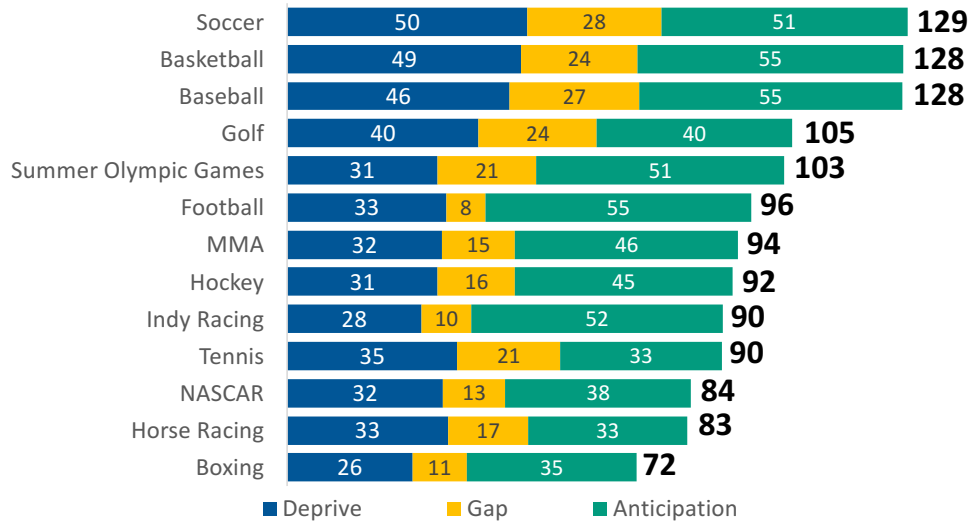


**Opportunity Score by sport...**



**Sports Scorecard reveals which sports continue to entice fans during pandemic**

Soccer, Basketball and Baseball achieve the highest opportunity scores with their fans feeling highest levels of deprivation during the COVID-19 pandemic. Golf and the Summer Olympic games follow closely behind.

As expected, Football fans have experienced relatively low levels of deprivation as the current content offerings both maintain high engagement levels as well as build anticipation.

The NFL is most frequently named (on an unaided basis) as the “sports organization doing the best job of keeping fans engaged during this time of disruption,” followed by the NBA and MLB.

Football and Baseball fans are most likely to indicate that upon the return of these sports they will likely follow them more closely. It is well worth noting that neither of these sports have played a single regular season game in 2020.

-David Klein