

AUSTRALIA

On Premise Sports Report

How a well-defined On Premise live sports strategy can pay dividends

2023





On Premise Sports Report

CGA by NIQ's upcoming On Premise Sports Report uses OPUS data to delve into the typical On Premise live sports viewer, reinforcing why suppliers and operators should be targeting activity around sporting occasions, helping to identify the key sporting events to activate around, and how a well-defined live sport occasion strategy can pay dividends.

A group of people are seated at a bar, looking intently at a large television screen in the background. The screen displays a soccer game. The people are diverse in age and appearance. The bar has a rustic feel with wooden walls and various items hanging on the wall. In the foreground, there are several glasses of beer on the bar counter.

18%

of Australian consumers
visit the On Premise to
watch live sports on
television



60%

Of Australian consumers are more likely to place a bet when watching a sporting event in the On Premise than if they were watching it at home.

Around 3 in 5

Are more likely to order more drinks in the On Premise if they were watching a game that they had placed a bet on.

What the report will explore...

- + The size and popularity of the live sport occasion
- + Drivers to watching live sport in On Premise vs at home
- + Demographic overview, and typical On Premise behaviour of the live sports viewer
- + Most popular sporting events consumers plan to visit for
- + The biggest channels for watching live sports and how channel behaviour differs
- + What categories consumers drink during this occasion and what drives their drink choice?
- + Are consumers likely to experiment or trade up during this occasion?





Allowing you to...

- + Assess strategic importance of occasion and understand the level of investment needed
- + Tailor your strategy to the correct type of consumer and ensure messaging is aligned
- + Plan out sports partnerships and activations throughout the year based on the biggest opportunities
- + Build tailored channel-specific strategies for live sports
- + Understand key categories to lead with for this occasion strategy and how to perfect your category strategy for the live sports occasion



OPUS

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What is it?

The On Premise User Study is an incredibly rich resource of On Premise data and insights that provide clients all the core insights to understand what consumers are doing in the On Premise and why.

OPUS is a consumer survey of nationally representative On Premise consumers within each market, surveyed online twice a year about their out of home experience and usage.

What does it do?

OPUS gives you the power to understand the ever-changing relationship between consumers, brands, categories and channels through a single source.

OPUS enables insight driven decisions to help sales conversations, national account teams, brand and marketing teams, activations, etc. all designed to help you drive sales and grow share.

Sample: Australia = 8,000 per year





To learn more contact:

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