



# BIG GAME SHOWDOWN: ESPN VS THE NFL

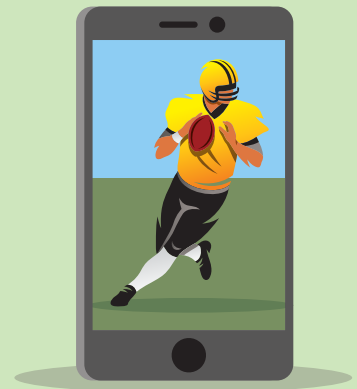
Whether you're in it for the football glory or nachos and chicken wings - everyone can't ignore the big game this Sunday.

The biggest question isn't which team are you rooting for - but where are you going to be following along? Some game day viewers need to find live game updates from their smartphone. But where are they going? You would think the league's app.



Viewers who said they would be watching the big game were

**84% more likely to use the ESPN app** over the NFL app.



Fans of the big game have **80% higher app frequency** - visiting an average of **33.7 times!**



The ESPN app isn't only popular with big game watchers - but those who say they won't be tuning in:

**they visited the ESPN app 5x more** than the NFL app in the two week period.



Maybe they prefer basketball? You have an opportunity to ask.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed January 2023.

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