Coinbase partnered with the NBA to make them their first cryptocurrency platform and based on our research, it seems like that could be a smart move. We surveyed consumers about their television preferences and analyzed their behavior data to see if there is a correlation between sports lovers and crypto investing apps.

**What do sports viewers have in common?**

- 10% more of sports viewers used the Robinhood app.
- 8% of sports viewers used the Coinbase app.
- 5% of sports viewers used the Webull app.

**Use this information to:**

Partner with other sports leagues to create new advertising partnerships. Sports viewers are engaged in the crypto exchange world. This could create collaboration opportunities between top apps like Robinhood and Webull with sports companies.

**NEED RESEARCH?**

Contact us now: solutions@mfour.com or call 714-754-1234. Data witnessed May 2023.