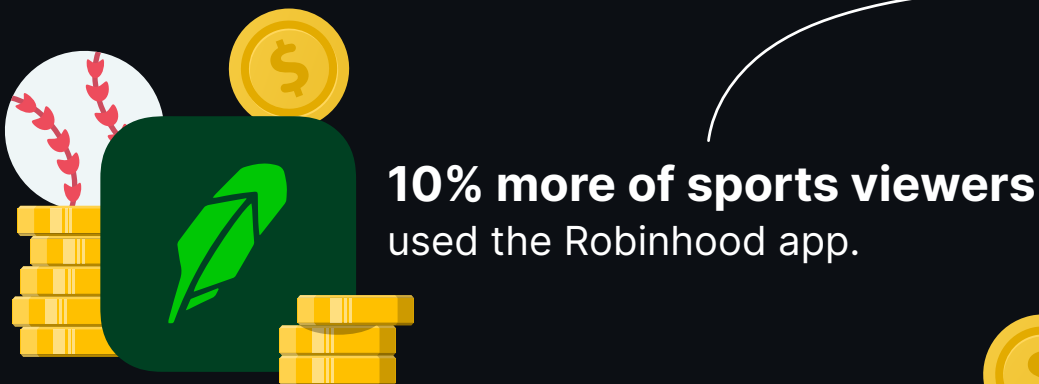


WHAT DO SPORTS VIEWERS HAVE IN COMMON?

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.



8% of sports viewers used the Coinbase app.

This infographic features a blue rounded square with a white 'C' logo, set against a dark blue background. It is surrounded by several gold coins, a stack of four gold coins, a pair of green ski boots on a blue ski, and a black and white soccer ball.

5% of sports viewers used the Webull app.

This infographic features a white rounded square with a blue crescent shape, set against a dark blue background. It is surrounded by several gold coins, a stack of four gold coins, a green tennis ball, and a red and white American football.

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.

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