

Interview questions:

Do you have access to more sports than you have time to watch? **Yes**

How many hours a week on average do you spend watching sports? **3 hours**

How much more sports would you watch have you had more free time? (x2?, x3?) **X2**

What types of sports do you follow closely? **Baseball, Basketball, Football**

Any teams in particular? **Warriors, Giants, Cal Bears**

What other sports do you watch occasionally? **Soccer**

What is roughly the percent distribution among the types of sports? (e.g. 80% baseball, 10% football, 10% other) **Baseball 45%, Basketball 45%, Football 10%**

What are your sources for sports content? What channels?

Cable networks (ESPN, BBC, Univision, Azteca)

Antenna: Over the air (ABC, CBS, NBC, Fox) **Over the air broadcast channels**

Internet (Amazon Prime, AppleTV, Hulu, MLB.tv)

Cellular (on my phone)

When/how do you watch?

Live TV **Yes**

DVR/TiVo

VOD (what sources)

Cell phone

How do you catch up on the games you don't watch? **Websites (Yahoo Sports, ESPN) or Yahoo sports app**