



The Latest from SFIA

May 23, 2023



APPLY TODAY: 2023 Virtual Start-Up Challenge - June 23 Deadline to Apply

sfia.org - Calling all sports and fitness innovators! We are looking for driven start-up entrepreneurs who are changing the landscape...

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NEW RESEARCH: 32 Individual Single Sport Reports Are Now Available to Purchase

sfia.org - The SFIA has released its first batch of 32 Single Sport Reports from the team, racquet, and action sports categories...

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2023 Congressional Baseball Game: June 14, 2023

sfia.org - Did you know SFIA and its Members help provide equipment for use in the Congressional Sports Games...

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Fighting Online Infringement Webinar: Next Wed, 6/1 - FREE!

sfia.org - In the sports industry, protecting your brand and revenue is essential to your success. Unfortunately, online...

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Rawlings Named Official Helmet Of Women's Professional Fastpitch

sgbonline.com - Rawlings entered into a multi-year agreement with the WPF league...

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Coresight Research: Nike Tops Apparel/Footwear Sellers on Amazon

sgbonline.com - Nike bounced back substantially to regain its position as the most popular and...

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MLS launches MLS GO to Increase Participation and Access in Communities Across North America

prnewswire.com - MLS and RCX Sports today announced the launch of MLS GO, a...

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Brittney Griner's Return is Cable's Most-Viewed WNBA Game in 24 Years

frontofficesports.com - ESPN's broadcast of Brittney Griner's return to the WNBA last Friday...

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MLB Enjoys Further Bump in Attendance With Rule Changes

frontofficesports.com - Major League Baseball's trio of dramatic new on-field rules...

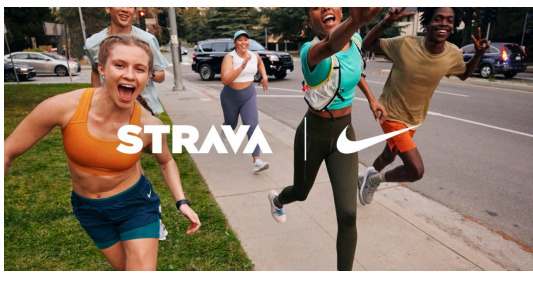
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PGA Championship's Final Round Gamers Lowest Viewership Since 2008

frontofficesports.com - Sunday's final round of the PGA Championship on CBS drew...

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Nike Partners With Strava To Fuel Digital Sports Benefits

sgbonline.com - Accelerating its digital transformation momentum, Nike reported it is partnering...

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NBA Sponsorship Revenue Reaches Record \$1.4B in 2022-2023

prnewswire.com - SponsorUnited, the leading global sports and entertainment...

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Tom Brady Finalizes Deal for Ownership Stake in Las Vegas Raiders

frontofficesports.com - Tom Brady has agreed to acquire a minority share in the Las Vegas...

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What the 2023 WNBA Season Will Tell Us About the Future of the League

sportspromedia.com - 'Growth' is the word on everyone's lips as the WNBA returns for its 27th...

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PlayStation and WNBA Announce Multi-Year Partnership

businesswire.com - PlayStation forges new collaborations to elevate women's sports globally...

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NFL owners Approve Modified 'Thursday Night Football' Flex Plan by a Vote of 24-8

cbsports.com - "Thursday Night Football" will probably have more compelling games...

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Global Licensed Sports Merchandise Market Report 2023: Sector is Expected to Reach \$39.9 Billion by 2028 at a CAGR of 4.13%

businesswire.com - The "Licensed Sports Merchandise Market: Global Industry Trends...

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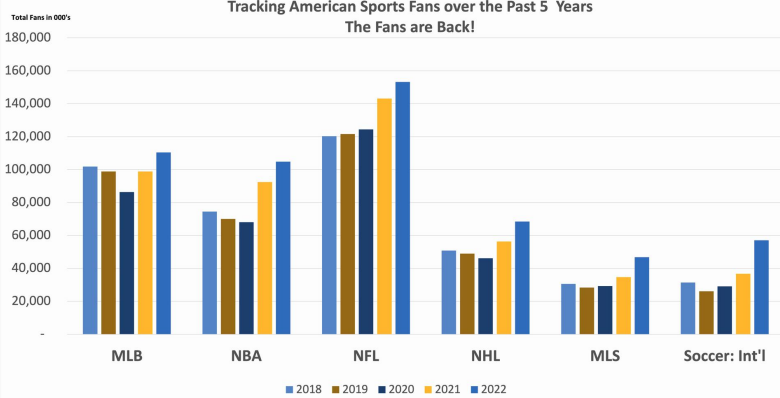


Smart Sports Equipment Market Size to Grow by USD 19,159.7 Million from 2022 to 2027, North America to Account for 35% of Market Growth

prnewswire.com - The smart sports equipment market is estimated to grow by USD...

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Fandom Research Snapshot



Fans of team sports here in the US are back after an up-and-down existence from 2019 pre-pandemic, up through 2022. One of the biggest winners has been soccer, both MLS and International. Both have experienced the largest gains in fans thanks to increased TV viewing and streaming. MLS saw gains in live attendance - much of this is due to last year's World Cup that featured unprecedented viewership.



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