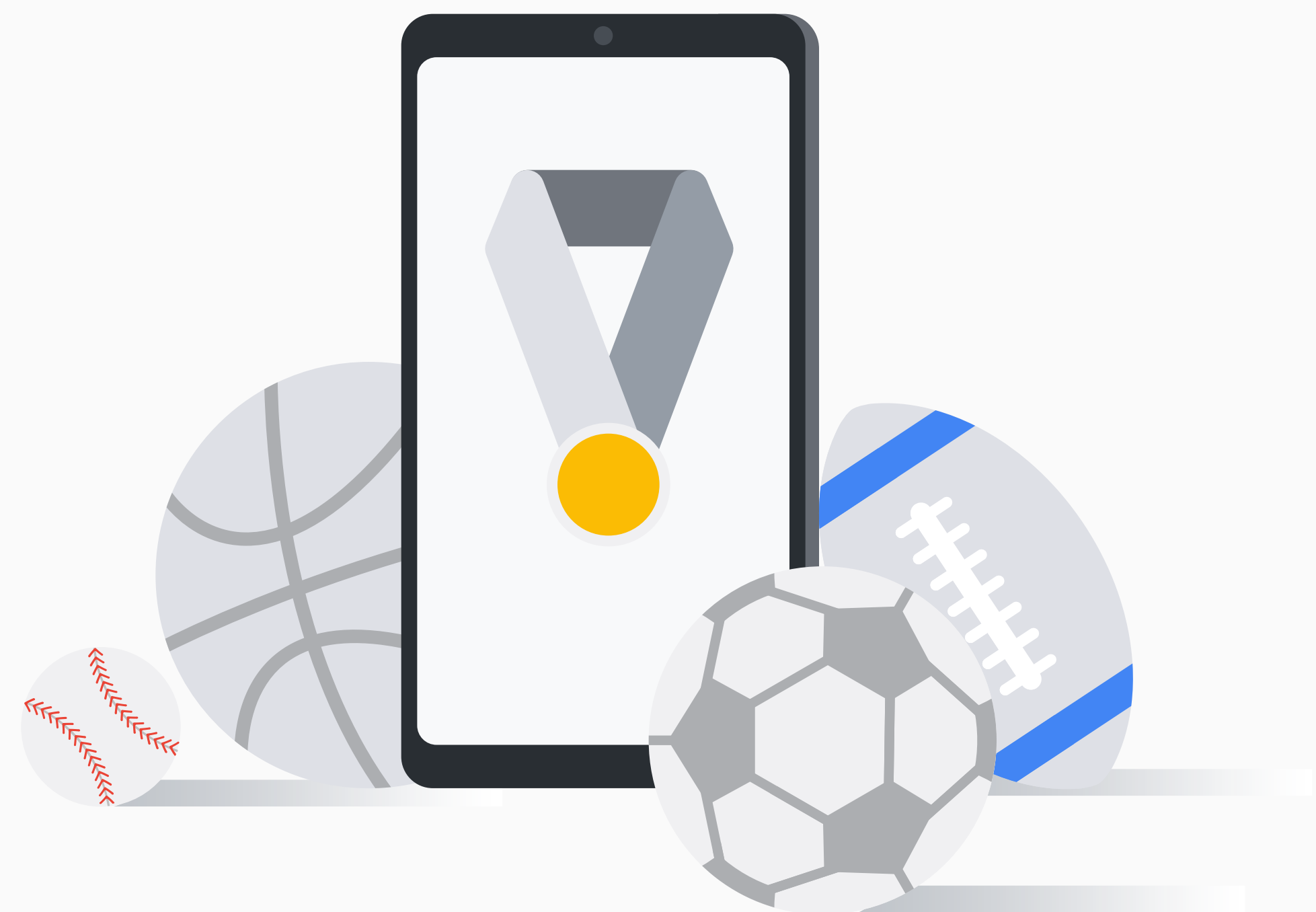


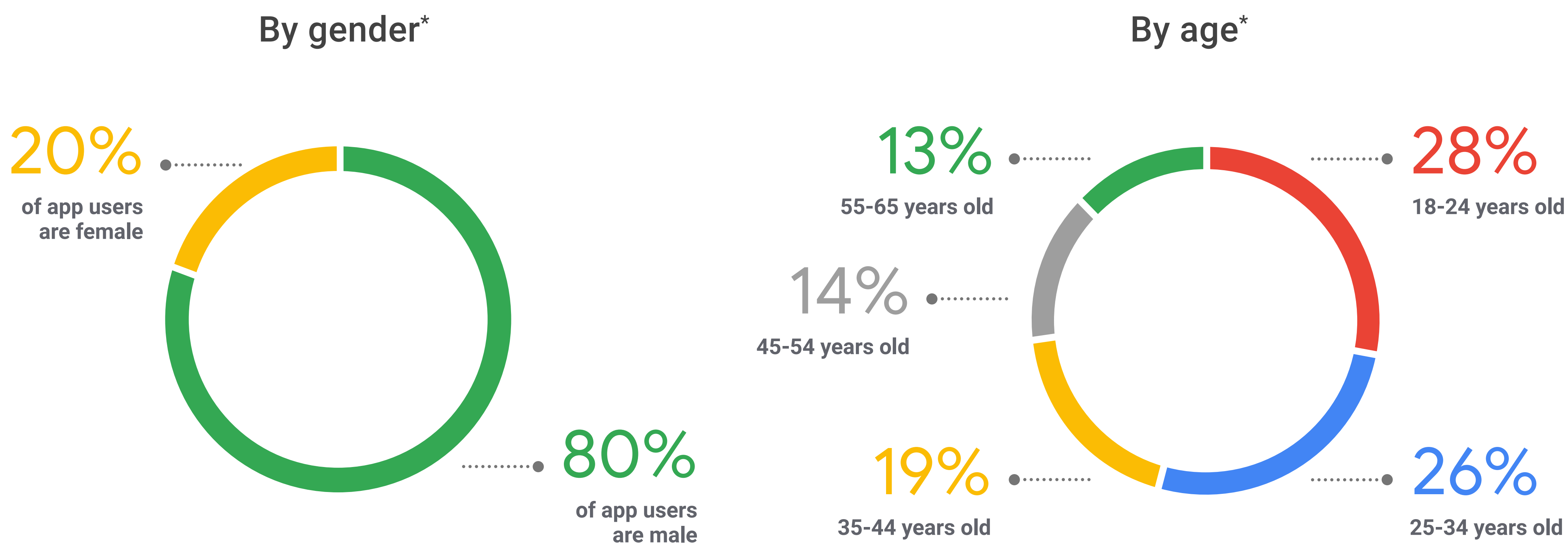
Your audience is passionate about sports apps

Whether checking fantasy football scores or watching a game, new research¹ shows sports apps attract a captivated audience of sports fans. Read on to learn who sports app users are and how best to connect with them.



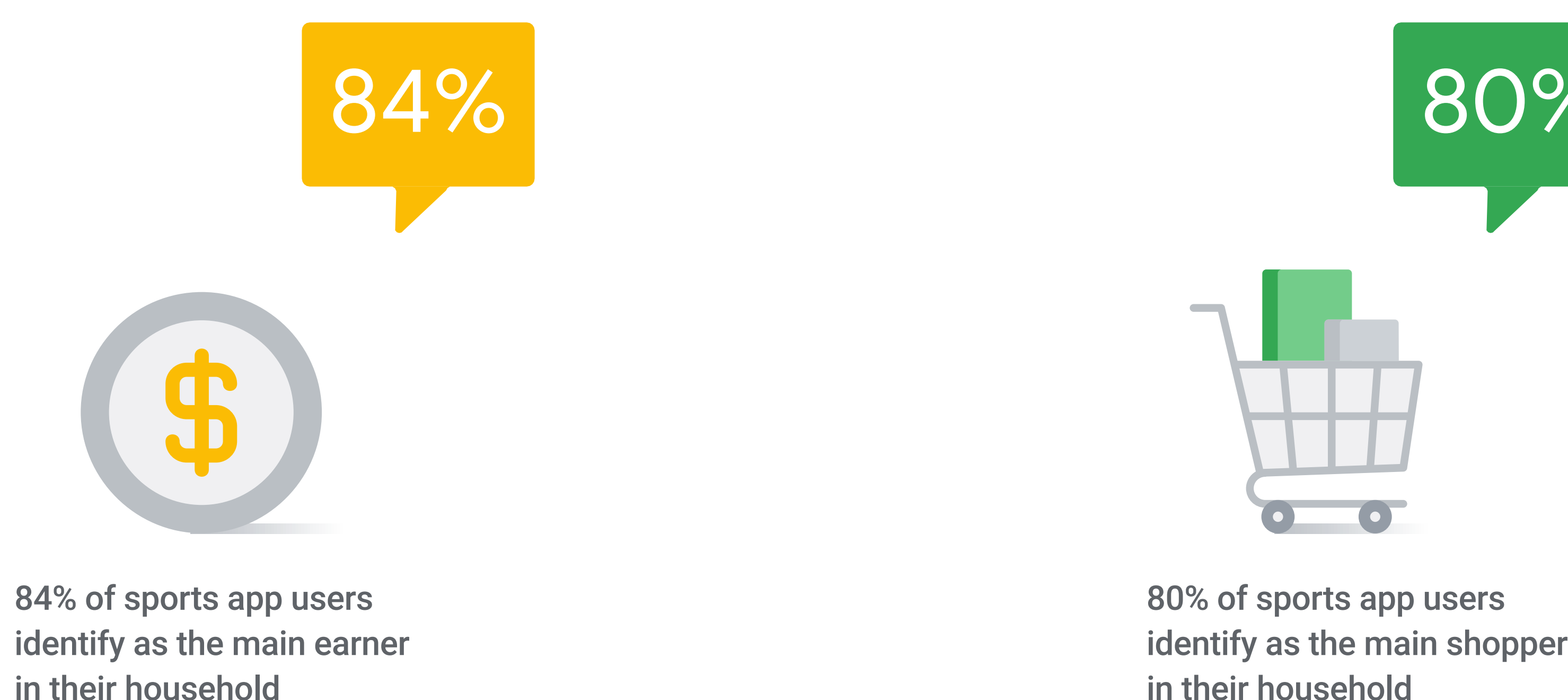
¹ "Something for everyone," Ipsos MORI mobile app research report commissioned by Google, U.S., July 2017

Sports app users by gender and age

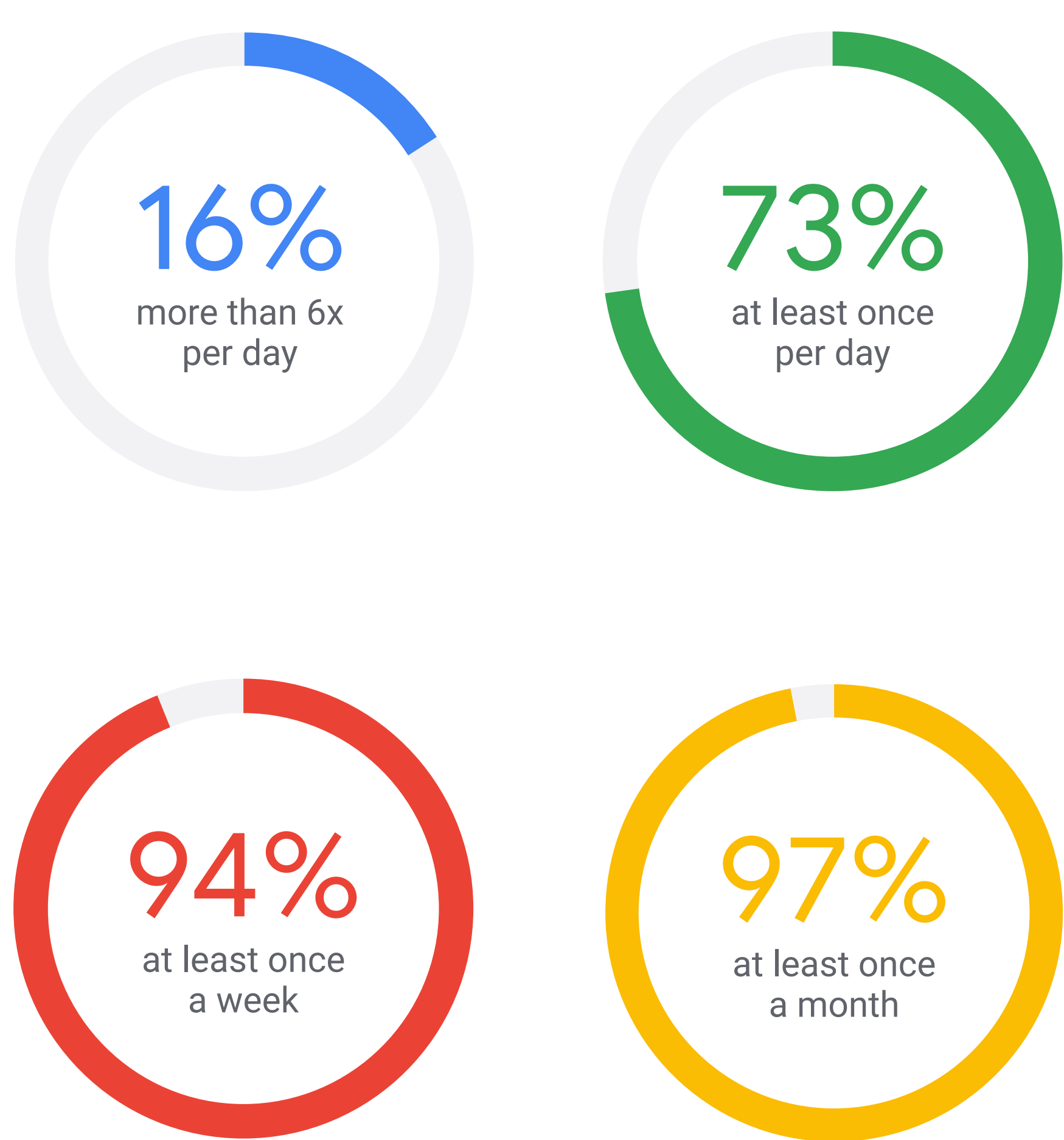


*Based on overall smartphone users who use sport apps

Sports apps reach household decision makers



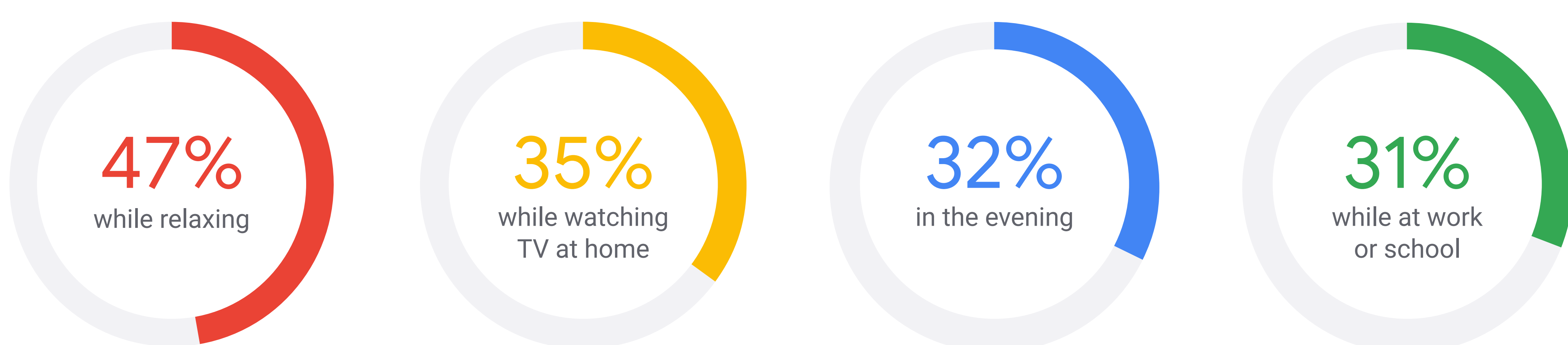
Sports app users regularly check their apps, giving you many opportunities to connect with them



Average use for sports apps

- 50 minutes a day
- more than 3x per day
- 12 minutes per session

Fans get into the game with sports apps throughout the day



Capture the attention of sports fans in apps

Read the full [Display & Video 360 Guide to Advertising in Apps](#) to learn how to reach and engage your audience on mobile apps.