SiriusXM Media

The Soundtrack of Sports Fandom

An inside look at listener behaviors, fandom trends, and smarter ways to reach sports audiences.

Sports fandom isn’t one-size-fits-all—and neither is sports audio engagement. Some fans dive deep into stats, others want compelling stories, and many seek excitement and community. Discover what motivates fans to listen to sports audio and learn how to build meaningful connections with them.

EXPLORING THE WHY

The analysts

For many fans, sports are equal parts strategy, science, and math. Beyond the excitement of the game, analysis and stat tracking help explain why teams win, how players shape outcomes, and what defines a season. Every play fuels debate, deepening fans' connection to the sport and investment in every result.

Why they listen

66%

of sports listeners tune in to hear unique perspectives on sports that aren't covered in other media[1]

GET TO KNOW THEM

42%

of sports fans 18+ are primarily interested in hearing post-game analyses, athlete interviews, and play-by-plays in sports audio programs[2]

The go-to roster

Audio creates opportunities for meaningful brand connections, inside and outside of the stadium. Here are the star players.

GETTING PERSONAL

The story lovers

Athletes are more than players—they're people with compelling stories and unique perspectives. Fans want year-round access to their journeys, behind-the-scenes moments, and interests beyond the game, from music to fashion. They're equally curious about the sports and teams their favorite celebrities support.

Why they listen

60%

46%

of sports listeners tune in to get exclusive content[1]

of sports fans say they would be more likely to buy a product or service if it were advertised by an athlete they like[3]

GET TO KNOW THEM

43% of all sports fans say they closely follow the personal lives of the athletes they like[3]

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LIVING THE DREAM

The fantasy leaguers

Some fans cheer from the sidelines, but fantasy players take a hands-on approach. They're in it for the strategy, competition, and bragging rights. Every game, injury report, and stat line shapes their next move—and audio helps guide every decision.

Why they listen

44%

of sports listeners tune in to be a more informed fantasy sports player[3]

Nearly

4 in 10

sports fans have participated in fantasy sports over the past few years, with NFL leading the way[4]

GET TO KNOW THEM

36% of sports fans 18+ have played fantasy sports in the last three years[2]

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PLAYING THE ODDS

The sports bettors

The rush of the game is even more intense when there's money on the line. For sports bettors, audio content like podcasts and satellite radio are essential. Whether they're tracking odds, digging into expert analysis, and looking for game-day insights, it's a safe bet that they're listening with us.

Why they listen

52%

of sports listeners tune in to be a more informed sports bettor[3]

60%

of listeners who say sports audio like podcasts and satellite are a must for sports betting[3]

GET TO KNOW THEM

26% of sports fans 18+ take part in betting for any sports/leagues or major sporting events[2]

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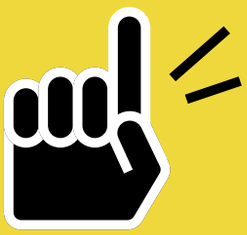
HAVING FUN

The partiers

Music powers the sports experience. From pump-up playlists and tailgates to anthems and halftime shows, it's central to game day for casual and devoted fans alike. Moments like the 2026 FIFA World Cup anthem and Bad Bunny's record-breaking Super Bowl Halftime Show prove music powers the soul of every fan.

Why they listen



1 in 3

Americans is a more casual sports spectator[3]

27%

of sports fans say they listen to music while hosting or attending viewing parties[2]

GET TO KNOW THEM

52% of sports fans 18+ mostly or always watch live games and sporting events with others[2]

The go-to roster

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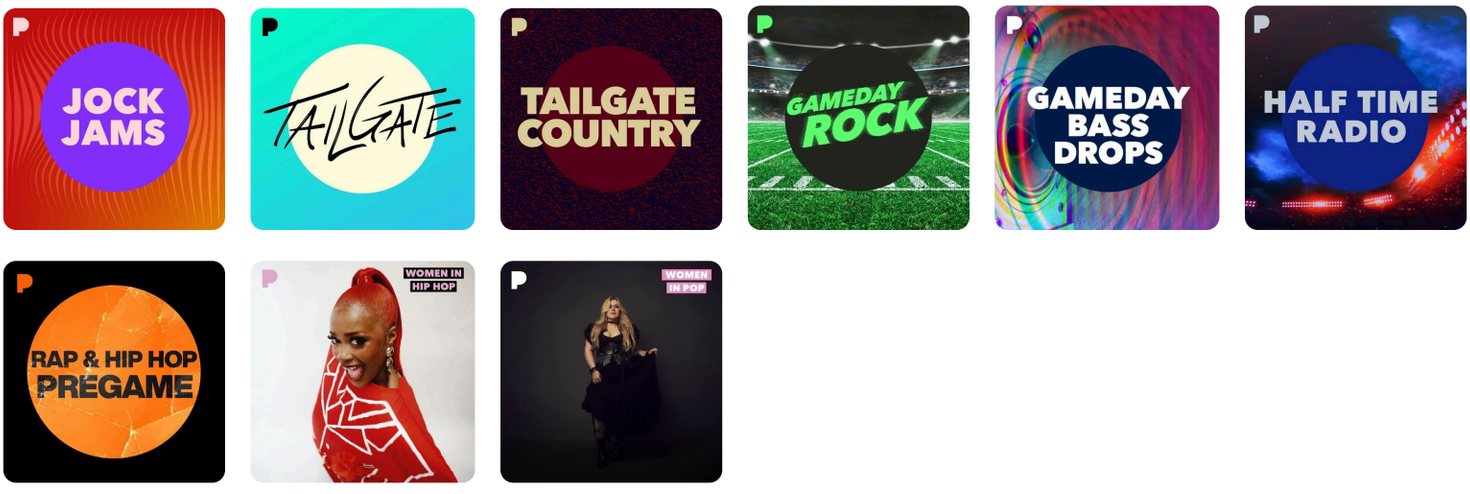


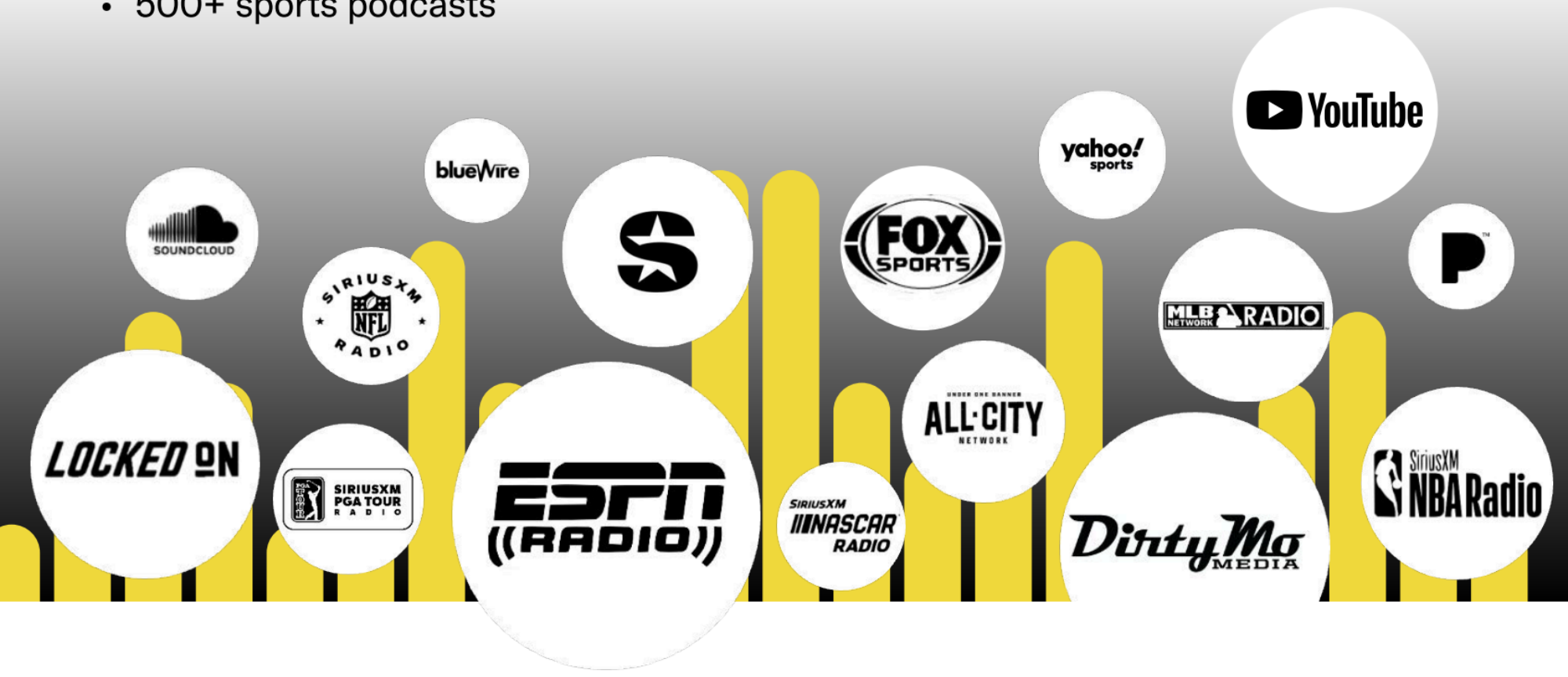
IN A LEAGUE OF OUR OWN

Serious about sports audio

For every game, sport, season, league, and passion there's a sound—

and it's loudest with SiriusXM Media. We reach 255M listeners 13 and up across our portfolio.[4] And we have the partnerships, talent, and platforms sports marketers need to reach and resonate with sports fans when they're highly engaged.

- 8 professional league partners
- 20+ sports talk channels on SiriusXM
- 500+ sports podcasts



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Download the playbook

Sources: 1. Edison Research Share of Ear, Q4 2022, Q1-Q3 2023 2. Pandora Soundboard, 2025 Sports & Sports Betting Study, A18+ Sports Fans (N=1,845), July 2025. Base: A18+/HA18+/AA18+/Asian 18+ Sports Fans. *Denotes small sample size, use with caution 3. SiriusXM Media, GroupM, & Edison Research, The Sports Audio Report Q4 2023 4. Edison Research Infinite Dial 2026, Edison Podcast Metrics Q1-26