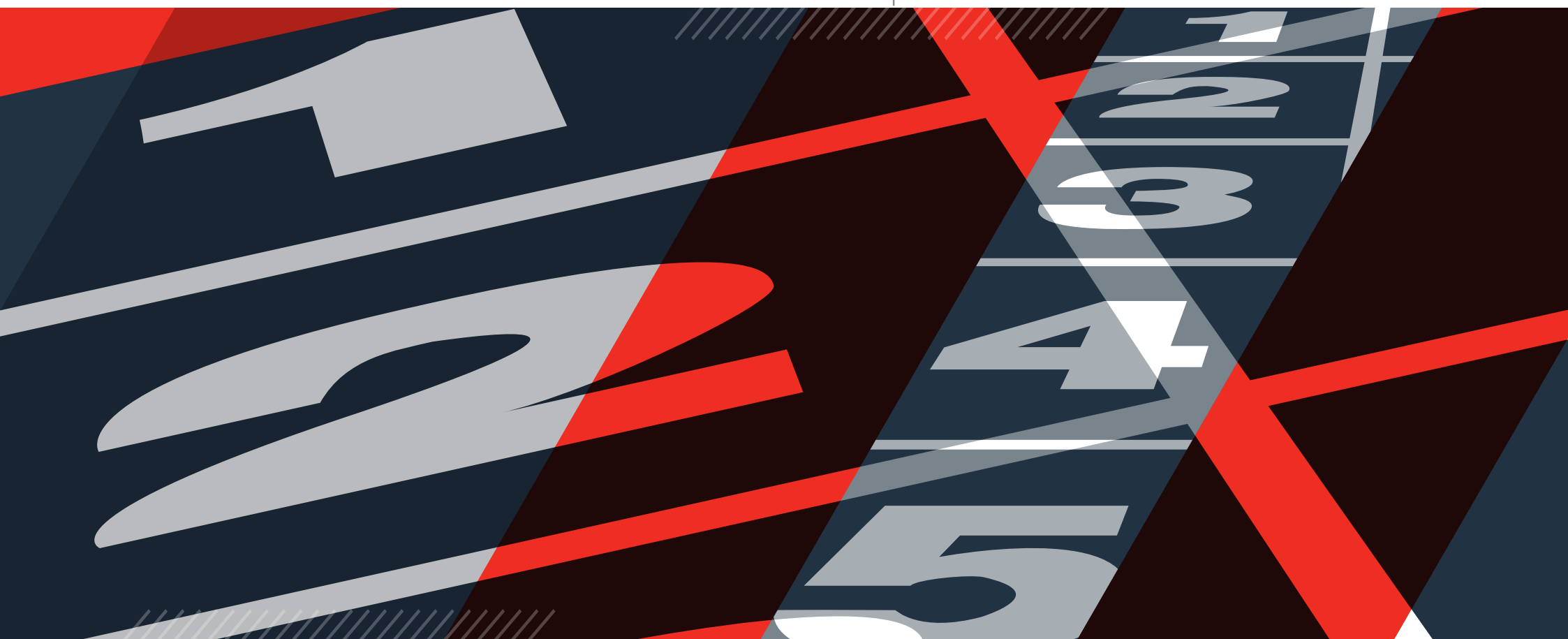


THE 5TH EDITION



SportsIndex

2018 ANNUAL BUZZ REPORT



CONTENTS

We've been publishing this data in the form of our SportsIndex report every year since 2014.

NOTE ON DATES

Date Range

 2018 ANNUAL REPORT	1 Jan - 31 Dec 2017
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INTRODUCTION



WELCOME

INTRO BY FRANK SAEZ

Managing Director and Founder SMG Insight



Welcome to the fifth edition of our SportsIndex Annual Buzz Report.

SportsIndex

“... one of the most powerful tools in the sports world for informing strategy, finding partners and reacting to events.”

Every year, sport throws up the unexpected – from breakthrough stars, through dramatic events and matches, to scandal. And every day, we at SMG Insight measure the effect those factors have on the public's perception of our best known sports properties.

I am pleased to share with you a slice of this data, drawn from our SportsIndex database.

I hope you enjoy reading the SportsIndex 2018 Annual Buzz Report.

Regards

Frank Saez



ABOUT SPORTSINDEX

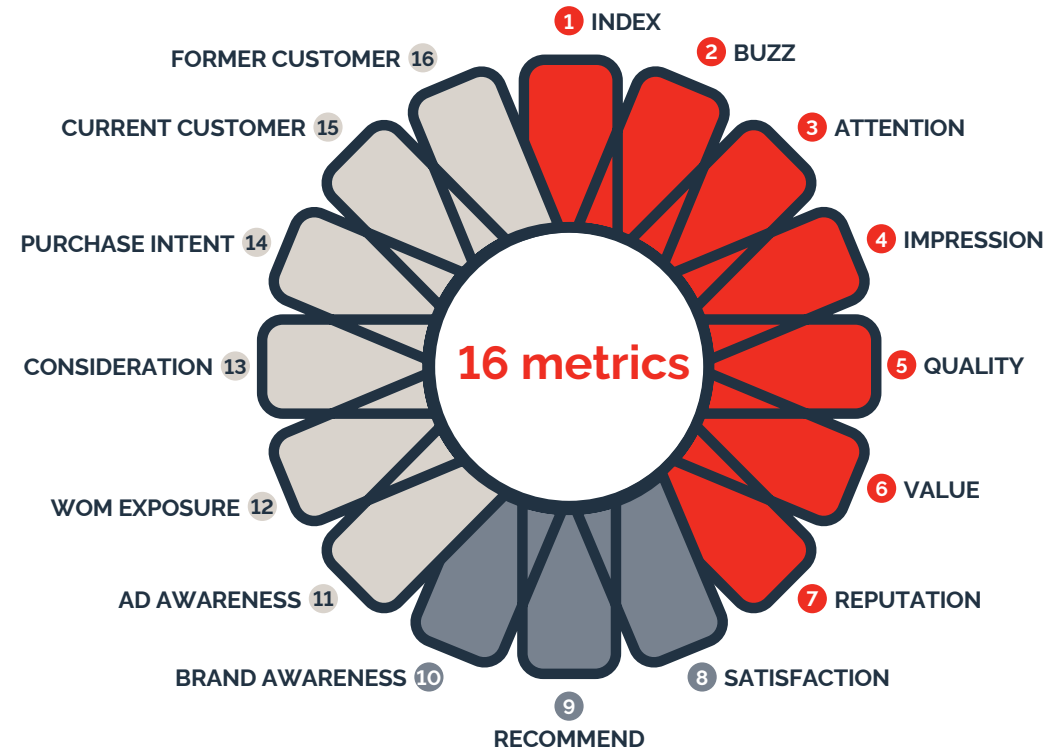
SportsIndex is one of SMG Insight's signature capabilities.

It takes a list of the leading sports properties – from the FA Cup to the NFL – and measures the UK public's perceptions of them.

Every day, and for every property on our list, we measure 16 separate metrics, providing a treasure chest of data for sports marketers and administrators.

SportsIndex gives our clients the capability to do everything from measuring the effect of yesterday's news headlines to establishing a season-on-season trend stretching back years.

When combined with **BrandIndex**, which measures perceptions of 1,300 UK consumer brands (and more than 10,000 globally) and SMG Insight's instant-access reporting, you have one of the most powerful tools in the sports world for informing strategy, finding partners and reacting to events.



60

Major sports properties monitored

17

Sports sectors covered

16

Key brand metrics measured

METHODOLOGY

The SportsIndex 2018 Annual Buzz Report provides insight about all the sports events we monitor against just one of the 16 metrics we measure – ‘*Buzz*’.

Every day, we ask 100 people this question ...

“Over the PAST TWO WEEKS, which of the following sporting events have you heard something positive/negative about?”

From the answers we collect, we derive a Buzz score for each event.

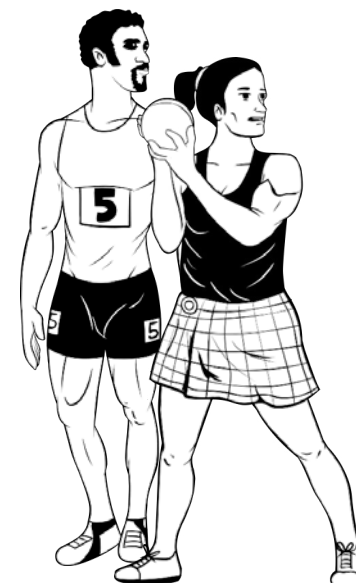
WHAT'S BUZZ?

Our Buzz score is the difference between the percentage of respondents hearing positive news and the percentage hearing negative news about an event in the previous two weeks. So, depending on what is going on, an event's Buzz score can be positive or negative.

Buzz scores can range from 100 (where everyone we asked has heard something positive) to -100 (where everyone we asked has heard something negative). A completely neutral score, therefore, would be zero. A score of 45 would mean that 45% more people were positive than negative about the property.

For our Buzz score here, we use a four-week rolling average – which for those not statistically minded, is a moving average score made up of taking the daily scores each day for four weeks and dividing them by 28 (for the number of days). Using a rolling average considers the occasional one-day anomaly without overstating its impact, giving us a more reliable view of the perception trend.

In this publication, we are reporting on peak Buzz – that is to say, the highest (four-week average) Buzz score each event or sports property recorded over the calendar year of 2017.



HEADLINES AND RANKINGS



HEADLINES



RUGBY RULES

Two of our top five events involve the oval ball, making it a great year for rugby.



HORSERACING GALLOPS

Both the National and the Gold Cup make big gains, part of a wider trend at the races.



WORLD CUP RUNNETH OVER

FIFA's star attraction makes it into positive figures for the first time since 2014.

HOORAY FOR HEARN

Snooker continues its surge up the rankings, climbing into the top ten for the first time.



PARAS BEAT OLYMPICS

Although both events fall in a non-Olympic/Paralympic year, the Paralympics retain a top-ten place.



TOUR DE FRANCE RETAINS YELLOW

Cycling's showpiece event maintains last year's huge gains.



TOP 20 PEAK BUZZ RANKINGS

RANKINGS 2017	2016	EVENT	PEAK BUZZ 2017
1	2	Wimbledon Championships	36.6
2	4	Six Nations Rugby Championship	28.0
3	34	British & Irish Lions Rugby Tour	22.5
4	5	Tour de France	20.1
5	8	England Test Cricket	16.5
6	55	IAAF World Athletics Championships	14.2
7	10	The FA Cup	14.0
8	9	Australian Open Tennis	13.2
9	3	Summer Paralympic Games	12.8
10	17	World Snooker Championship	11.7

RANKINGS 2017	2016	EVENT	PEAK BUZZ 2017
11	26	Grand National	11.3
12	6	English Premier League	11.2
13	16	French Open	10.9
14	11	Formula 1 British Grand Prix	10.6
15	22	Cheltenham Gold Cup	10.4
16	13	Queen's Tennis Championship	10.3
17	24	UEFA Champions League	9.8
18	14	US Masters Golf	9.7
19	7	England T20 Cricket	9.6
20	28	The Open Championship	8.1

OUR TOP 10 EVENTS





TOP INs & OUTs

Before we delve into our Top 10, it's worth taking a quick look at this year's new top tier entrants as well as those they've bumped out.

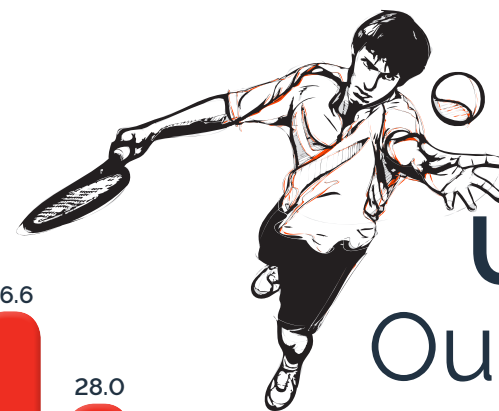
RANKINGS 2017 2016



3	34	British & Irish Lions Rugby Tour
6	55	IAAF World Athletics Championships
10	17	World Snooker Championship



12	6	English Premier League
19	7	England T20 Cricket
33	1	Summer Olympic Games



UK Buzz Our Top 10



LEADING THE BOARD

1 Wimbledon Championships

Movement ↓ -2.4%pts

A national treasure, it seems that Wimbledon can do little wrong. Although recording a slight loss in Buzz this year, possibly because of Andy Murray's quarter-final exit, Wimbledon returns to a top spot it has inhabited twice before.

Previous Rankings 2016 **2** 2015 **1** 2014 **2** 2013 **1**

2 Six Nations Rugby Championship

Movement ↑ +1.7%pts

There can be little doubt that success drives positivity and England's tournament win will have helped propel the property into this, its strongest ever showing. It maintains its run of top five finishes, proving itself to be a staple of the UK sports diet.

Previous Rankings 2016 **4** 2015 **2** 2014 **5** 2013 **4**

3 British and Irish Lions Tour

Movement ↑ +17.9%pts

With honours even in the tests, the tour picks up a huge 16.9% in our Buzz score, driving it up 31 places. Enjoy it while it lasts, however. With the next tour four years away, this ranking is likely to be a high water mark until 2021.

Previous Rankings 2016 **34** 2015 **47** 2014 **37** 2013 **2**

4 Tour de France

Movement ↓ -2.5%pts

We were staggered last year when the Grand Boucle burst from the bottom of the standings to near the top. But proving it was no fluke, cycling's hottest property maintains its success this year with a one-place rise in 2017.

Previous Rankings 2016 **5** 2015 **58** 2014 **NA** 2013 **NA**

5 England Test Cricket

Movement ↑ +1.8%pts

While it may have been a winter to forget, it was a summer to remember. Test wins against South Africa and the West Indies buoyed a positivity around the side that has, following a tough Ashes tour, already subsided.

Previous Rankings 2016 **8** 2015 **5** 2014 **13** 2013 **5**

6 IAAF World Athletic Championships

Movement ↑ +12.5%pts

The World Championships shoot into the top ten in 2017. And you might expect that for a biennial event which took place during the year. But this was no ordinary performance for the Championships – the last time they took place, they made it only to 39th. So it's thanks to Mo and Bolt running in London.

Previous Rankings 2016 **55** 2015 **39** 2014 **43** 2013 **26**

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... LEADING THE BOARD

7 The FA Cup

Movement ↑ +0.5%pts

The FA Cup is the only football property in our top ten. The magic of the Cup really does exist, with a three-place rise fuelled by the runs of non-league Lincoln City and Sutton United.

Previous Rankings 2016 10 2015 10 2014 8 2013 10

8 Australian Open Tennis

Movement ↓ -0.6%pts

The second tennis tournament on our list, the Aussie Open is a regular in our top ten, despite the challenging time differences and Murray's fourth round exit. It gains a place despite a small drop in its score.

Previous Rankings 2016 9 2015 7 2014 19 2013 7

9 Summer Paralympic Games

Movement ↓ -23.1%pts

Whilst the Summer Paras may have lost points and ranking compared to last year, it proves a much more resilient property than the Summer Olympic Games, which tumble 32 places down our rankings.

Previous Rankings 2016 3 2015 24 2014 NA 2013 NA

10 World Snooker Championship

Movement ↑ +1.3%pts

Following a lowest ever score of 2.6 in 2015, the World Championships has steadily climbed its way back into the top ten with a peak Buzz score four times higher for 2017. A ding-dong of a final between two multiple champions won't have hurt.

Previous Rankings 2016 17 2015 49 2014 33 2013 12

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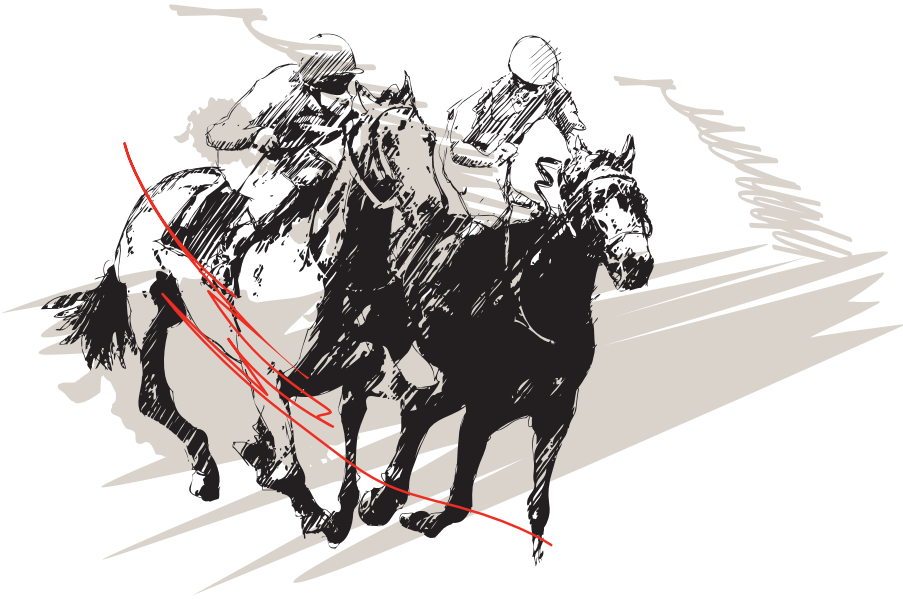
MOVERS AND IMPROVERS

Annual and periodic events only

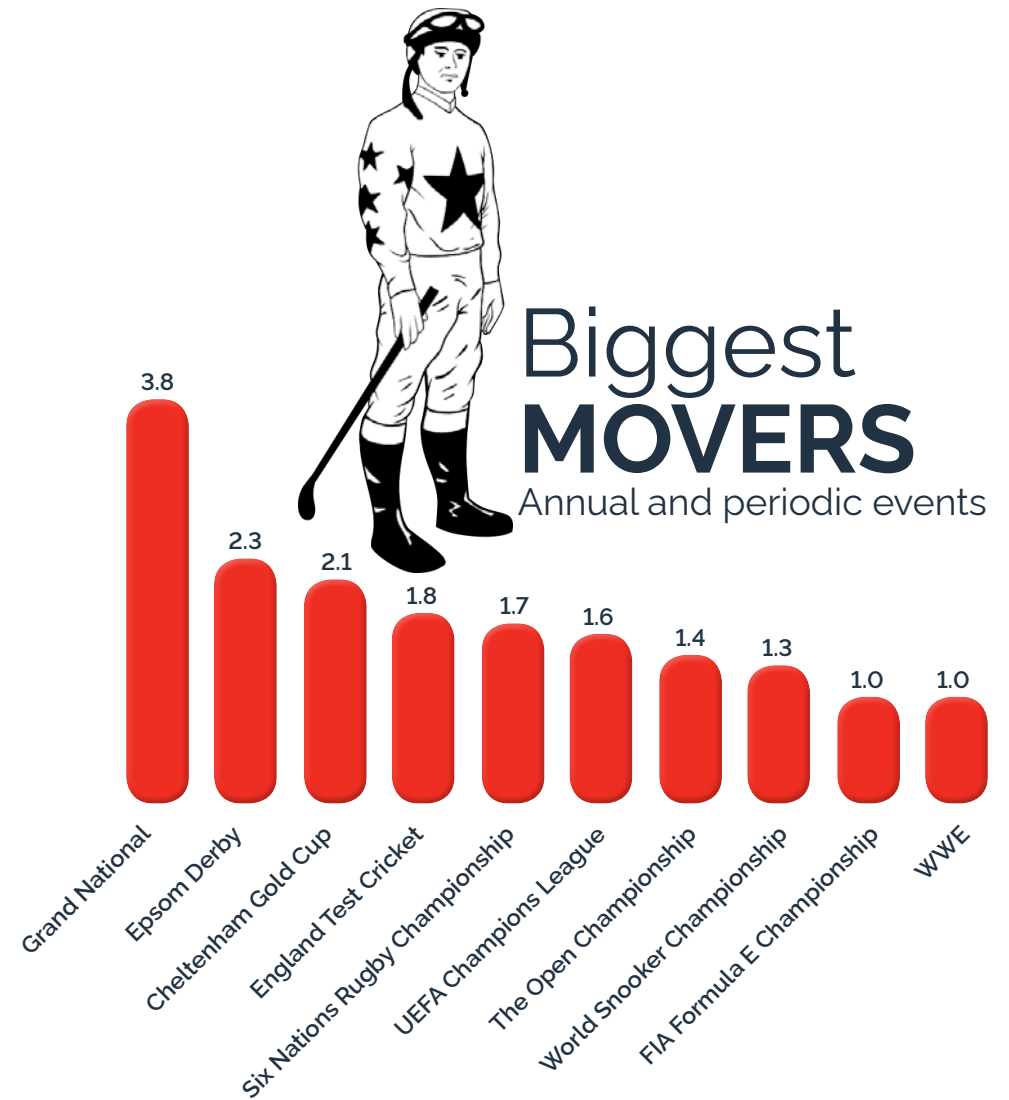


BIGGEST MOVERS

Let's take look at who the biggest movers are in our league. In this section we chart our top ten Buzz improvers from all the annual and periodic properties we monitor.



We limit our movers and improvers to events and properties which take place at least annually because including quadrennial events like the Olympics distorts the results.



... BIGGEST MOVERS

Racing ahead

Our top three improvers – the **Grand National**, the **Derby**, the **Gold Cup** – are all from the horseracing world. The racing industry has stepped up marketing in recent years in a bid to reach new audiences, and also switched broadcaster, things which appear to be paying off not just for these three but for every horseracing event we monitor.



Clean race rallies

The **Formula E Championship** makes our top ten winners list this year with a strong performance, aided by new teams and a tight finish to the Championship.

Home performances

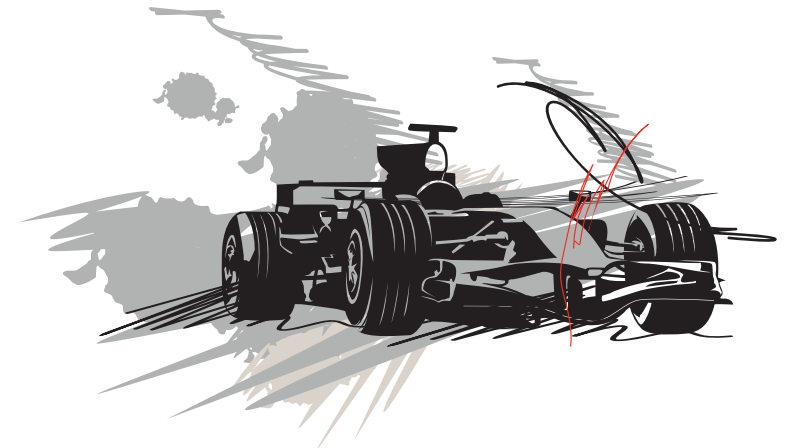
The next two cabs off the rank in terms of Buzz growth are events which have enjoyed strong home performances, with the **national rugby** side winning the **Six Nations** and the **cricket test** side putting in strong performances against South African and West Indian tourists. Success on the pitch is always a strong driver of value so it's no surprise to see these properties win. The same case may be made for the **World Snooker Championships**, where an Englishman picked up the silverware – until you realise that only two out of the previous 37 winners have hailed from outside of the UK.

Champions League quality?

Although the **Champions League** has never appeared in the top ten, it has made significant gains this year, indicating that it is making changes that are helping it along. The fact that it is on the rise makes this a property to look out for next year. Curiously it achieved its highest ranking (15th) in 2015 – the year no British team made it past the round of 16.

Strong and stable

2016's SportsIndex showed four properties who each enjoyed bigger gains than our top improver for 2017. The only property to feature in our top ten improvers for both this year and last year is the **World Snooker Championship**.



5-YEAR REVIEW



WE'VE GOT HISTORY



We've been publishing this data in the form of our SportsIndex report for five years.

The story since we began

Since this is the fifth anniversary of our SportsIndex report, we thought we would look at how Buzz scores have changed over the course of five years of data.

The overall trend is for Buzz around our properties to fall. In fact, out of 35 properties that have featured in our list from the beginning, only eight – the **Six Nations**, the **Champions League**, the **Premier League**, the **English Football League Championship**, **NFL**, **NBA**, **Scottish Premiership** and the **Scottish FA Cup** – have bucked this trend.

Part of the reason for this is the dominance of football across the news media, at the expense of other sports. Since people's time and media consumption is finite, it's little wonder that, when asked *"Over the past two weeks, which of the following sporting events have you heard something positive/negative about?"*, more are responding with football properties and fewer with non-football events.

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It's also little surprise that our tennis properties have slipped over this period. Murray-Mania was at the peak of its virulence when we began reporting, with the Scot having won Olympic gold at **Wimbledon** in 2012, closely followed by the **US Open** and then Wimbledon in 2013.

But it is also true that despite the wide media coverage of football properties, they are still a long way from creating the type of Buzz which many of the other sports events enjoy.

Changing habits may also mean that the proportion of sport in people's media diet may be falling, whilst their appetite for consuming and sharing controversy and negative news may be growing, all potentially driving positive scores down. And people feed people – it may be that the public is feeling less positive generally when reflecting on outside events.

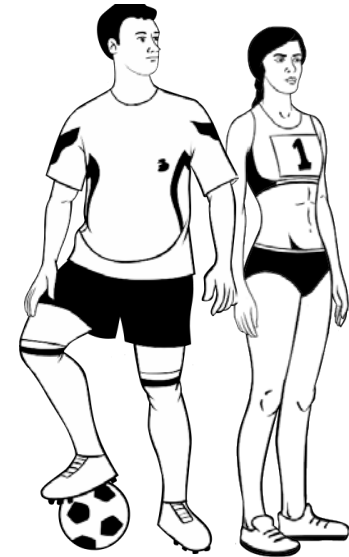


VIEW ONLINE

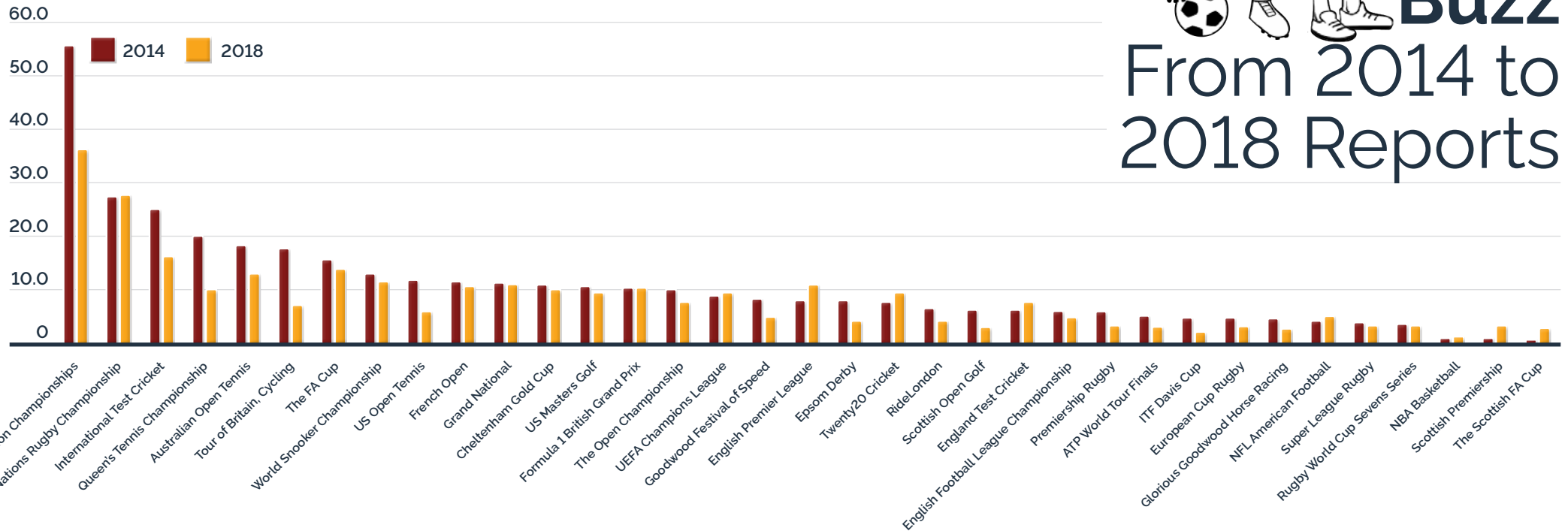
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... WE'VE GOT HISTORY



Buzz From 2014 to 2018 Reports



NOTE ON DATES ● 2018 ANNUAL REPORT 1 Jan - 31 Dec 2017
● 2014 ANNUAL REPORT 1 Jan - 31 Dec 2013

Buzz analysis by sporting category – exclusively annual and periodic events





ATHLETICS

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
6	55	IAAF World Athletics Championships	14.2	1.7	+12.5%
38	56	European Athletics Championships	3.8	1.6	+2.2%

2016 was an 'off year' for the **World Athletics Championships** but as we note earlier, previous form still wouldn't suggest a ranking this high in 2017. But this was the year of **London** hosting the World Championships and the retirement from the track of two of athletics' biggest stars, **Mo Farah** and **Usain Bolt**, and that has been enough to propel the event into our top ten.

And whilst the same cannot be said of the **European Championships**, which will take place in 2018 according to its regular biennial schedule, this property also enjoyed a significant rise in Buzz score – possibly on the coattails of the Worlds.



INSIGHT: RECOVERING FROM SCANDAL

*Back on track? How long does it take a sport to recover from a scandal?

 <http://bit.ly/2Ds7YdM>



CRICKET

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
5	8	England Test Cricket	16.5	14.7	+1.8%
19	7	England T20 Cricket	9.6	15.3	-5.7%
27	35	ICC Cricket World Cup	5.2	4.5	+0.7%

As any sports fan knows, supporting a team is full of ups and downs. But few could have gone through more ups and downs than supporters of the **England test side** this year. A glorious summer gave way to Aussie ignominy. But mercifully for England for our SportsIndex Report we chose to focus on *Peak*, rather than average *Buzz* and that means the side enjoyed a rise in the rankings, thanks to some strong domestic performances.

2016 was a high-water mark for **England T20 Cricket**, with the national side reaching the final of the **ICC World Twenty20** so almost inevitably 2017 saw a fall-off in Buzz.

For the **Cricket World Cup, 2017** falls squarely between tournaments, yet peak Buzz has increased in-year. We can put that down to the fact that the next World Cup will be hosted in England and Wales, sustaining a level of chatter around the property which wouldn't otherwise exist.



CYCLING

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
4	5	Tour de France	20.1	22.6	-2.5%
22	21	Tour of Britain, Cycling	7.5	8.8	-0.8%
34	39	RideLondon	4.3	4.2	+0.1%

Cycling was the surprise package of last year's SportsIndex Buzz Report, with the **Tour de France** soaring into our top ten. That it has stayed there will be a surprise to many but not to us at SMG Insight. Strong performances from British riders, free-to-air daily highlights and a growth in UK participation has allowed the Tour to cement its place in our Buzz rankings.

Its shorter British counterpart has also been consistent, maintaining Buzz at levels comparable to 2016 and placing it above blue chip properties like **Premiership Rugby** and the **ATP World Tour Finals**. We'd say the **Tour of Britain**, like the amateur/professional hybrid event, **RideLondon**, is one to watch.



FOOTBALL

RANKINGS 2017	RANKINGS 2016	EVENT	PEAK BUZZ 2017	PEAK BUZZ 2016	CHANGE -/+ % POINTS
7	10	The FA Cup	14.0	13.5	+0.5%
12	6	English Premier League	11.2	18.9	-7.7%
17	24	UEFA Champions League	9.8	8.2	+1.6%
21	18	English Football League Championship	8.0	10.1	-2.1%
35	19	England National Football Team	4.0	9.4	-5.4%
37	46	FA Women's Super League (WSL)	4.0	3.3	+0.7%
39	NA	EFL Trophy	3.8	NA	NA
43	44	Scottish Premiership	3.6	3.5	+0.1%
48	NA	EFL Cup	3.3	NA	NA
51	48	The Scottish FA Cup	2.9	2.9	0%
56	60	FIFA Football World Cup	1.9	4.8	+6.7%

It's been a mixed year for footballing properties, reflecting the diversity of competitions in the largest market in the sports sector. **The FA Cup** continues to be the jewel in the crown for UK audiences. Thanks to a fascinating tournament, it has risen above events like the **Aussie Open** and the **Olympics** and **Paralympics** this year.

At the other end of the scale, the **World Cup** – the only property which recorded negative Buzz last year – is at least now in credit. Well-publicised governance woes have, of course, beset organiser **FIFA**, and that has drowned out positive news about the tournament, even in World Cup years. That's a shame but as our recent analysis of athletics shows, sports can bounce back from controversy very quickly (*see Insight panel on page 21*).

Peak Buzz around the **Premier League** has also declined and that is something which we attribute largely to Chelsea running away with the league during the 16/17 season, setting the second-best ever points record and leading the table from November. Like so many properties, the level of competitiveness makes a substantial contribution to perceptions.

A notable improver in 2017 has been the **FA Women's Super League**. This relatively young property has established itself firmly in mid-table for Buzz, alongside much more venerable events like the **Epsom Derby** and the **America's Cup**. Another one to keep an eye on in the future as women's football grows in profile.





RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
18	14	US Masters Golf	9.7	11.8	-2.1%
20	28	The Open Championship	8.1	6.7	+1.4%
47	38	Scottish Open Golf	3.4	4.2	-0.8%
52	25	The Ryder Cup	2.6	7.9	-5.3%
60	59	PGA Championship, Wentworth	1.2	11	+0.1%

Despite a play-off finish involving Englishman **Justin Rose**, the **US Masters** endured an uncharacteristic down year for Buzz. That has allowed the **Open** to sneak up to just two ranking places behind it, with a significant increase in its peak Buzz score for the year. Perhaps **Jordan Spieth**, with his second career wire-to-wire win, should take some of the credit for that.

This is the **Masters** lowest placing since we began publishing SportsIndex five years ago and while the decline should not be terminal it is, perhaps, a consequence of a lowered profile on terrestrial TV. Golf fans may be just as excited about the tournament but to casual followers of sport, it may no longer be as visible.

The **Ryder Cup** takes a hit in an off-year but we expect it to make a big comeback in 2018, when the tournament takes place in France for the first time. That should be enough to restore the event to a place of mid-table respectability once again.



HORSERACING

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
11	26	Grand National	11.3	7.5	+3.8%
15	22	Cheltenham Gold Cup	10.4	8.3	+2.1%
12	23	Royal Ascot Horse Racing	7.4	6.8	+0.6%
32	52	Epsom Derby	4.4	2.1	+2.3%
50	50	Glorious Goodwood Horse Racing	3.1	2.7	+0.4%

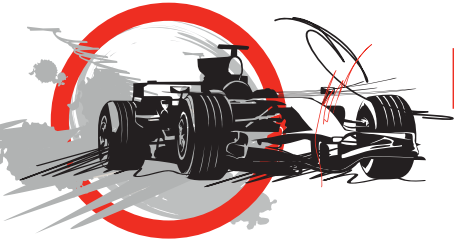
It's been a great year for horseracing, with all but one of the properties we monitor making significant advances up the Buzz rankings. The extra Buzz points earned by the **National**, the **Gold Cup** and the **Derby** are particularly notable this year. So what has driven this improvement?

A possible reason for racing's success is the switch to broadcast by ITV, who brought a new approach to coverage which some have perceived as more accessible and populist. Even though fewer people watched the **Grand National** than in 2016, it is quite conceivable that ITV's wide promotion of the sport and its blue riband events has driven up Buzz across the board.

As we outline above, the racing industry has also created a permanent organisation – **Great British Racing** – to promote and market its work and it too must take some credit.

ITV's deal for these races lasts a further three years so it will be interesting to watch how these properties perform between now and 2021.





MOTORSPORTS

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
14	11	Formula 1 British Grand Prix	10.6	13.3	-2.7%
30	33	Goodwood Festival of Speed	4.9	4.7	+0.2%
40	49	FIA Formula E Championship	3.7	2.7	+1.0%
49	47	Goodwood Revival	3.2	3.0	+0.2%

The UK is one of the global centres of motorsport and it is no surprise to see continued appetite for motoring events amongst the British public.

Yet despite that interest, the future of the **British Grand Prix** is in doubt now that Silverstone's owners have activated their break clause with **Formula 1** – something which may have affected sentiment around the property this year. 2017 was the event's lowest Buzz performance since 2013, despite a fifth victory from home favourite **Lewis Hamilton** that earned him a place in the history books.

The **British Grand Prix**, however, remains streets ahead of its motor racing competitors and continues to occupy a ranking that reflects its well-established home in the sporting calendar.

In contrast, **Formula E** has enjoyed decidedly better fortunes this year. It's nine-place climb is thanks to a significant increase in Buzz, giving it its highest ranking since 2015. A tight season, with the **Drivers' Championship** decided in the last race, and the return of **Jaguar** as a works team will both have helped create chatter around this property in 2017.





RUGBY UNION

RANKINGS 2017	RANKINGS 2016	EVENT	PEAK BUZZ 2017	PEAK BUZZ 2016	CHANGE -/+ % POINTS
2	4	Six Nations Rugby Championship	28.0	26.3	+1.7%
3	34	British & Irish Lions Rugby Tour	22.5	4.6	+17.9%
25	29	Rugby World Cup	7.0	6.2	+0.8%
29	31	Premiership Rugby	5.1	5.2	-0.1%
44	45	Rugby World Cup Sevens Series	3.6	3.4	+0.2%
46	36	European Cup Rugby	3.4	4.4	-1.0%

Football may be the UK's national sport but it is rugby which dominates our top Buzz rankings.

Occupying two of the top three spots, the sport has been buoyed by a successful (if drawn) **Lions test series** and stylish victory for England in the **Six Nations**.

The latter tournament is one of the most resilient properties we monitor. Over the five years we have published SportsIndex, the **Six Nations** has never been overhauled by a football property, only making way for perennial favourites **Wimbledon**, the **Olympics/Paralympics** and the **London Marathon**. The announcement of a new sponsor in the shape of **Natwest** will have contributed to the positive Buzz around the tournament.

Riding on the coattails of the **Lions** and the **Six Nations** is the **Rugby World Cup** which, despite being slap in the middle of its non-playing cycle (the last World Cup was in 2015, the next in 2019) turns in a remarkable performance to rank 25th.



TENNIS

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
1	2	Wimbledon Championships	36.6	39.0	-2.4%
8	9	Australian Open Tennis	13.2	13.8	-0.6%
13	16	French Open	10.9	10.8	+0.1%
16	13	Queen's Tennis Championship	10.3	12.8	-2.5%
26	23	US Open Tennis	6.1	8.3	-2.2%
41	20	ATP World Tour Finals	3.6	9.0	-5.4%
45	12	ITF Davis Cup	3.4	13.2	-9.8%
57	30	WTA Finals	1.8	5.3	-3.5%

Wimbledon – our perennial top seed – is only ever thrown off number one spot in our Buzz rankings by multi-sport events like the **Olympics**. So it is no surprise to see it returning to what it may consider its rightful position in an off-year for those other events. It stands a good 8% above its competitors this year, despite a reduction in its score.

No other tennis event comes close to that score, its nearest rival scoring just a third of that total. So credit must go to **Wimbledon** for staying on top of its game each year, like its evergreen winner this year, **Roger Federer**.

The rest of our tennis events have inevitably suffered from **Andy Murray**'s difficult year. For example, the **ATP World Tour Finals**, normally such an impressive performer in our rankings, wasn't able to magic up its usual Buzz in his absence (and the absence of three of the big four in the semi-finals this year). We're sure it will bounce back in 2018.

Likewise, 2017 is probably an anomalous year for the **WTA Finals**, which can regularly count on creating more Buzz than it did in 2017. Serena Williams would have been a big miss for the tournament, albeit that many of the other metrics we monitor around the Finals, like Impression, defy this year's Buzz performance, making for a complex but positive overall picture for the event.

Assuming Murray gets back to his usual fitness levels (and with **Johanna Konta** and **Kyle Edmund** forcing themselves into the picture with some great performances), we're confident that 2018 will represent a return to form for tennis. This may be the perfect time to invest!



TENNIS

Why does it look like tennis hasn't Buzzed as much in 2017?

Buzz around tennis properties has been static at best in 2017. Why should that be?

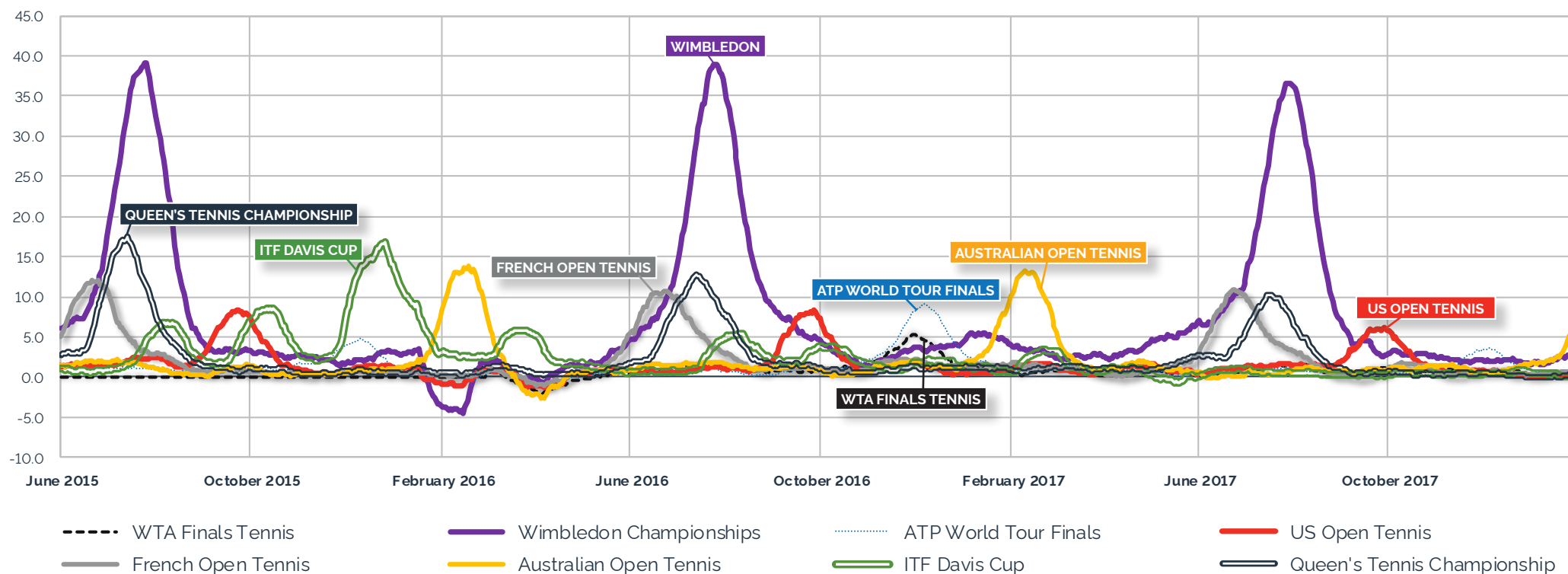
Well, it's part of a wider medium-term trend, in tennis and in other sports, for declines in peak Buzz. As you can see from our chart, the general trend is for our peaks to get smaller each year.

There are exceptions to this – for example, when **Great Britain took home the Davis Cup**, and the **2016 ATP World Finals, which Andy Murray won** – but generally gravity has affected even **Wimbledon**, year on year.

It's an effect which has taken place across all the sports properties we monitor, with the sum of Buzz falling from 383 to 301 over the five years we've been publishing our Buzz Report.

But it's also a trend which belies the health of these properties measured against the other metrics we monitor. Impression of the **WTA Finals**, for example, is up 50% since we began tracking the property in 2016. Likewise, perception of quality of the **ATP Tour Finals** has grown almost every year since 2012, producing a chart which has increasingly high peaks since 2012.

So whilst absolute Buzz may be falling all round – tennis included – many of our sports properties continue to grow in reputation year on year.





MULTI-SPORTS

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
9	3	Summer Paralympic Games	12.8	35.9	-23.1%
33	1	Summer Olympic Games	4.3	42.1	-37.8%
36	41	Commonwealth Games	4.0	3.7	+0.3%
55	54	Winter Olympic Games	2.2	1.8	+0.4%

It's no surprise that none of our multi-sport events made big gains in 2017 since none of them took place in this fallow year.

The **Winter Olympics** made small gains this year, ahead of the **PyeongChang Games** in 2018 (although what is curious is that its peak Buzz score was achieved in November, not during December as you might expect).

Also notable, as we have mentioned elsewhere, is the 'stickiness' of the **Paralympics** during an off-year. You might reasonably expect the **Paralympics** to closely follow the performance of the **Olympics** between on-years, dropping through the rankings. Yet the Paras defy this expectation, hanging on to a top-ten place in remarkable style, thanks to consistently low number of people reporting negative Buzz.

"This year we changed the way we monitor multi-sport events, switching to their generic names, rather than their year-specific names. E.g. from '2018 Commonwealth Games' to 'Commonwealth Games'."

NOTE ON DATES ● 2018 ANNUAL REPORT 1 Jan - 31 Dec 2017
● 2017 ANNUAL REPORT 1 Jan - 31 Dec 2016



For previous years' reports please complete the download form on our website www.smg-insight.com/sportsindex-annual-report/



OTHER SPORTS

RANKINGS		EVENT	PEAK BUZZ	PEAK BUZZ	CHANGE -/+ % POINTS
2017	2016		2017	2016	
10	17	World Snooker Championship	11.7	10.4	+1.3%
24	40	World Swimming Championships	7.4	3.8	+3.6%
28	37	NFL American Football	5.2	4.3	+0.9%
31	32	America's Cup, Sailing	4.8	5.1	-0.3%
42	42	Super League Rugby	3.6	3.6	0.0%
53	43	International Triathlon World Cup	2.4	3.5	-1.1%
54	57	WWE	2.4	1.4	+1.0%
58	51	Ultimate Fighting Championship (UFC)	1.5	2.4	-0.9%
59	53	NBA Basketball	1.4	2.0	-0.6%

To the best of the rest, then – and a real mixed bag here.

As we noted earlier, the **World Snooker Championship** has enjoyed a good year, pushing its nose into our top ten for the first time since we began publishing SportsIndex. **Barry Hearn**, World Snooker's chairman, will consider this placing a vindication of the changes he has made to the sport.

The **World Swimming Championships** achieve their best ranking yet (2017 is the third time the Championships have occurred since we started our rankings). **Adam Peaty** is fast becoming the kind of household name which will sustain a high level of interest in the sport between major events.

Meanwhile, the **NFL*** continues its steady climb up our rankings, achieving its top position since our first report. There can be no doubt that the League's regular commitment to playing games in the UK is part of its success.

Finally, a note in dispatches for **Super League Rugby** – the only property in our league table which has remained at exactly the same ranking with exactly the same score since our last report. In a world as competitive as sport, that too is an achievement.



ESSENTIAL READING

*If you want to find out more about the NFL's strategy and the data that underpins it, see our Special Relationship report

 <http://bit.ly/2rwhjjo>

ABOUT SMG INSIGHT

We are an independent research consultancy, specialising in the business of sports, sponsorship and entertainment.

Founded in July 2010, SMG Insight is a JV with YouGov – one of the world's largest and most respected research firms.

Since our inception we have looked to build strong and lasting customer relationships that put an emphasis on:

- > **Client service**
- > **Insight that goes beyond the numbers**
- > **Rigorous, readable and robust data**
- > **The commercial requirements of our clients**

We have built a client roster that includes rights holders, brands and agencies and we pride ourselves on delivering smart solutions that meet the differing needs of these organisations. We work with sports key stakeholders to unlock meaningful, actionable insights that goes beyond the data.



SportsIndex

2018 ANNUAL BUZZ REPORT

INSIGHT BEYOND DATA

SPORTS, SPONSORSHIP AND ENTERTAINMENT RESEARCH

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