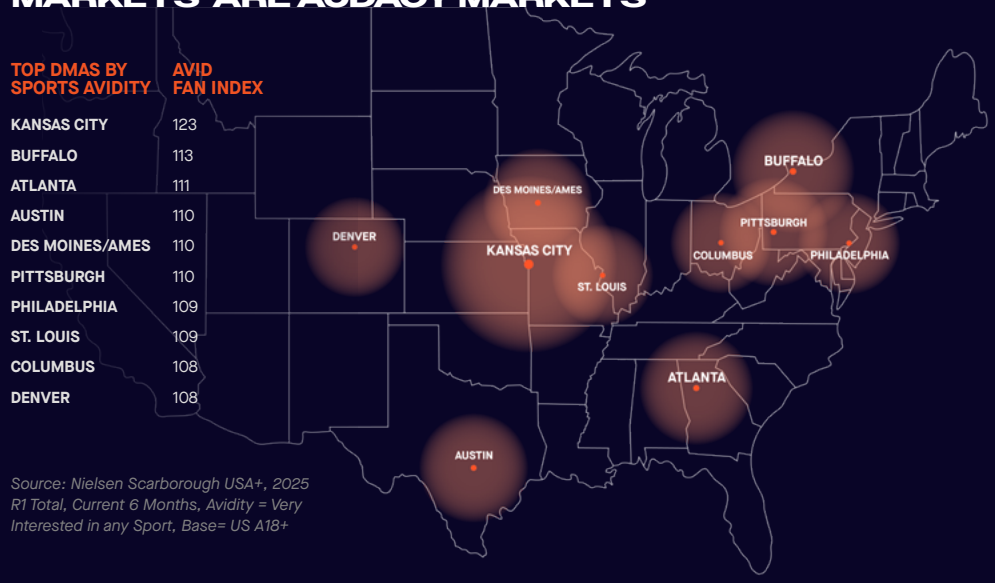
Where does fandom run hottest? Some cities casually root for their teams. Others bleed the colors.

These are the markets where fandom shows up everywhere. On game day, yes. But also on Monday mornings, draft nights, and random Tuesdays when a trade rumor hits the group chat. For the most loyal fans, the team logo isn't just branding. It's identity. So who takes the crown as the biggest fandom city? If you guessed KC, you hit the arrow on the head.

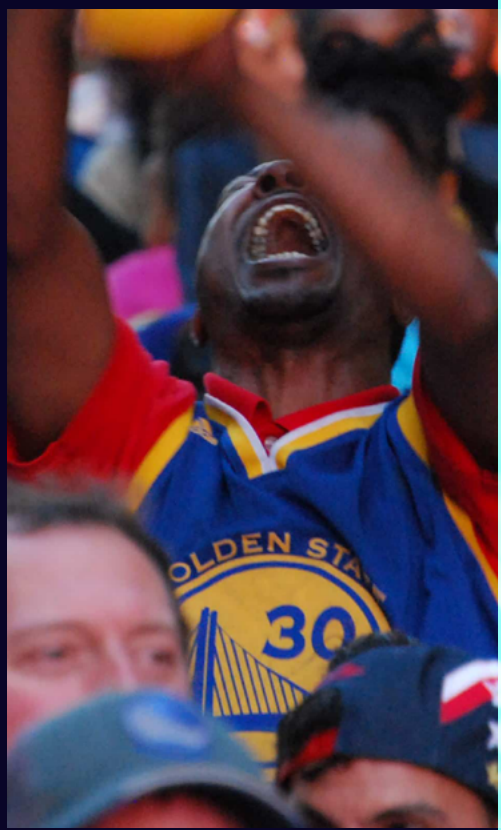
Our fandom heatmap highlights the most sports-obsessed cities in the country, based on engagement, and loyalty across sports. And while the NFL may have the most fans, these markets don't stop there. College football, high school rivalries, baseball, basketball, golf. If there's a scoreboard, these fans are in.

8 OF THE 10 MOST SPORTS-OBSESSED MARKETS ARE AUDACY MARKETS

TOP DMAS BY SPORTS AVIDITY	AVID FAN INDEX
KANSAS CITY	123
BUFFALO	113
ATLANTA	111
AUSTIN	110
DES MOINES/AMES	110
PITTSBURGH	110
PHILADELPHIA	109
ST. LOUIS	109
COLUMBUS	108
DENVER	108



Source: Nielsen Scarborough USA+, 2025 R1 Total, Current 6 Months, Avidity = Very Interested in any Sport, Base= US A18+



WHAT DOES THE MOST PASSIONATE FANDOM LOOK LIKE?

These fanatics take the game VERY seriously, and they're much more likely to get a little superstitious.

3X HAVE RITUALS OR SUPERSTITIONS

2X SIT IN THE SAME SEAT NO MATTER WHAT

4X PAINT THEIR FACE

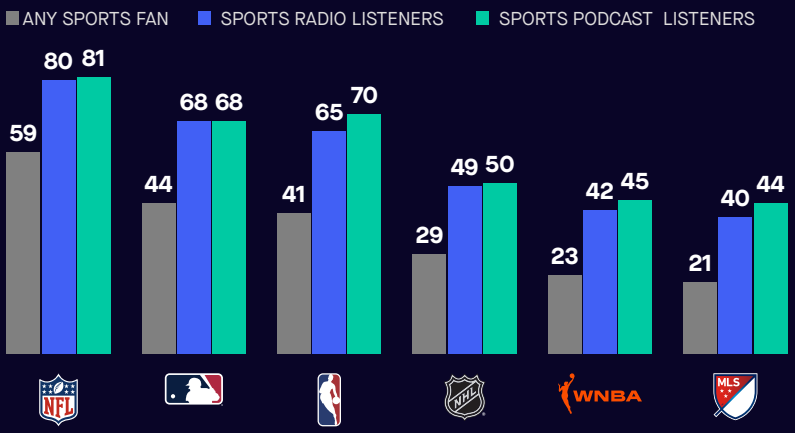
Source: Vision Insights Decoder, U.S. adults 18+, past 12 months: January 2026; Typical sports fans vs sports radio listeners

WHICH MEDIA PLATFORMS HAVE THE BIG FAN ENERGY

Now that we know where the diehards live, the next question is obvious. Which media platforms win their time and attention? Here's a hint: don't follow the cameras. Follow the conversation.

Across media, Audio attracts the most avid sports fans.

AVID SPORTS FANDOM IS HIGHEST AMONG AUDIO LISTENERS *(% OF AVID FANS)*



SPORTS RADIO
+41% HIGHER AVID FANBASE

Source: Vision Insights, Decoder, Aug-Oct 2025, USA

NFL FAN COMPOSITION BY PLATFORM/CONTENT

NFL FAN *Audience composition*	% AVID NFL FANS *(5-7 on 7 point scale)*	% CASUAL NFL FANS *(2-4 on 7 point scale)*
SPORTS PODCAST LISTENERS	**82%**	**18%**
SPORTS TALK RADIO LISTENERS	**81%**	**19%**
SPORTS RADIO PXP LISTENERS	**81%**	**19%**
GAME HIGHLIGHT TV VIEWERS	79%	21%
SOCIAL MEDIA FOLLOWERS	78%	22%
LIVE GAME TV VIEWERS	77%	23%

Source: Vision Insights Decoder Fan Insights syndicated study of 100,000+ general sports fans and sports radio listeners in the US between June 2024 and May 2025.

Sports Audio is where the conversation lives when the game isn't on. Compared to other media, Audio delivers the highest concentration of sports superfans. That intensity shows up league by league, too. NFL fans sit at the top of the avidity scale, but the pattern holds across sports.

WHY AUDIO WINS DIEHARD ATTENTION

Sports radio demands focus. You have to listen to follow the argument, the analysis, the story unfolding in real time.

"Sports is engaged listening. You can't half-listen to sports talk or live games. Fans are tuned in, spending real time with content that matters to them. That's powerful for advertisers because it's attention you don't have to fight for."

- BOB PHILIPS
Chief Revenue Officer, Audacy

Sports fans listen longer. They come back daily. And they trust the voices who sound like home. That's why Audio delivers something increasingly rare: sustained attention.

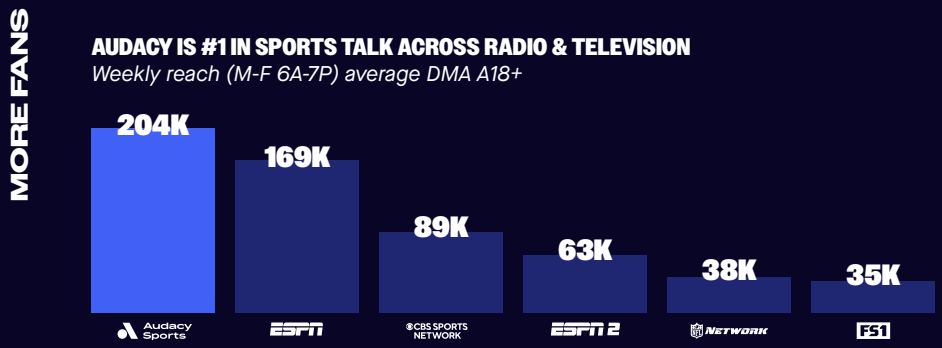
And that attention shows up in results for advertisers. In fact, sports radio delivers stronger brand recall than television.

SPORTS RADIO OUTPERFORMS TV

It turns out the local guys beat out the national networks, even ESPN. Fans remember what they hear because they're actually listening.



Source: Vision Insights, Decoder, Aug-Oct 2025



Source: Nielsen Scarborough, 2025 R1 Most Current for each DMA, Mon-Fri 6p-7p Weekly Cume, Base = DMA A18+, US DMA Average

What we're seeing is that local connection matters here. Fans trust the voices who sound like them, talk like them, and suffer alongside them. That local connection translates into stronger engagement and stronger brand impact.

If we point out any single takeaway it's that this avid audience is especially valuable. And brands that show up in the right channels will win.



Source: 2025 Summer MRI-Simmons USA, Psychographics: Interest In Sports - Summary Codes_Super Sports Fan

IN A WORLD WHERE FANDOM IS SCATTERED ACROSS COUNTLESS CHANNELS, AUDIO REMAINS THE ANCHOR.

CH 4

PASSION TURNS INTO PERFORMANCE

THE HARDEST-WORKING BUY IN SPORTS

We're hearing it from clients every day: they want to spend smarter. Marketers will continue to double down on sports to take advantage of engaged mass-reach audiences. But as sports rights and TV sponsorships climb higher every year, marketers are widening the playbook.

Audio offers access to more avid fans, and a stronger ROI. Radio, streaming, and podcasts give brands something TV often can't: flexibility, speed, and the ability to take meaningful ownership around teams, leagues, and moments.

FANDOM TRANSLATES INTO ACTION

Here's the part that makes advertisers perk up: Audacy Sports listeners don't just hear ads — they act on them. Across the funnel, campaigns on Audacy Sports stations drive stronger performance, from awareness all the way to purchase and usage. In fact, brands advertising on Audacy Sports see an average **+40% lift** versus brands advertising elsewhere.

AUDACY SPORTS RADIO ADS FEED THE FULL BRAND FUNNEL

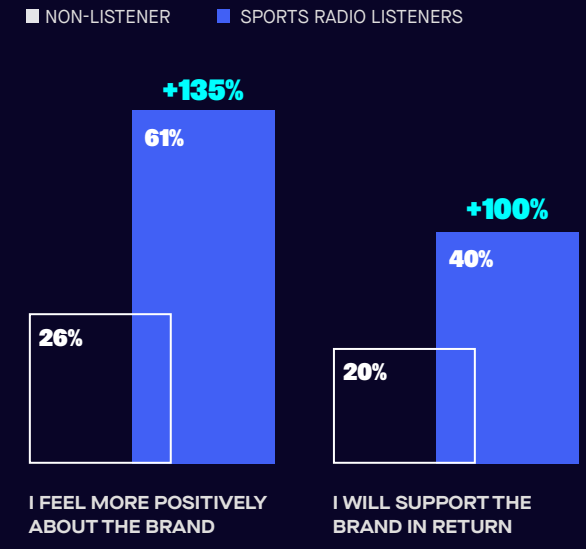
AUDACY SPORTS:
+40% LIFT IN PURCHASE & USAGE

	AUDACY SPORTS ADVERTISERS	SPORTS ADVERTISERS NOT ON AUDACY	%LIFT
FAMILIARITY	52%	38%	+37%
CONSIDERATION	61%	51%	+20%
USAGE	35%	25%	+40%

SUPPORT THE TEAM, AND FANS WILL SUPPORT YOU BACK

Listeners support the brands that support their favorite teams, and they remember who shows up. When you advertise in Sports Audio, you're not interrupting their experience. Instead, you're connecting and becoming part of the conversation they care about most.

KNOWING THAT A BRAND SUPPORTS MY FAVORITE TEAM OR LEAGUE *(% AGREE)*



INCREASED ADVERTISER TRUST *(% more likely than typical sports fan to trust brand sponsorship)*

SPORTS PODCASTS	SPORTS RADIO
+80%	+71%

Source: Vision Insights, Decoder, Aug-Oct 2025

Source: Audacy & Vision Insights study of 2,275 sports fans 18+ in 7 Audacy Sports markets (Boston, Chicago, Dallas, Detroit, New York, Philadelphia, San Francisco) & Decoder Fan Insights syndicated study of 100,000+ general sports fans and sports radio listeners in the US between June 2023 and May 2024

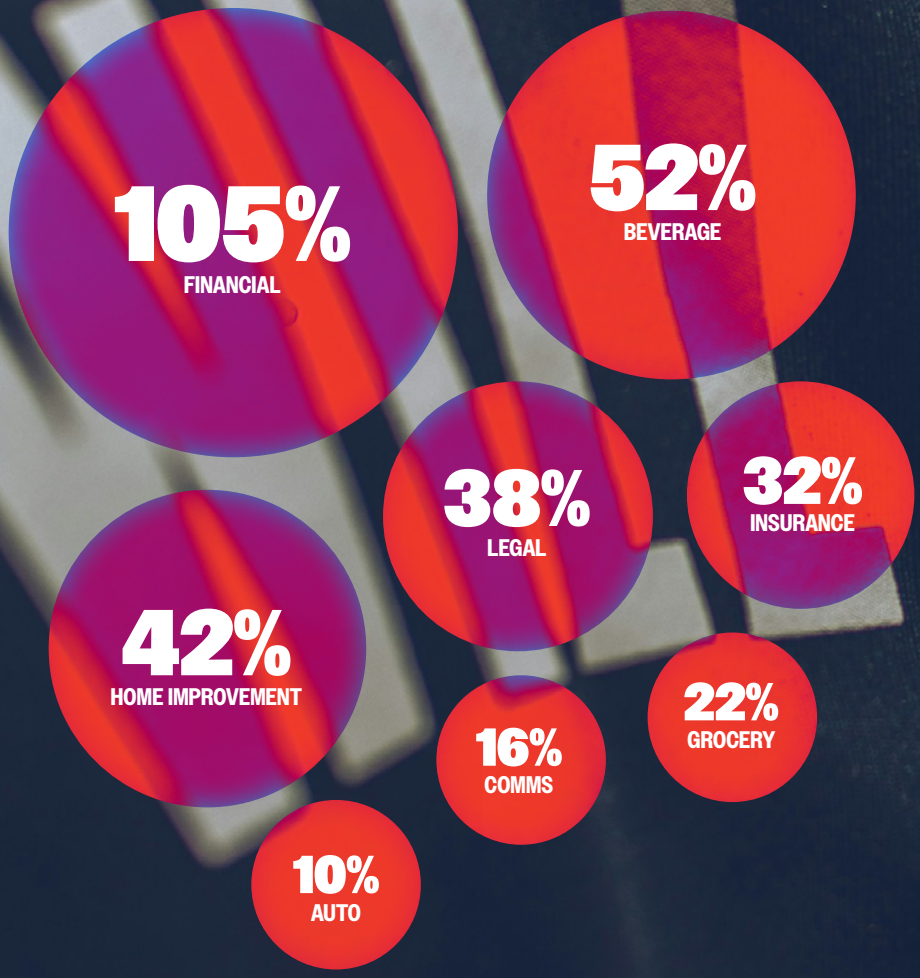
PERFORMANCE THAT SHOWS UP ACROSS CATEGORIES

One of the biggest myths in sports marketing is that it only works for a narrow set of brands: namely beer, betting, and big trucks. The reality looks very different.

Across Audacy's sports properties, performance lift shows up in places people don't always expect. Categories long thought to be "too visual" for Audio, like auto and home improvement, are delivering strong results right alongside financial services, insurance, and grocery. Turns out, when fans are locked in, they don't need a screen to take action.

And yes, it's measurable. Every Audio activation is backed by clear metrics that connect fandom to performance.

AVERAGE LIFT IN WEB TRAFFIC ON AUDACY SPORTS RADIO:



Source: Average daily user web sessions on-air days vs off-air days, Analytic Owl / Audacy Analytics, 2025

KANSAS CITY CASE STUDY:

HY-VEE GROCERY & CHIEFS KINGDOM

In Kansas City, football is not a hobby. It's a ritual. Hy-Vee understands that if you want to show up authentically for Chiefs fans, you don't just run ads. You earn a seat in the Kingdom.

As the Official Sponsor of the Chiefs Radio Network, Hy-Vee brings *The Chiefs Kingdom Show* to life, with a live, in-store event hosted by legendary play-by-play voice Mitch Holthus and held every Monday during the season at participating Hy-Vee locations.





Fans show up for exclusive experiences: One-on-one interviews with head coach Andy Reid. In-person player appearances. Photos, conversations, and real access to the people who define Chiefs football. All powered by the local radio station fans trust all season long.

Audio builds the anticipation. Live events deliver the experience. And Hy-Vee becomes part of the weekly rhythm of Chiefs fandom, connecting the brand to the team, the voices, and the community that matters most.

WHEN FANS ARE THIS INVESTED, PERFORMANCE FOLLOWS.

CH 5

THE SPORTS AUDIO PLAYBOOK

HOW BRANDS GET IN THE GAME

When fans care deeply, brands don't need to shout. They just need to show up in the right way. Sports Audio gives advertisers room to be flexible and creative, meeting fans inside moments they already love and trust.

There's no single "winning" format. Some brands own the room. Some tap trusted voices. Others step off the air and into the tailgate. From host endorsements to live events, hospitality, and sweepstakes, the common thread is simple: Custom Audio campaigns that feel native to the fan experience will drive real results.

Check out a few examples of how some of our favorite brands are putting that playbook to work.

Same Fans. Different Plays. One Powerful Medium.

FORD

STUDIO SPONSORSHIP

By sponsoring the WFAN studio, Ford became part of every conversation. Not just the commercial breaks — a constant presence inside New York's most passionate sports debates.

BUFFALO WILD WINGS

AUDIO ENTITLEMENTS

Buffalo Wild Wings spiced up its campaigns designed around fan behavior, not ad slots.

BWW leveraged the 5 O'Clock feature to influence dinnertime decisions, encouraging listeners to dine in and enjoy the game or opt for convenient takeout.

IMPACT

+11.2% INCREASE IN STORE FOOT TRAFFIC

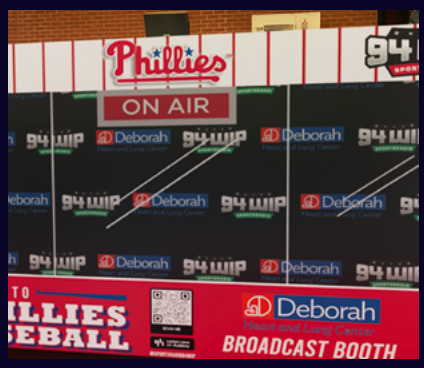
Source: Placer.ai foot traffic study, Baltimore DMA

DEBORAH HEART AND LUNG CENTER

CUSTOM ACTIVATION - NAMING RIGHTS

Some brands buy spots. Deborah owns a seat at the game.

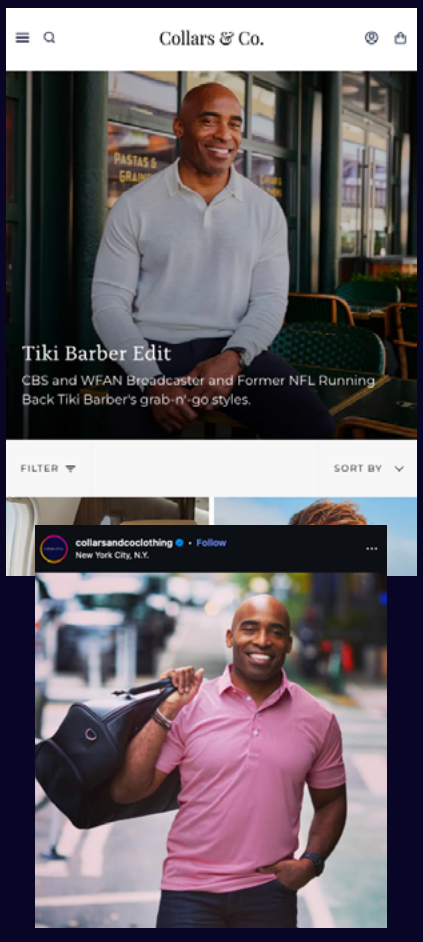
As the exclusive sponsor of the Deborah Broadcast Booth at Citizens Bank Park, Deborah Heart and Lung Center secured a one-of-a-kind presence woven directly into Phillies baseball. The result was visibility inside the ballpark, on sports talk radio, and across Phillies broadcasts, all tied to a named asset no other brand could claim.



COLLARS & CO

HOST ENDORSEMENT

Trusted endorsements from NFL legend and WFAN host Tiki Barber made Collars & Co part of everyday fan life — with reads that sound more like advice from a friend than an ad.



HELLMANN'S

EXPERIENTIAL & ONSITE ACTIVATIONS

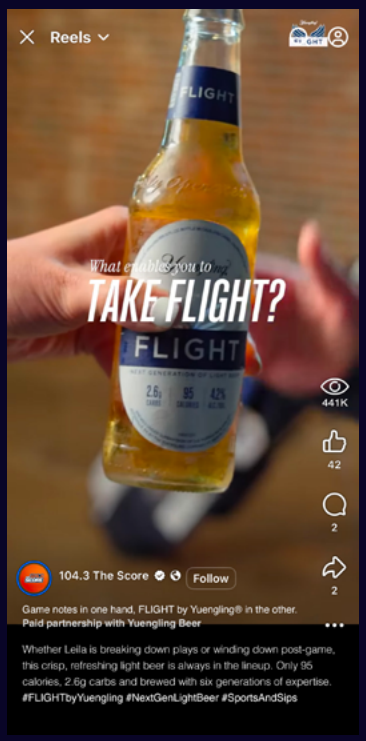
Hellmann's integrated Audio and live events. From insider calls and podcast promotion to tailgate tastings, Hellmann's brought the flavor to the fans.



YUENGLING

PLAY-BY-PLAY AND IN-GAME SPONSORSHIPS

It's a powerful brand move to own the moment fans can't miss. Yuengling nabbed an ownership position tied directly to Cubs broadcasts and brought the brand into every pitch, every call, every reaction.



THE POWER OF HOSTS & CREATORS

Sports Audio works because of the people behind the mic.

Audio hosts and creators aren't just commentators. They're connectors. They set the tone, fuel the debate, and build trust day after day. And fans respond.

48% SAY THEY'RE HAPPY TO SUPPORT PRODUCTS RECOMMENDED BY THEIR FAVORITE HOSTS.

Source: Audacy Music and Talent Study 2025

AUDACY SPORTS CREATORS



CRAIG CARTON



CHRISTEN PRESS & TOBIN HEATH



DRAYMOND GREEN



BOOMER ESIASON



TIKI BARBER



JORDAN ROBINSON

TABASCO®

CASE STUDY:

MARCH MADNESS MEETS MODERN FANDOM

For the NCAA Tournament, Tabasco partnered with Audacy creator Bru as its official college basketball correspondent during the Sweet 16. From live, in-arena social content to fan interactions, Bru brought the "Light Up Your Slice" campaign to life — sampling Tabasco on pizza, sharing his own life hacks, and capturing the full game-day experience, all in real time.

The campaign built buzz across streaming Audio and podcasts, then peaked on social.



JOSH "BRU" BRUBAKER

864K+ WEEKLY LISTENERS
5.5M SOCIAL FOLLOWERS
2X 2025 SPORTS EMMY WINNER
PEOPLE'S CREATOR OF THE YEAR, 2024

This is what happens when creators travel with fans across every screen, stream, and scroll:

2.7M
SOCIAL IMPRESSIONS

5.5M
FOLLOWERS ACTIVATED

ONE
COHESIVE CAMPAIGN ACROSS AUDIO, SOCIAL, AND LIVE MOMENTS.

There's no single way to win with sports fans, but there is a right way to play. Customize the experience, respect the fandom, and show up where it matters. That's how Audio turns brand moments into fan moments.

THE RIGHT SPORTS AUDIO CAMPAIGN DOESN'T INTERRUPT THE FAN EXPERIENCE. IT BECOMES PART OF IT.


THE
FINAL
WHISTLE

SPORTS FANDOM ISN'T SLOWING DOWN. IT'S EXPANDING.

ABOUT AUDACY SPORTS

#1 IN SPORTS RADIO
MORE LISTENERS THAN THE NEXT EIGHT COMPETITORS COMBINED

#1 IN 20 TOP U.S. MARKETS

+17% RATINGS GROWTH
A25-54 AQH

MORE LIVE SPORTS TALK CONSUMERS THAN ESPN TV
M-F 6A-7P

SPORTS STATION OF THE YEAR
MARCONI AWARDS

HOME TO THE MOST **AVID SPORTS FANS**

OVER 1.5 BILLION
VIDEO VIEWS ON SOCIAL MEDIA

#1 SPORTS STATION IN THE U.S.

OVER 1,100 HOURS OF LIVE SIMULCASTS
ON TV AND YOUTUBE EVERY WEEK

THE TOP 5 RADIO SPORTS STREAMERS

THE FLAGSHIP PLAY-BY-PLAY HOME TO **75+ PROFESSIONAL & COLLEGIATE TEAMS**

MLB OFFICIAL STREAMING AUDIO PARTNER

600+ SPORTS PODCASTS



OFFICIAL PODCAST PARTNER
CBS SPORTS

Sports fandom is stretching across platforms, personalities, and powerful moments that live far beyond the final score. And as the sports world continues to fragment, one thing remains constant: fans want connection. They want voices they trust, communities they recognize, and experiences that feel real.
That's where sports Audio continues to win.

Sources: All rankings and YoY growth via Nielsen Monthly Reach, Jan-Nov 2025, OTA & Stream combined, P6+, PPM markets; Top 5 Sports Streamers based on same specs, but for Stream only. More Live Sports Talk Listeners than ESPN TV is via Nielsen Scarborough, 2025 R1 Most Current for each DMA, M-F 6a-7p Weekly Cume, Base= DMA A18+, USA DMA average. Social video views via Audacy Social tools & internal dashboards.

AUDACY IS THE LEADING AUDIO DESTINATION FOR SPORTS FANS



Across broadcast radio, streaming, podcasts, and social platforms, we reach millions of passionate fans every week through the teams, hosts, and shows they love most. We've spent decades building trust in local markets, and today we bring that same connection to our advertising partners everywhere fans listen, watch, and engage.

READY TO GET IN THE GAME?

LET'S BUILD SOMETHING THAT FITS YOUR BRAND, PLANS, AND FANS.

Audacy Sports