



Nielsen Fan Insights

FIBA Consumer Research 2023



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Management Summary

Management Summary

Basketball is the
2nd most popular
sport globally.

Interest in basketball
grew from **68% to**
74% between 2019
and 2023.

1.1 billion people are
interested in Basketball
in the investigated
markets.

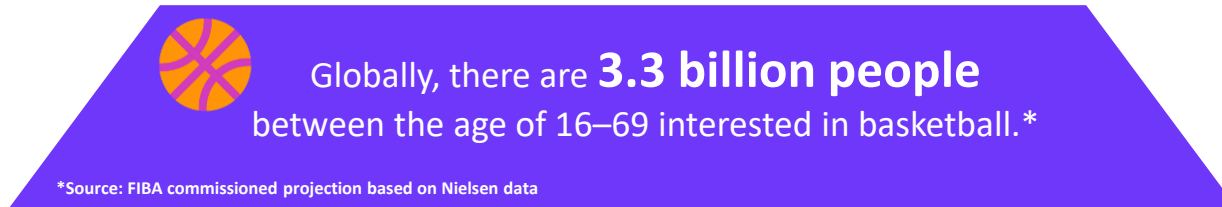
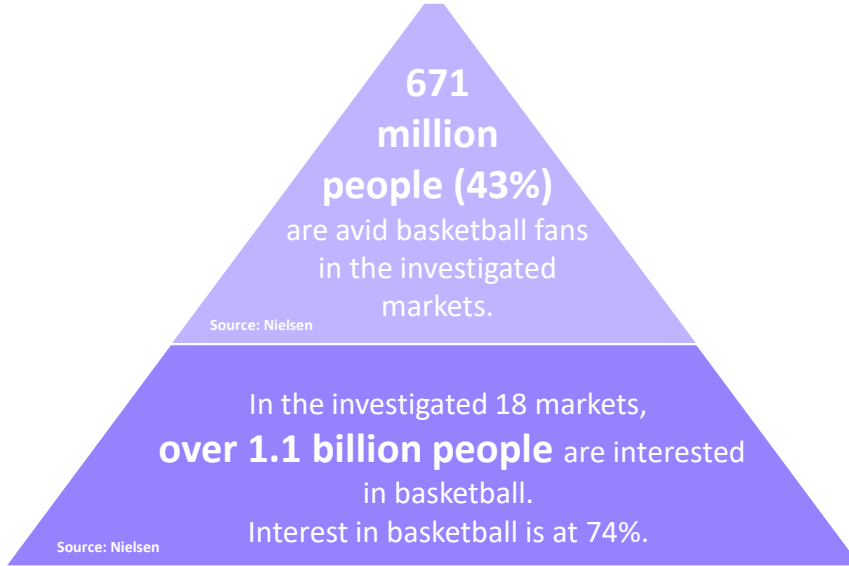
Globally, there are
more than 3.3 billion
basketball fans
between 16-69 years.



Interest
in the
FIBA Basketball
World Cup
saw an **increase of**
33% over the last
four years.

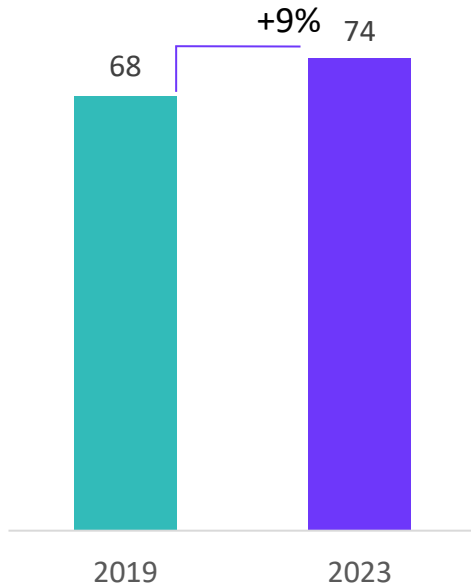
Basketball interest

Basketball interest globally



Level of interest in basketball globally

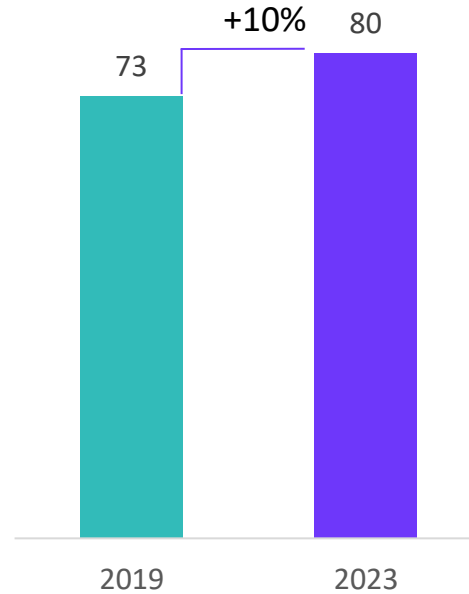
Interest (in %) in basketball grew globally between 2019 and 2023 **from 68% to 74%.**



Level of interest in basketball (16 – 29 years)

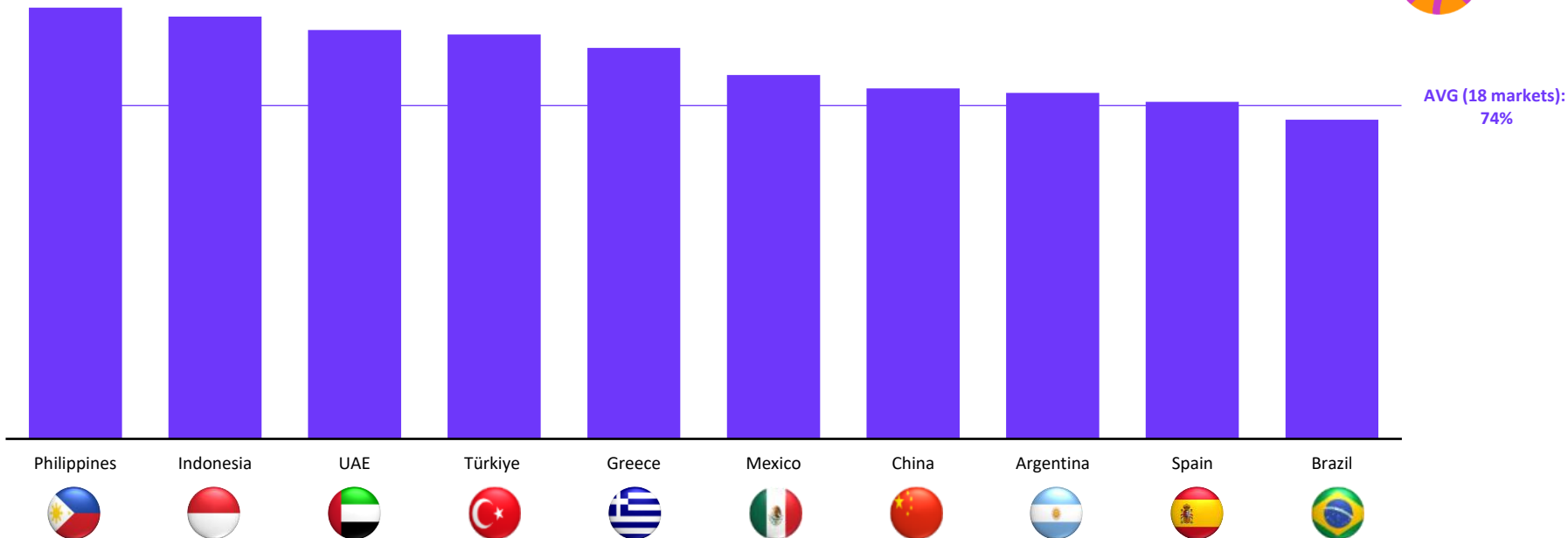
Interest is even higher amongst the <30-year-olds. **Four out of five people below the age of 30 are interested in basketball.**

Their interest has **increased by 10%** since 2019.



Interest in basketball – Market comparison (top 10 out of 18 core markets)

Three out of four people are interested in basketball! Highest interest can be observed in the Philippines and Indonesia followed by the UAE and Türkiye.

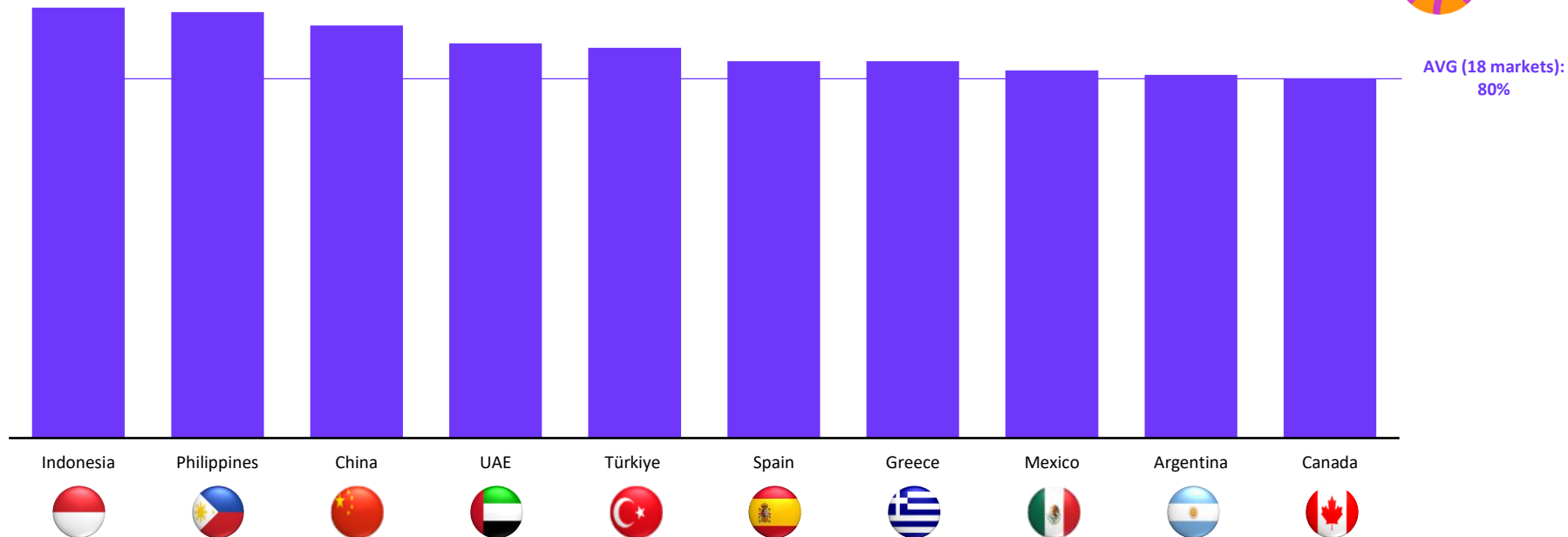


Question: Now some questions on specific types of sport. Please tell us how interested you are in each of the following sports – in terms of whether you attend events, watch that sport on TV, follow it online, listen to the radio or read about it in newspapers or magazines. Presentation of results top 4 box on a 5-point scale.

Base: 1,000 representative (urban) respondents aged 16-69 years in each market.

Interest in basketball – Market comparison (16 – 29 years) (top 10 out of 18)

Basketball is even more popular amongst the younger target group. The interest in basketball is highest in Indonesia, the Philippines and China but also in European markets such as Spain, Germany and UK (not displayed in the top 10) higher interest can be observed.

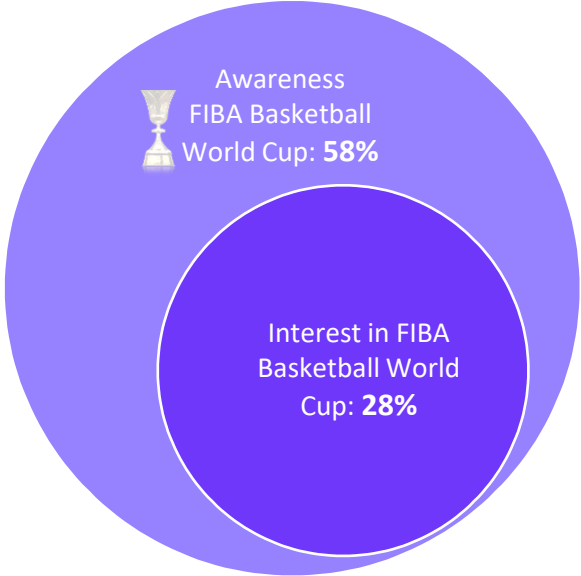
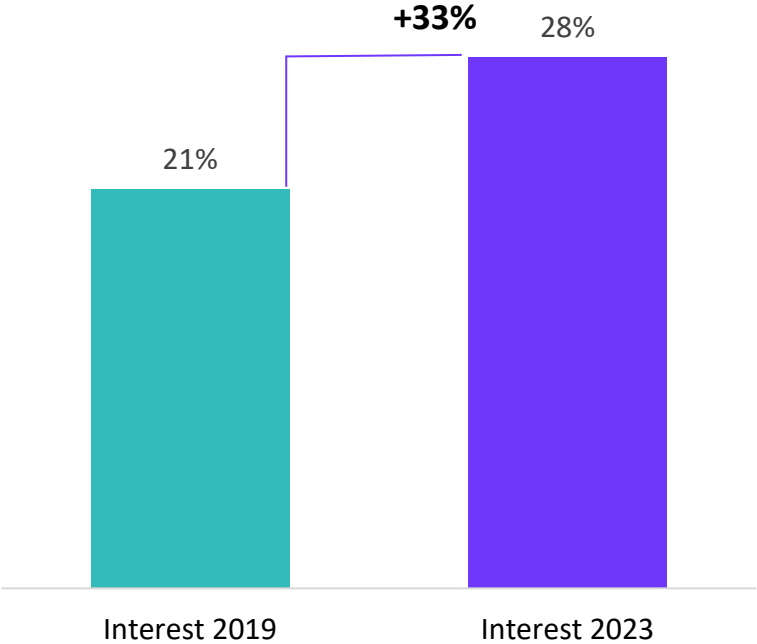


Question: Now some questions on specific types of sport. Please tell us how interested you are in each of the following sports – in terms of whether you attend events, watch that sport on TV, follow it online, listen to the radio or read about it in newspapers or magazines. Presentation of results top 4 box on a 5-point scale.
Base: Respondents aged 16-29 years

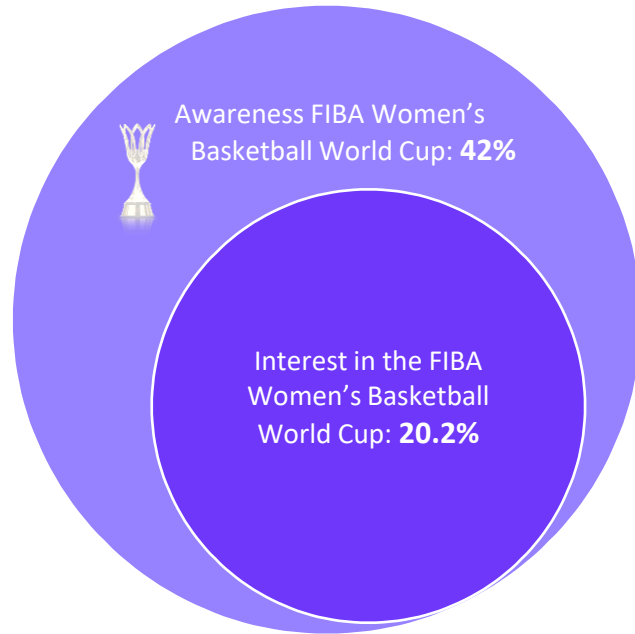
FIBA Basketball World Cup

Relevance of the FIBA Basketball World Cup

The FIBA Basketball World Cup yielded the highest interest increase over the last four years. **Almost every second person who is aware of the FIBA Basketball World Cup is also interested in the event!**




Relevance of the FIBA Women's Basketball World Cup



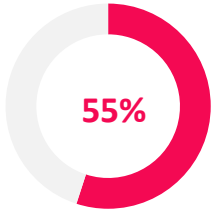
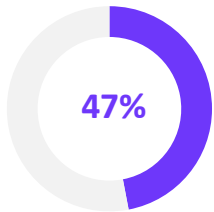
- **42% of all respondents are aware** of the FIBA Women's Basketball World Cup.
- **Every second person who is aware** of the FIBA Women's Basketball World Cup **is interested in the event** (20.2% out of 42%)!

FIBA Basketball World Cup 2023 in Indonesia, Japan and the Philippines

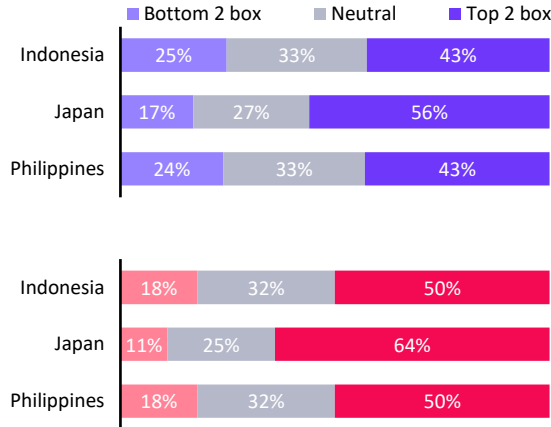
More than every second basketball fan knows that Indonesia, Japan and the Philippines have hosted the FIBA Basketball World Cup 2023. The highest share has followed the event on TV.

■ Total (Country average)
 ■ Avid fans
 

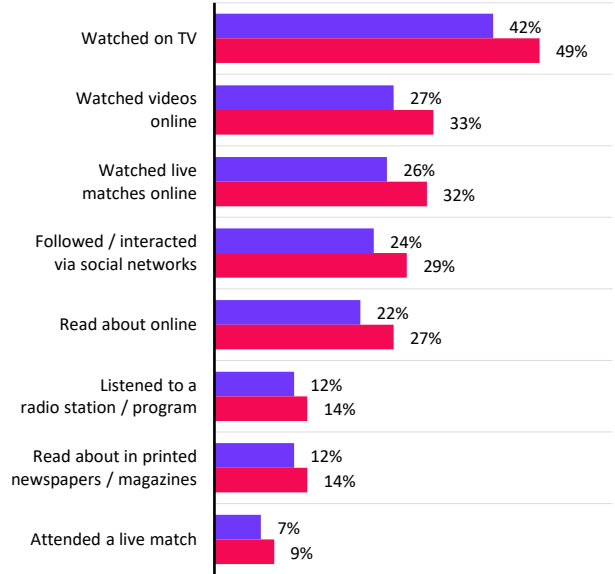
Awareness of Indonesia, Japan and the Philippines as host countries of FIBA Basketball World Cup 2023



Attractiveness as host country



Followership of FIBA Basketball World Cup 2023



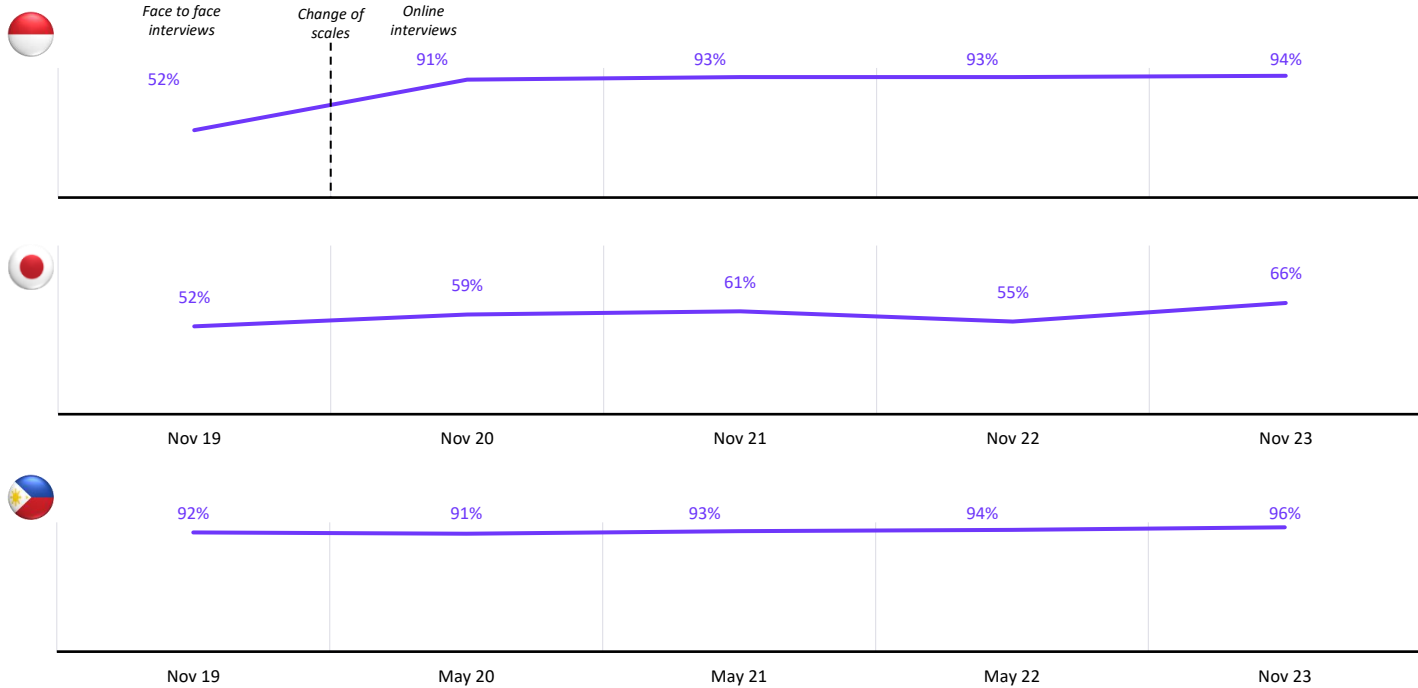
None of these: 25% / 19% / 15%

Question: Do you know that the 2023 FIBA Basketball World Cup took place in Indonesia, Japan and the Philippines? How attractive are Indonesia, Japan and the Philippines for you as a host country for the 2023 FIBA Basketball World Cup? How did you follow the 2023 FIBA Basketball World Cup in Indonesia, Japan and the Philippines?

Base: 10,433 respondents / 9,203 casual fans / 7,969 avid fans who are aware of the FIBA Basketball World Cup

Interest in basketball – Trends

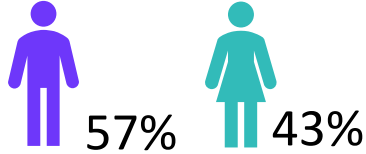
Despite already high interest, hosting the FIBA Basketball World Cup 2023 **further increased basketball interest** in the host markets. **Japan saw with 27% the highest increase over the last cycle (2019-2023), with an 20% interest increase alone over the last year!**



Question: Now some questions on specific types of sport. Please tell us how interested you are in each of the following sports – in terms of whether you attend events, watch that sport on TV, follow it online, listen to the radio or read about it in newspapers or magazines.
 Base: 1,000 representative (urban) respondents aged 16-69 years in each market

Demographics

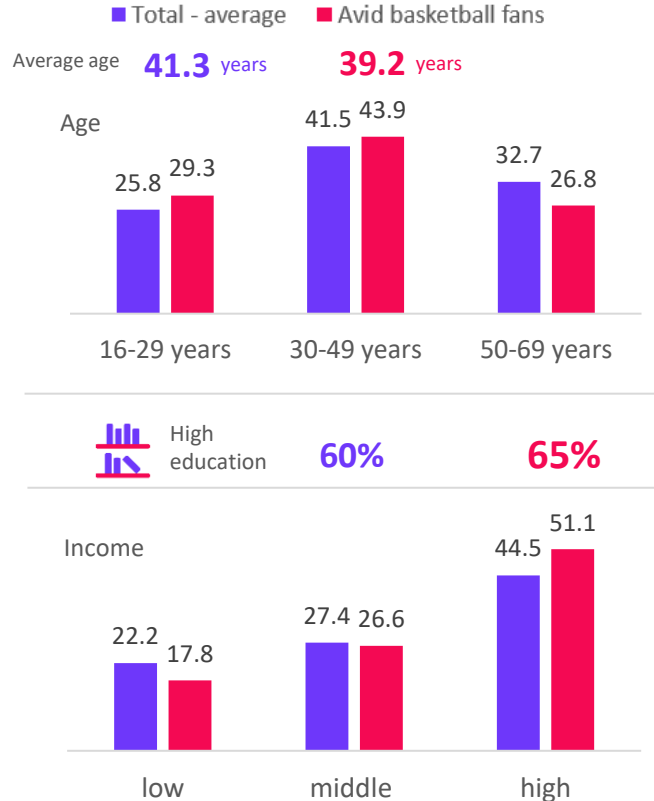
Demographic profile basketball fans



Avg. population 51% 49%

Basketball fans are

- **Younger than the average** population.
- **Better educated** compared to the total population with 2/3 of avid basketball fans being highly educated.
- **Higher in income.**
- Very interested in music, sports and social media .



- Music
- Movies
- Social media & Streaming
- Environmental protection
- Travel
- Attending events

Thank you!

For further information please contact:

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Methodology

Background

Nielsen Fan Insights delivers fan and brand data with the depth, frequency and consistency needed to support smarter decision making

- Ongoing tracking surveys ensure access to the latest data in all markets
- Ability to easily segment fans by demographics and other characteristics
- Provides competitive global data across industries and markets in an intuitive dashboard
- Understand the types of products, services and industries your fan base is most connected to
- In each country we provide brand equity data on all the major sponsor brands
- There are already more than 1,500 brands in the system across all countries, and we're adding more every month
- The platform allows you to cross-reference fan populations with what people think about these brands

Methodology

Countries:	Argentina, Australia, Brazil, Canada, China, France, Germany, Greece, Indonesia, Italy, Japan, Mexico, Philippines, Spain, Türkiye, United Arab Emirates, UK, USA
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Universe:	Representative citizens aged 16-69 years
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Investigation technique:	Computer Aided Web Interviews (CAWI)
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Selection procedure:	Representative survey, online access panel, quota selection procedure for region, age and gender
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Sample size:	1,000 interviews per country
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Field work:	November 2023
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