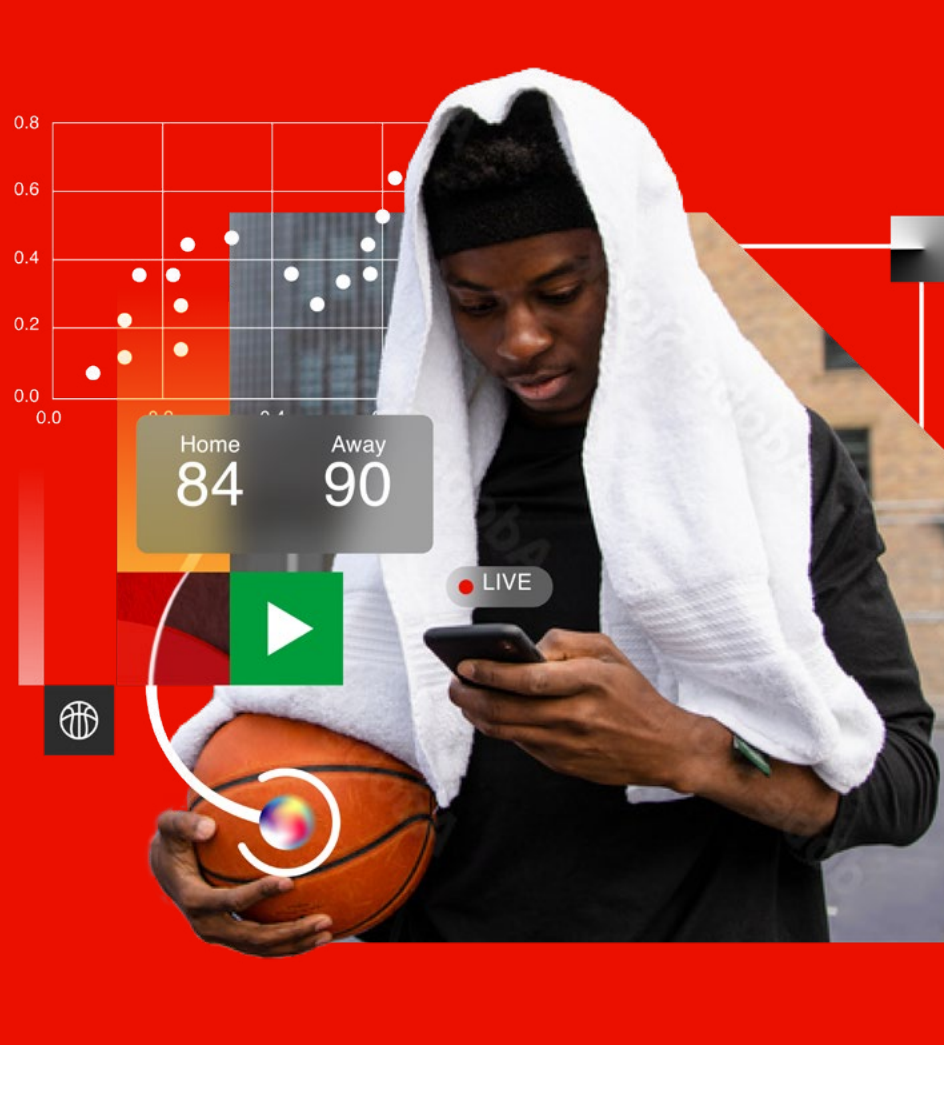




Create next-gen fan experiences for Gen Z in sports and entertainment.



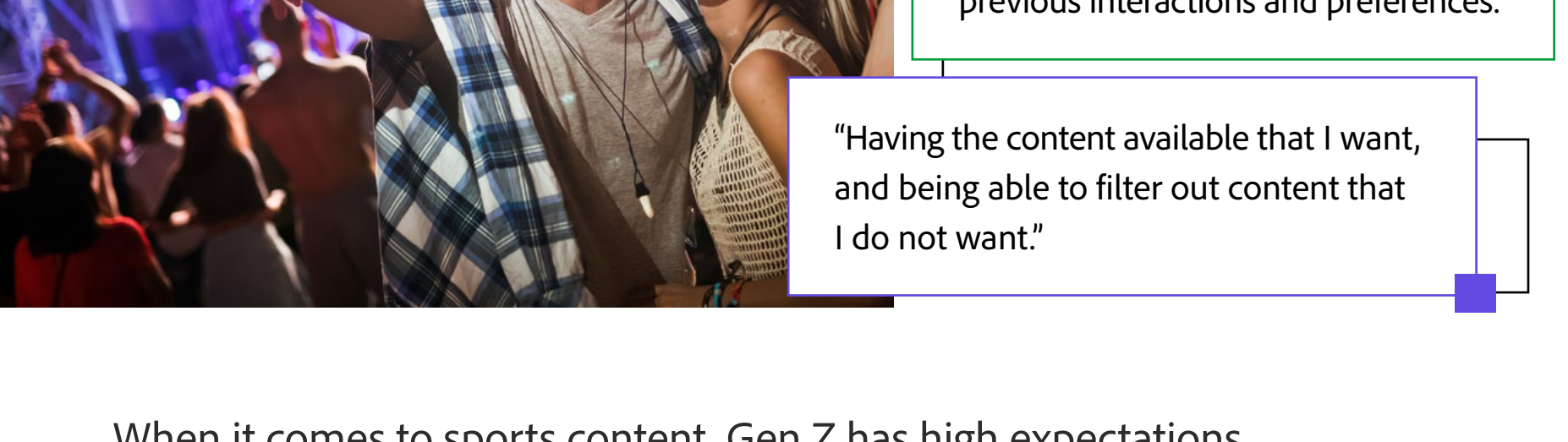
Members of Generation Z are clear about their consumer preferences. The digital natives, born between 1997 and 2012, can be seen engaging with their devices, supporting brands that share their values—and wielding an estimated buying power of over \$150 billion.

Brands offering authentic, one-to-one journeys are well positioned to connect with Gen Z and their sought-after spending. In the sports and entertainment industry, personalizing the fan experience—from live stadium events to live-streamed games—is essential for appealing to this fresh and unique audience.

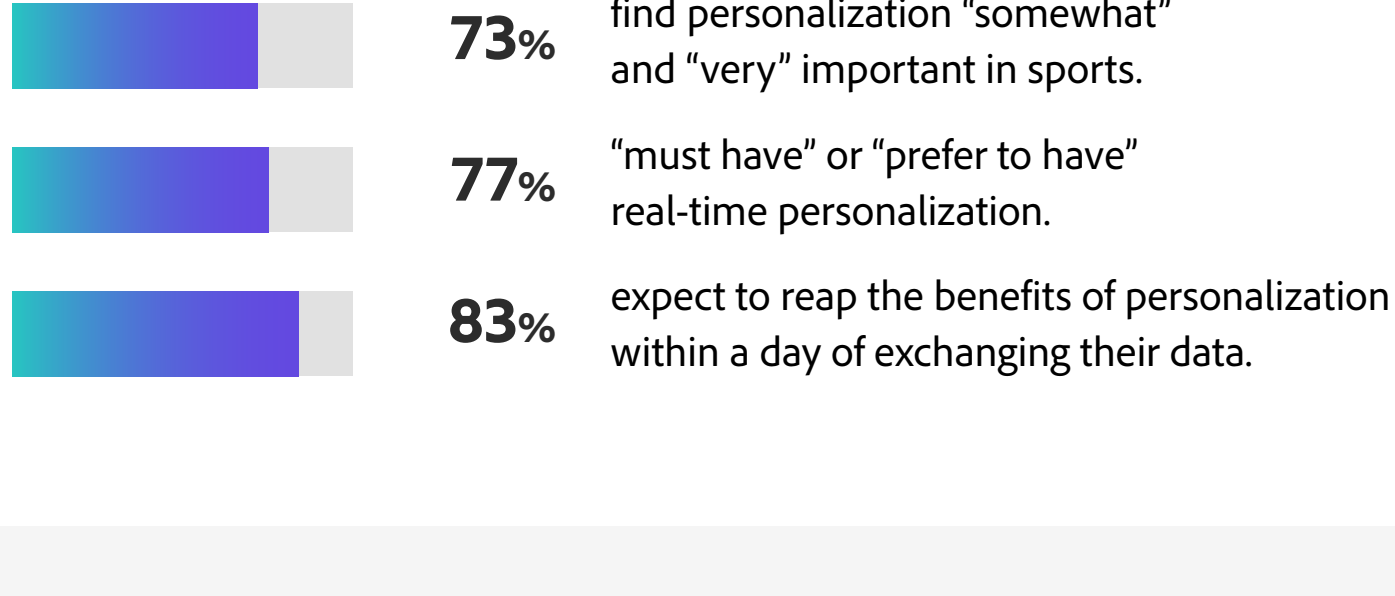
Read more insights from Knit and Adobe's Gen Z Sports Study to deliver content that speaks to them.

What personalization means to Gen Z.

Survey respondents said that personalization means:

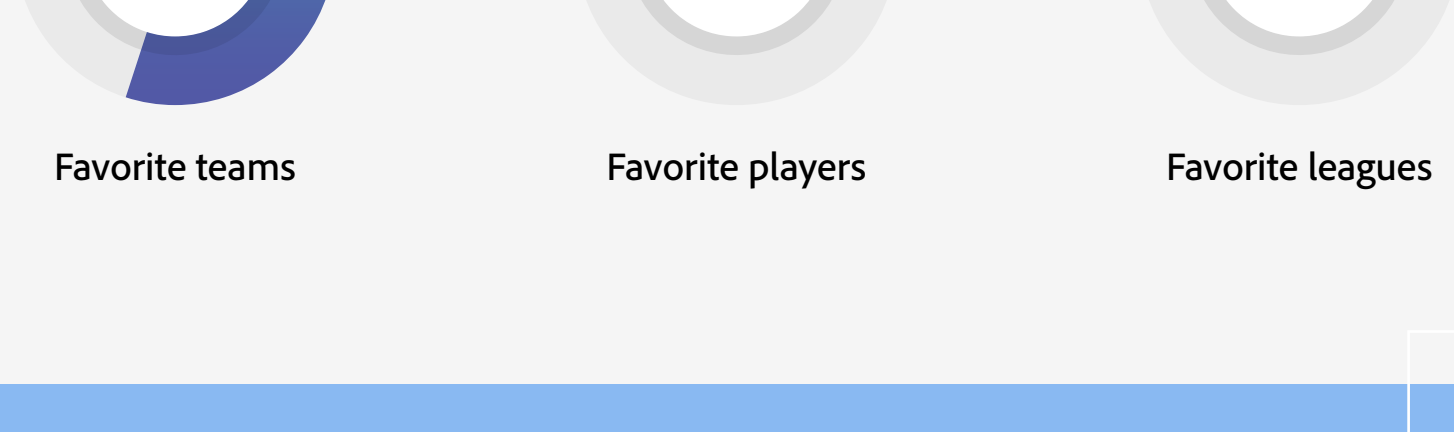


When it comes to sports content, Gen Z has high expectations for personalization.

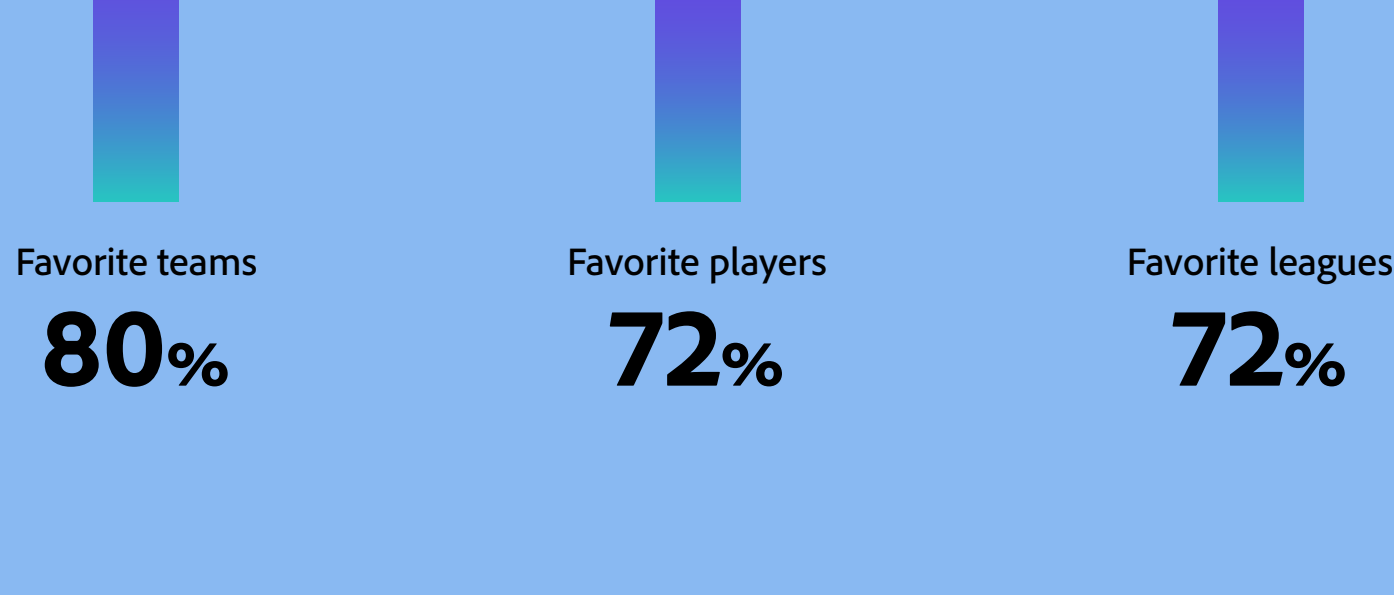


Gen Z's top three types of preferred sports content.

Respondents revealed that they'd prefer brands to deliver personalized sports content in real time that covers their:



Gen Z isn't afraid to share their fandom data.



Gen Z will also share their spending data.



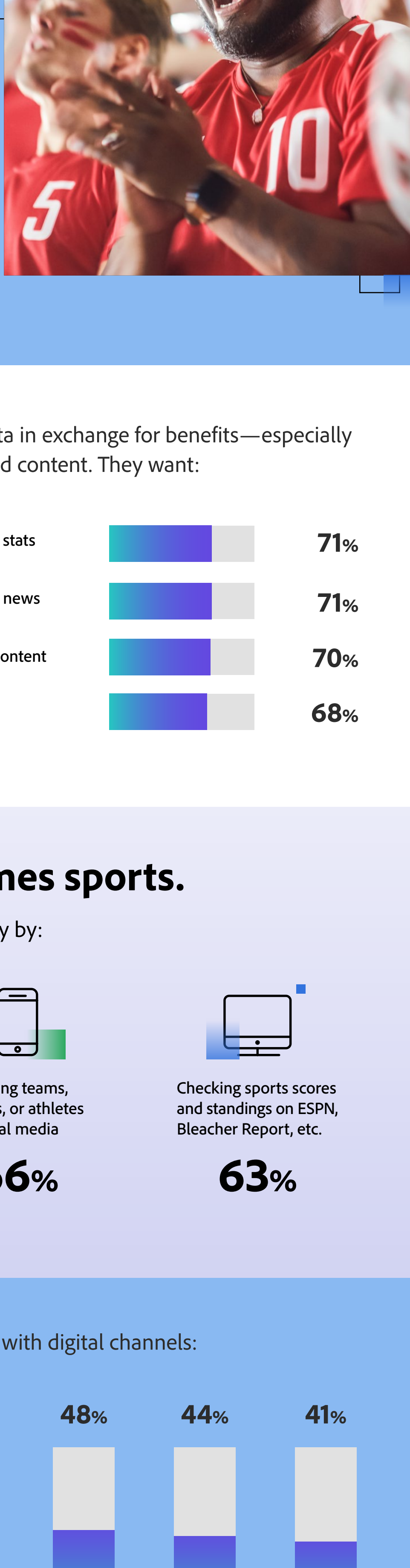
How much they spend, or would be willing to spend this year on sports streaming apps

55%

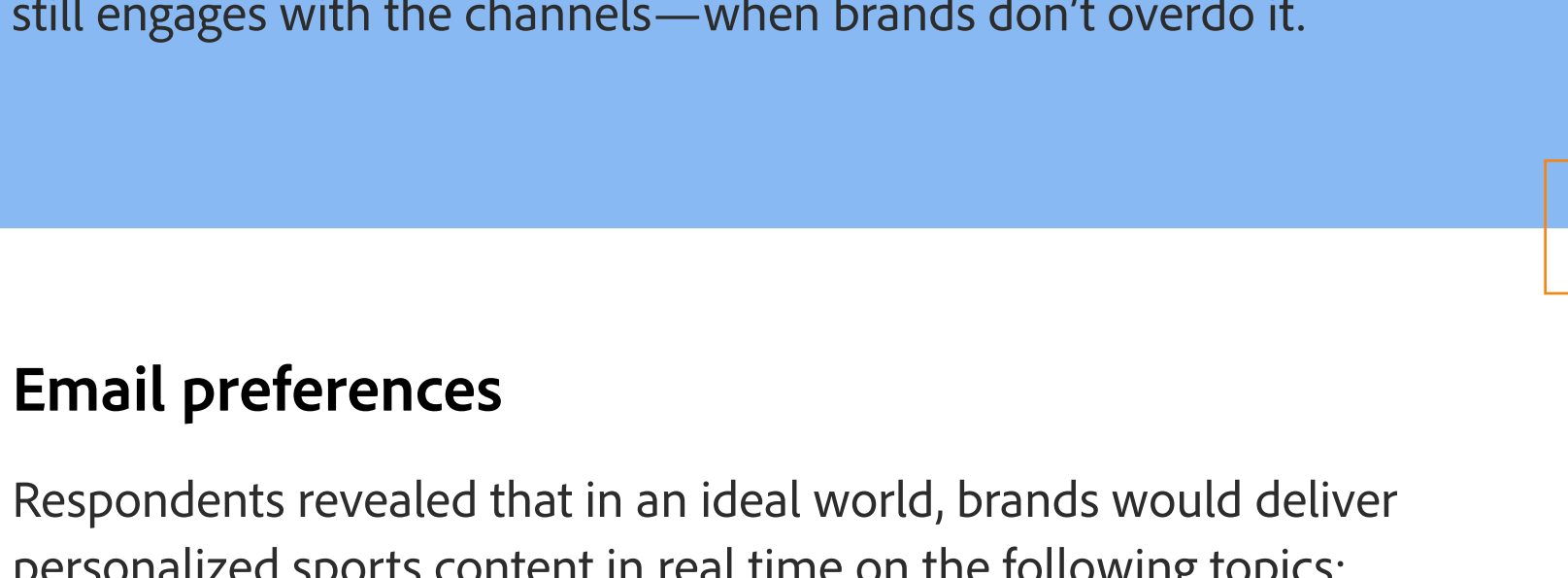


How much they spend, or would be willing to spend this year on sports tickets

55%

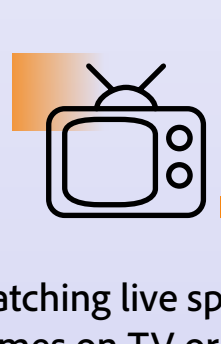


Gen Zers are also likely to share data in exchange for benefits—especially discounts and exclusive or improved content. They want:



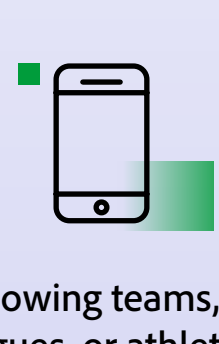
How Gen Z consumes sports.

Respondents engage at least weekly by:



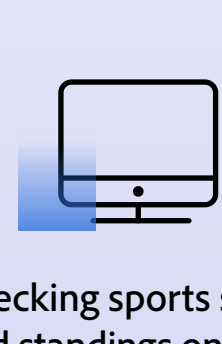
Watching live sports games on TV or via streaming

74%



Following teams, leagues, or athletes on social media

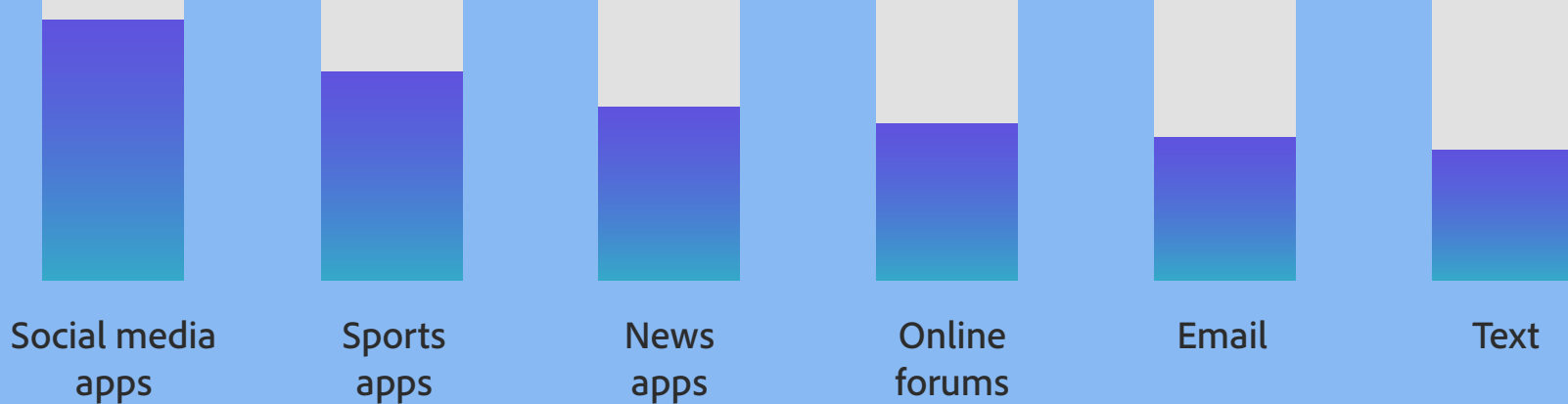
66%



Checking sports scores and standings on ESPN, Bleacher Report, etc.

63%

Often, Gen Zers engage exclusively with digital channels:



While email and text ranked slightly lower, a substantial proportion still engages with the channels—when brands don't overdo it.

Email preferences

Respondents revealed that in an ideal world, brands would deliver personalized sports content in real time on the following topics:



Reasonable cadence

"If it wasn't blowing up my phone with dumb info."
"If they didn't send [emails] all the time."

Relevant content

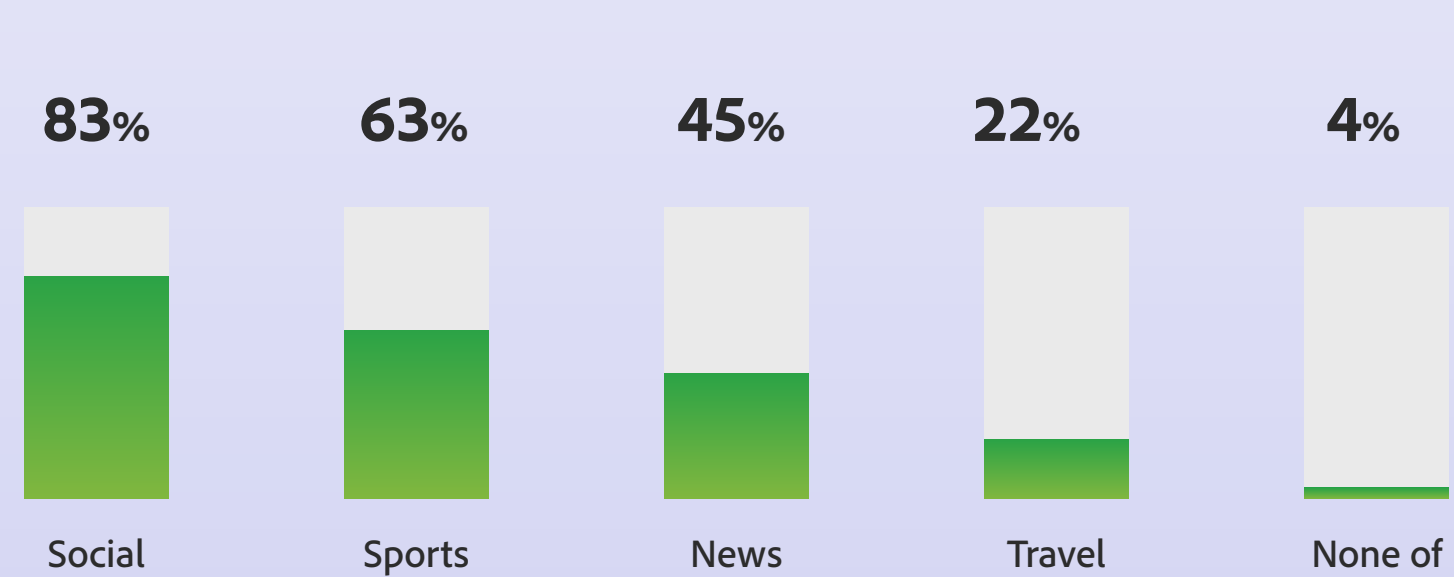
"If they applied to the sports teams I enjoy."
"If the news information was entertaining."

Deals and exclusives

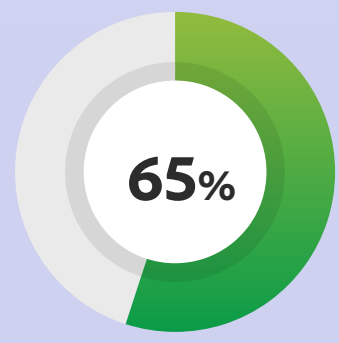
"If it could give me deals to attend live events."
"If I got a chance at winning free things."

Text preferences.

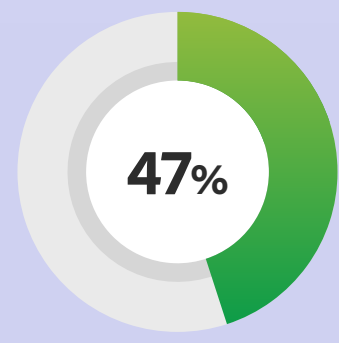
The majority of respondents receive push notifications from:



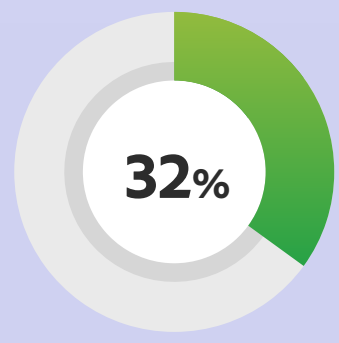
Their top three reasons to receive them are:



To stay up-to-date on timely information



Because they're really interested in a topic



It was the only option

Reach Gen Z their way.

According to our study, Gen Z doesn't want to be bombarded with notifications. They prefer to receive emails roughly once a week, and found it acceptable to receive push notifications more frequently. Gen Zers prefer longer emails with detailed information and exclusive offerings, and texts and push notifications for timely alerts about games and events.

The good news is that the young generation is willing to put their first-party data in the hands of sports and entertainment marketers for the right content. Just show that your brand cares about their personal interests and saving them money—and the engagement will soon follow.

Get more insights on marketing in the media and entertainment industry.

Learn how to reach every fan, subscriber, and audience with their very own personalized experience.

[Get details](#)

