



# HOW AND WHERE NFL FANS WATCH THE ACTION



Discover how fans are tuning in to NFL games this season and navigating both essential and optional streaming services to catch their favorite teams in action



## HOW MANY ARE WATCHING?

**64.1%** of fans plan to watch NFL Football this season.

## HOW ARE THEY WATCHING?

**69.8%** of NFL fans are tuning in to Live TV to watch the games.

**51.6%** of NFL fans are catching games through streaming platforms.



## WHERE ARE THEY STREAMING?



Amazon Prime Video leads the pack, with **41.9%** of fans using it to watch games.



ESPN & Peacock are neck-and-neck, each being used by about **25%** of viewers.



ESPN+ & Paramount follow closely, both hovering around the **20%** mark.



Hulu + Live TV, NFL+, and YouTube TV are emerging platforms, each capturing between **17% to 19%** of viewers.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714.754.1234  
Data witnessed September 2024

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