

Expanding the National Football League to the European and Global Sports Marketplace: An Examination of Consumption and Cultural Differences

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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



73%

→ Want games in other countries

11%

→ Would be fans of an London-based NFL team

4%

→ Would change their favorite team for an London-based NFL team

Critical Success Factors

**20 different items
measured to
examine most
important factors**

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

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.