

Industry Trends

# Stadium to Screen

## Streaming Live Sports in 2025

UK Edition



LG AdSolutions



# Study Methodology

## Objective:

LG Ad Solutions conducted an online survey in the UK to understand behaviour and preferences around watching live sports on TV.

## Survey field period:

January 2025

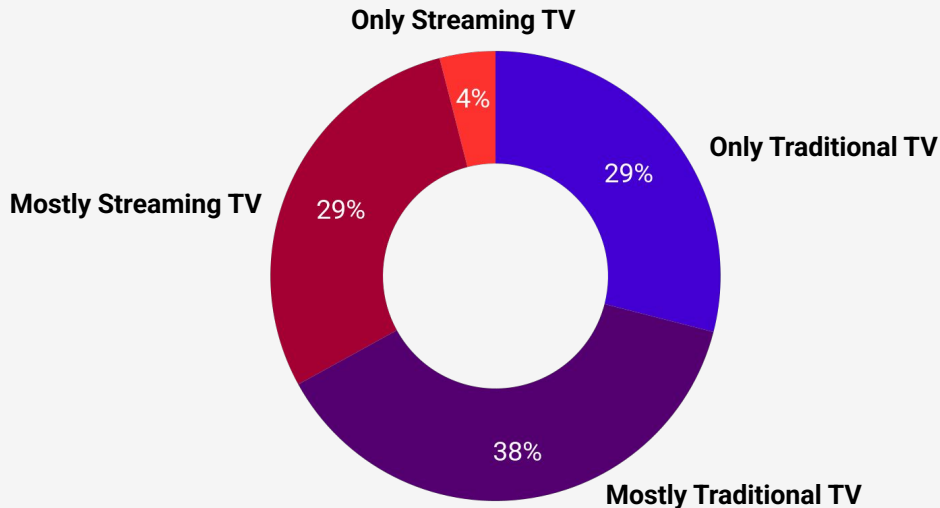
## Sample:

n = 539 UK Connected Sports Viewers. All respondents were UK adults with an internet-connected TV (CTV), who watched live sporting events on TV at least once in the past 12 months.

Conducted via online panel.

# For UK Connected Sports Viewers, Less than a Third *Only* Use Linear to Watch Sports

How UK Connected Sports Viewers Typically Watch Live Sporting Events



Source: Stadium to Screen (UK), 2025



# 71%

of UK Connected Sports Viewers  
stream live sports on their TV

LG Ad Solutions

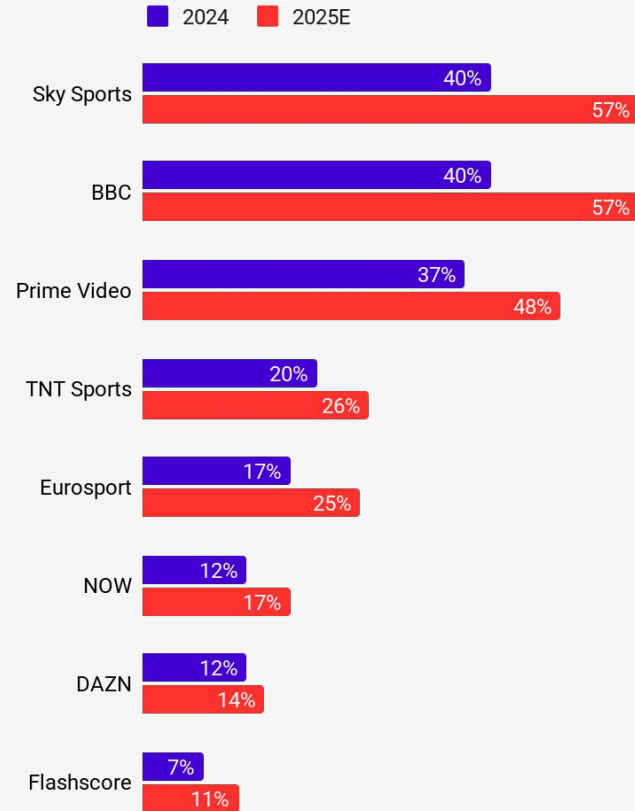
Sky Sports, BBC and Amazon Prime Video Lead in Live Sports Streaming App Usage, and Have Grown YOY

2.6

avg. # of apps used to watch live sports

+39%  
YOY

### Apps Connected Sports Viewers Use to Stream Sports, 2024 vs 2025 (Expected)\*



\*Note: Aided Choices

Source: Stadium to Screen (UK), 2025

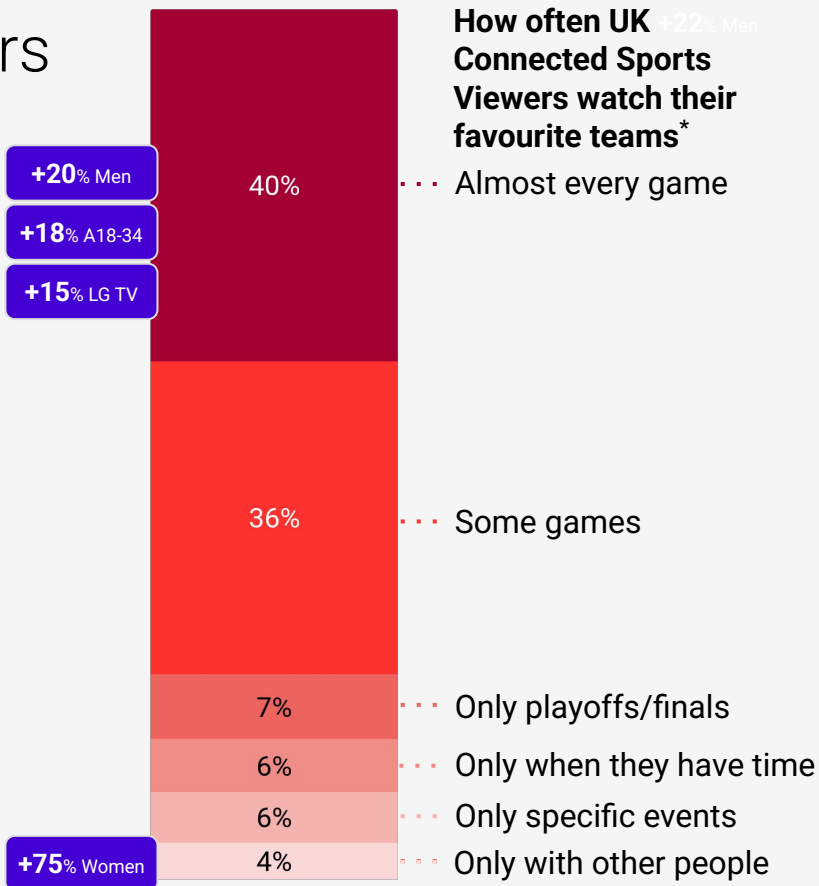
# Most UK Connected Sports Viewers are Dedicated Fans

78%

watch live sports at least once a week

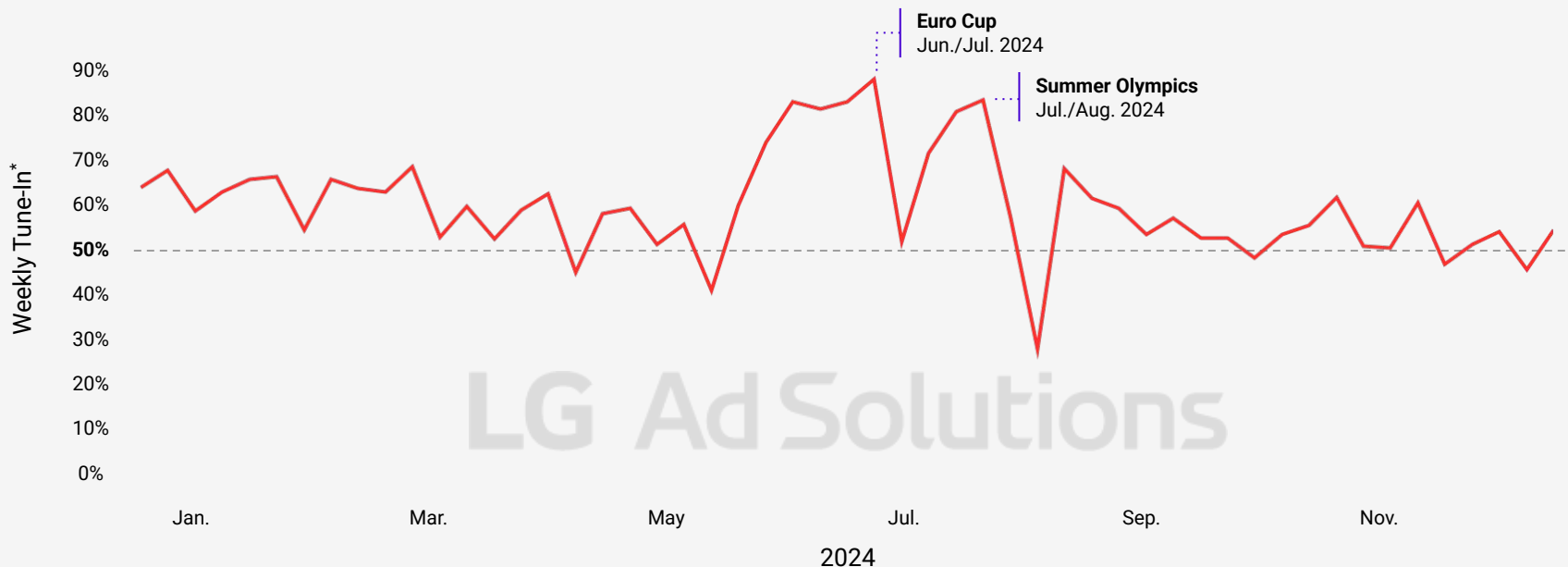
46%

watch 5+ hrs of live sports per week



# Viewership Data Illustrates How 2024 UK Live Sports Tune-In is Consistently Above 50% and Peaked During Summer Sports Events

Weekly Live Sports Tune-In on LG TVs\* (2024, UK Only)



\*Note: Tune-In % (by week) calculated by dividing devices watching specified content by total active devices

Source: LG Ad Solutions ACR Data (UK), 2024

# The UK Sports TV Viewing Experience is a Connected One

53% watch sports with other people

74% watch sports in real time

85% are multitasking while watching Sports

**41%**  
enjoy  
food & drinks



**+21%**  
YOY

**32%**  
play  
games



**+16%**  
YOY

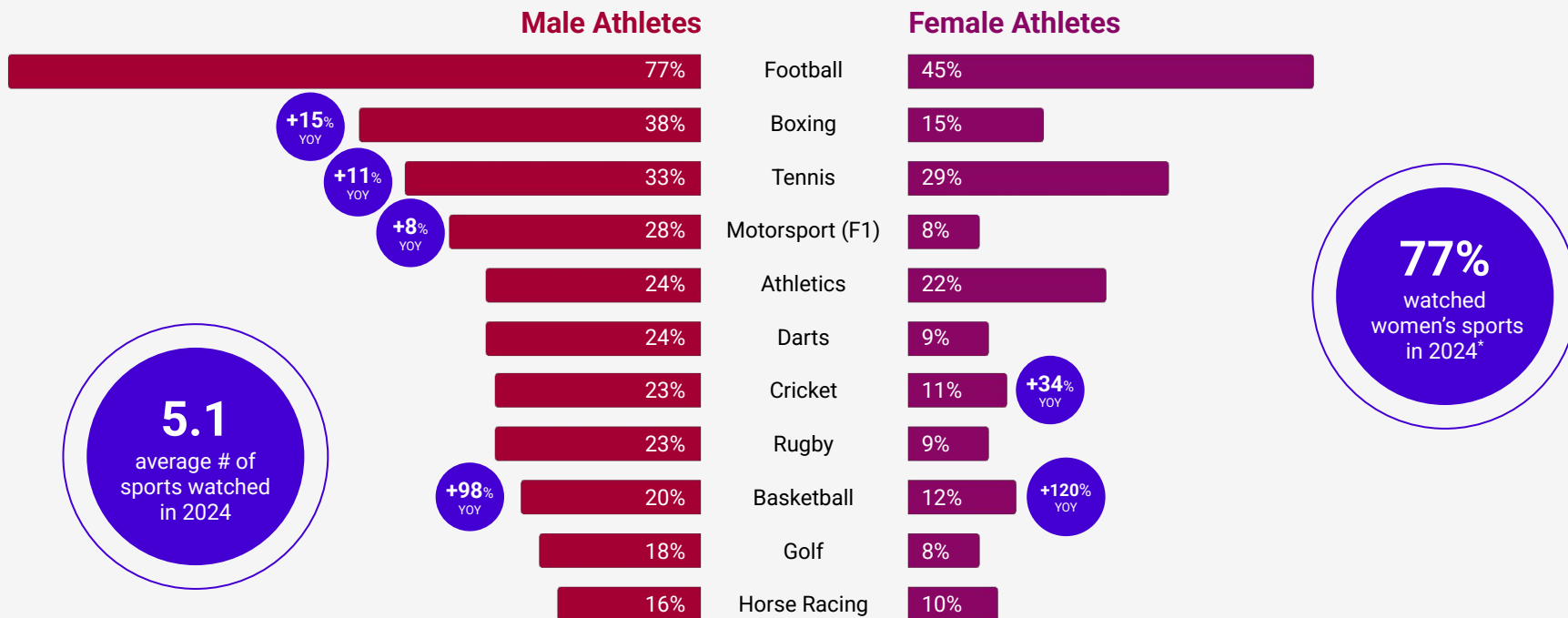
**27%**  
make / check  
sports bets



**+50%**  
YOY

# UK Connected Sports Viewers Watch a Variety of Sports Beyond #1 Football

## Live Sports Watched on TV\*



\*Note: Aided Choices

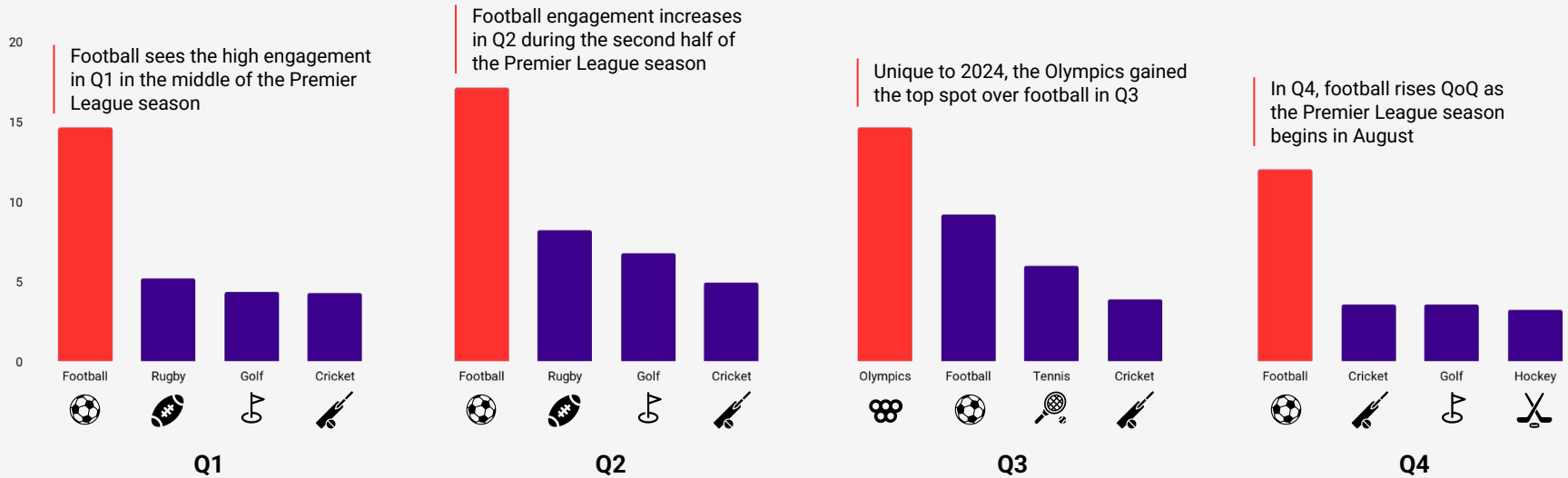
Source: Stadium to Screen (UK), 2025



# By Quarter, UK Viewership Data Shows Football's Dominance and Increased Engagement During the 2024 Summer Olympics

## Sports TV Engagement, by Quarter (2024, UK Only)

Average Hours per TV



# UK Connected Sports Viewers **Pay Attention** to Ads During Sports, Especially Entertainment, Travel and Sports Betting



**65%**

are likely to pay attention to ads while watching live sports

**+9%**  
Women's Sports

**+10%**  
A18-34

**59%**

find TV ads during live sports to be entertaining

## Top Ad Categories That Catch Viewer Attention While Watching Live Sports\*

-  Entertainment
-  Travel
-  Sports Betting
-  Clothing & Apparel
-  Video Games

\*Note: Aided Choices

Source: Stadium to Screen (UK), 2025

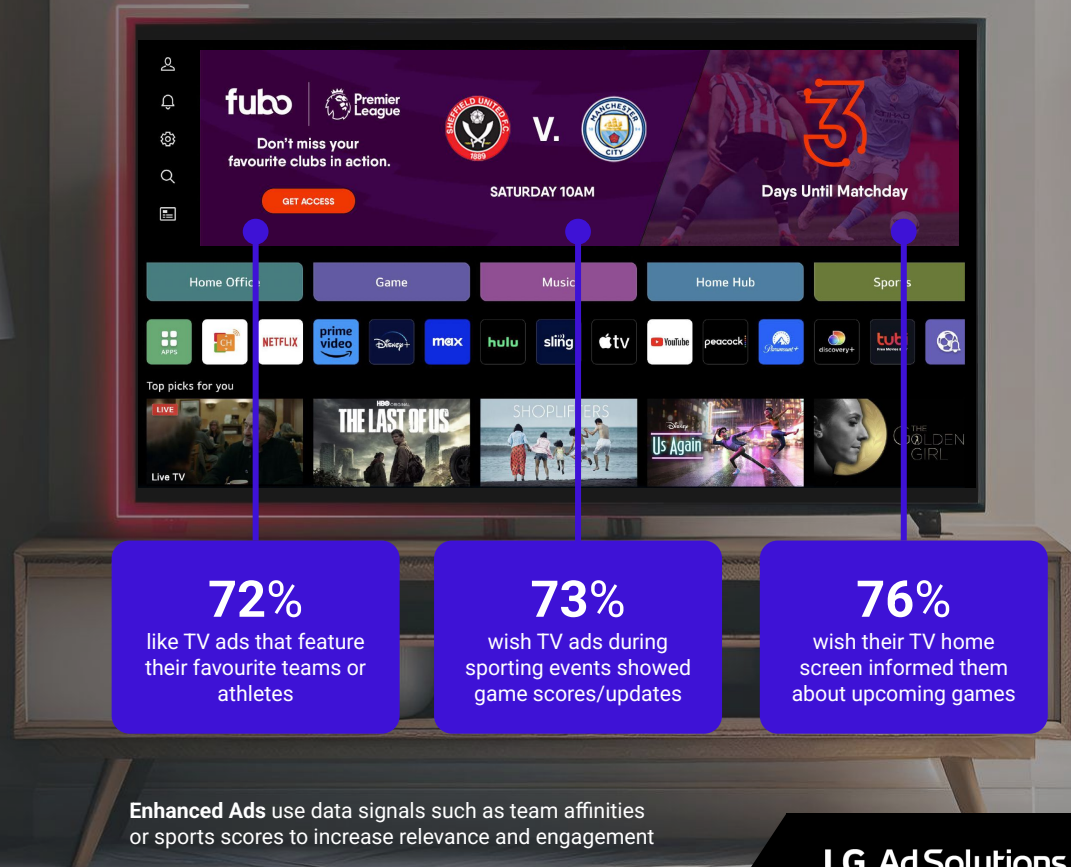
# UK Connected Sports Viewers Want Ads to be **Relevant**

## 76%

wish TV ads / commercials during sporting events were **more relevant**

## 67%

tend to **remember** TV ads during sporting events that are **more relevant**



# Key Takeaways

## 01

**CTV Takes the Lead.** 71% of UK Connected Sports Viewers watch live sports via streaming apps, while less than a third only use traditional TV.

## 02

**Sports Apps are Proliferating.** UK Connected Sports Viewers use an avg. of 2.6 apps to stream sports (up 39% from 1.9 apps in 2024).

## 03

**Sports are a Dominant Part of Our Lives.** 78% of UK Connected Sports Viewers watch sports at least once a week, and 46% watch 5+ hours a week.

## 04

**A Connected Sports Viewing Experience.** 85% of UK Connected Sports Viewers multitask while watching sports, and 53% watch sports with other people.

## 05

**Women's Sports Popularity Growing.** 77% of UK Connected Sports Viewers watch women's sports, with football, tennis and athletics topping the list.

## 06

**Ads are a Welcome Part of Sports Viewing.** 65% of UK Connected Sports Viewers pay attention to ads during live sports, and 59% find those ads entertaining.

LG Ad Solutions is a global leader in connected TV and cross-screen advertising, driven by our mission to create meaningful connections between brands and their audiences. With a vast network of award-winning LG Smart TVs worldwide, we offer advertisers and content creators unparalleled scale, reach, and personalised precision on the largest screen in the home.

Contact us at [hello@lgads.tv](mailto:hello@lgads.tv) for more information.

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