
February 10, 2026

Question of the Week:

“What are the most popular sports to reach audiences through streaming?”

February 2026 Update

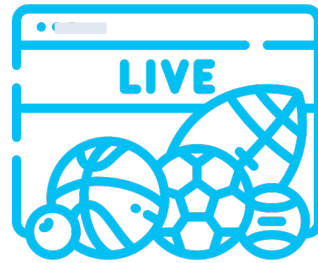
Most streamers enjoy streaming live sports and over four out of ten are habitual viewers who watch this type of content at least once a month

% of streamers that...



57%

Like to **stream live sports**



41%

Have **streamed sports** in the last month



27%

Are **driven to subscribe** to a streaming service for live sports

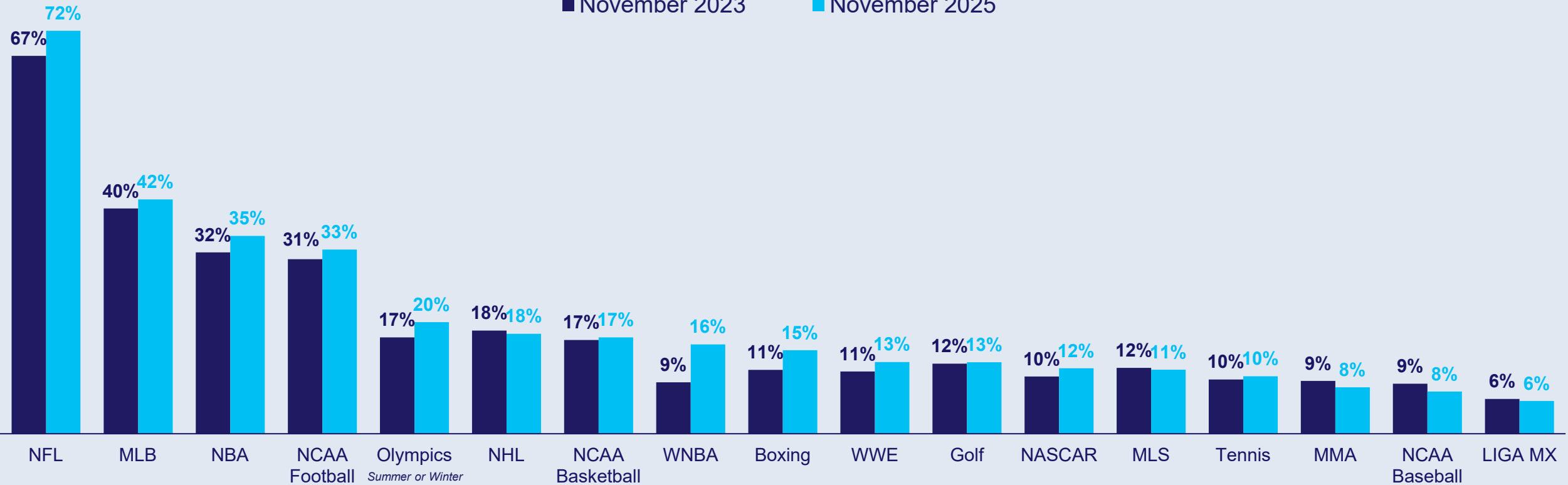
Source: VAB analysis of MRI-Simmons Cord Evolution November 2025 study (fielded Sep 30, 2025 - Oct 20, 2025), Base: has streamed in the last 12 months.

NFL, WNBA and Boxing have seen the largest audience growth among the most streamed sports since 2023

Which of the following sports have you streamed live in the last 12 months?

% of sports streamers

■ November 2023 ■ November 2025



Source: VAB analysis of MRI-Simmons Cord Evolution November 2023 (fielded Oct 2, 2023 - Oct 18, 2023) & November 2025 (fielded Sep 30, 2025 - Oct 20, 2025) studies, Base: has streamed live sports in the last 30 days. Note: Olympics can include people streaming relevant content such as replays, highlights and other related programming after the Olympics have aired.

What are the most popular sports to reach diverse audiences through streaming?



Hispanic Streamers: Boxing, NFL and WNBA have seen the largest audience growth among the most streamed sports since 2023

Which of the following sports have you streamed live in the last 12 months?

% of Hispanic sports streamers

■ November 2023 ■ November 2025



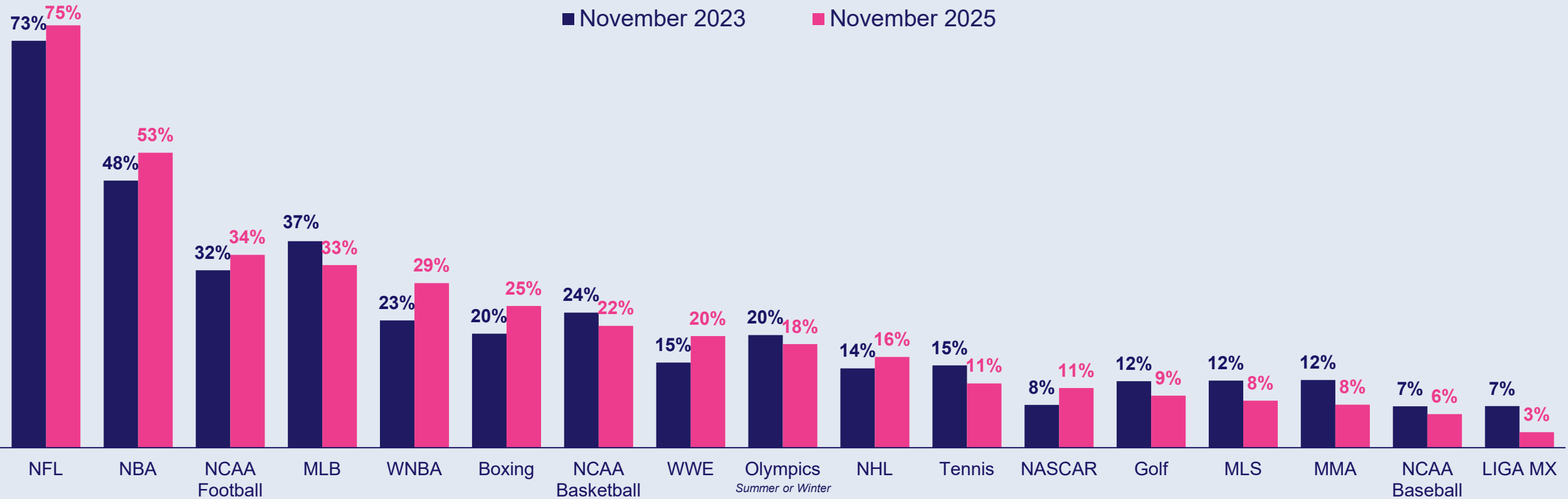
Source: VAB analysis of MRI-Simmons Cord Evolution November 2023 (fielded Oct 2, 2023 - Oct 18, 2023) & November 2025 (fielded Sep 30, 2025 - Oct 20, 2025) studies, Base: Hispanic & has streamed live sports in the last 30 days. Note: Olympics can include people streaming relevant content such as replays, highlights and other related programming after the Olympics have aired.

Black Streamers: WNBA, NBA and Boxing have seen the largest audience growth among the most streamed sports since 2023

Which of the following sports have you streamed live in the last 12 months?

% of Black sports streamers

■ November 2023 ■ November 2025



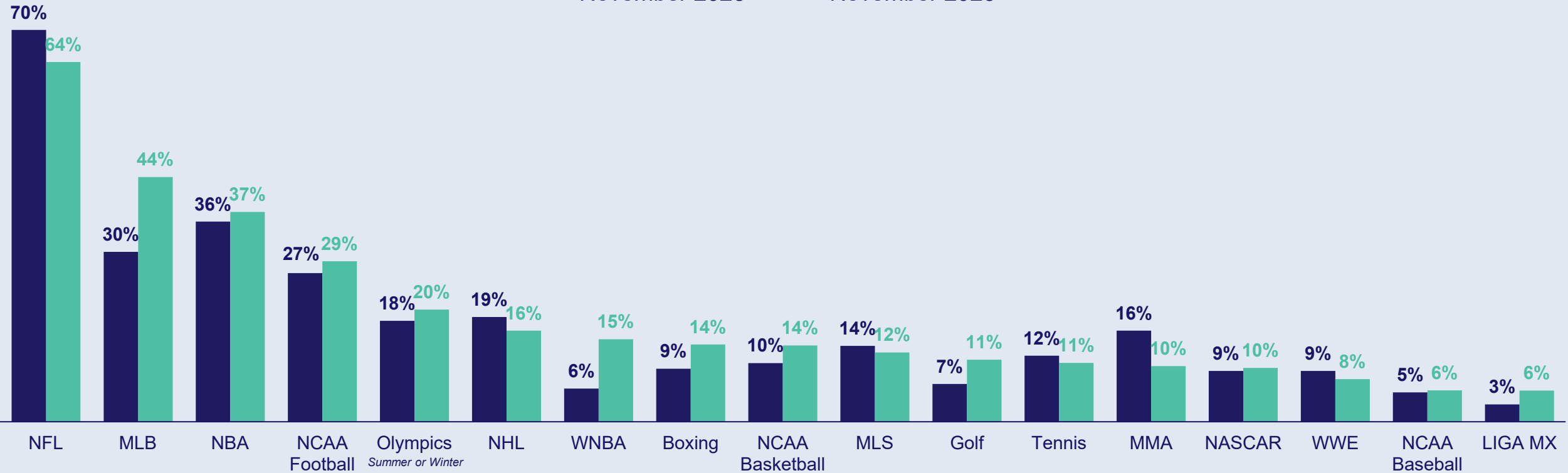
Source: VAB analysis of MRI-Simmons Cord Evolution November 2023 (fielded Oct 2, 2023 - Oct 18, 2023) & November 2025 (fielded Sep 30, 2025 - Oct 20, 2025) studies, Base: Non-Hispanic Black & has streamed live sports in the last 30 days.
 Note: Olympics can include people streaming relevant content such as replays, highlights and other related programming after the Olympics have aired.

Asian Streamers: MLB, WNBA and Boxing have seen the largest audience growth among the most streamed sports since 2023

Which of the following sports have you streamed live in the last 12 months?

% of Asian sports streamers

■ November 2023 ■ November 2025



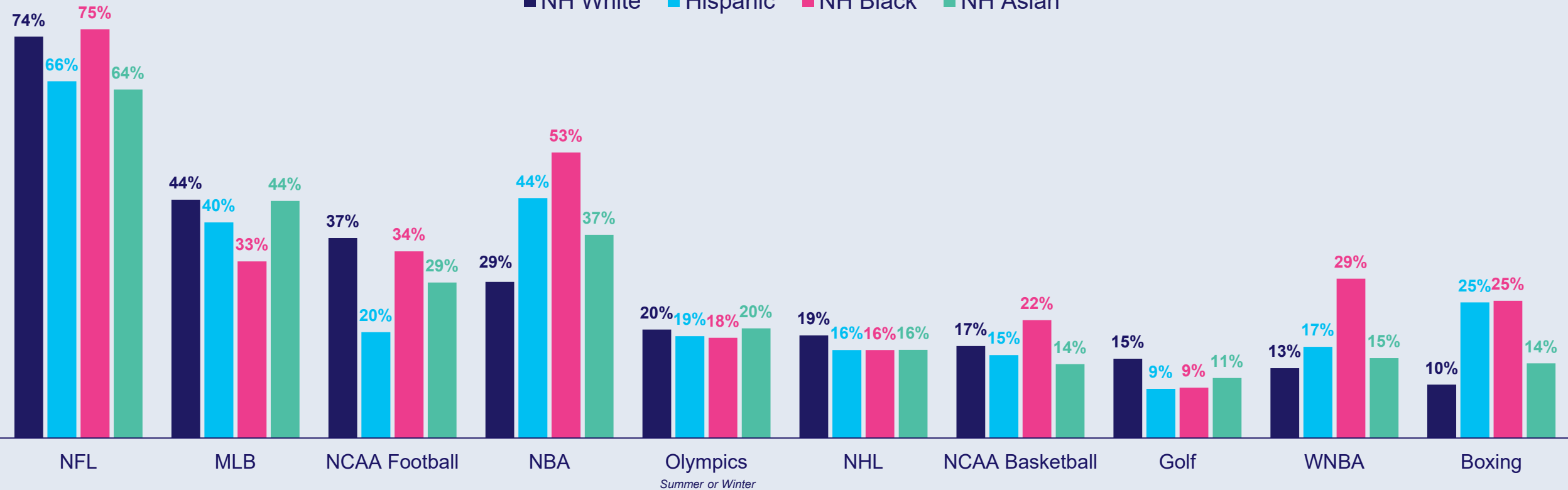
Source: VAB analysis of MRI-Simmons Cord Evolution November 2023 (fielded Oct 2, 2023 - Oct 18, 2023) & November 2025 (fielded Sep 30, 2025 - Oct 20, 2025) studies, Base: Non-Hispanic Asian & has streamed live sports in the last 30 days.
 Note: Olympics can include people streaming relevant content such as replays, highlights and other related programming after the Olympics have aired.

Hispanic audiences over-index on boxing and WWE, Black audiences stream basketball and NFL & Asian streamers watch more MLB and golf

Which of the following sports have you streamed live in the last 12 months?

% of sports streamers

■ NH White ■ Hispanic ■ NH Black ■ NH Asian



Summer or Winter

Source: VAB analysis of MRI-Simmons Cord Evolution November 2025 (fielded Sep 30, 2025 - Oct 20, 2025) studies, Base: has streamed live sports in the last 30 days. NH = Non-Hispanic. Note: Data sorted on NH White. Note: Olympics can include people streaming relevant content such as replays, highlights and other related programming after the Olympics have aired.

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