

# Gemba

## COVID-19: QUICK 3

THREE QUICK INSIGHTS INTO AUSTRALIAN  
SPORTS & ENTERTAINMENT CONSUMER SENTIMENT  
DURING THE COVID-19 SHUT-DOWN

7 APRIL 2020

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INSIGHTS

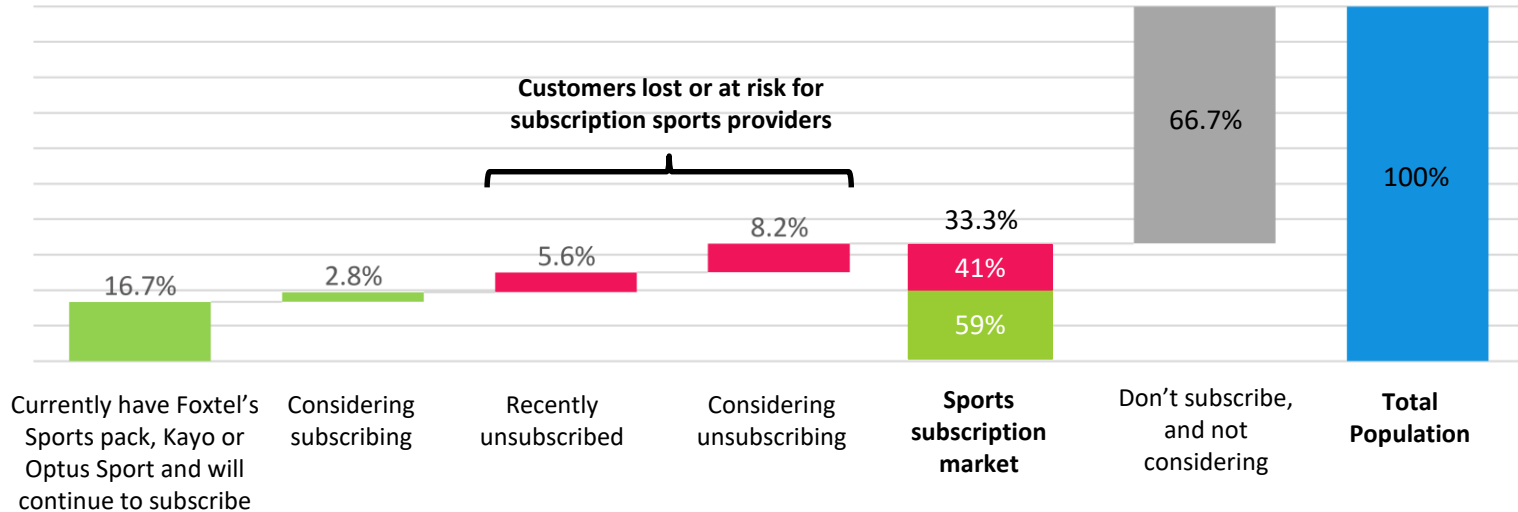


## QUICK 3: COVID-19 SPORT & ENTERTAINMENT INSIGHTS

1. Significant risk for subscription sports services (Foxtel, Kayo, Optus Sport), with over 40% of the sport subscription market recently unsubscribed or considering unsubscribing.
2. Mixed opinions on how some sports organisations are handling the COVID-19 crisis. Almost a quarter of Australians think the AFL, NRL, A-League and Rugby Australia are handling it poorly, but others say they are handling it well. Olympics, Cricket Australia and Supercars are perceived more positively.
3. Looking ahead to when the crisis is over, currently many Australians think they will spend more time with family than they used to, but less time attending live sport and music, or going to the cinema.

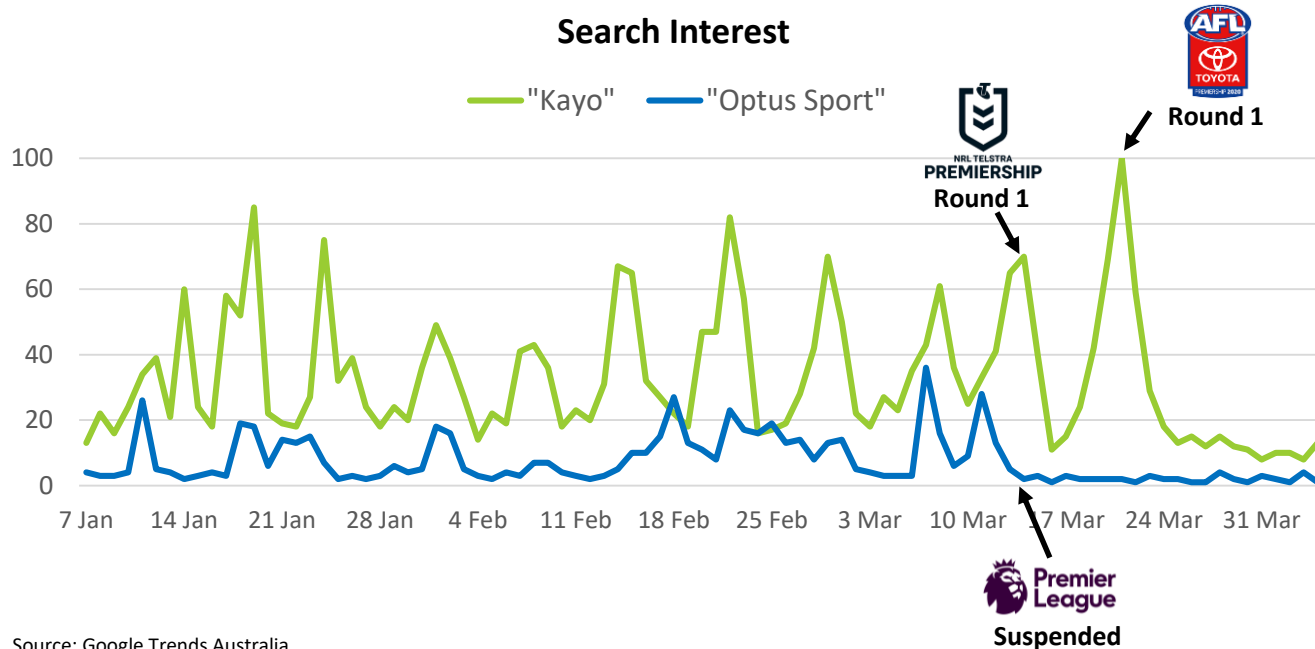
# 41% OF FOXTEL SPORTS, KAYO AND OPTUS SPORT SUBSCRIBER MARKET MAY BE AT RISK

Current considerations around subscription sports packages



Q. Thinking about how people watch sport, which of the following statements best reflects your current situation?

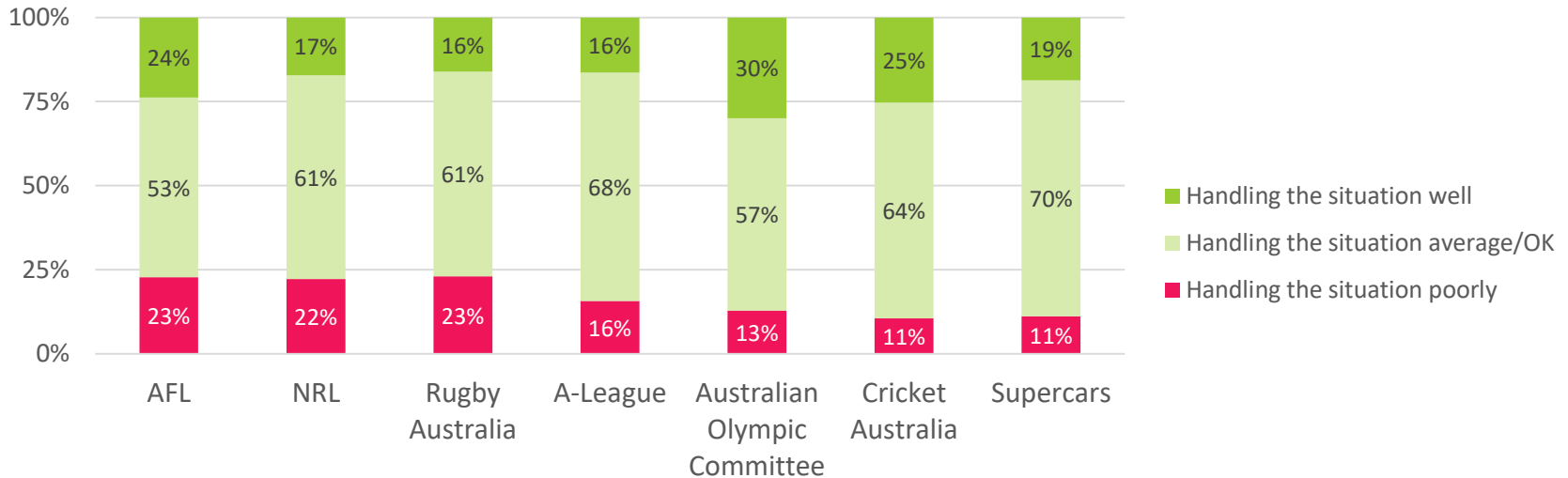
# SEARCH TRENDS INDICATE A SUDDEN SLOW-DOWN IN INTEREST FOR SPORTS STREAMING SERVICES



Source: Google Trends Australia

# MIXED OPINIONS ON HOW SPORTS ORGANISATIONS ARE HANDLING THE SITUATION

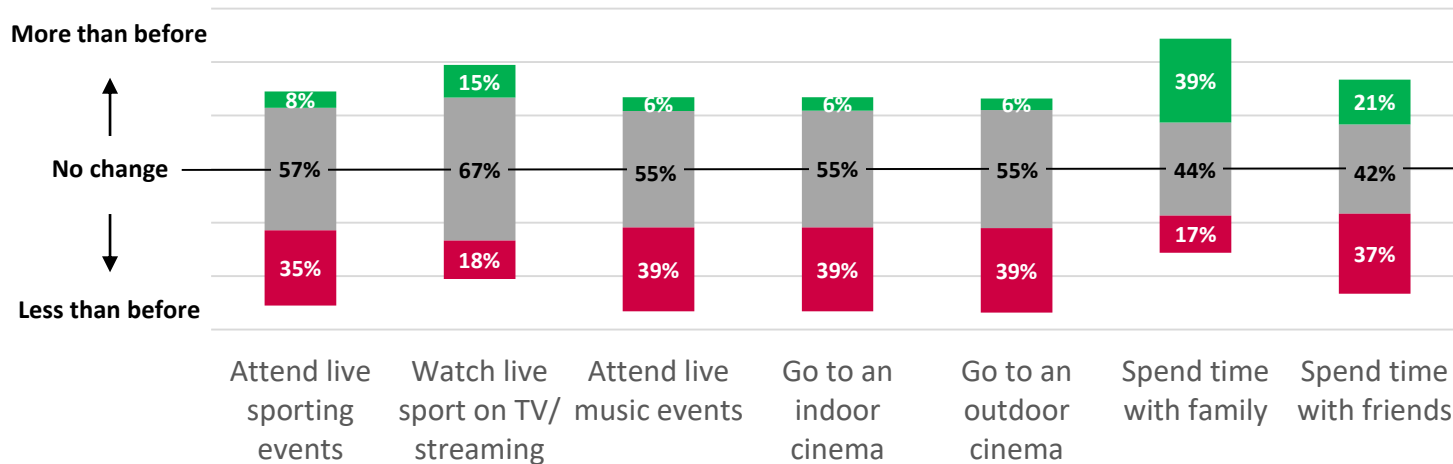
Perceptions of sports organisations' management of COVID-19 crisis



Q. A number of sporting codes are handling the COVID-19 crisis in different ways. For each of the following sporting codes please indicate whether you think they are handling the situation well, average, or handling it poorly

# AUSTRALIANS PREDICT THEY WILL SPEND MORE TIME WITH FAMILY POST-LOCKDOWN, BUT POTENTIALLY LESS ATTENDING EVENTS AND CINEMA

Claimed forecast behaviour when social life can resume as before



Q. Thinking about when the current COVID-19 crisis ends – and social life can resume as before – for each of the following activities would you expect to do less than you did before, the same as before, or more than before?

- Gemba conducted this poll of Australians over the weekend 3-5 April 2020
- Nationally representative sample n=305

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