# Article information:

Special report: Generation Z – the young fans who are switching off | Off The Pitch
<https://offthepitch.com/a/special-report-generation-z-young-fans-who-are-switching>

# Article summary:

1. A significant number of young people are disengaged from sport, with 42% of those aged 13-23 stating they have no interest in it at all.

2. Traditional sports are struggling to engage younger audiences who are increasingly digital-savvy and cost-conscious, with many turning to non-traditional sports instead.

3. The success of Formula 1 in attracting younger fans through digital media and streaming strategies is being closely watched by football executives as they seek to address the issue of disengagement among Generation Z.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article discusses the disengagement of Generation Z from traditional sports, particularly football, and the potential threat this poses to the long-term financial ecosystem of the sport. The article cites research showing that 42% of 13-23 year olds have no interest in sport, compared to 25% in other age groups. It also highlights concerns expressed by leading football executives and broadcasters about losing younger audiences. The article suggests that traditional sports are overloaded with marketing messages, leading younger viewers to watch highlights instead of full games. The article explores potential solutions, including adapting content for mobile devices and offering tailored value propositions.

Overall, the article provides a balanced analysis of the issue, presenting both concerns and potential solutions. However, it could benefit from exploring counterarguments more thoroughly and providing more evidence for some of its claims. Additionally, while it mentions the success Formula 1 has had in attracting younger fans through digital media and streaming strategies, it does not explore whether these strategies could be applied to football or other traditional sports.

# Topics for further research:

* Strategies for attracting younger audiences to traditional sports
* Digital media and streaming strategies in sports marketing
* The impact of social media on sports engagement among Generation Z
* The role of esports in the changing landscape of sports entertainment
* The potential of gamification in sports marketing to engage younger audiences
* The impact of COVID-19 on sports engagement among younger audiences

# Report location:

<https://www.fullpicture.app/item/16d8e2e7b95713a77675c11e0a13bd95>