Expanding the National Football League to the European and Global Sports Marketplace:

An Examination of Consumption and Cultural Differences



Purpose

- Consumption and cultural differences in the sports (event) context
- Globalization and technology
- Need for market expansion of US professional sports leagues
- Interest in the game outside of the US
- Need for research



Research questions

- H1.1: European sports fans prefer a "new" team instead of moving an existing franchise.
- H2.1: Success of the team and number of star players are less relevant to European sports fans.
- H2.2: Tradition and history of the club is a crucial factor for European sports fans.
- H2.3: The entertainment value of the game or event is less important than history and tradition of the club for European sports fans.
- H2.4: Social factors play a crucial role in the perception and experience of sports events for European sports fans.
- H2.5: The current media coverage and general availability of NFL games needs to be improved in Europe.



Analysis of data - Results

Demographical insights The European Sports Fan **Critical Success Factors**



Demographical Insights (1/2)



Demographics

- 1167 participants
- 85,4% male / 14.6% female
- Ø age 26.95
- 93% German
- 4% British
- ~3% other European countries

Demographical Insights (2/2)



• 79% of respondents spend two or more hours daily on passive sport consumption, only 8.1% spend four or more hours

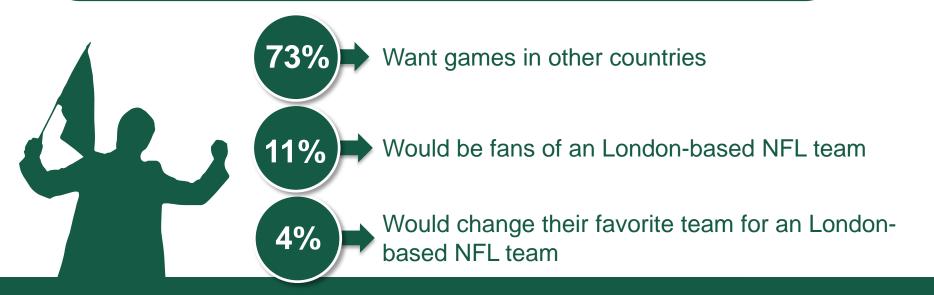


- 73.4% use National TV broadcast
- 11.9% Internet streams
- Only 8.7% original NFL TV broadcast
- 52% are satisfied with media coverage
- Over 70% see room for improvement for the media coverage in Europe



The European Sports Fan

- more than 90% are very interested in the NFL
- 68% consider themselves fans
- 86% state that their interest has increased in the last years





Critical Success Factors

20 different items measured to examine most important factors

(on an importance scale of 1 (least) to 5 (most), ranked by

Entertainment 4.25 and 4.02 (R1 and R4)

Social factor 4.23 and 4.18 (R2 and R3)

History and tradition of the team 2.91 and 2.53 (R12 and R15)

Success of the team 2.06 (R18) Star players on the team 1.86 (R19) Winning team 1.63 (R20)

Conclusion

- Changes in the NFL's international marketing strategy have been successful and led to increases in brand awareness, fan identification and overall interest in the league.
- European sports fans differ to some degree from American sports fans in the way they consume and experience sports.
- American Football fans feature similarities despite different heritages.
- Nevertheless, the leagues faces several obstacles to successfully expand to the European marketplace.
- Further expansion models require the league ensure that the integrity of the game stays unaffected.