

as a father. # " The accelerating problem is confirmed by the dramatic decline in participation by kids in tackle football and from a TV perspective the significant drop in viewing by millennials and younger, " he wrote. " The age of NFL viewers keeps on going up. # " Anecdotally, I have an 8-year-old son that plays flag football. He is in his second year and he and most of his teammates still don't know any but the most basic rules of the game. Unlike generations before, they have no interest in watching the game. So they have no clue what the rules or even the names of the positions are. " # That change may be more generational than sport-specific, but the bottom line is it's more of an issue for the NFL right now. # " Kids playing Minecraft or watching YouTube videos instead of watching sports on TV and the lack of families having a hardcore allegiance to their city's teams is a fundamental problem for all major sports, " he wrote. " But it's a bigger problem for the NFL because a growing number of parents are trying to hide football from their kids so they don't want to play. " # It is not certain just how much of the NFL's ratings issues is attributable to national anthem demonstrations that brought down the ire of the president upon players and the league. There are other issues, such as the increasing concern over head trauma and the loss of a number of top stars such as Odell Beckham Jr., J.J. Watt, David Johnson and others to season-ending injuries, although the anthem story line was dominant. # Cuban, who has said he was mulling a presidential run in 2020