



# China-US Sports Industry Research Report

BY Alex Wan, Anna Di, Hongzhi Wang, Chi Zhang, Shaozhen Fei

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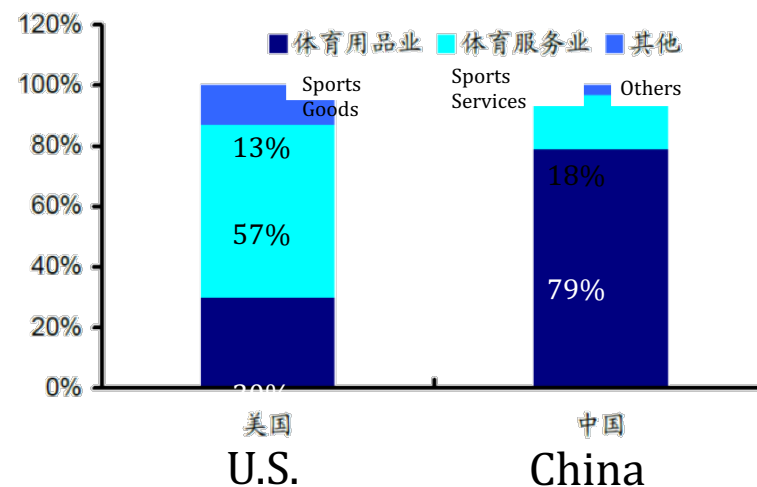
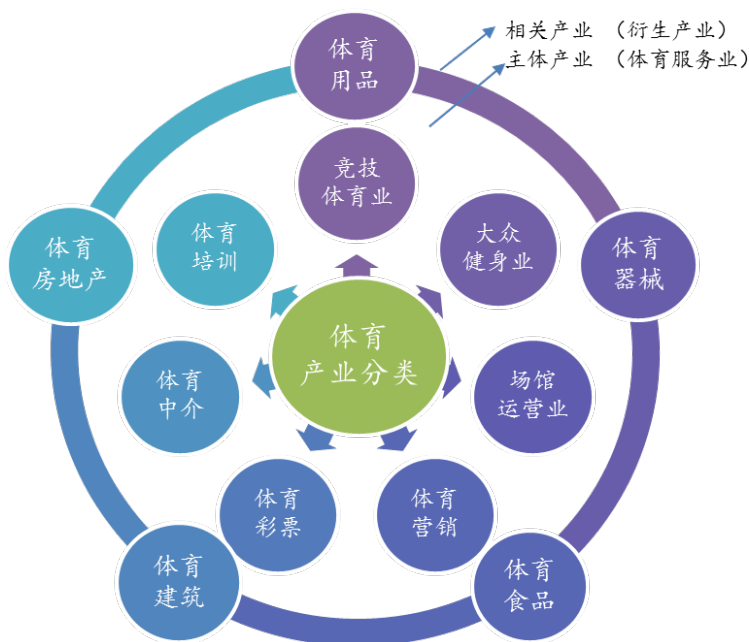
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U.S. Sports Industry Development Status

China Sports Industry Development Status

# Sports Industry

- The sports industry is divided into the main industry and related industries. The main industry is comprised of sports services, including sport agencies, sports marketing, sporting events, sport training, fitness, and so on. Related industries are derivative industries, including sporting goods, sport facilities, nutrition, etc.
- In America, sports services account for more than 50% of the industry, while derivative goods account for 25%; China's derivative goods account for nearly 80% of the industry, while main industry sports services account for only 20%.

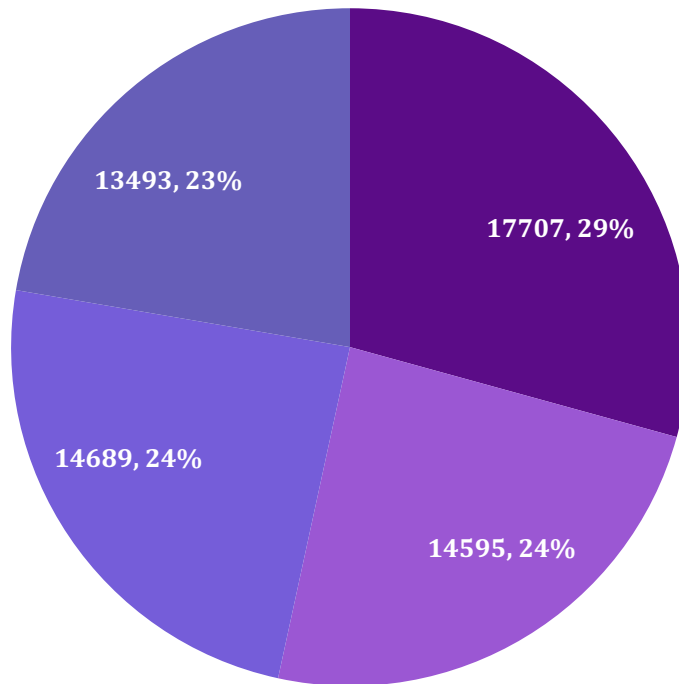


来源：易观智库

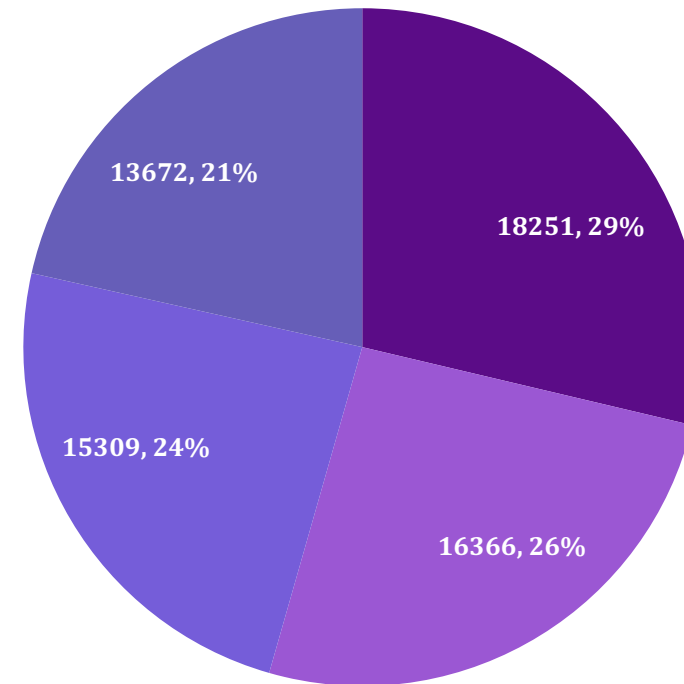


# North America Sports Market Development Status

North America Sports Market Output  
Value 2014



North America Sports Market Output  
Value 2015



- 门票收入
  - 媒体版权
  - 广告赞助
  - 体育用品
- Ticket Revenue  
Media Rights  
Commercial Sponsor  
Sporting Goods



# North America Sports Market Development Forecast

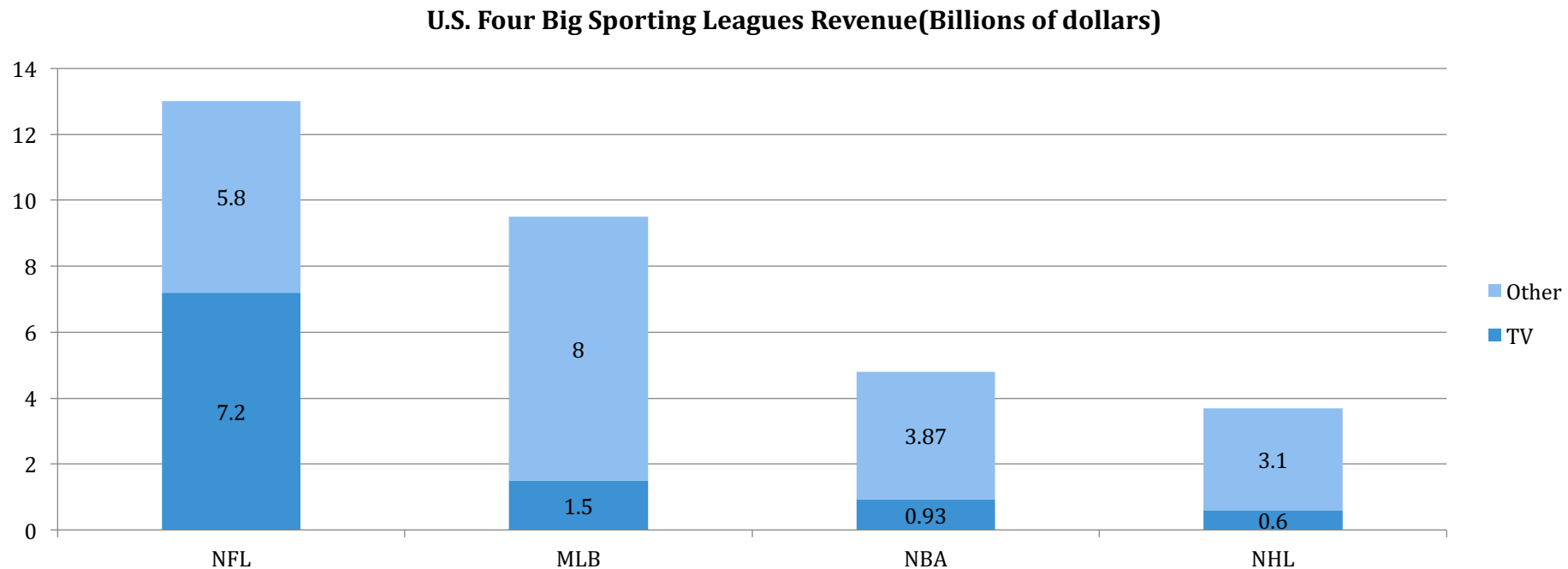
- Media rights experienced the most significant growth in particular

North America sports market by segment											
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	CAGR
<i>US\$ millions</i>											
Gate revenues	16,176	16,116	15,821	17,372	17,707	18,251	18,637	19,385	19,717	20,122	2.6%
Media rights	9,423	10,858	11,743	12,262	14,595	16,366	18,427	19,150	19,949	20,630	7.2%
Sponsorship	11,820	12,615	13,257	13,900	14,689	15,309	16,140	16,822	17,635	18,306	4.5%
Merchandising	12,571	12,482	12,771	13,144	13,493	13,672	13,861	14,042	14,252	14,464	1.4%
Total	49,990	52,071	53,592	56,678	60,484	63,598	67,065	69,399	71,553	73,522	4.0%
<i>% change year on year</i>											
Gate revenues		-0.4%	-1.8%	9.8%	1.9%	3.1%	2.1%	4.0%	1.7%	2.1%	
Media rights		15.2%	8.1%	4.4%	19.0%	12.1%	12.6%	3.9%	4.2%	3.4%	
Sponsorship		6.7%	5.1%	4.9%	5.7%	4.2%	5.4%	4.2%	4.8%	3.8%	
Merchandising		-0.7%	2.3%	2.9%	2.7%	1.3%	1.4%	1.3%	1.5%	1.5%	
Total		4.2%	2.9%	5.8%	6.7%	5.1%	5.5%	3.5%	3.1%	2.8%	
CAGR: Compound annual growth rate						Source: PwC Sports Outlook (October 2015)					



# U.S. Four Big Sporting Events Annual Revenue Compar.(2015)

- Even in 2015, the four big sporting event's live and television broadcast easily reached tens of billions of U.S. dollars, with American football receiving the most signed profits, at \$7.2 billion.





# Declining Ticketing Revenue by Percentage

