



GLOBAL FAN REPORT

U.S. EDITION

Powered by  FanTokens™

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How International Fans
Engage with US Sports



Alexandre Dreyfus

CEO & FOUNDER OF CHILIZ



The USA is the world's largest sports market, home to internationally renowned organizations, brands, and individual stars. This has created a truly global community of fans, spanning every corner of the world.

International fans are increasingly shaping how the US' top leagues approach global growth. From more games being played overseas to the rise of global fan communities and digital initiatives, leagues are bringing fans closer to the action—wherever they are in the world.

As this global sports story continues to evolve, the way fans engage with sport is also changing. Organizations must be part of this shift. Web3 technology has a key role to play in harnessing fan engagement and unlocking new revenue streams—transforming intellectual property into capital and participation into value.

At the same time, attitudes toward digital assets and blockchain technology in the United States are maturing. The market is moving toward clearer, more structured regulation, creating a stronger foundation for innovation. This regulatory evolution is paving the way for credible platforms such as Chiliz to bring SportFi to an increasingly attractive and engaged market—one that values transparency, utility, and long-term fan participation.

To move forward, understanding the global fan community is vital. Fans are the true creators of value in sport—an industry projected to approach a **\$1 trillion valuation by 2033**. For this report, we surveyed 15,000 fans of US sports from across the globe, from South Korea to Spain, to understand how they engage with US sport, what initially shaped their fandom, and how they see it developing in the future. The results paint a picture

of deeply committed fans around the world, tuning in to follow their favorite US athletes and teams. These are digital-native fans, comfortable expressing their support online and increasingly interested in exploring the next evolution of the digital fan experience.

The infrastructure required to support this next chapter in sport is advancing rapidly. With improving regulatory clarity and growing institutional confidence, now is the time to capture the value being created across the sports ecosystem.

Fan Tokens™ are central to this shift. Six years after their introduction, they have become the most successful digital asset class in sports—delivering real utility for fans and generating over **\$700M in new revenue for clubs, even through volatile crypto cycles**. Today, Fan Tokens™ function as live sentiment marketplaces, directly connected to on-pitch performance and designed to reward success in real time.

Our recently announced 2030 Vision outlines how Fan Tokens™ will expand into fully gamified economies—where value is increasingly shaped by what happens on and off the pitch. By linking token dynamics to live sporting outcomes, we're further strengthening the connection between clubs and supporters, aligning incentives around performance, laying the foundations for a new, participatory economic layer of fandom.

Alexandre Dreyfus

AMERICAN FANDOM IN TRANSITION

When it comes to integrating digital innovation into the fan experience, the United States (US) is one of the most advanced sports markets in the world. Across major leagues, technology has already reshaped how fans watch, follow and participate. MLB's Statcast has transformed how the game is analyzed and broadcast, the NFL's Next Gen Stats bring real time player tracking into fans' homes on match day, and the NBA has built one of the most mature streaming and app ecosystems in professional sport globally. The result is a market in which digital behavior already sits at the heart of fandom, creating fertile ground for the next frontier of participation to emerge.

A key area that has the potential to lead this next frontier is blockchain innovation — not simply as a technology layer, but as a new layer of infrastructure for participation. Earlier in 2026, the SEC and CFTC took the unprecedented step of issuing joint guidance on the classification of digital assets, creating a clear framework to give businesses and individuals the confidence to explore this new burgeoning technology. The guidance directly references aspects of the Fan Token market, including platforms such as Socios.com operating on Chiliz Chain, and classifying Fan Tokens™ as digital tools and digital collectibles.

The data suggests that the appetite among fans is already there. A quarter (26%) of US-based fans said that Fan Tokens™ associated with their favorite team would be the digital fan engagement product they are most likely to use in the next 12 months, with 19% pointing to digital collectibles, and 16% citing prediction markets related to sports outcomes. For brands in the

space, the signal is clear - the appetite exists, the cultural infrastructure is in place, and success will depend on creating digital touchpoints that feel authentic, rewarding and deeply connected to the rituals of fandom that US fans already live by.

When it comes to what would make digital products genuinely compelling, US fans are pragmatic, with around a quarter citing perks (26%), official licensing by the team or league (26%), and visual appearance (24%), as the primary drivers, suggesting that the path to conversion lies in products that feel both legitimate and rewarding, rather than speculative.

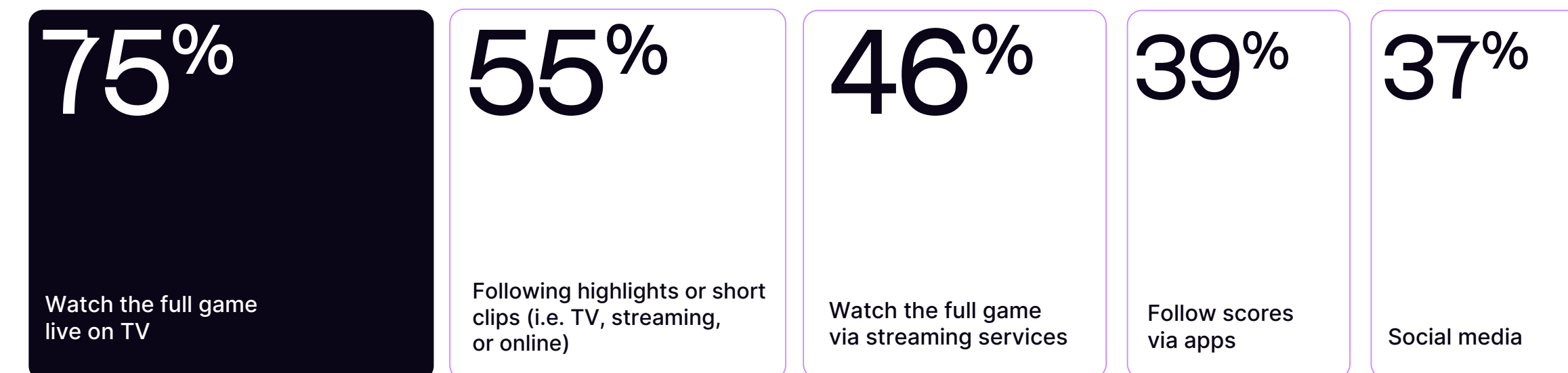
30%

of US based fans are aware of Fan Tokens™ or digital collectibles, but are yet to own one.

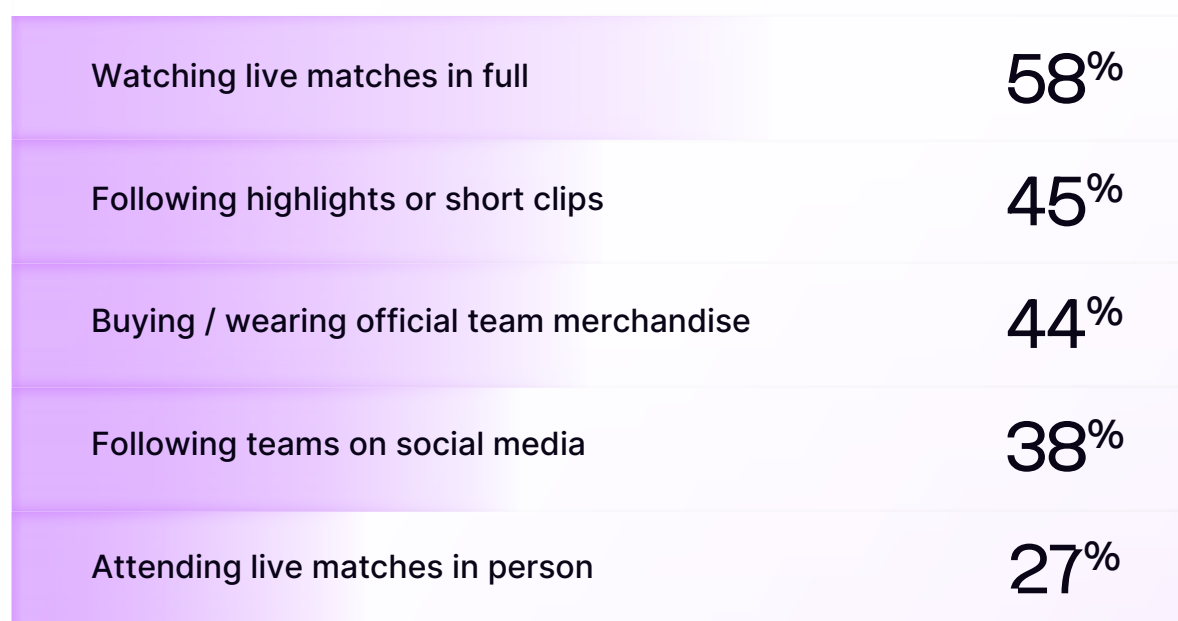


1 in 10 US sports fans (13% US based, 9% non-US based) already own Fan Tokens™ or digital collectibles.

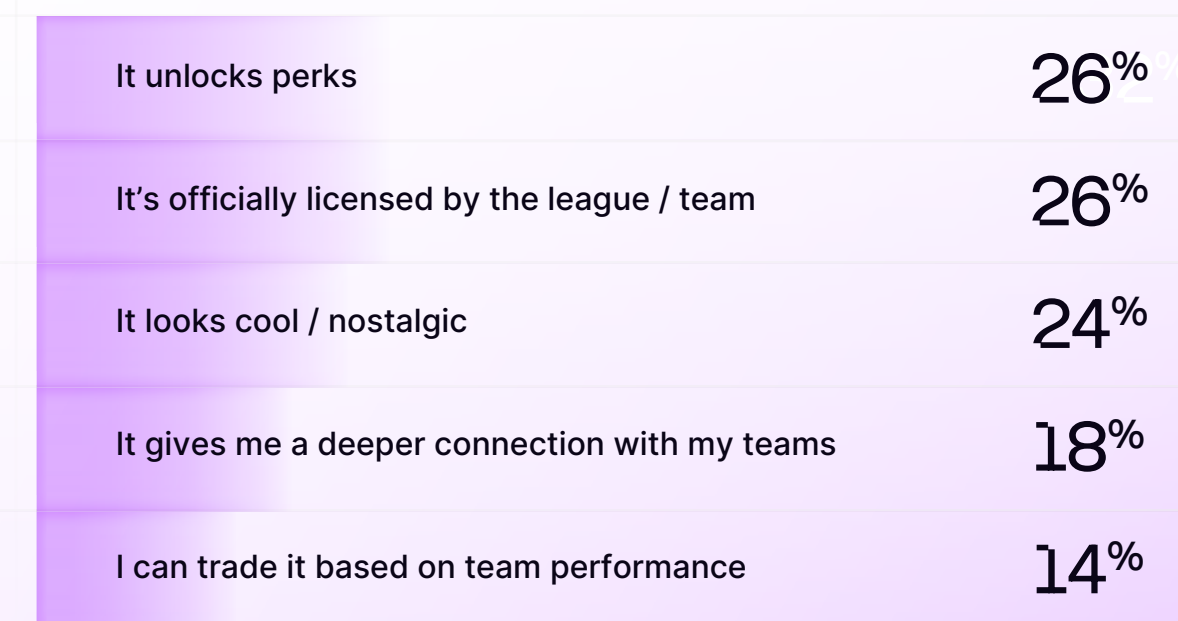
How do you usually follow sports?



How do you usually engage with the sports team(s) you support?



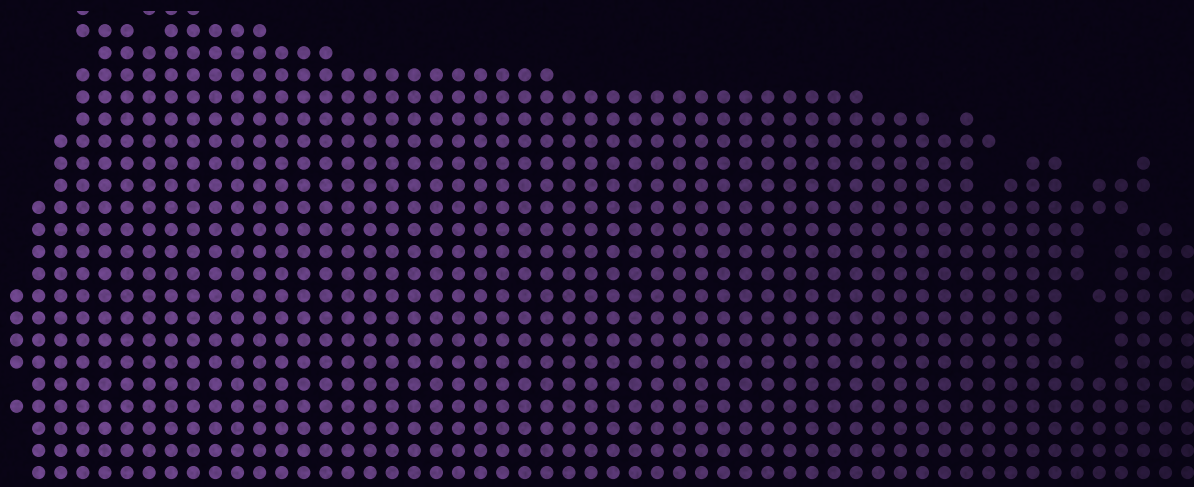
What would make a Fan Token or digital collectible worth owning to you?





Global Rankings

Excluding US Fans





The United States has delivered a huge number of cultural exports to the rest of the world from Hollywood and music, to fashion and technology - but how well do US sports travel beyond domestic borders to a global audience?

For the 2026 Global Fan Report we surveyed thousands of US sports fans around the world to understand how American leagues, teams, and athletes are resonating with a global audience.

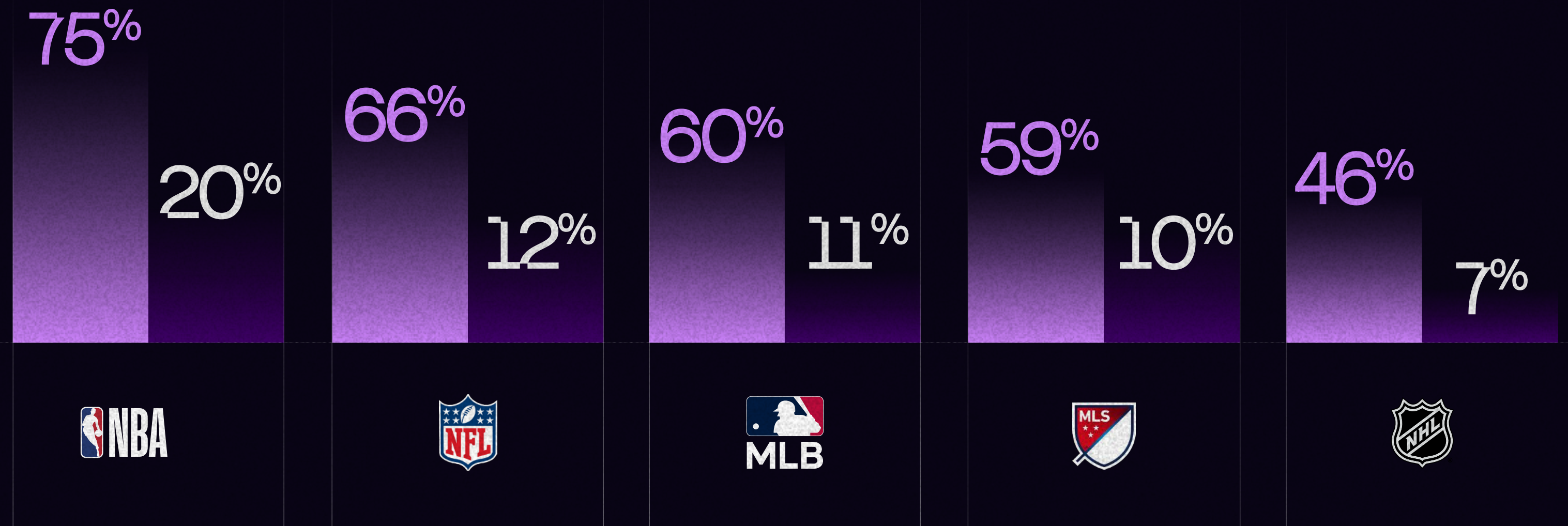
As leagues expand their international footprints, and with games being held around the world and international stars moving into the NBA, NFL, MLB, MLS and NHL, it's no wonder that the strength of fandom of US sports around the world is going from strength to strength.

The Global Fan Report ranks the popularity of US sports leagues and across all markets with the NBA coming out on top followed by NFL, MLB, MLS and NHL.

 of respondents said they follow the sport

 of respondents are a dedicated fan and follow closely

Most Popular US Sports



Global Fan Audience

I am a dedicated fan and follow very closely

I follow regularly throughout the season

I follow casually (big games, major news only)

I am aware of it but don't actively follow it

I'm not aware of it and I don't follow it

	NFL	NBA	MLB	NHL	MLS
I am a dedicated fan and follow very closely	12%	20%	11%	7%	10%
I follow regularly throughout the season	24%	28%	22%	15%	21%
I follow casually (big games, major news only)	30%	27%	27%	24%	28%
I am aware of it but don't actively follow it	27%	20%	30%	39%	30%
I'm not aware of it and I don't follow it	7%	5%	9%	15%	12%



Big Brands Travel Best.



When it comes to teams with the most international fans, it's major cities like New York and LA who dominate the top spots with the Giants and Rangers in New York and the Lakers and Dodgers in LA and all coming out on top in their respective sports.

Legacy and star power are key deciding factors for international fans when it comes to picking teams to follow, and a local star making waves in the US can make all the difference to fans back home.

	1	2	3	4	5
NBA	 Los Angeles Lakers	 Chicago Bulls	 Boston Celtics	 Golden State Warriors	 New York Knicks
NFL	 New York Giants	 San Francisco 49ers	 Dallas Cowboys	 Miami Dolphins	 New England Patriots
MLB	 Los Angeles Dodgers	 New York Yankees	 Los Angeles Angels	 Boston Red Sox	 New York Mets
MLS	 Inter Miami	 Los Angeles FC	 Los Angeles Galaxy	 New York Red Bulls	 New York City FC
NHL	 New York Rangers	 Los Angeles Kings	 Chicago Blackhawks	 Toronto Maple Leafs	 Dallas Stars



RUNNING THE COURT

When it comes to international fans, the NBA is dominated by one franchise: the **Los Angeles Lakers, who boast around a third of global NBA fans (32%)**. The Chicago Bulls follow, a testament to the enduring legacy of Michael Jordan's heroics in the 1990s. The Boston Celtics rank third, benefiting from both historic success and recent achievements, ahead of the Golden State Warriors and the New York Knicks, the latter relying largely on their status as a globally recognizable brand.

Despite being recent NBA champions and arguably one of the greatest teams assembled in recent years, the Oklahoma City Thunder still have work to do in building their international following, as they sit outside the top 10 globally.

The NBA performs strongly on the global stage, ranking as the **number one US sport**

followed in France, Italy and Spain, while also leading in markets such as Australia and Turkey.

A key driver of this international appeal is the presence of global stars. The connection between international players and fan engagement in their home countries is clear. France's Victor Wembanyama is lighting up the league for the San Antonio Spurs, who consequently top the list of most-followed NBA teams in France. Similarly, the Houston Rockets rank highly in Turkey, where local star Alperen Şengün plays, while the Dallas Mavericks enjoy strong support in Germany — the home country of Dirk Nowitzki, who famously led the franchise to an NBA championship with one of the greatest Finals runs in the sport's history.

The relationship between international stars and global fandom is unmistakable.



Most Followed NBA Teams



32%



22%



12%



11%



10%



7%



6%



5%



4%



3%



2%

I don't support a specific team

4%

None of the above

0%



IN THE ENDZONE

The NFL boasts one of the most diverse international fan landscapes across US sports, with support spread across a broad range of teams rather than concentrated around a single dominant franchise.

The New York Giants top the global rankings, with 12% of international fans supporting the team. They are followed closely by the San Francisco 49ers (11%), while the Dallas Cowboys, Miami Dolphins and New England Patriots each command 10% of global support.

Interestingly, despite winning two of the past three Super Bowl titles, the Kansas City Chiefs sit outside the top five. Meanwhile, the New York Giants have not won a championship

since 2012 — underscoring the significant role that **legacy plays in driving international fandom.**

The NFL has also expanded its presence on the international stage, hosting games in the UK, Germany and Brazil in 2025. The data suggests this strategy is paying off, with the NFL ranking as the top sport in all three countries. Its global appeal extends even further, with the league placing within the top two sports in nearly every market measured — falling outside the top two only in Japan, South Korea and Turkey.



Most Followed NFL Teams

ny

12%



11%



10%



9%



8%



6%



5%



4%



3%



2%

I don't support a specific team

6%

None of the above

1%



BEYOND THE BOX SCORE

Global MLB fandom is heavily concentrated at the top, with a small number of instantly recognizable franchises accounting for a significant share of international support. The **Los Angeles Dodgers lead the rankings, backed by more than a quarter of fans worldwide (27%).**

The Dodgers' international dominance stems from sustained success, strong global brand-building and the effective use of star power. The arrival of Shohei Ohtani has been transformative for the franchise — particularly in his home country of Japan, where he is regarded by many fans as the most iconic US sports star. His influence has also boosted interest in the league more broadly, with **MLB ranking as the most-followed US sport in**

Japan, where an impressive 86% of fans say they follow the league.

MLB also tops the rankings among US sports in South Korea, a market the league has actively targeted with fan-focused initiatives in Seoul. The **New York Yankees place second globally (17%),** with their historic success and iconic branding continuing to resonate far beyond the United States.

Rounding out the top five are the Los Angeles Angels, Boston Red Sox and New York Mets. Ohtani's star power — and its impact on both the Dodgers and MLB as a whole — stands out as the defining trend in the sport's international growth.



MLB

Most Followed MLB Teams



27%



17%



10%



9%



6%



5%



4%



3%

I don't support a specific team

7%

None of the above

1%



STAR PULL EFFECT

When it comes to attracting international fans, the MLS benefits from soccer being the global game - followed all over the world. This means that what drives international fandom in the MLS is imports rather than exports, with international stars from abroad bringing their fanbase to not only their team but the entire league. This is a clear blueprint **for Inter Miami who are clearly the most followed MLS team by international fans**, a club that is owned by global sports star David Beckham and has arguably the greatest player in history in Lionel Messi as well as other star players Sergio Busquets, Jordi Alba and Luis Suarez. David Beckham's star power is clear, not only with Inter Miami but his former team LA Galaxy is tied for second place with Los Angeles FC. New York trails behind LA when it comes to MLS with the

New York Red Bulls and New York FC making up the top 5.

Lionel Messi and David Beckham rank highly as US sporting icons for fans around the world which is driving interest in countries where soccer already has a significant following, ranking higher in both the UK and Brazil. There are also pockets of support based on star players moving to play in the MLS, for example in Germany the **Vancouver Whitecaps come second among MLS fans who boast German legend Thomas Muller in their ranks**. Leveraging the powerful pull of established international stars is key to growing MLS fan engagement around the world.



Most Followed MLS Teams



25%



16%



10%



7%



6%



5%



4%



3%

I don't support a specific team

8%

None of the above

1%



COOL SPORT HOT RIVALRIES

The NHL doesn't have a hugely dominant franchise when it comes to international fans, with support quite evenly spread across multiple teams. **The New York Rangers and Los Angeles Kings jointly lead global fandom**, reflecting the influence of historic success. Following closely are the Chicago Blackhawks and Toronto Maple Leafs (8% each), along with the Dallas Stars.

The NHL is seemingly **lagging behind other US leagues when it comes to international fans**, ranking in last place in most of the markets surveyed. One market which bucks the trend is Germany where the NHL sits in third place with **64% of German fans saying they follow the sport**.

There is also strong support in Germany for the Edmonton Oilers, captained by German player Leon Draisaitl. Despite that support, it's clear that the NHL hasn't had a breakout international star as the icons list is dominated by stars from the other US sports.



Most Followed NHL Teams



12%



8%



7%



6%



5%



4%



3%

I don't support a specific team

9%

None of the above

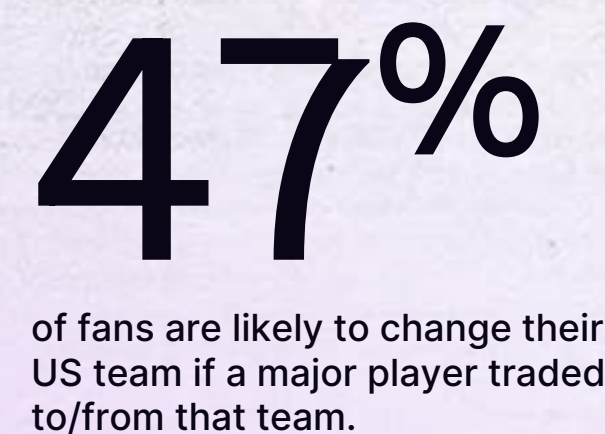
1%

GOATS OF THE GAME

Thinking back to when you first got into American sports, how important were individual athletes in sparking your interest?



The GOAT debate is something that fans of all sports have spent hours disputing. Jordan vs LeBron, Brady vs Mahomes, Ohtani vs Ruth, Messi vs Ronaldo... it is these conversations which generate debate among fans and at the same time gets them hooked.



Global fans who would switch their primary US team if a star player joined or left.

Somewhat likely	23%
Very likely	20%
Neither likely nor unlikely	18%
Somewhat unlikely	12%
I would definitely not change team	11%
Very unlikely	8%
I would definitely change team	4%



THE POWER OF JORDAN.

International fans have had their say — and **NBA legend Michael Jordan stands head and shoulders above the competition**, with almost a fifth of global fans naming the former Chicago Bulls star as the most iconic US athlete of all time.

Jordan played a pivotal role in taking the NBA to a worldwide audience, building not only a dynasty on the court but also one of the most powerful personal brands in sport. Continued interest in *Netflix's The Last Dance* documentary further underlines his enduring status as a global cultural icon.

In a league that celebrates the influence of the individual star, it is no surprise that **NBA players dominate the rankings, claiming four of the top 10 spots**. While the traditional debate often centres on Jordan versus LeBron James as the greatest of all time, international fans place another NBA legend second behind Jordan: the late Lakers icon, Kobe Bryant.

TOP 5 US SPORTS STARS ACCORDING TO THE GLOBAL FAN AUDIENCE



#1 Michael Jordan

#2 Kobe Bryant

#3 Shohei Ohtani

#4 LeBron James

#5 Lionel Messi

Fabien Allègre, PSG Chief Brand Officer, lifts the lid on the iconic French football club's partnership with the Jordan brand – which not only highlights the blurred lines between sport, culture and fashion but also pays testament to the enduring legacy of US sports' greatest ever icon:



Our collaboration with Jordan began in September 2018, with the launch of our first co-branded line. This partnership has always been based on a mutual respect for our respective worlds: elite sport and avant-garde creativity. By maintaining this consistency since 2011 in our president's strategic vision: to make Paris Saint-Germain a global brand. We have always championed the idea that football is part of what we define as culture, and therefore to make our brand the link between sport, fashion, music, art."

Fabien Allègre

PSG CHIEF BRAND OFFICER



GOATS OF THE GAME



Elsewhere, **Shohei Ohtani** breaks into the top 3 driven by the sheer amount of support he has in his home country of Japan with over half of fans in Japan putting Ohtani right at the top of the list. He also performs strongly in South Korea where MLB is the number one US sport, but Jordan is still recognized there as the biggest icon in US sport history. Ohtani is the highest baseball player on the list and is included ahead of the legendary **Babe Ruth**, whose career with the New York Yankees helped define baseball's golden age, and **Alex Rodriguez**, a dominant MLB figure of the late 1990s and 2000s.

In the NFL, Tom Brady who holds the record for most super bowl wins is the standout star for the sport for international fans and the only NFL player to feature in the top ten. Brady has established himself as an international brand outside the world of NFL with multiple business ventures, not least his investment into English football club Birmingham City FC, with a recent Amazon Prime documentary and plans for a new stadium.



The MLS benefits from being part of a sport that is already a global game and importing stars from abroad has always been a key strategy for boosting the league's appeal.

That is why it is not surprising to see Lionel Messi and David Beckham perform highly with their contribution to both the global game and development of the MLS. Messi is widely regarded as the greatest player ever in the game of soccer and after winning all of the game's top prizes he brought those talents to Inter Miami. While Jordan might top the icon list, there is an argument that David Beckham has eclipsed him in terms of international fame and the MLS certainly benefit from his brand as the Inter Miami owner.

TOP RANKED ATHLETES



#1	Michael Jordan	19%
#2	Kobe Bryant	8%
#3	Shohei Ohtani	7%
#4	LeBron James	7%
#5	Lionel Messi	6%
#6	David Beckham	6%
#7	Tom Brady	4%
#8	Babe Ruth	3%
#9	Stephen Curry	3%
#10	Aaron Rodgers	2%
#11	Magic Johnson	2%
#12	Alex Rodriguez (A-Rod)	2%
#13	Shaquille O'Neal	2%
#14	Alex Ovechkin	2%
#15	Auston Matthews	2%
#16	Aaron Judge	2%
#17	Christian Pulisic	2%
#18	Zlatan Ibrahimović	1%
#19	Victor Wembanyama	1%
#20	Connor McDavid	1%
#21	Kevin Durant	1%
#22	Wayne Gretzky	1%
#23	Luka Dončić	1%
#24	Derek Jeter	1%
#25	Patrick Mahomes	1%
#26	Travis Kelce	1%
#27	Lamar Jackson	1%
#28	Jerry Rice	1%
#29	Giannis Antetokounmpo	1%

Most Followed Athletes by Country.

UK

#1	Lionel Messi	11%
#2	Michael Jordan	10%
#3	David Beckham	9%
#4	Tom Brady	7%
#5	Kobe Bryant	6%

France

#1	Michael Jordan	25%
#2	Victor Wembanyama	9%
#3	David Beckham	8%
#4	LeBron James	6%
#5	Lionel Messi	5%

Germany

#1	Michael Jordan	12%
#2	Tom Brady	9%
#3	Kobe Bryant	7%
#4	David Beckham	6%
#5	Lionel Messi	4%

Spain

#1	Michael Jordan	20%
#2	Kobe Bryant	13%
#3	Lionel Messi	9%
#4	LeBron James	6%
#5	David Beckham	5%

Italy

#1	Michael Jordan	22%
#2	Kobe Bryant	13%
#3	LeBron James	6%
#4	Magic Johnson	5%
#5	David Beckham	5%

Brazil

#1	Michael Jordan	23%
#2	LeBron James	14%
#3	David Beckham	8%
#4	Kobe Bryant	6%
#5	Tom Brady	6%

Japan

#1	Shohei Ohtani	57%
#2	Michael Jordan	15%
#3	Babe Ruth	8%
#4	Tom Brady	3%
#5	Aaron Judge	3%

Australia

#1	Michael Jordan	34%
#2	LeBron James	11%
#3	Kobe Bryant	7%
#4	David Beckham	6%
#5	Lionel Messi	5%

Turkey

#1	Michael Jordan	17%
#2	Kobe Bryant	15%
#3	LeBron James	10%
#4	Lionel Messi	7%
#5	David Beckham	6%

South Korea

#1	Michael Jordan	34%
#2	Shohei Ohtani	9%
#3	Babe Ruth	7%
#4	Lionel Messi	6%
#5	Alex Rodriguez (A-Rod)	4%

FROM THE COURT TO THE COMMUNITY: THE NEW PLAYBOOK FOR ENGAGEMENT

by **Tristan Thompson**
NBA Player & Web3 Entrepreneur

A sports fan in São Paulo or London doesn't follow the game the same way someone in Cleveland does. They can't drop into the stadium after work, they're often watching at odd hours, and they're building loyalty through highlights, storylines, and group chats. That's not a problem to solve. It's the shape of the next growth cycle.

As an athlete playing at the highest level, you experience engagement with fans directly — in the stadium, where attention is loud and fleeting. I started building in Web3 because I recognized that this is where communities stick and where a global audience can be truly involved and engaged. When you put those two worlds side by side, the opportunity for fans, players, and sports franchises becomes clear. Global fandom is real, the tools to deepen it exist, and we're still early in the process.

The findings of this report make that clear — and they're hard to ignore. For global U.S. sports fans, digital engagement isn't an add-on. It's the main route in.

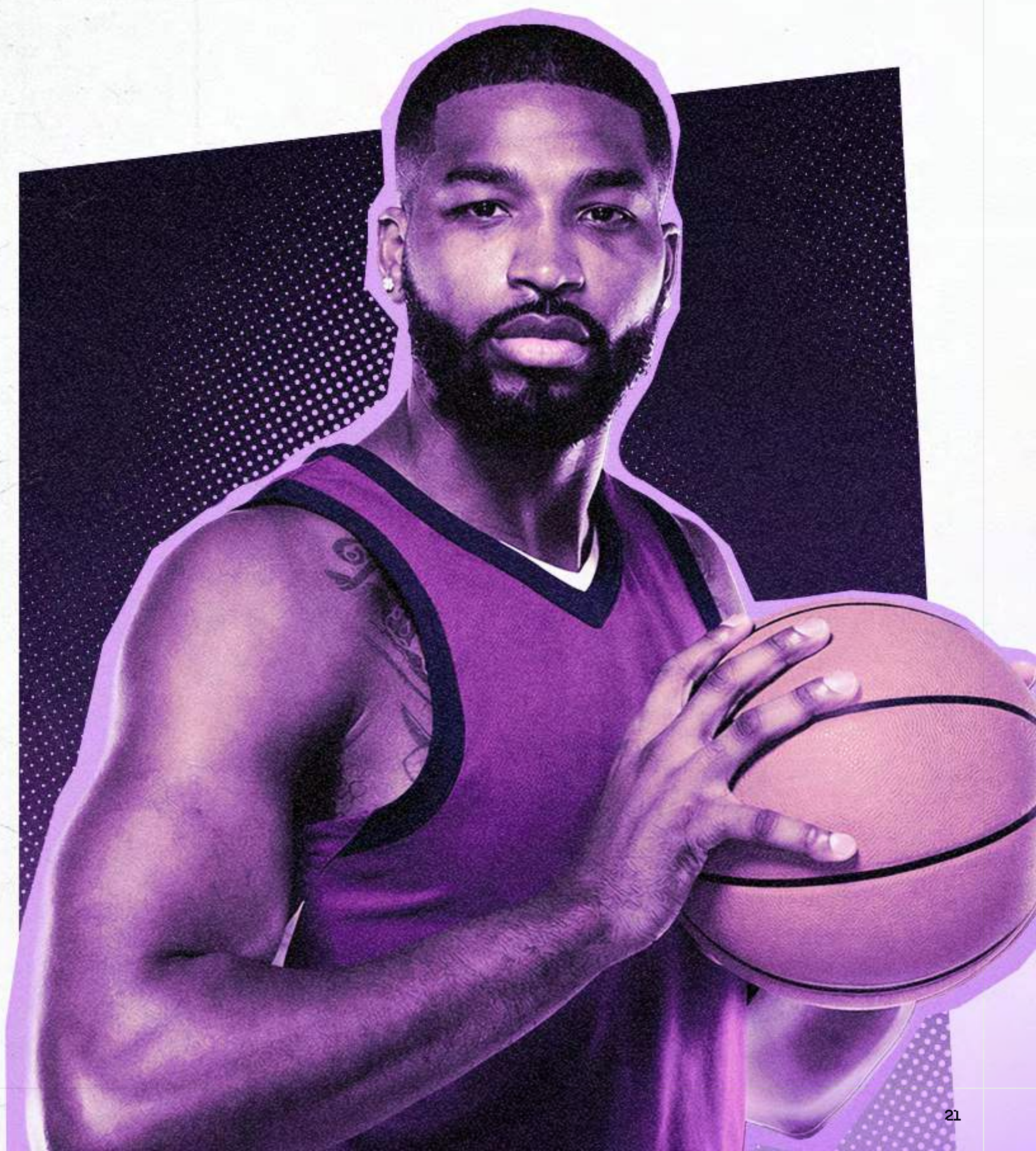
Most fans agree that technology and digital platforms play a pivotal role in enhancing their experience. Digital entertainment is what keeps them engaged.

Relationships between global fans and players like **LeBron James and Tom Brady** are built between games, not just during them.

I've had the honor of playing for some of the most globally recognized franchises in U.S. sport, and it was no surprise to see the **Lakers and the Celtics** dominate the team rankings. When you play for a team like that, you understand the power of the brand and the effect it has on fans. You build connections with people around the world — and that is a powerful thing.

Playing alongside a global superstar like **LeBron** made it clear that his talent wasn't just a difference-maker on the court, but a huge asset to a brand. This report reinforces the power of a star player. And if there's a lesson in the enduring legacy of greats such as **Michael Jordan**, it's that the value generated by icons of the game extends far beyond competition.

I've spoken to current and former athletes who are waking up to the idea that ownership matters. Not performative influence. Not "exposure." But real participation in the economics of the communities they help build. **Web3 and Fan Tokens™ point toward a potential solution for both athletes and teams.**



That doesn't mean every athlete should launch a token. It means the power dynamic is shifting. Fans are ready for deeper relationships, and athletes and teams now have the tools to meet them there.

The first wave of global fandom — and its monetization — has been about access. The report shows that streaming and social media platforms have had a major impact on international fans' experience.. Storytelling content performs best because the global fan experience is built on moments, personality, and context: the dunk, the home run, the locker-room behind-the-scenes.

Access has become the norm. **But fans don't just want to watch — they want to participate.** Interactive formats have already started to deepen the relationship between star athletes and global fans, with new digital experiences bringing fans from around the world even closer.

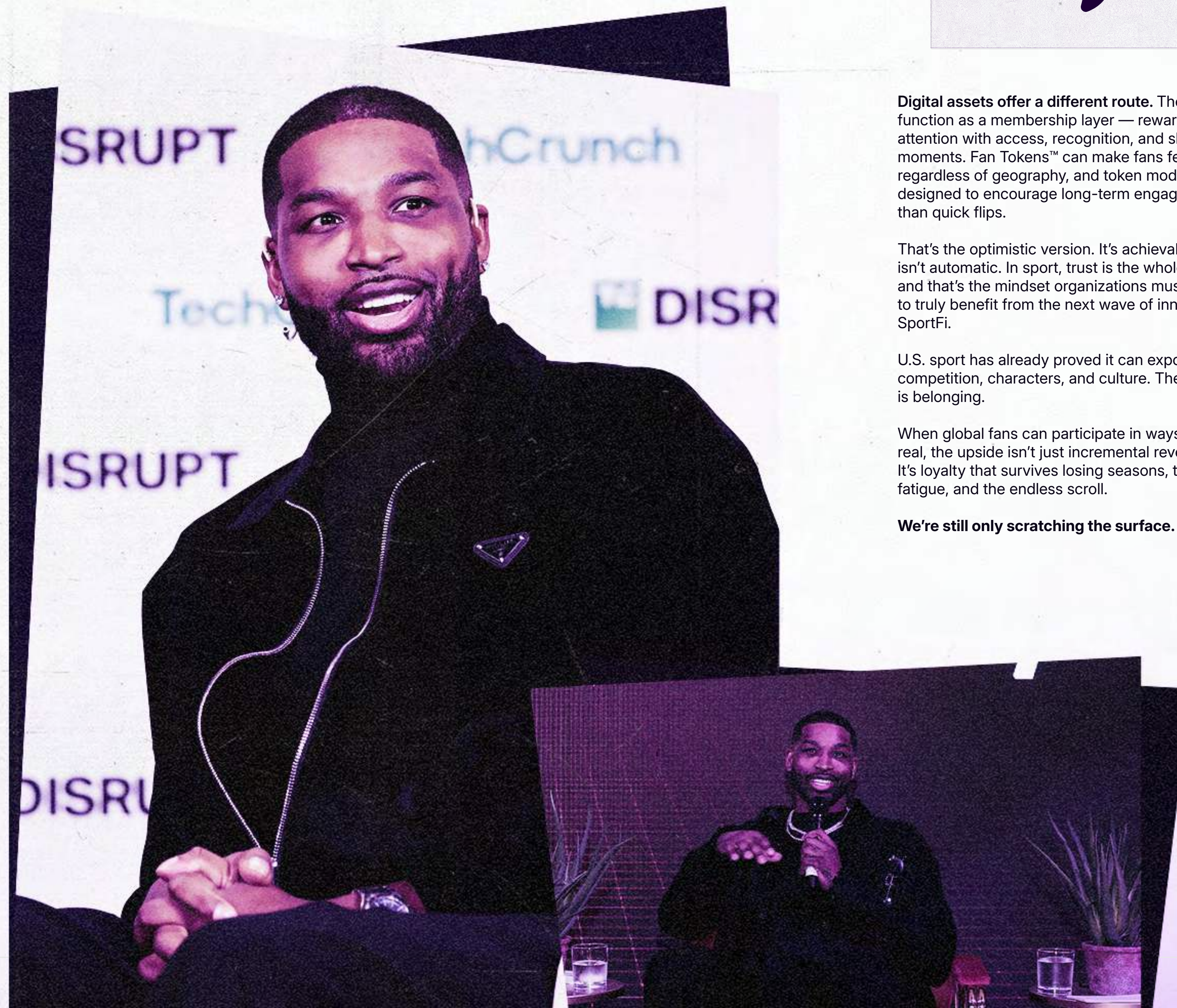
The first wave of digital fan engagement was about access, the next phase is about participation, and ultimately, belonging — this is where digital infrastructure becomes important. Web3, and Fan Tokens™ specifically, aren't just products, but tools that enable active involvement helping to turn legacy built over decades into value for the future.

This report tells the story of a future where fans in every corner of the world can become active participants in the sports they love. The movement is building early momentum. Almost 1 in 10 international fans engaging via digital collectibles and Fan Tokens™ might sound small, but a signal of changing behaviour.

Millions of people across markets are already choosing to engage through a new kind of digital relationship. And now, with increasing regulatory clarity in key markets like the U.S., there is a stronger platform for growth.

The appetite is there. More than half of fans express interest in digital collectibles and Fan Tokens™ as part of their fan experience. The gap between what fans do today and what they say they want is the opportunity.

Here's the mistake teams make when they think about monetization: they treat it as another sales channel. Another product to push. But global fans don't have the same physical touchpoints, so the old playbook doesn't travel well.



Digital assets offer a different route. They can function as a membership layer — rewarding attention with access, recognition, and shared moments. Fan Tokens™ can make fans feel seen regardless of geography, and token models can be designed to encourage long-term engagement rather than quick flips.

That's the optimistic version. It's achievable. But it isn't automatic. In sport, trust is the whole game — and that's the mindset organizations must adopt to truly benefit from the next wave of innovation in SportFi.

U.S. sport has already proved it can export competition, characters, and culture. The next export is belonging.

When global fans can participate in ways that feel real, the upside isn't just incremental revenue. It's loyalty that survives losing seasons, timezone fatigue, and the endless scroll.

We're still only scratching the surface.



USA

In the United States, sport is a fixture of everyday life, reflected in the data. The NFL tops domestic rankings by a wide margin, with 54% of fans saying it is the league they follow most closely. MLB ranks second, highlighting its enduring cultural roots, while the NBA is third with 14%. The NHL follows at 7%, and MLS trails at 3%, making it the least followed of the five major leagues despite high-profile international signings such as Lionel Messi, Son Heung-Min and Thomas Muller.

When it comes to team popularity, iconic franchises with brands that transcend sport and geography lead the way. In the NFL, the Dallas Cowboys rank as the most popular team (8%), with the Philadelphia Eagles, New York Giants, Chicago Bears, Pittsburgh Steelers, Kansas City Chiefs and New England Patriots tied just behind at 5%.

The LA Lakers (8%) top the NBA rankings, having built their brand through stars such as Magic Johnson, Shaquille O'Neal, Kobe Bryant and LeBron James, who will be aiming to lead another playoff run in 2026.

In MLB, the New York Yankees (10%) lead, while in the NHL the Detroit Red Wings, New York Rangers, Boston Bruins and Chicago Blackhawks share the top spot at 5% each. In MLS, Inter Miami, New York Red Bulls and Chicago Fire lead with 3%, underlining the league's potential to convert more casual fans into committed supporters.

What league do you follow most closely?



54%



19%



14%
























7%



3%

Top 5 Teams by US Fan Support

	1	2	3	4	5
	 Dallas Cowboys 8%	 Philadelphia Eagles 5%	 New York Giants 5%	 Chicago Bears 5%	 Pittsburgh Steelers 5%
	 Los Angeles Lakers 8%	 Chicago Bulls 7%	 Boston Celtics 7%	 New York Knicks 6%	 Golden State Warriors 5%
	 New York Yankees 10%	 Atlanta Braves 7%	 Boston Red Sox 6%	 Chicago Cubs 5%	 Los Angeles Dodgers 5%
	 Detroit Red Wings 5%	 New York Rangers 5%	 Boston Bruins 5%	 Chicago Blackhawks 5%	 Philadelphia Flyers 4%
	 Inter Miami 3%	 New York Red Bulls 3%	 Chicago Fire 3%	 Los Angeles Galaxy 2%	 Atlanta United 2%



UK

The UK has long been a priority market for US sports. The NBA returned with the 2026 London Games featuring the Memphis Grizzlies and Orlando Magic, while the NFL hosted three games in London towards the end of 2025. As a result, the UK represents a highly competitive landscape, with multiple leagues vying for fans' attention.

Currently, the NFL leads the way as the most-followed US sport in the UK, with MLS narrowly edging out the NBA to claim second place.

When it comes to what drives UK fans, team history and legacy are the most influential factors. This is reflected in the New York Giants topping the NFL rankings despite not having won a Super Bowl in over a decade, while the Kansas City Chiefs — winners of two of the past three Super Bowls — sit outside the top five. A similar pattern emerges in the NBA: the New York Knicks, who have not won a championship since the 1970s, rank as the third most-followed team, whereas the Oklahoma City Thunder, fresh off the most recent NBA title and widely tipped for further success, fall further down the list.

MLS's appeal in the UK appears closely tied to its ability to attract high-profile players from the Premier League and Europe's top leagues. This influence is evident in perceptions of US-based athletes, with Inter Miami's Lionel Messi named the most iconic US sports figure in the UK — making it one of the few markets where Michael Jordan does not claim the top spot.

Hosting games in the UK has clearly resonated with fans. A significant majority (79%) say they have attended a live US sports event in the UK, while more than a third (38%) have travelled to the US to watch games in person. For those who engage from afar, technology plays a crucial role, with most fans agreeing that digital experiences enhance their enjoyment of US sports. Interest in emerging digital offerings is also strong, with well over half of UK fans expressing interest in digital collectibles and Fan Tokens™.



SNAP THIS 

Top 5 Teams by UK Fan Support

	1	2	3	4	5
	 New York Giants 15%	 New England Patriots 12%	 Miami Dolphins 12%	 New York Jets 11%	 Chicago Bears 10%
	 Los Angeles Lakers 26%	 Chicago Bulls 19%	 New York Knicks 14%	 Golden State Warriors 11%	 Miami Heat 11%
	 New York Yankees 18%	 Los Angeles Dodgers 12%	 Los Angeles Angels 12%	 New York Mets 11%	 Boston Red Sox 10%
	 New York Rangers 15%	 Los Angeles Kings 14%	 New York Islanders 10%	 Dallas Stars 9%	 Chicago Blackhawks 9%
	 Inter Miami 28%	 Los Angeles Galaxy 17%	 Los Angeles FC 14%	 New York City FC 13%	 New York Red Bulls 12%

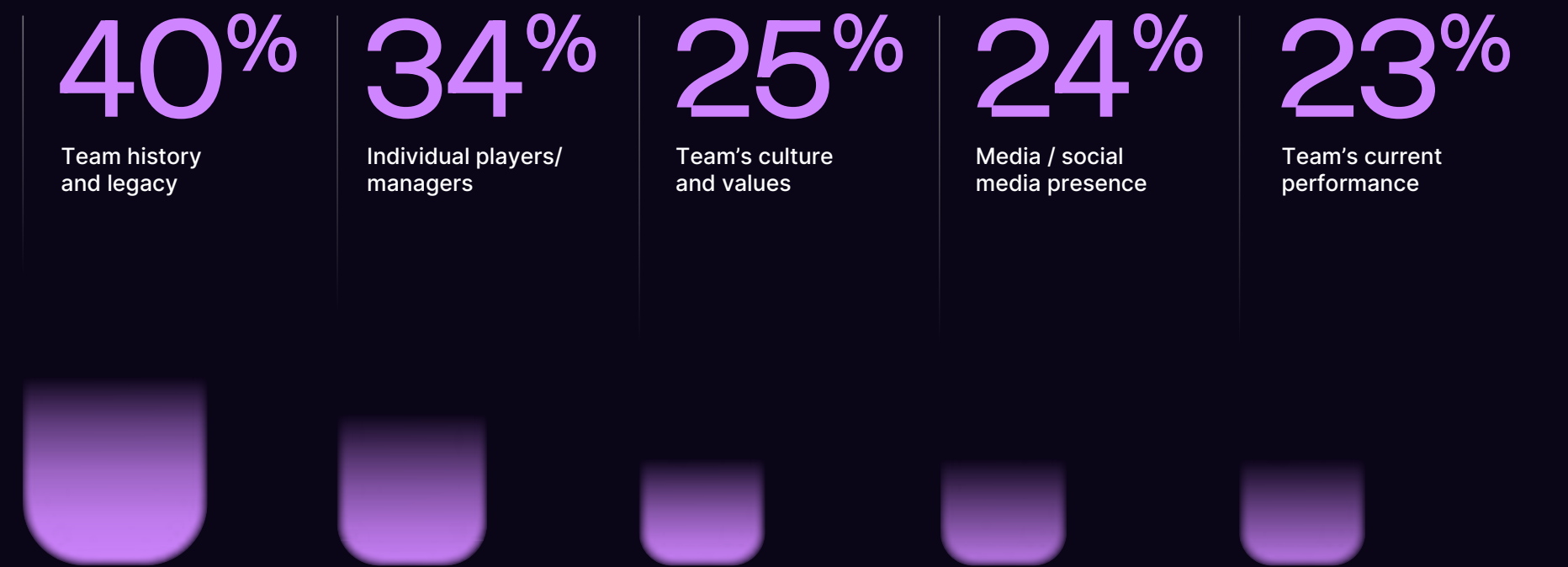


How Closely UK Fans Follow US Sports



I am a dedicated fan and follow very closely	19%	17%	10%	7%	18%
I follow regularly throughout the season	37%	29%	23%	21%	30%
I follow casually (big games, major news only)	27%	28%	31%	28%	19%
I am aware of it but don't actively follow it	15%	23%	32%	38%	19%
I'm not aware of it and I don't follow it	3%	4%	5%	7%	19%

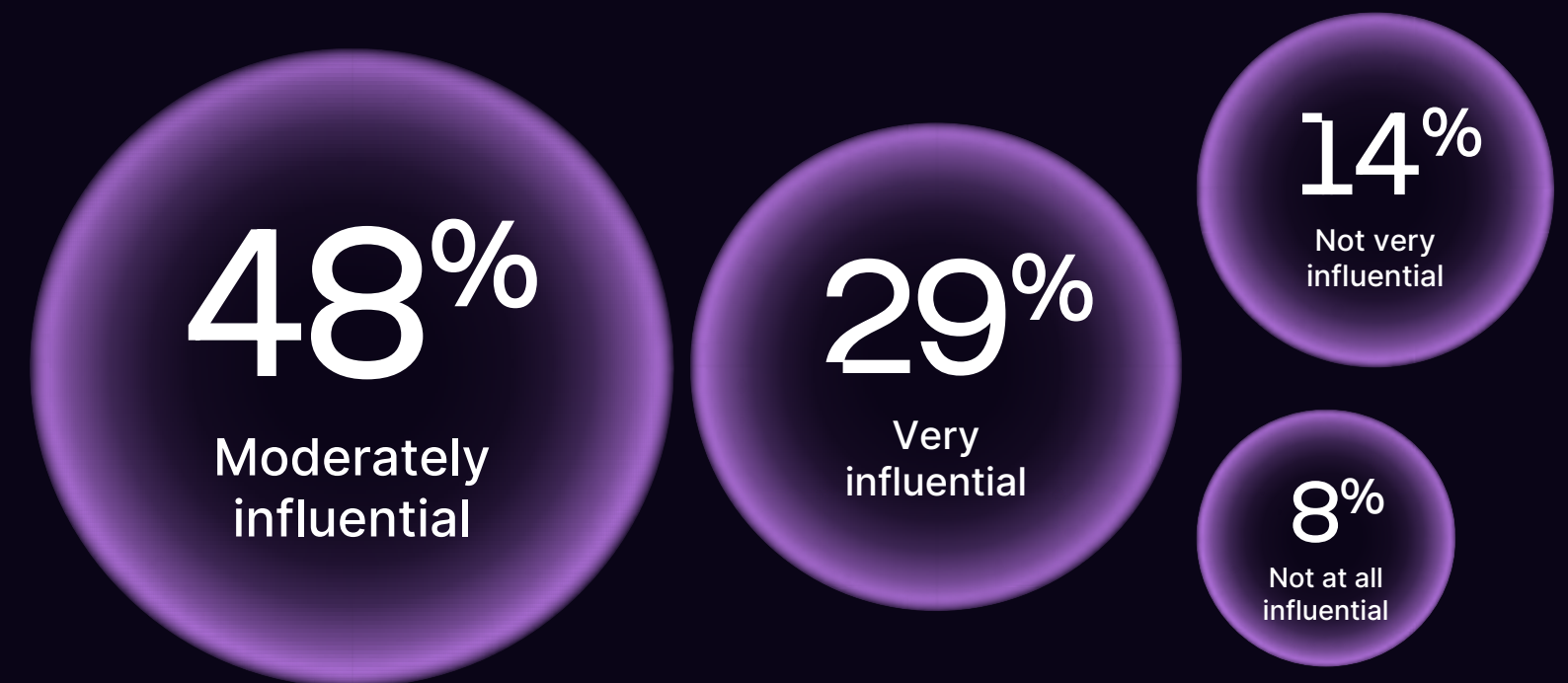
Top 5 Factors Shaping UK Fandom



Top 5 US Based Sports Icons According to UK Fans

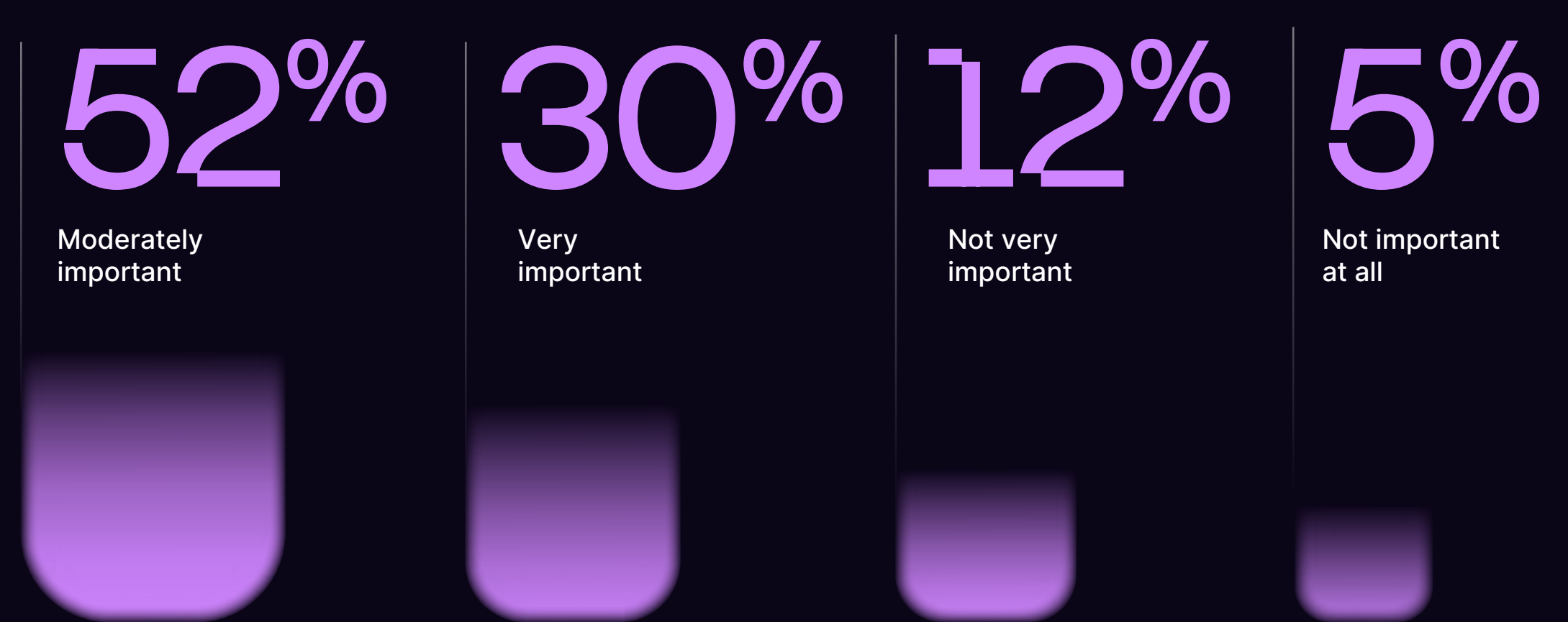


Influence of Athlete-Focused Content on UK Fans

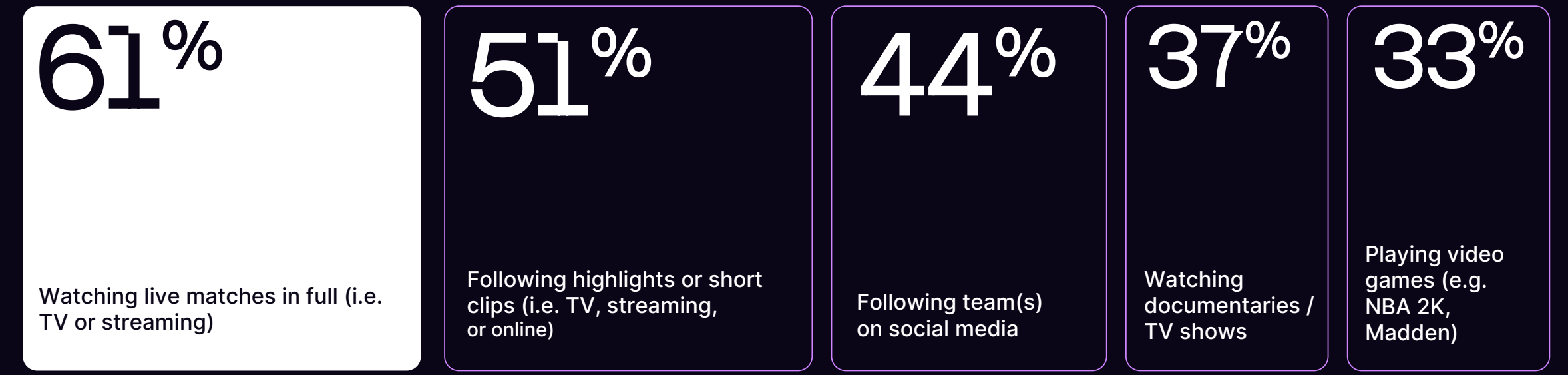




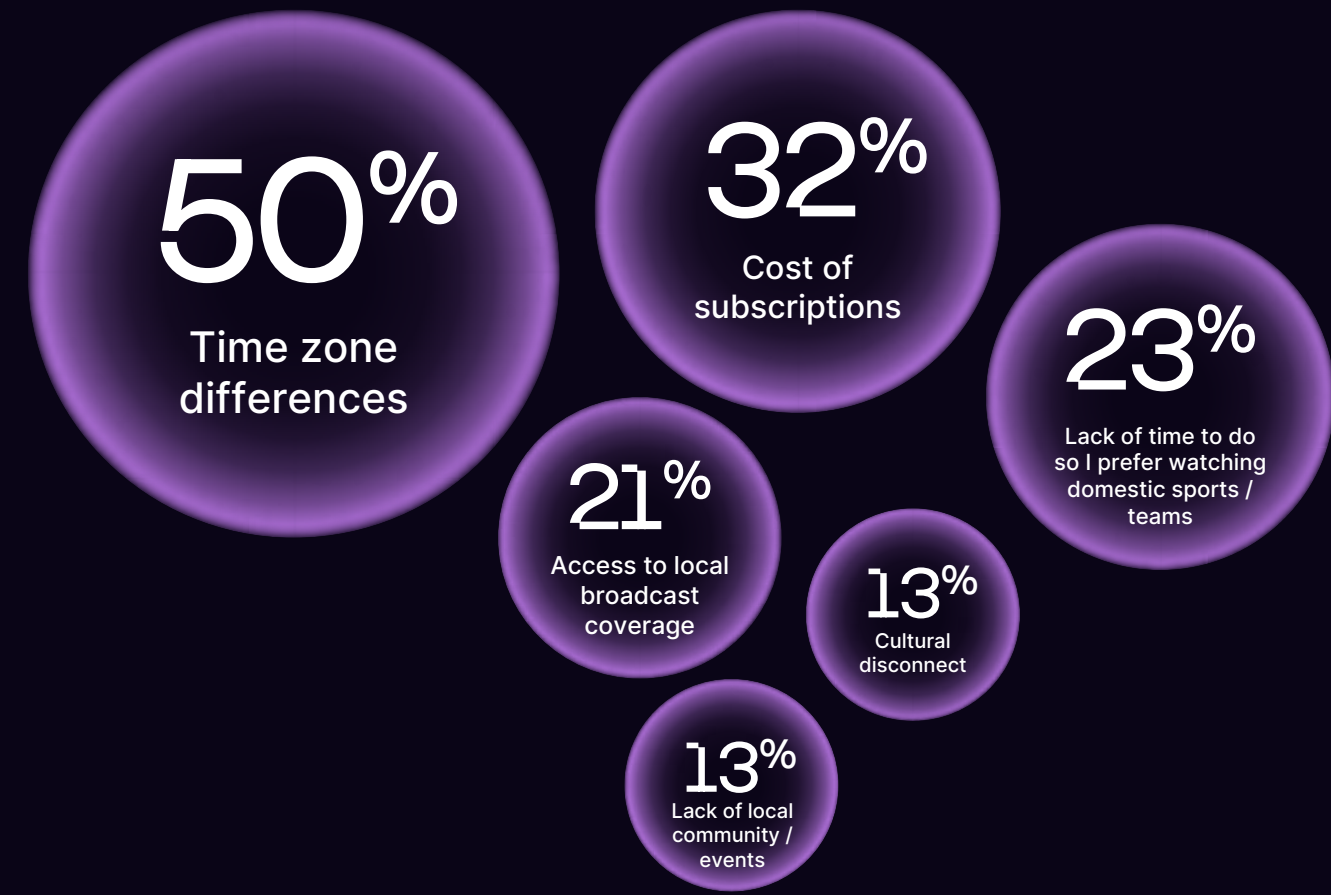
Importance of Non-Live Digital Entertainment for UK Fans



How UK Fans Interact with their US Sports Teams



Top Barriers for UK fans Following US Sports



UK Fan Attendance at US Sports League Events, at Home or Abroad

Yes, in the US	38%
Yes, domestically (i.e. in the country I live in)	26%
No, but I plan to	23%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	15%
No, I don't have any plans to	10%

UK interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	36%
Very interested	22%
Not at all interested	22%
Not very interested	18%



JAPAN



Japan offers the clearest example of how a single global superstar can reshape an international market. MLB dominates US sports fandom in the baseball-obsessed nation, with 86% of fans following the league. Other US sports are eclipsed by baseball; even the NBA, which ranks second, trails significantly, while interest in the NFL remains modest compared to other international markets.

MLB fandom in Japan — and support for specific teams — is driven largely by one figure: Shohei Ohtani. As baseball outpaces all other US sports, Ohtani stands as the most followed US athlete in the country, with well over half of fans naming him the most iconic US sports figure, past or present. His popularity directly fuels support for the Los Angeles Dodgers, who command overwhelming backing among Japanese fans. Against this backdrop, it is a testament to Michael Jordan's enduring global legacy that he ranks second overall, securing 15% of the vote.

Compared to other markets, Japanese fans are less likely to have attended a US sports event in person and are less inclined to plan future attendance, with more than half saying they have no intention of doing so. As a result, digital engagement plays a critical role. Three quarters of fans say digital experiences are important to their enjoyment of US sports, and well over half express interest in digital collectibles and Fan Tokens™ as new ways to connect with their favorite leagues and teams.



SNAP THIS 

Top 5 Teams by Japanese Fan Support

	1	2	3	4	5
	 San Francisco 49ers 25%	 Los Angeles Rams 12%	 New England Patriots 11%	 Dallas Cowboys 10%	 New York Jets 9%
	 Los Angeles Lakers 56%	 Chicago Bulls 25%	 New York Knicks 9%	 Golden State Warriors 8%	 Boston Celtics 5%
	 Los Angeles Dodgers 81%	 New York Yankees 19%	 Chicago Cubs 16%	 San Diego Padres 11%	 Seattle Mariners 9%
	 Los Angeles Kings 9%	 New York Rangers 9%	 Pittsburgh Penguins 8%	 Montreal Canadiens 7%	 Toronto Maple Leafs 6%
	 Los Angeles Galaxy 16%	 Los Angeles FC 12%	 New York FC 12%	 Inter Miami 12%	 New York Red Bulls 11%

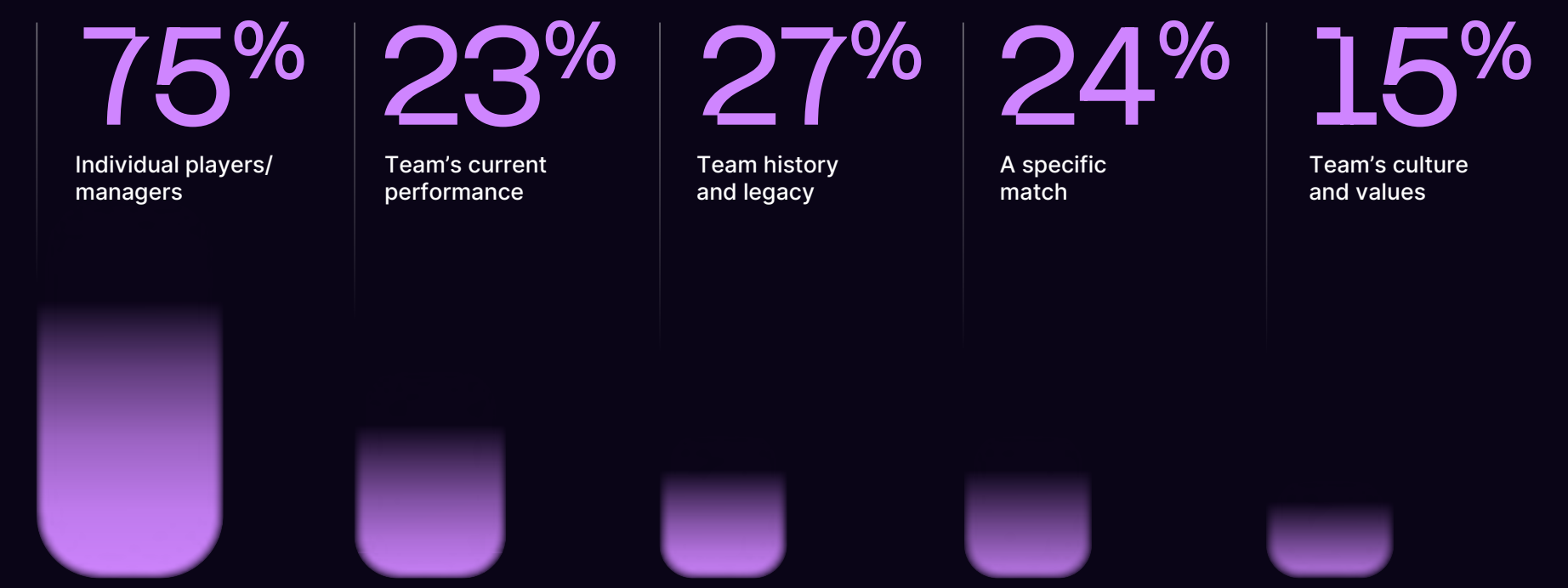


How Closely Japanese Fans Follow US Sports

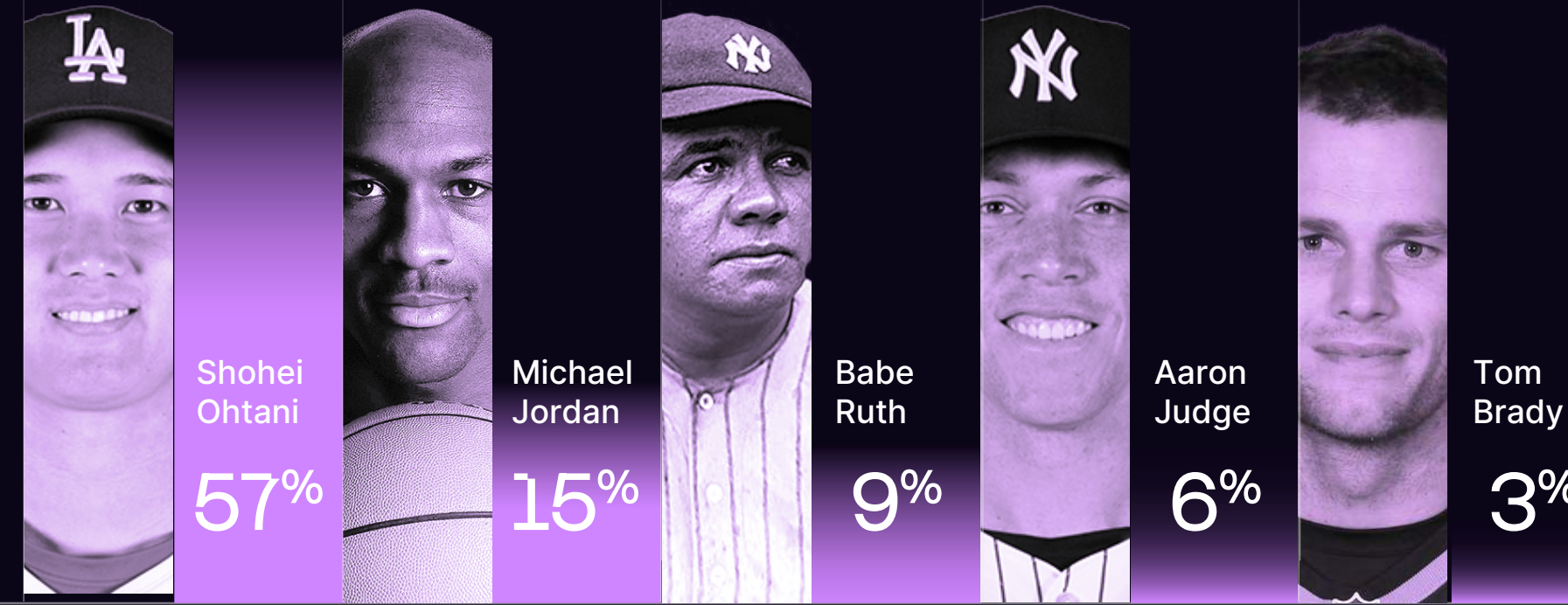


I am a dedicated fan and follow very closely	4%	3%	26%	1%	2%
I follow regularly throughout the season	7%	7%	31%	2%	4%
I follow casually (big games, major news only)	23%	26%	29%	9%	15%
I am aware of it but don't actively follow it	49%	49%	14%	56%	48%
I'm not aware of it and I don't follow it	17%	15%	2%	32%	31%

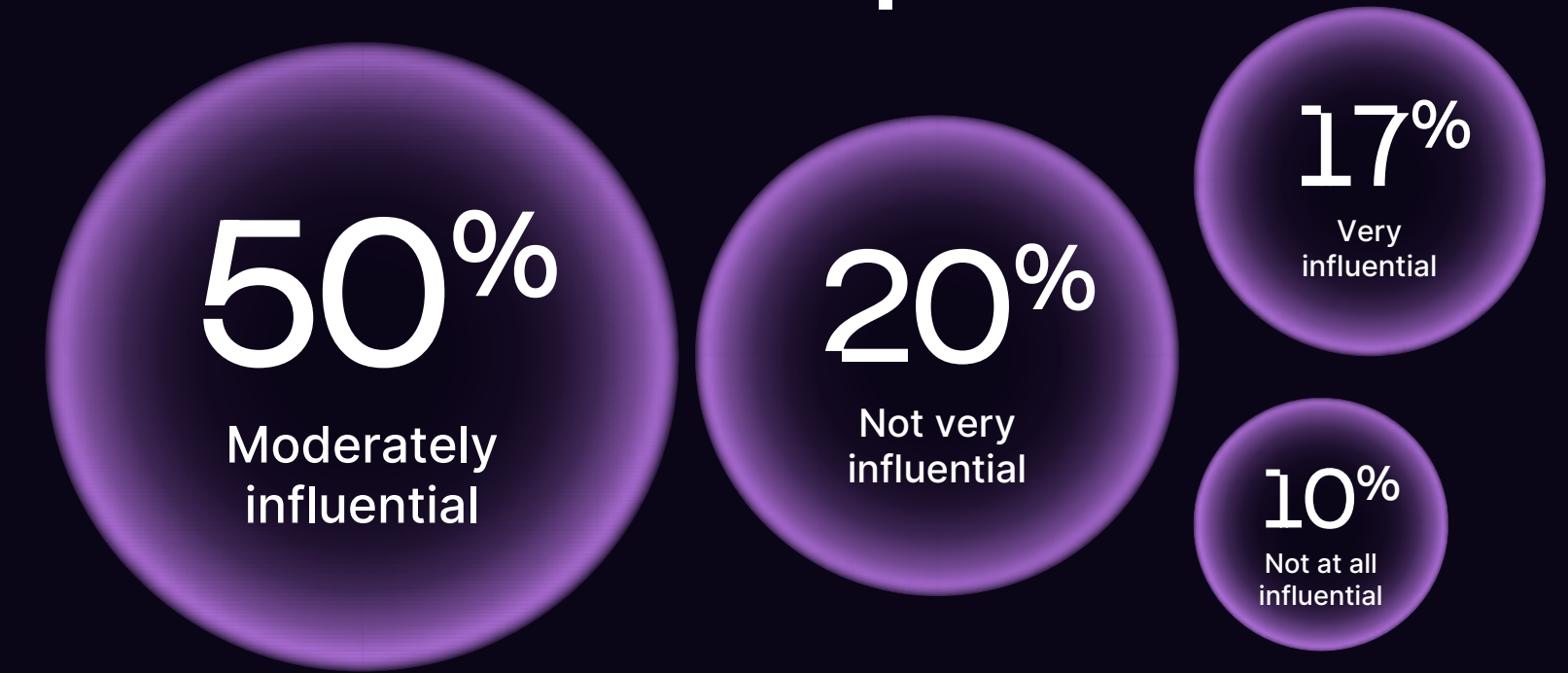
Top 5 Factors Shaping Japanese Fandom



Top 5 US Based Sports Icons According to Japanese Fans

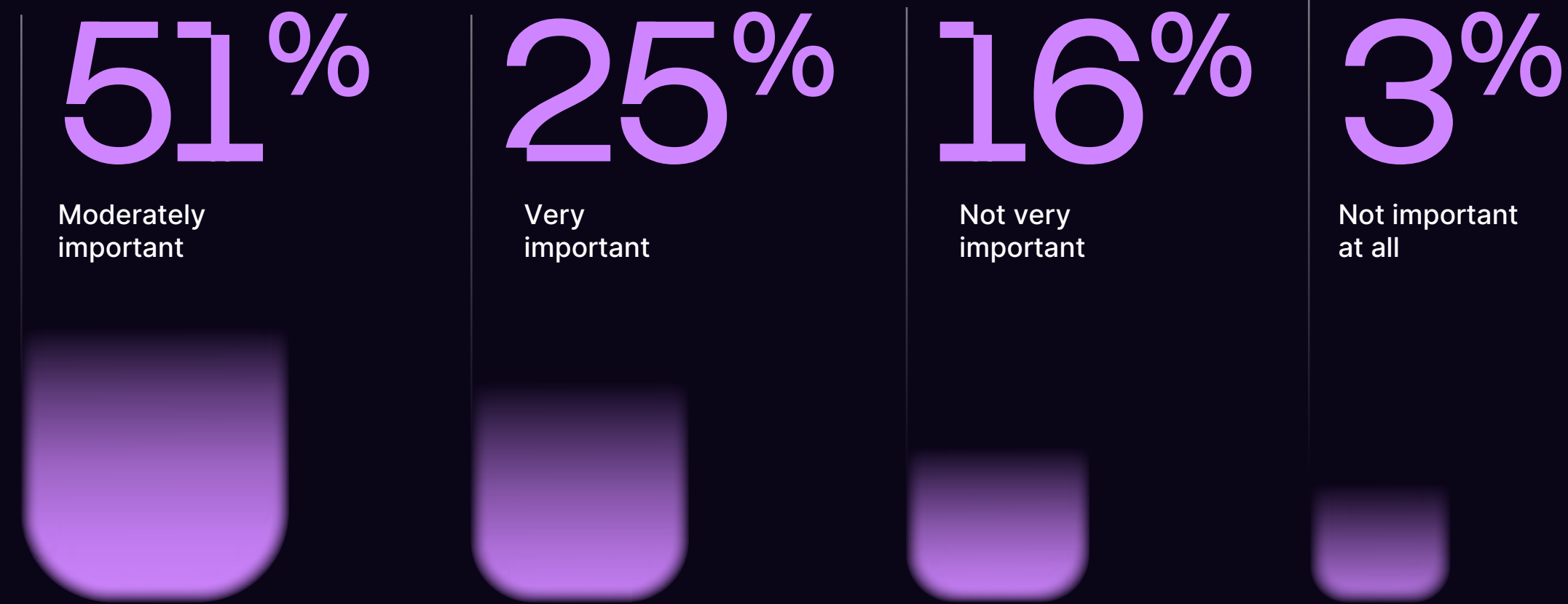


Influence of Athlete-Focused Content on Japanese Fans

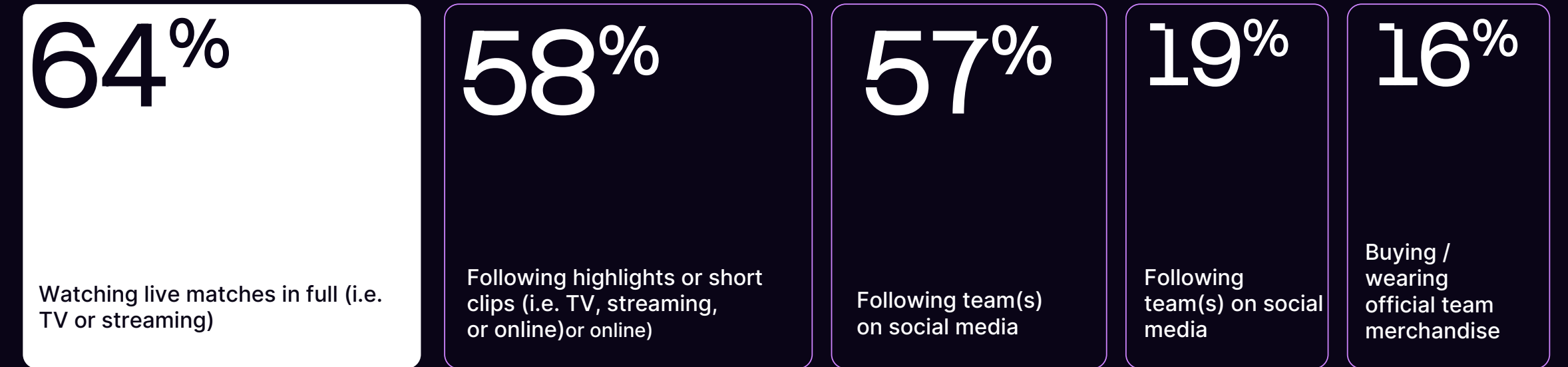




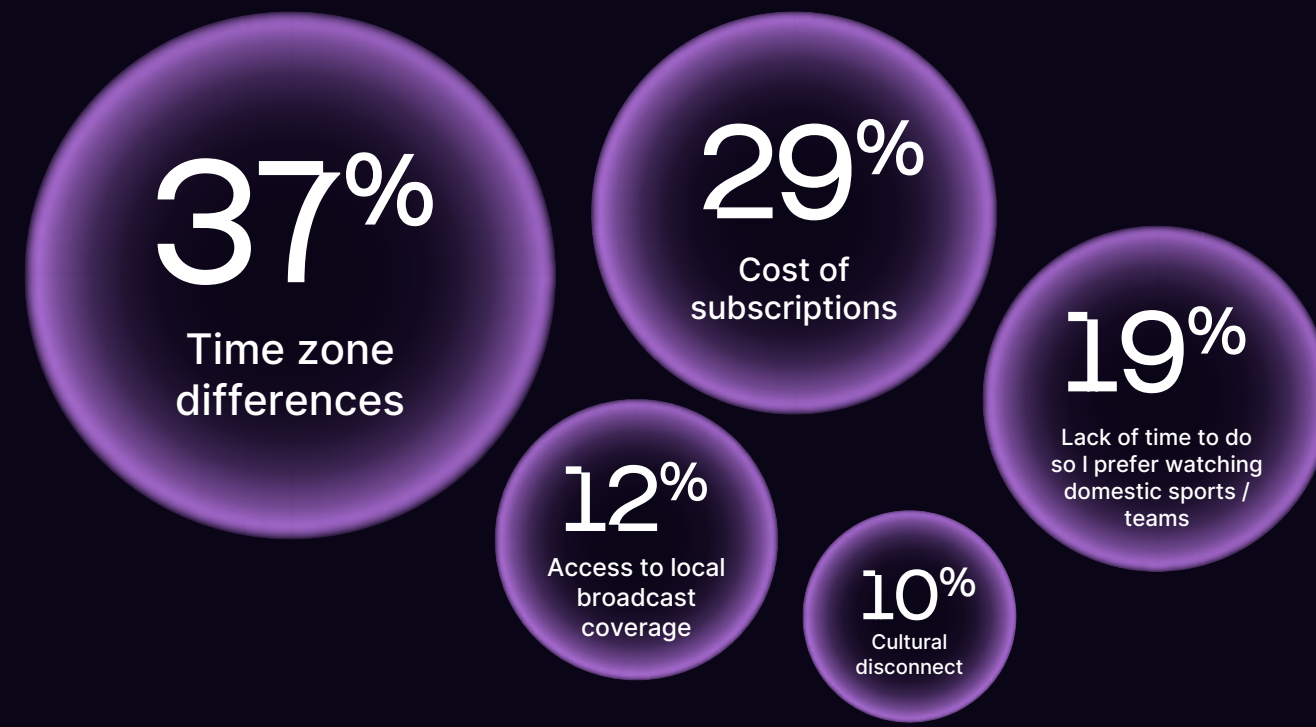
Importance of Non-Live Digital Entertainment for Japanese Fans



How Japanese Fans Interact with their US Sports Teams



Top Barriers for Japanese Fans Following US Sports



Japanese Fan Attendance at US Sports League Events, at Home or Abroad

Yes, domestically (i.e. in the country I live in)	23%
Yes, in the US	11%
No, but I plan to	9%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	2%

Japanese Interest in Digital Collectibles and Fan Tokens™ for US Sports

Not very interested	33%
Somewhat interested	24%
Not at all interested	24%
Very interested	4%



AUSTRALIA

Australia is renowned for its passion for sport. With strong and deeply rooted domestic competitions such as the AFL and NRL, it is striking to see how US sports perform in such a competitive landscape. Despite loyalty to traditional codes, US leagues enjoy strong engagement, with the NBA and NFL sitting level at the top of Australia's US sports hierarchy and attracting substantial followings.

For Australian fans, the NBA's appeal is closely tied to superstar players. Michael Jordan is recognized as the most iconic US sports figure, followed by fellow legends LeBron James and Kobe Bryant. Nearly four in ten Australian US sports fans say that individual players are the primary reason they support a team. The enduring legacy of the LA Lakers, combined with Bryant's star power, places them at the top of the NBA rankings, while the Chicago Bulls sit second — likely reflecting both Jordan's legacy and the presence of Australian guard Josh Giddey. In the NFL, recent Super Bowl success has propelled the Kansas City Chiefs to the top spot.

Engagement with US sports runs deep: 62% of Australian fans say they have attended a US sporting event. Digital engagement also plays a critical role, with 84% agreeing that technology and digital platforms significantly enhance their experience as US sports fans. While sports content, livestreaming and social gaming are the most popular digital touchpoints, more than half (53%) express interest in digital collectibles or Fan Tokens™ as additional ways to engage.



SNAP THIS 

Top 5 Teams by Australian Fan Support

	 Kansas City Chiefs	12%	 Dallas Cowboys	11%	 San Francisco 49ers	10%	 New York Giants	11%	 Philadelphia Eagles
	 Los Angeles Lakers	27%	 Chicago Bulls	19%	 Golden State Warriors	14%	 Boston Celtics	11%	 New York Knicks
	 Los Angeles Dodgers	18%	 New York Yankees	16%	 Los Angeles Angels	11%	 Boston Red Sox	11%	 San Francisco Giants
	 Los Angeles Kings	13%	 Toronto Maple Leafs	12%	 New York Rangers	11%	 Chicago Blackhawks	8%	 Anaheim Ducks
	 Inter Miami CF	18%	 Los Angeles Galaxy	16%	 Los Angeles FC	15%	 New York City FC	10%	 New York Red Bulls

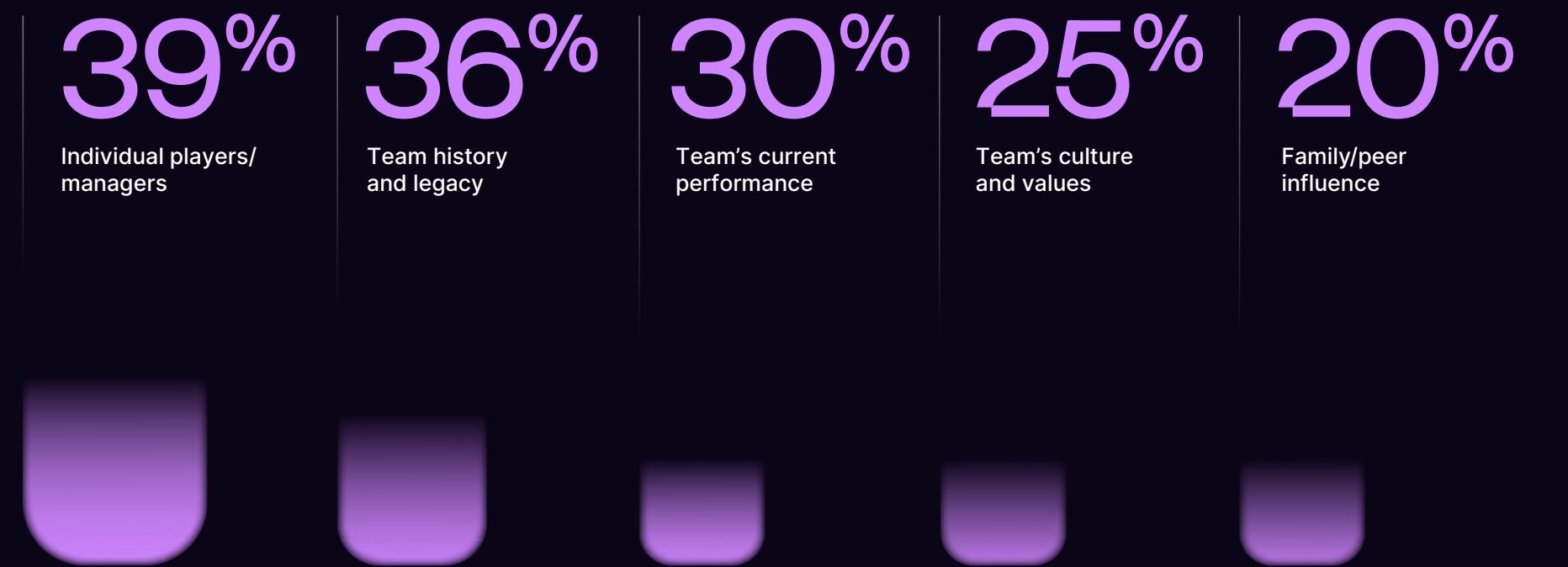


How Closely Australian Fans Follow US Sports

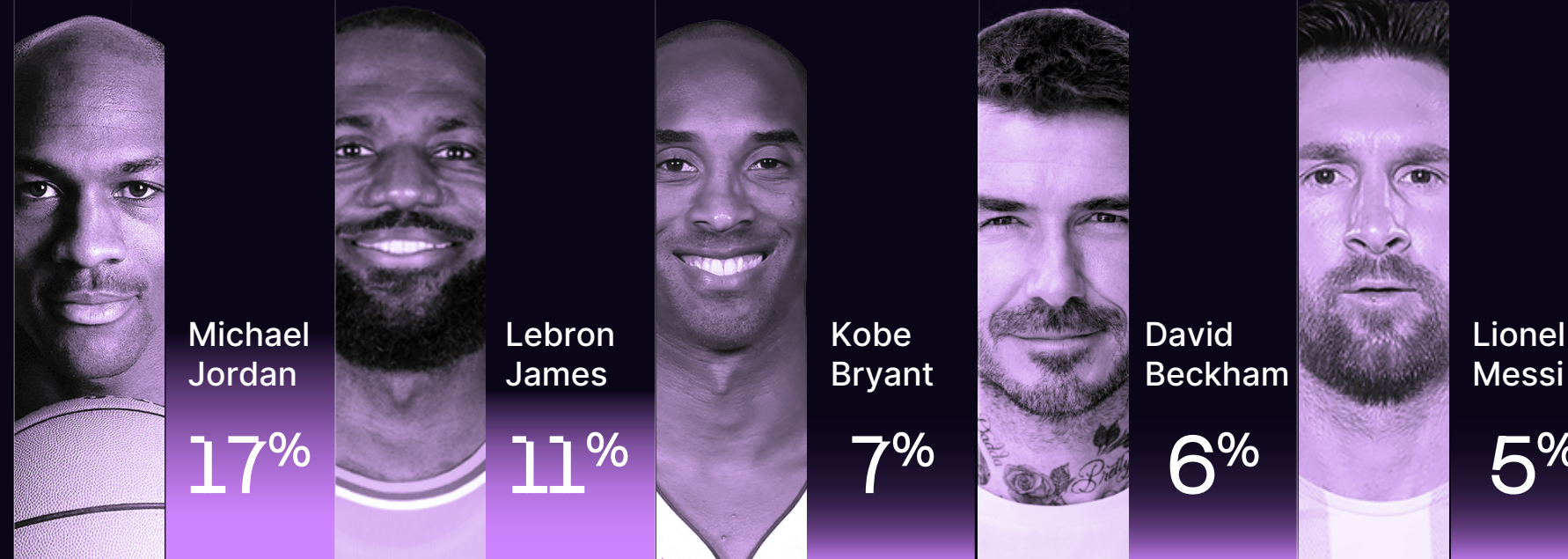


I am a dedicated fan and follow very closely	21%	30%	11%	9%	12%
I follow regularly throughout the season	33%	30%	22%	18%	20%
I follow casually (big games, major news only)	29%	26%	30%	27%	23%
I am aware of it but don't actively follow it	15%	13%	33%	39%	35%
I'm not aware of it and I don't follow it	2%	2%	4%	8%	10%

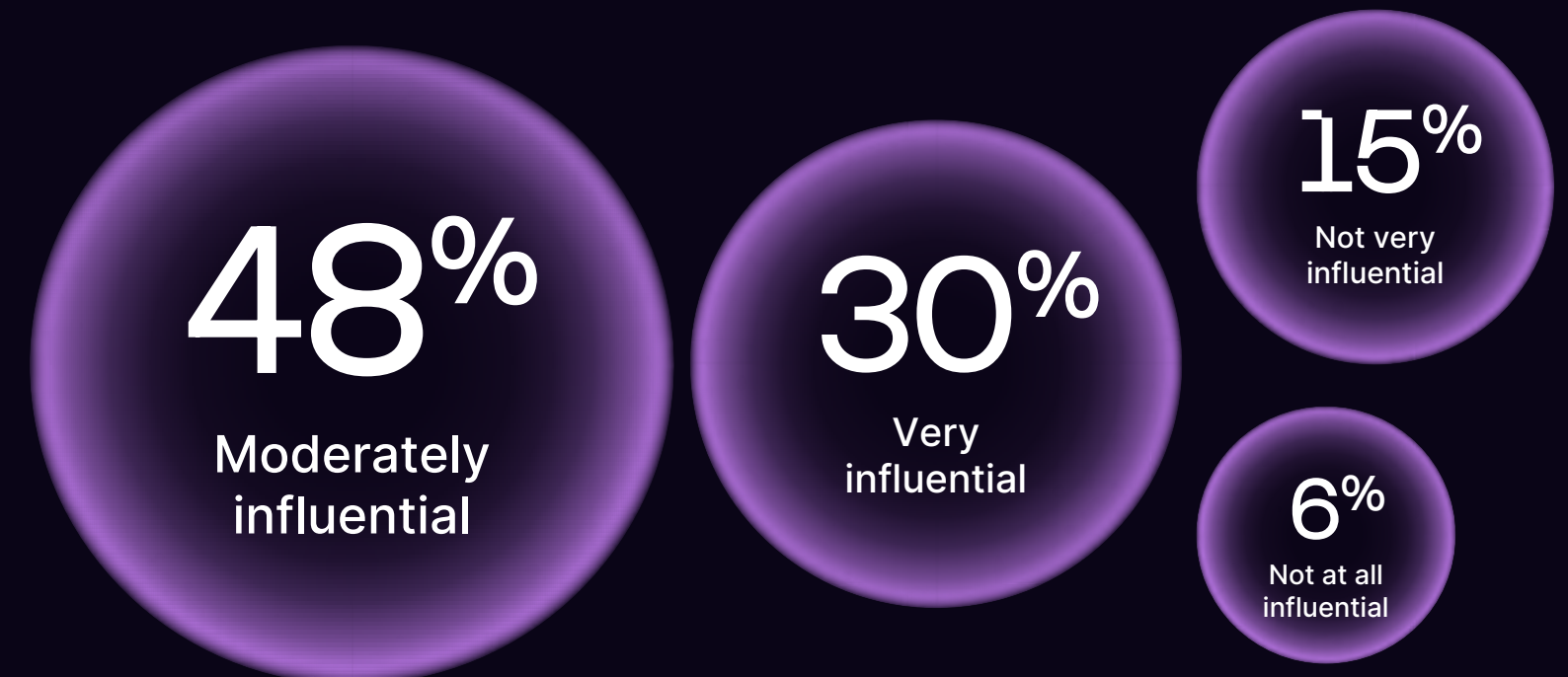
Top 5 Factors Shaping Australian Fandom



Top 5 US Based Sports Icons According to Australian Fans

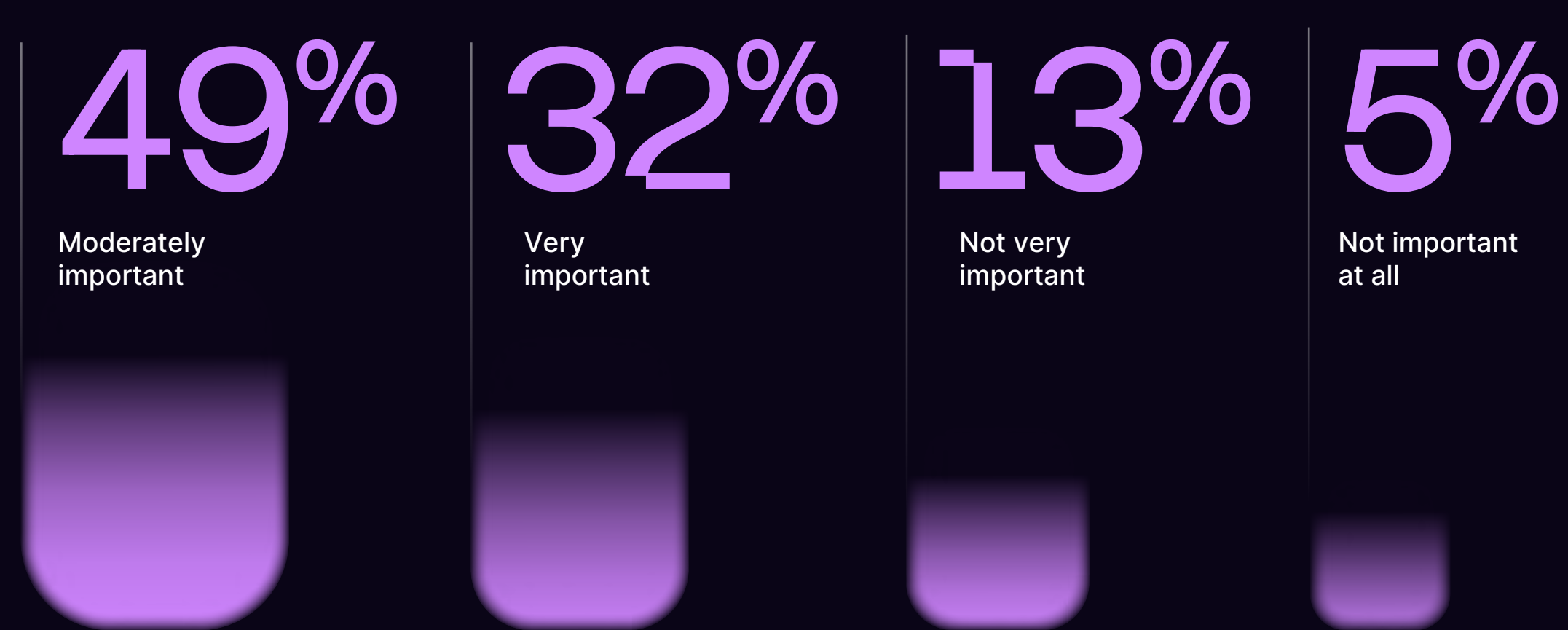


Influence of Athlete-Focused Content on Australian Fans

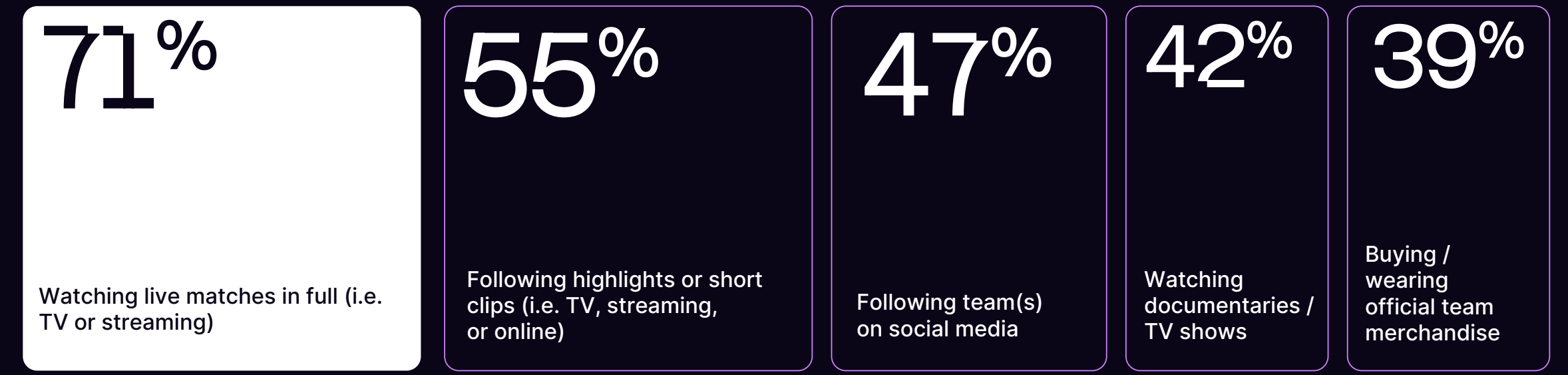




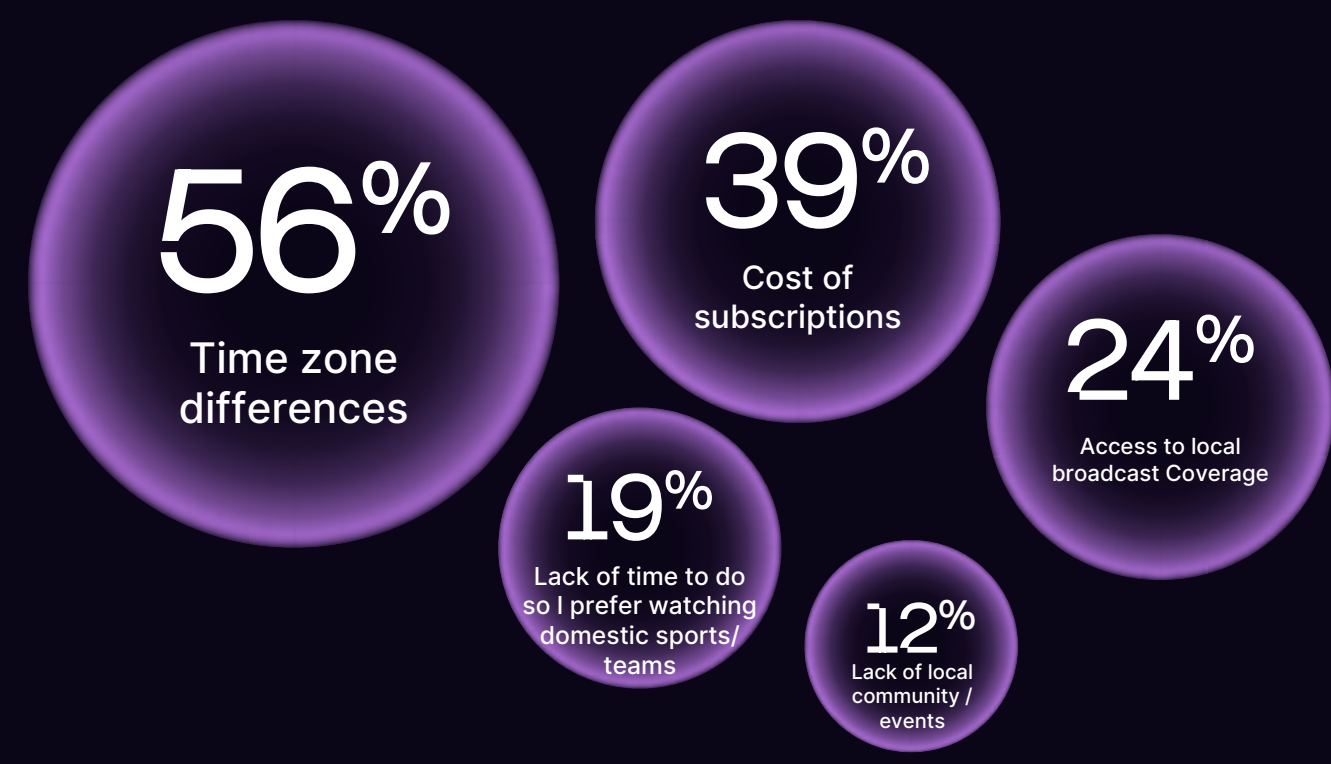
Importance of Non-Live Digital Entertainment for Australian Fans



How Australian Fans Interact with their US Sports Teams



Top Barriers for Australian Fans Following US Sports



Australian Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	36%
Yes, in the US	34%
Yes, domestically (i.e. in the country I live in)	15%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	13%
No, I don't have any plans to	11%

Australian Interest in Digital Collectibles and Fan Tokens™ For US sports

Somewhat interested	32%
Not very interested	23%
Not at all interested	22%
Very interested	21%



FRANCE

In France, the key battleground in US sports fandom is legend versus rising star: Michael Jordan versus Victor Wembanyama. Jordan comes out on top, but after just two NBA seasons, the current sensation Wembanyama claims second place. With both legacy and modern stardom influencing fans, it is unsurprising that the NBA tops the rankings in France, followed by the NFL in second place. The MLS ranks third, where international stars — including former Paris Saint-Germain players David Beckham and Lionel Messi — play a prominent role as icons of US sport.

Wembanyama's impact on French fans is evident. His current team, the San Antonio Spurs, is the most supported NBA franchise in France, with nearly a third of fans following the team — surpassing even LeBron James' Lakers, who also enjoy a strong following. The Spurs' popularity is further reinforced by the legacy of French star Tony Parker, who helped lead the team to four NBA championships between 2003 and 2014. In the MLS, the New York Red Bulls — where Thierry Henry played toward the end of his career — rank third, while in the NHL, French fans show a connection to the Montreal Canadiens.

The influence of star players is clear: 72% of French fans say individual athletes played a key role in sparking their interest in US sports. While digital engagement is slightly less critical than in other markets, well over half of fans agree that technology and digital platforms enhance their experience, and 40% express interest in digital collectibles and Fan Tokens™.



SNAP THIS 

Top 5 Teams by French Fan Support

	1	2	3	4	5
	 New York Giants 14%	 San Francisco 49ers 14%	 Miami Dolphins 11%	 Buffalo Bills 10%	 New York Jets 10%
	 San Antonio Spurs 29%	 Los Angeles Lakers 29%	 Chicago Bulls 24%	 New York Knicks 10%	 Boston Celtics 10%
	 New York Yankees 14%	 Los Angeles Dodgers 13%	 Los Angeles Angels 11%	 Boston Red Sox 10%	 New York Mets 10%
	 New York Rangers 13%	 Montreal Canadiens 12%	 Dallas Stars 9%	 Los Angeles Kings 9%	 Chicago Blackhawks 9%
	 Inter Miami CF 22%	 Los Angeles FC 14%	 New York Red Bulls 12%	 LA Galaxy 11%	 New York City FC 11%

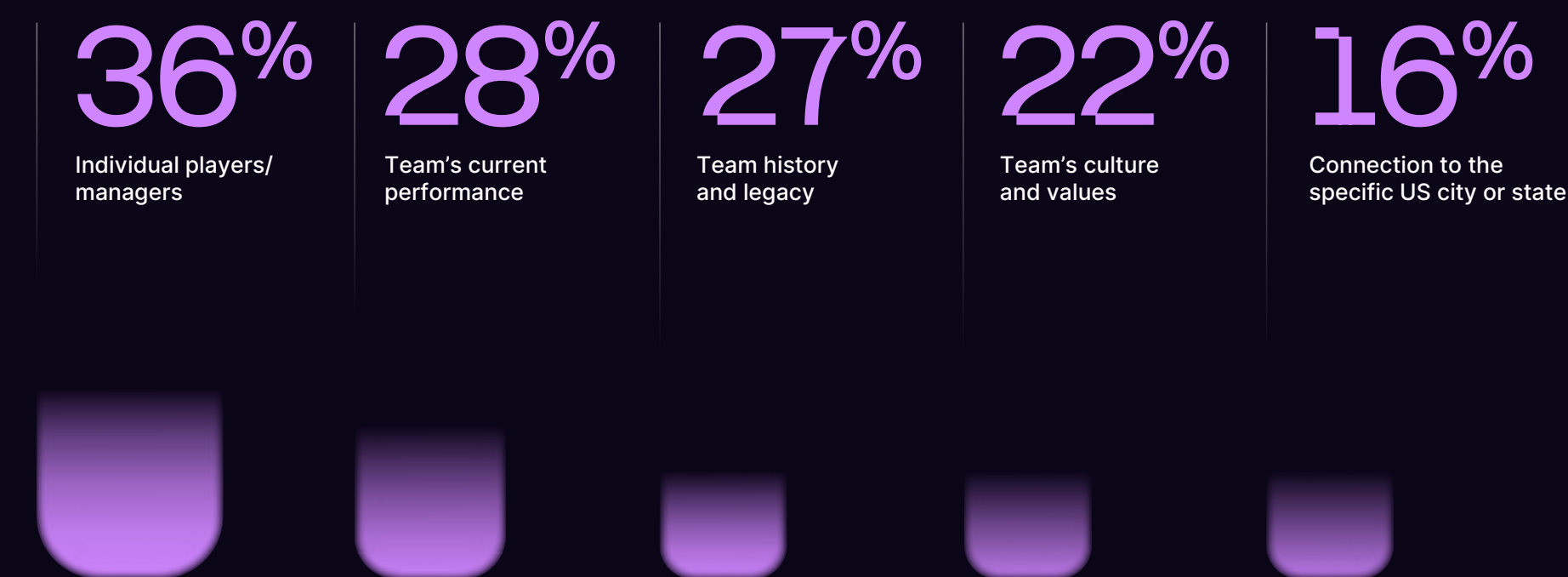


How Closely French Fans Follow US Sports

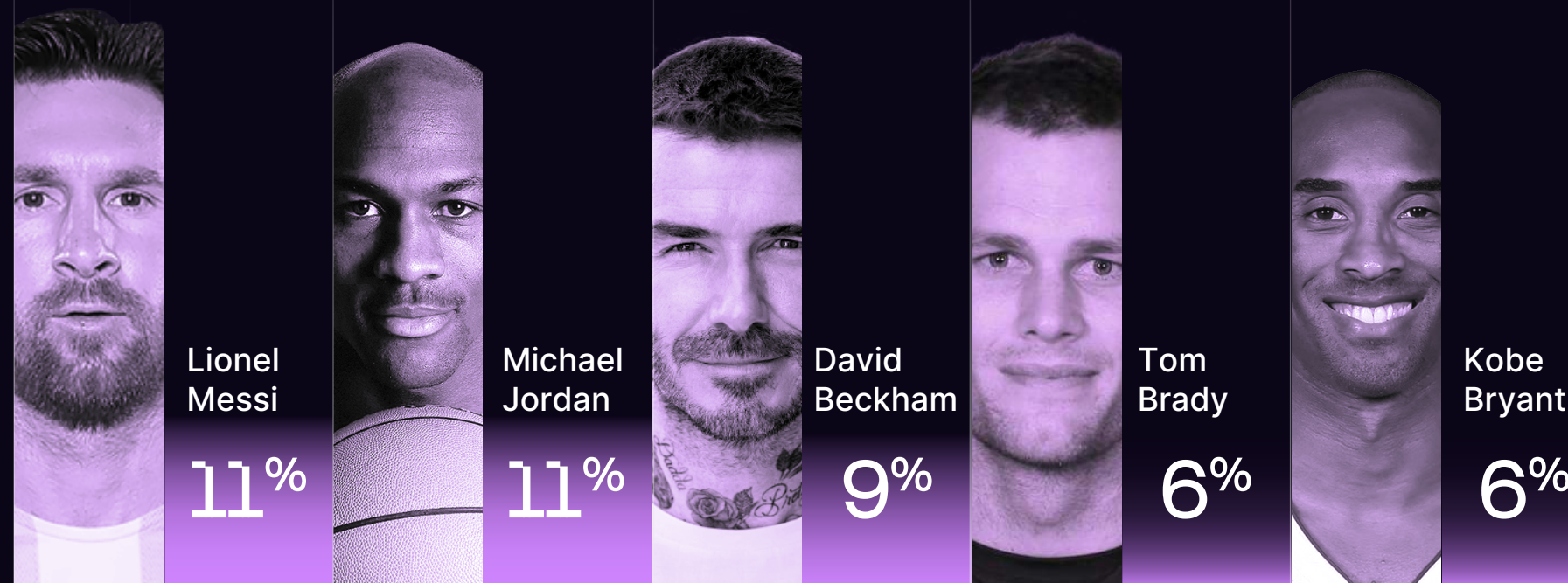


I am a dedicated fan and follow very closely	7%	13%	5%	6%	5%
I follow regularly throughout the season	16%	21%	12%	11%	14%
I follow casually (big games, major news only)	23%	27%	19%	20%	24%
I am aware of it but don't actively follow it	39%	29%	39%	39%	36%
I'm not aware of it and I don't follow it	15%	11%	24%	25%	21%

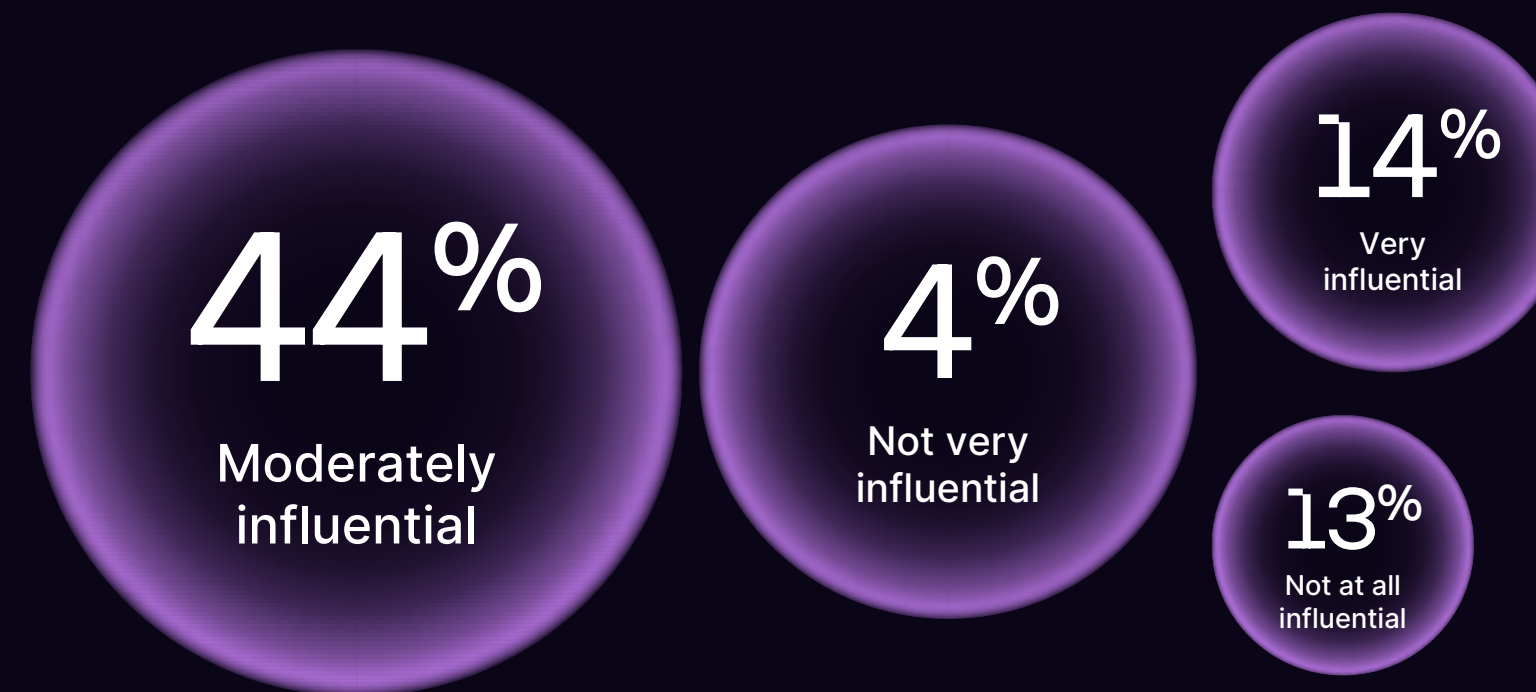
Top 5 Factors Shaping French Fandom



Top 5 US Based Sports Icons According to French Fans

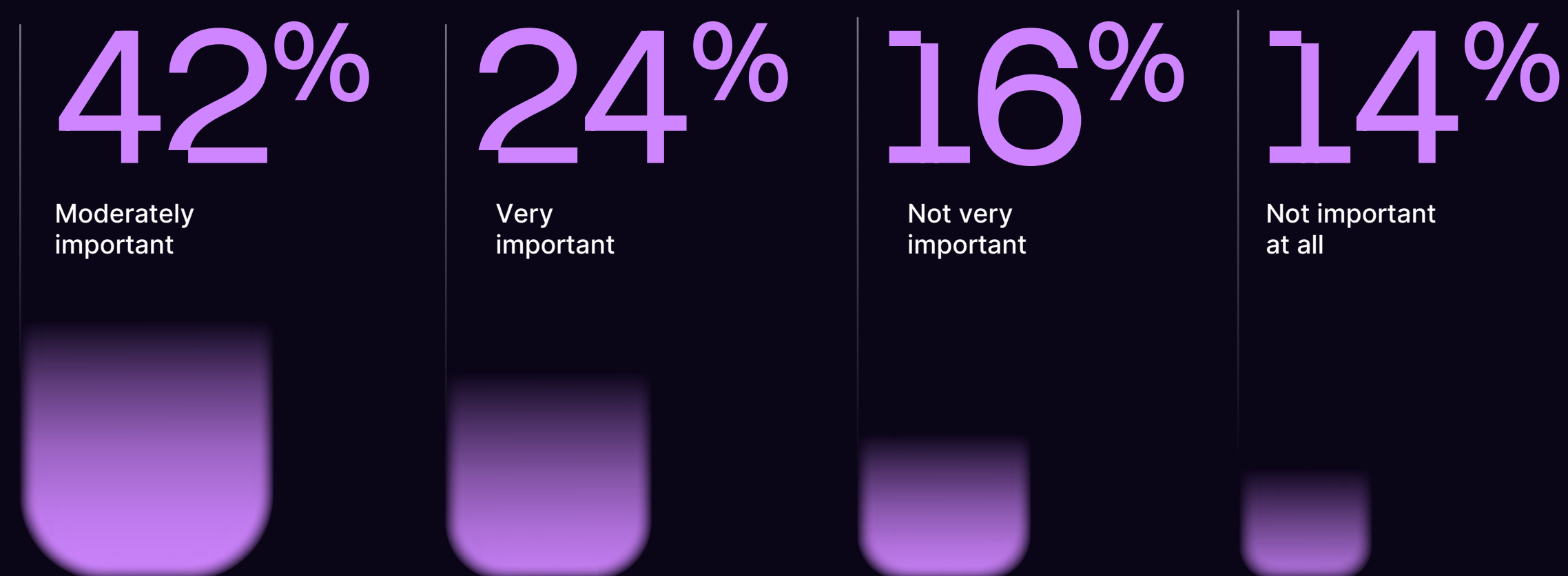


Influence of Athlete-Focused Content on French Fans

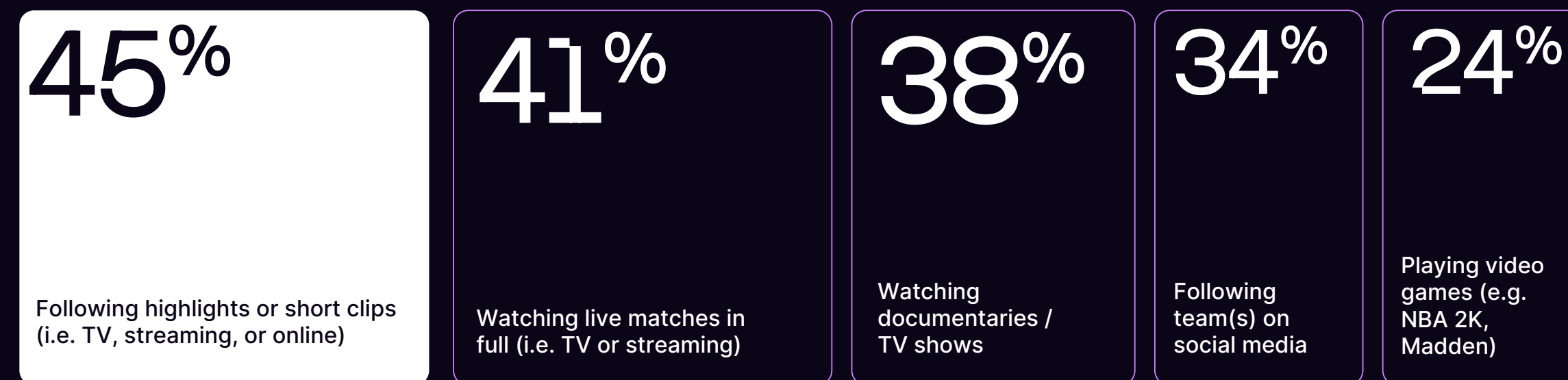




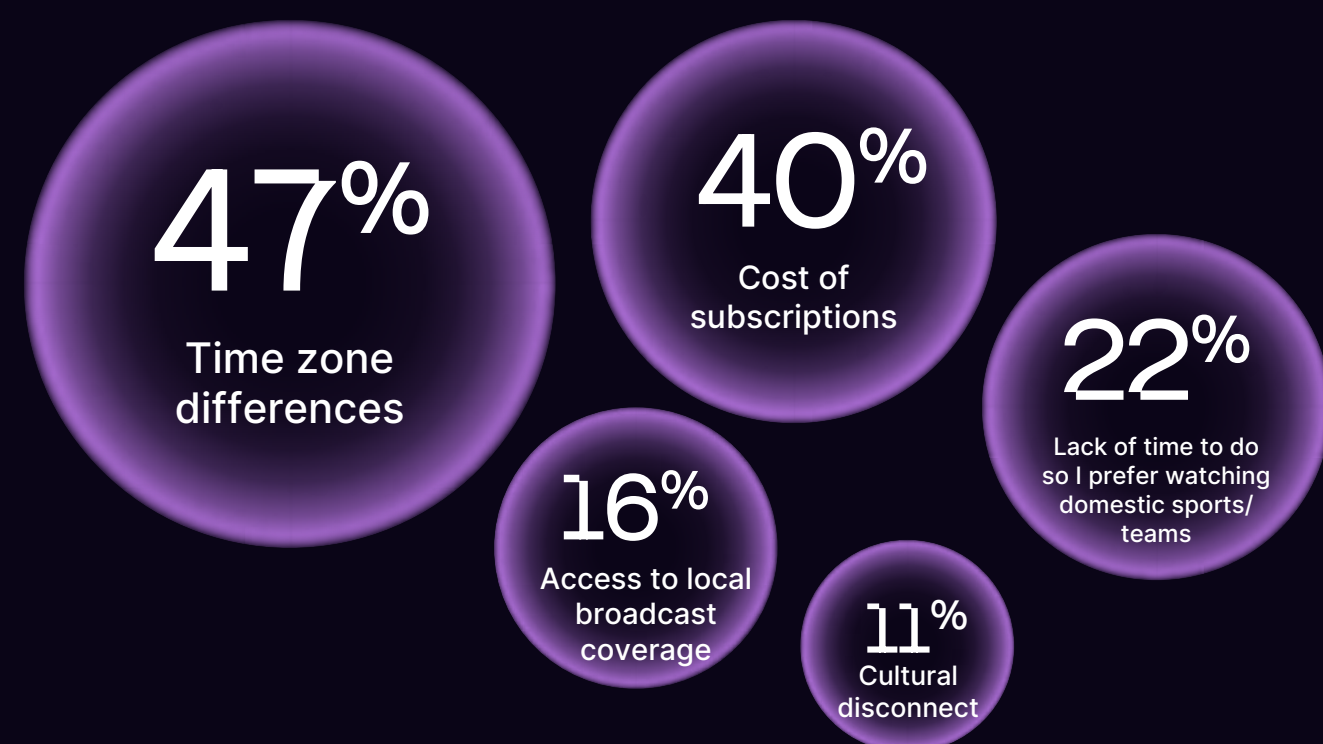
Importance of Non-Live Digital Entertainment for French Fans



How French Fans Interact with their US Sports Teams



Top Barriers for French Fans Following US Sports



French Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	32%
No, I don't have any plans to	31%
Yes, domestically (i.e. in the country I live in)	16%
Yes, in the US	16%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	10%

French Interest in Digital Collectibles and Fan Tokens™ for US sports

Not at all interested	28%
Somewhat interested	27%
Not very interested	27%
Very interested	13%



SPAIN

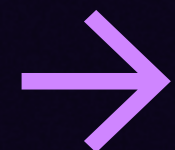


Top 5 Teams by Spanish Fan Support

Thanks to a strong international presence and a mix of past and present stars, the NBA is the most popular US sport in Spain, well ahead of the NFL and MLS in terms of support.

For Spanish fans, individual athletes play a key role in sparking interest in US sports. It is therefore unsurprising that Pau Gasol's former team, the LA Lakers, is followed by almost half of fans in Spain. Despite strong support for Lakers legends like Kobe Bryant, LeBron James, Magic Johnson, and current star Luka Dončić, Michael Jordan remains the ultimate icon, with nearly a fifth of fans naming him the most iconic sports star of all time. Star power extends beyond the NBA, with Inter Miami's Lionel Messi ranking highly in the MLS; the Argentine superstar, who rose to fame at Barcelona, has clearly brought many of his fans with him to Miami.

Spanish fans of US sport are highly engaged, with well over half having attended a live game and more than one in five travelling to the US to watch in person. At the same time, digital experiences remain important, with the majority of fans agreeing that technology enhances their enjoyment. Sports apps, livestreaming, and VR experiences are particularly popular, and 63% of Spanish fans express interest in digital collectibles and Fan Tokens™.



SNAP THIS

	1	2	3	4	5
	 Miami Dolphins 20%	 Dallas Cowboys 12%	 Buffalo Bills 12%	 San Francisco 49ers 11%	 New England Patriots 11%
	 Los Angeles Lakers 43%	 Chicago Bulls 21%	 Boston Celtics 18%	 Golden State Warriors 12%	 Miami Heat 10%
	 New York Yankees 21%	 Los Angeles Dodgers 12%	 New York Mets 10%	 Texas Rangers 10%	 Boston Red Sox 9%
	 Los Angeles Kings 12%	 New York Rangers 11%	 New York Islanders 8%	 Chicago Blackhawks 8%	 New Jersey Devils 8%
	 Inter Miami 37%	 Los Angeles Galaxy 15%	 Los Angeles FC 12%	 New York City FC 11%	 New York Red Bulls 10%



How Closely Spanish Fans Follow US Sports

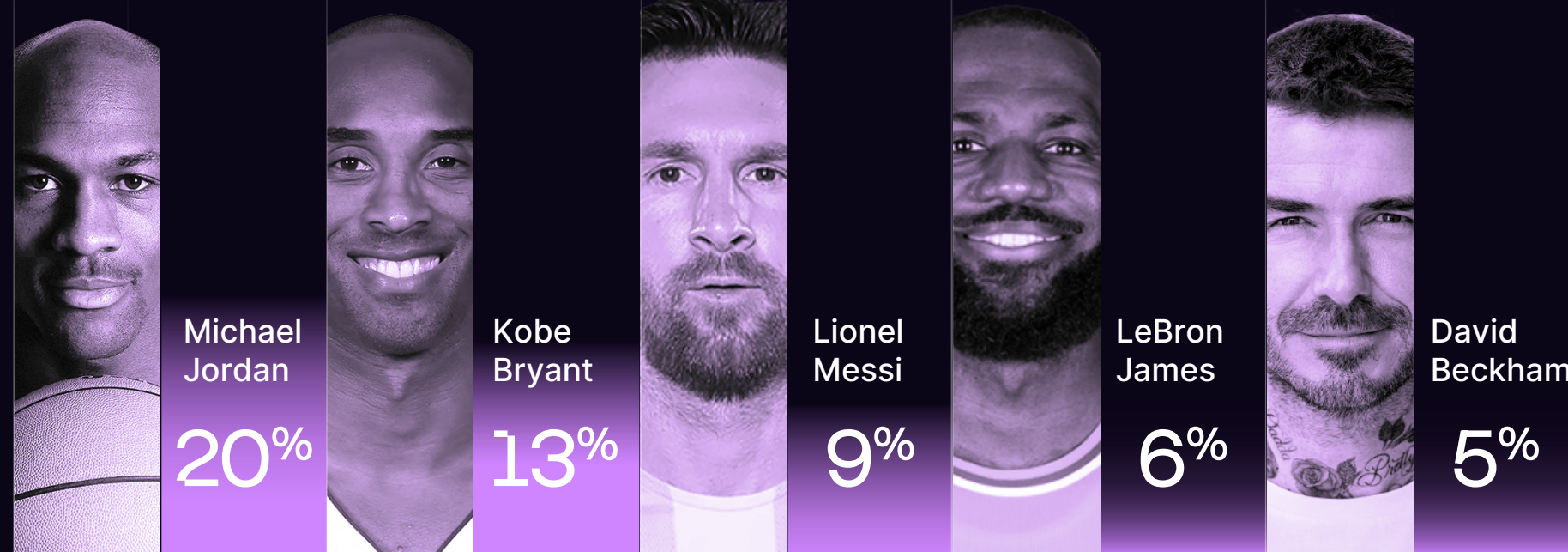


I am a dedicated fan and follow very closely	10%	26%	8%	4%	9%
I follow regularly throughout the season	22%	34%	13%	13%	21%
I follow casually (big games, major news only)	33%	27%	26%	25%	33%
I am aware of it but don't actively follow it	30%	11%	40%	43%	28%
I'm not aware of it and I don't follow it	5%	2%	12%	15%	9%

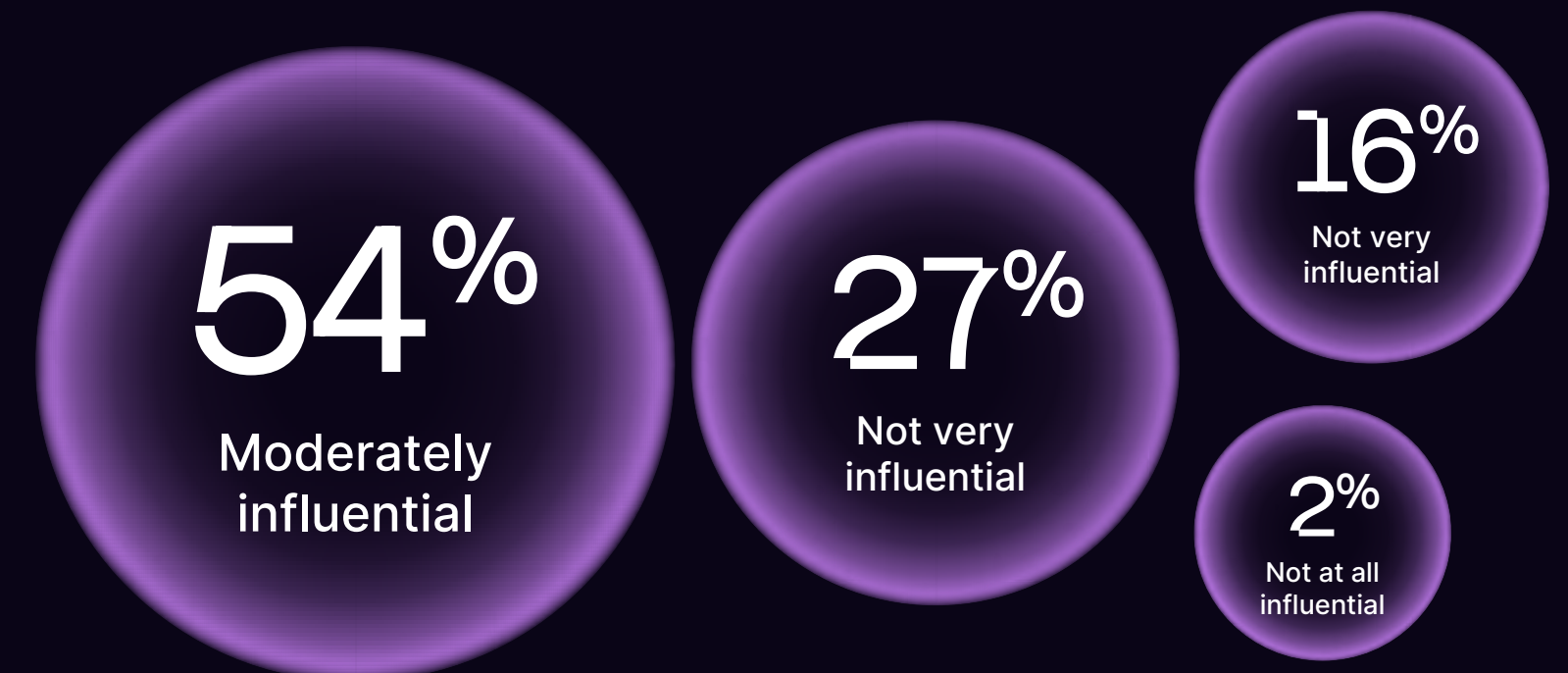
Top 5 Factors Shaping Spanish Fandom



Top 5 US Based Sports Icons According to Spanish Fans

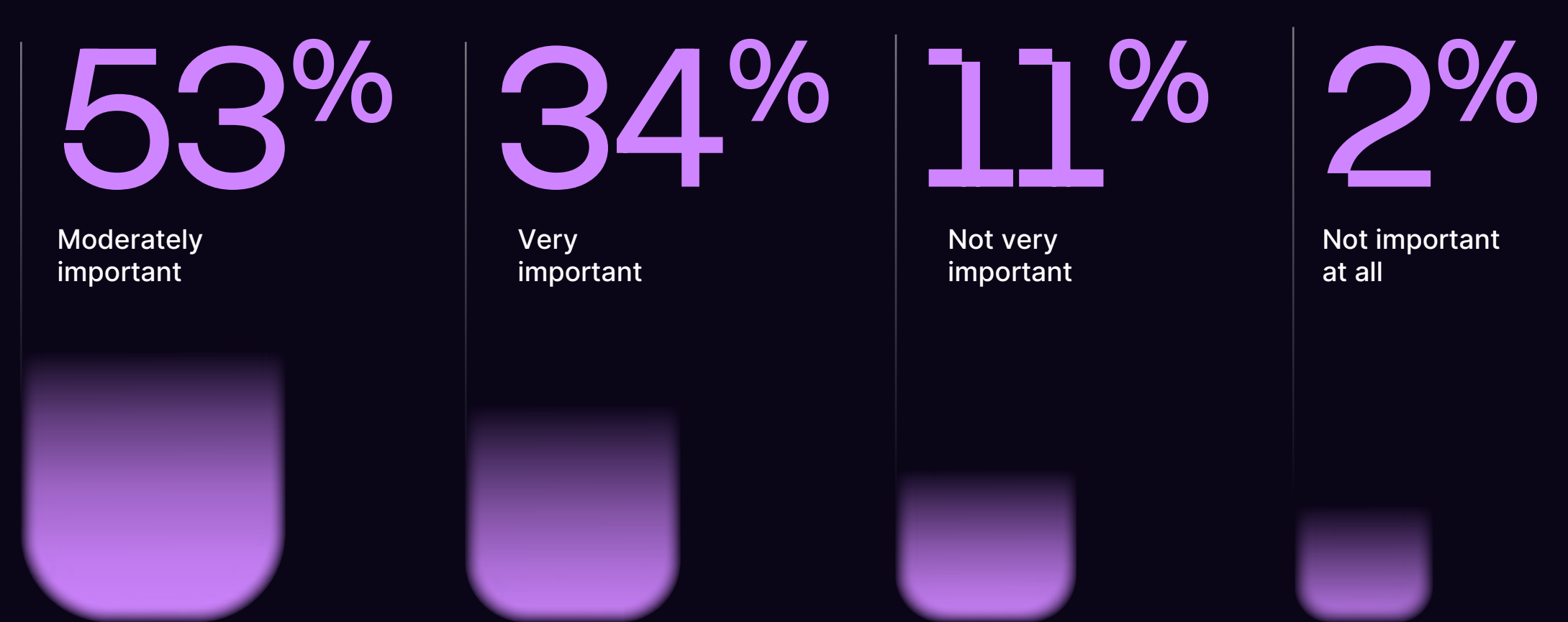


Influence of Athlete-Focused Content on Spanish Fans

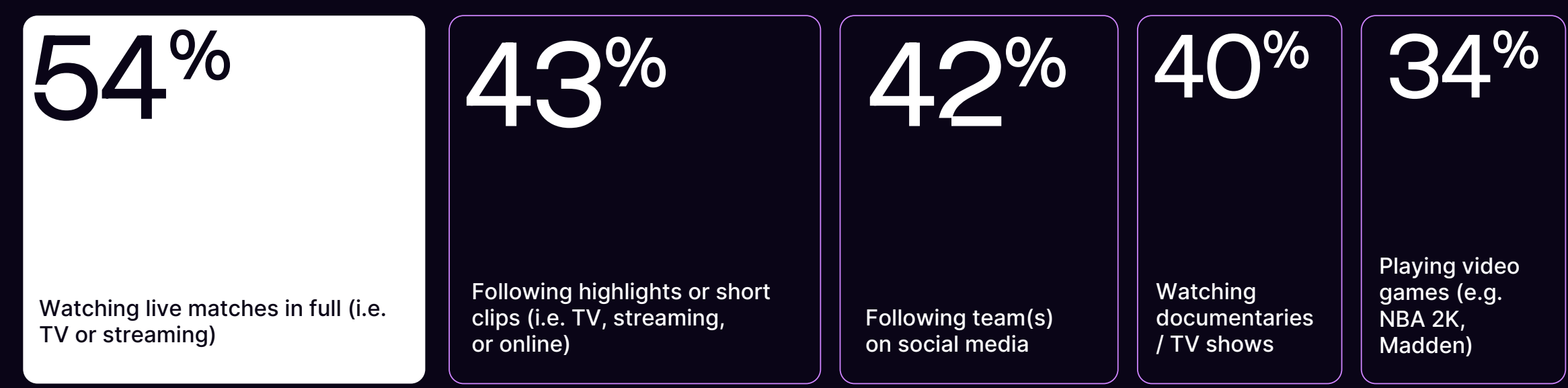




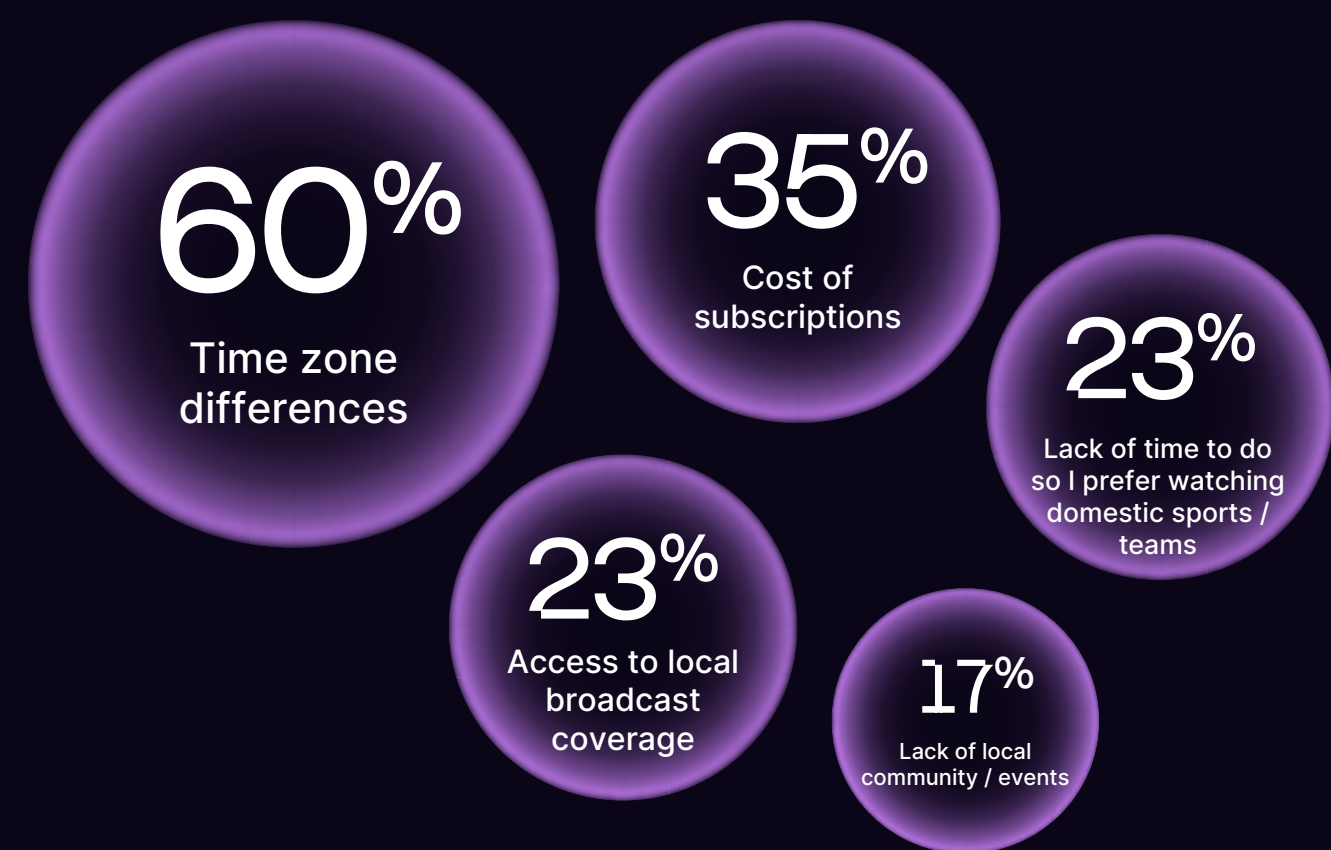
Importance of Non-Live Digital Entertainment for Spanish Fans



How Spanish Fans Interact with their US Sports Teams



Top Barriers for Spanish fans Following US Sports



Spanish Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	37%
Yes, in the US	22%
Yes, domestically (i.e. in the country I live in)	20%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	17%
No, I don't have any plans to	10%

Spanish Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	43%
Not very interested	25%
Very interested	20%
Not at all interested	11%



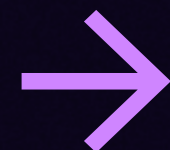
ITALY

In Italy, the NBA dominates US sports fandom in terms of league interest, sports icons, and teams followed. The NFL also enjoys significant support, and even in this soccer-mad country, the MLS has cultivated a healthy fanbase.

The NBA leads by a wide margin, and with three-quarters of Italian fans saying they are influenced by athlete-focused content, it is clear that legendary players drive much of this interest. Michael Jordan tops the list, joined by Kobe Bryant — who spent part of his childhood in Italy — and LeBron James. Another Lakers legend, Magic Johnson, also features in the top five. This star power translates into team support, with over a third of Italian fans following the LA Lakers.

In the MLS, David Beckham's Italian connection from his time at AC Milan has boosted support for Inter Miami and LA Galaxy, while Los Angeles FC ranks highly thanks in part to Italy's legendary captain Giorgio Chiellini, who finished his career there. Italian NFL fans are more evenly distributed across teams, with the San Francisco 49ers narrowly edging out the Dallas Cowboys for the top spot.

US sports fandom in Italy is clearly engaged: almost half of fans have attended a live game, and another half plan to do so in the future. Beyond in-person attendance, digital engagement plays a central role. Live streaming and social media are key touchpoints, with the vast majority of fans agreeing that digital experiences enhance their connection to US sports. Almost half of Italian fans also express interest in digital collectibles.



SNAP THIS 

Top 5 Teams by Italian Fan Support

	1	2	3	4	5
	 San Francisco 49ers 12%	 Dallas Cowboys 11%	 New York Giants 10%	 Chicago Bears 10%	 Miami Dolphins 9%
	 Los Angeles Lakers 35%	 Chicago Bulls 21%	 Boston Celtics 14%	 New York Knicks 7%	 Miami Heat 7%
	 New York Yankees 14%	 New York Mets 11%	 Los Angeles Angels 10%	 Boston Red Sox 9%	 San Francisco Giants 9%
	 Los Angeles Kings 11%	 New York Rangers 9%	 Boston Bruins 8%	 Chicago Blackhawks 8%	 Montreal Canadiens 6%
	 Inter Miami 23%	 Los Angeles Galaxy 14%	 Los Angeles FC 11%	 Toronto FC 8%	 New York Red Bulls 8%

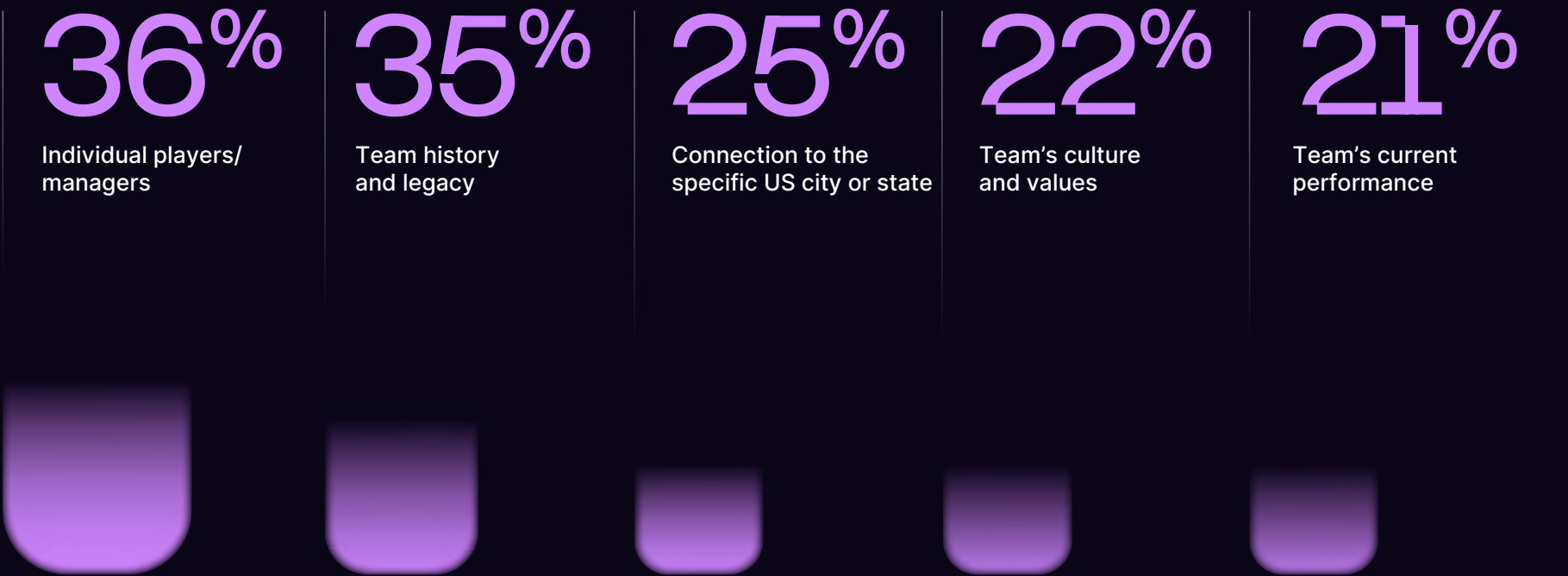


How Closely Italian Fans Follow US Sports

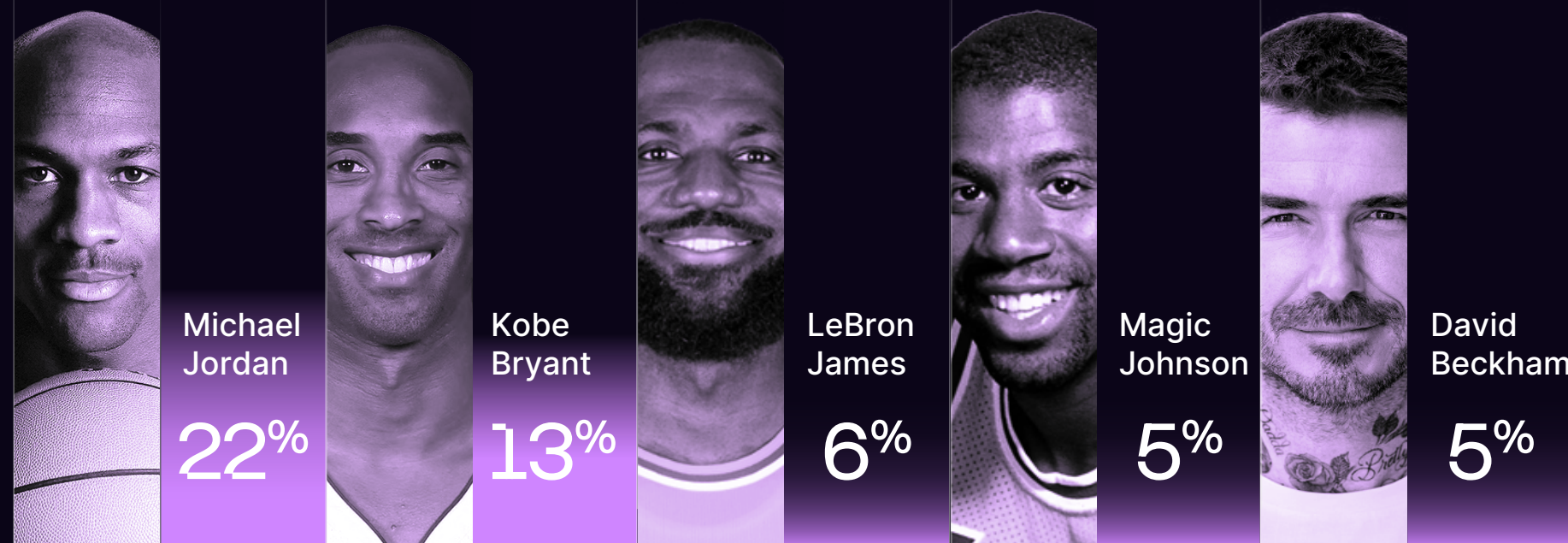


I am a dedicated fan and follow very closely	10%	20%	7%	7%	8%
I follow regularly throughout the season	23%	34%	18%	18%	25%
I follow casually (big games, major news only)	44%	33%	31%	27%	34%
I am aware of it but don't actively follow it	19%	10%	37%	40%	26%
I'm not aware of it and I don't follow it	5%	4%	8%	9%	8%

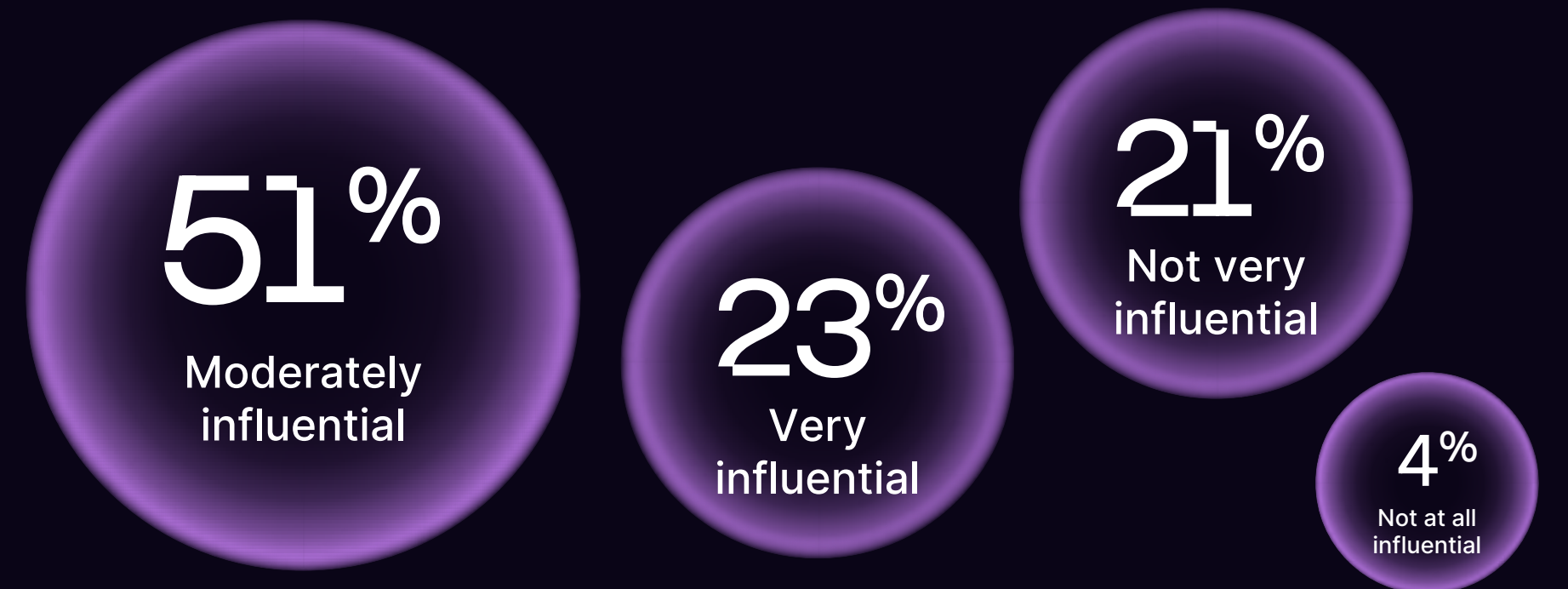
Top 5 Factors Shaping Italian Fandom



Top 5 US Based Sports Icons According to Italian Fans

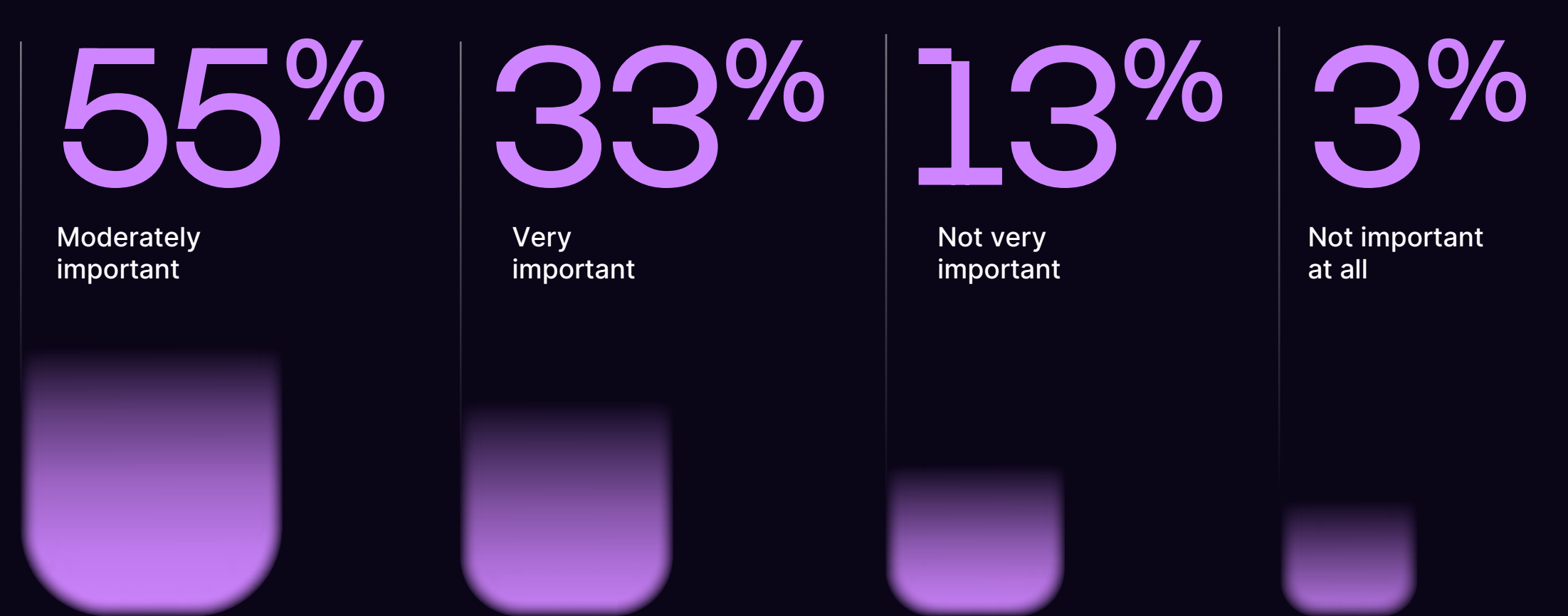


Influence of Athlete-Focused Content on Italian Fans

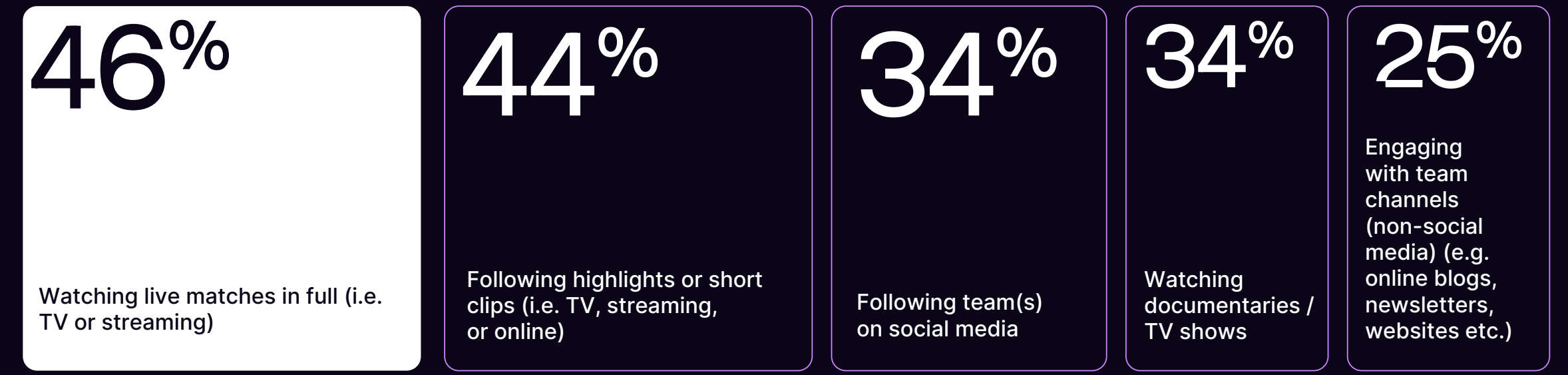




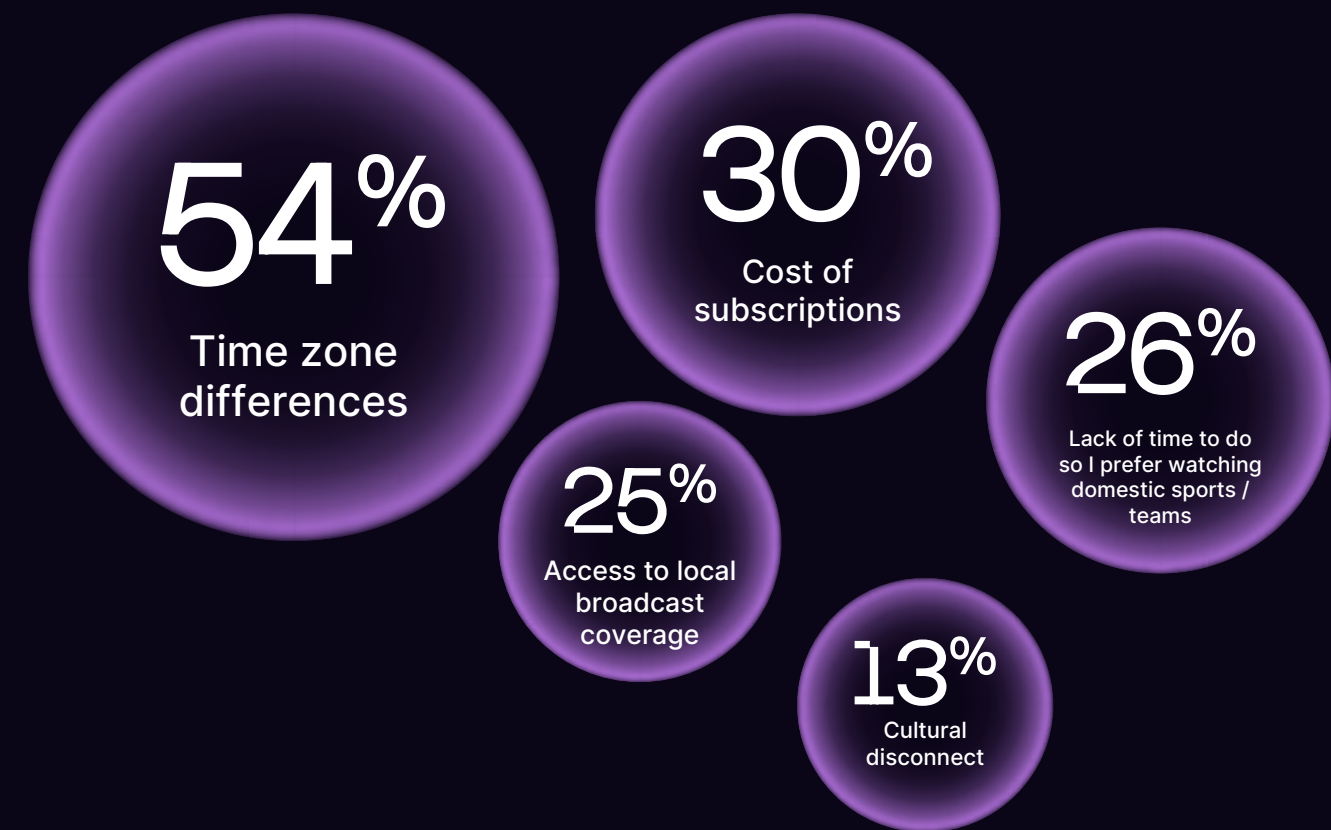
Importance of Non-Live Digital Entertainment for Italian Fans



How Italian Fans Interact with their US Sports Teams



Top Barriers for Italian Fans Following US Sports



Italian Fan Attendance at US Sports League Events, at Home or Abroad

No, but i plan to	49%
Yes, in the US	21%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	16%
Yes, domestically (i.e. in the country I live in)	11%
No, I don't have any plans to	8%

Italian Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	34%
Not very interested	27%
Not at all interested	22%
Very interested	14%



GERMANY

Top 5 Teams by German Fan Support

Germany stands out as one of the strongest European markets for US sports, with the NFL enjoying particularly strong support and German stars driving engagement across multiple leagues. The NFL tops the rankings in Germany, while the NHL performs best here compared to other international markets, reflecting the country's strong ice hockey culture. The MLS also has a solid following, bolstered by recent marquee signings from German players.

Although the NFL is the most popular US sport, the legacy of Michael Jordan remains exceptionally strong, with the basketball icon surpassing NFL legend Tom Brady as the most important US sports figure in Germany. The San Francisco 49ers are the most supported NFL team, but arguably the most compelling team stories come from franchises with German stars. The Edmonton Oilers lead the NHL thanks to captain Leon Draisaitl, the Vancouver Whitecaps rank second in the MLS following the signing of World Cup winner Thomas Müller, and the Dallas Mavericks are the third-favorite NBA team, reflecting the legacy of Germany's own NBA legend, Dirk Nowitzki.

German fans are highly engaged, with almost half having attended a US sports game live. Time zone differences remain a barrier for some, with half of fans citing it as a challenge to following games. Over three-quarters of fans agree that technology and digital platforms enhance their experience, with sports apps considered the most important digital tool. Interest in digital collectibles and Fan Tokens™ is also strong, highlighting the growing role of digital engagement in the German market.



SNAP THIS 

	1	2	3	4	5
	 San Francisco 49ers 13%	 New England Patriots 11%	 New York Giants 10%	 Kansas City Chiefs 10%	 Dallas Cowboys 9%
	 Los Angeles Lakers 21%	 Chicago Bulls 18%	 Dallas Mavericks 17%	 New York Knicks 11%	 Orlando Magic 9%
	 New York Yankees 14%	 New York Mets 12%	 Chicago White Sox 10%	 Texas Rangers 9%	 Los Angeles Angels 9%
	 Edmonton Oilers 14%	 New York Rangers 12%	 Chicago Blackhawks 9%	 Pittsburgh Penguins 9%	 Toronto Maple Leafs 8%
	 Inter Miami 20%	 Vancouver Whitecaps FC 15%	 Los Angeles FC 13%	 Los Angeles Galaxy 10%	 New York Red Bulls 10%

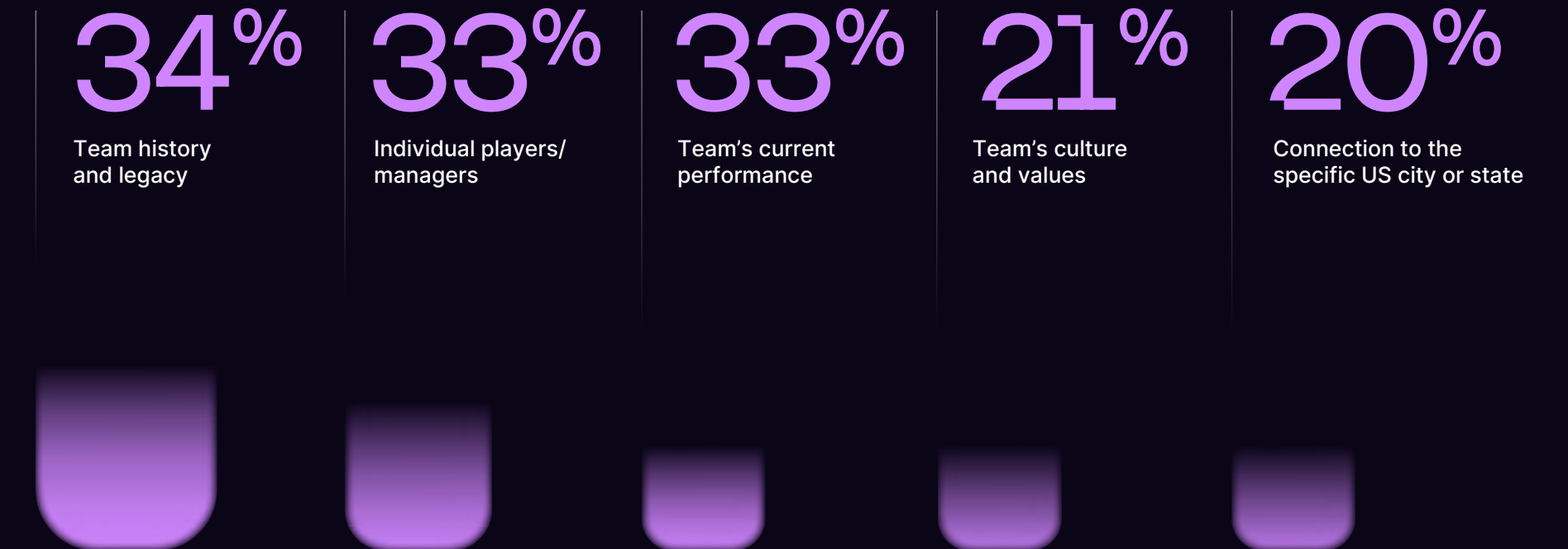


How Closely German Fans Follow US Sports

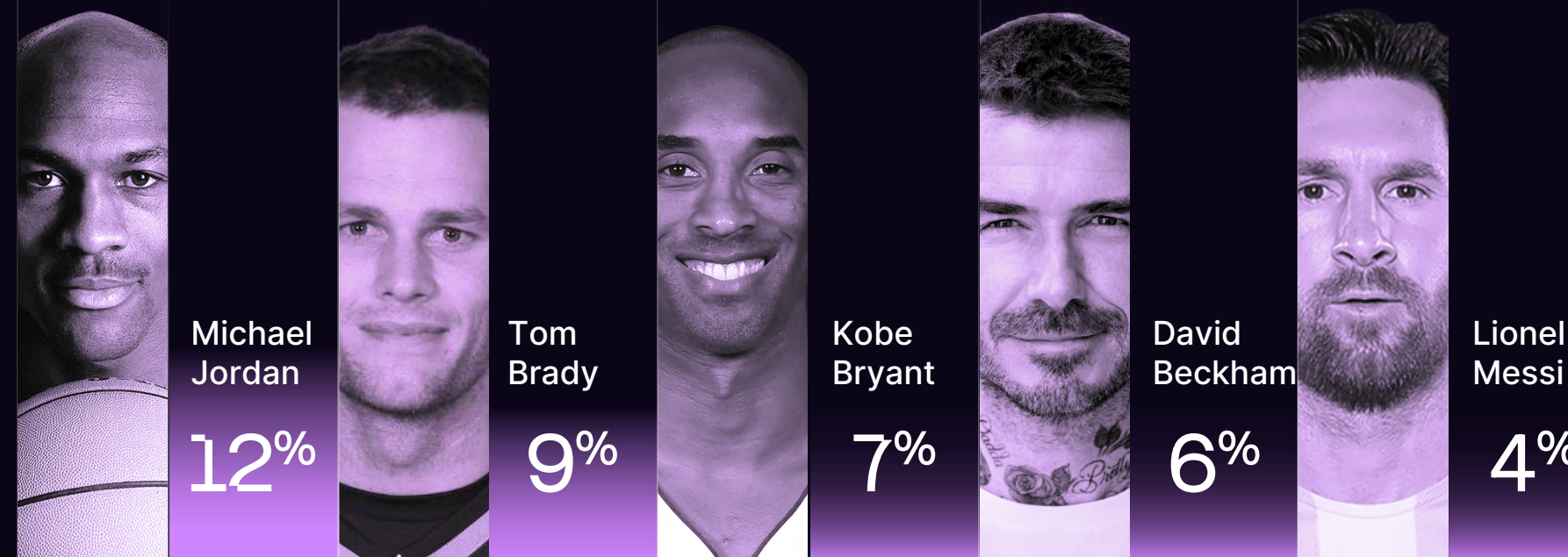


	NFL	NBA	MLB	NHL	MLS
I am a dedicated fan and follow very closely	21%	18%	8%	11%	12%
I follow regularly throughout the season	34%	30%	18%	23%	23%
I follow casually (big games, major news only)	26%	27%	26%	30%	28%
I am aware of it but don't actively follow it	15%	21%	38%	29%	28%
I'm not aware of it and I don't follow it	4%	4%	11%	8%	9%

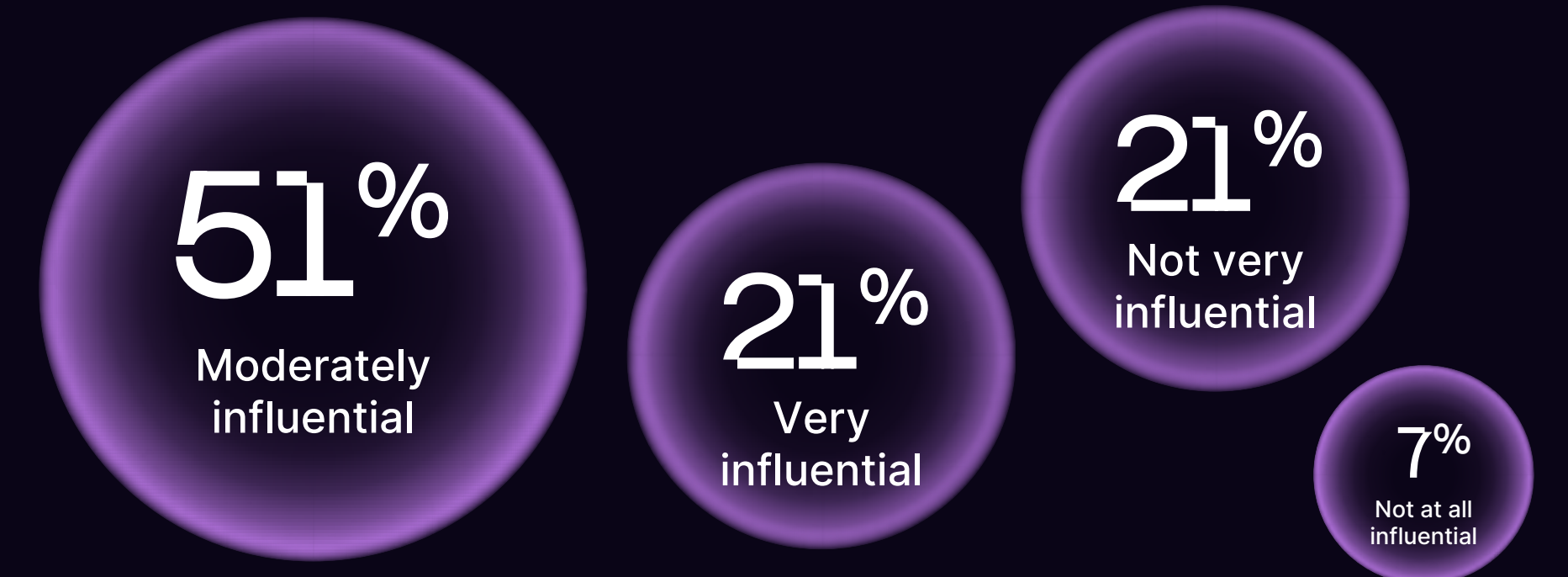
Top 5 Factors Shaping German Fandom



Top 5 US Based Sports Icons According to German Fans

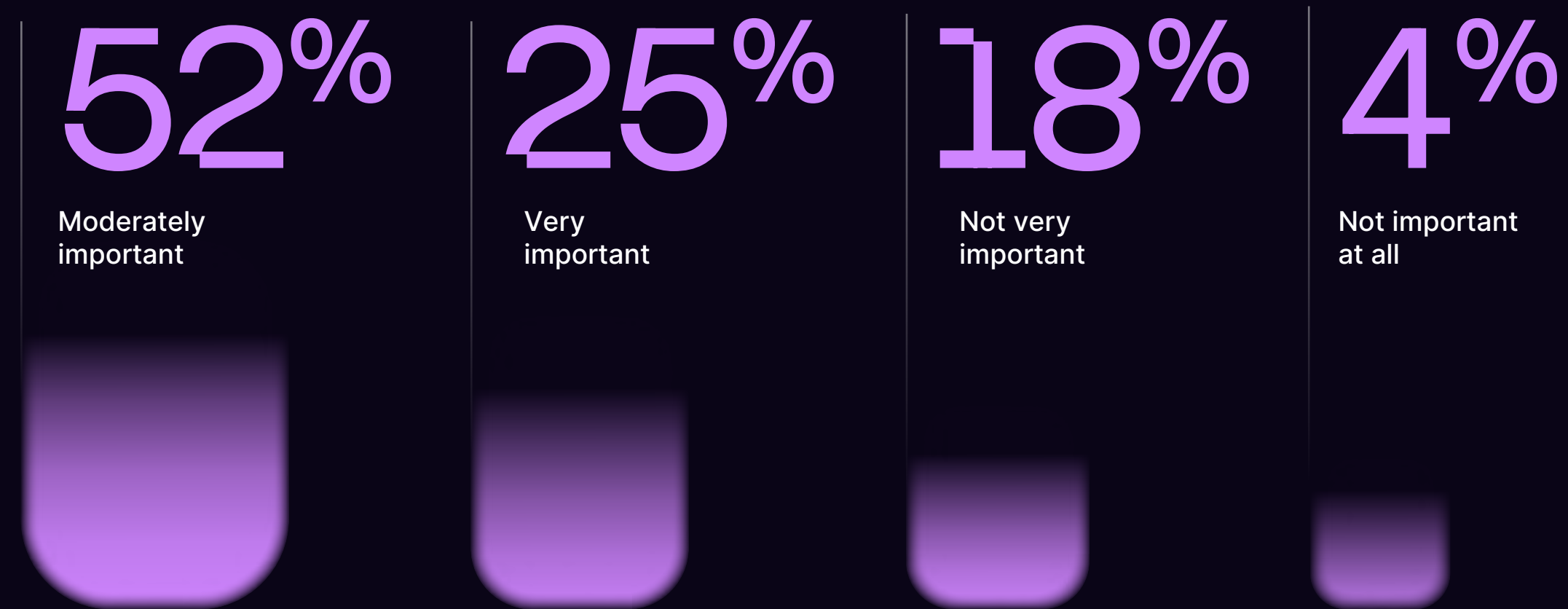


Influence of Athlete-Focused Content on German Fans

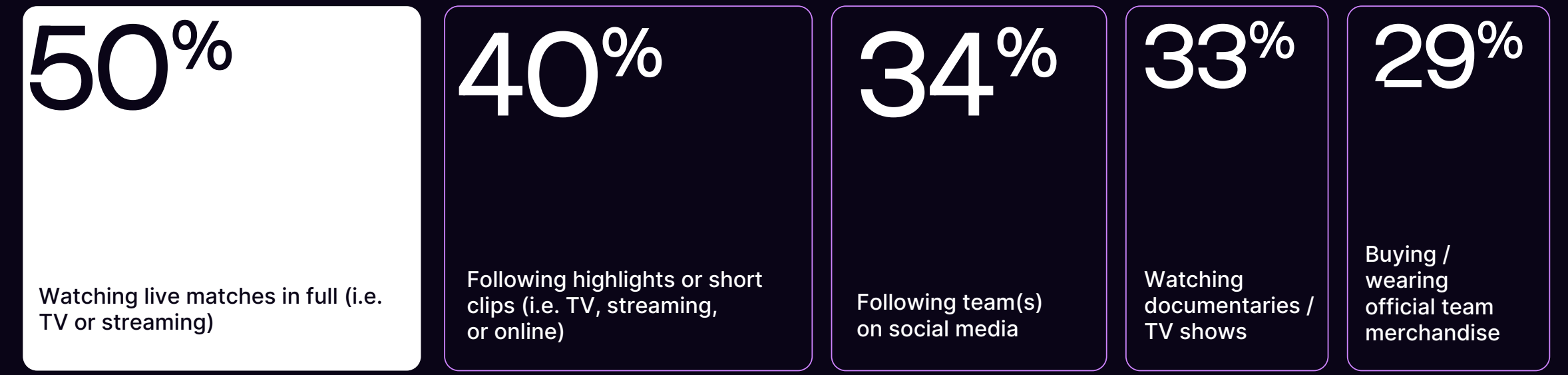




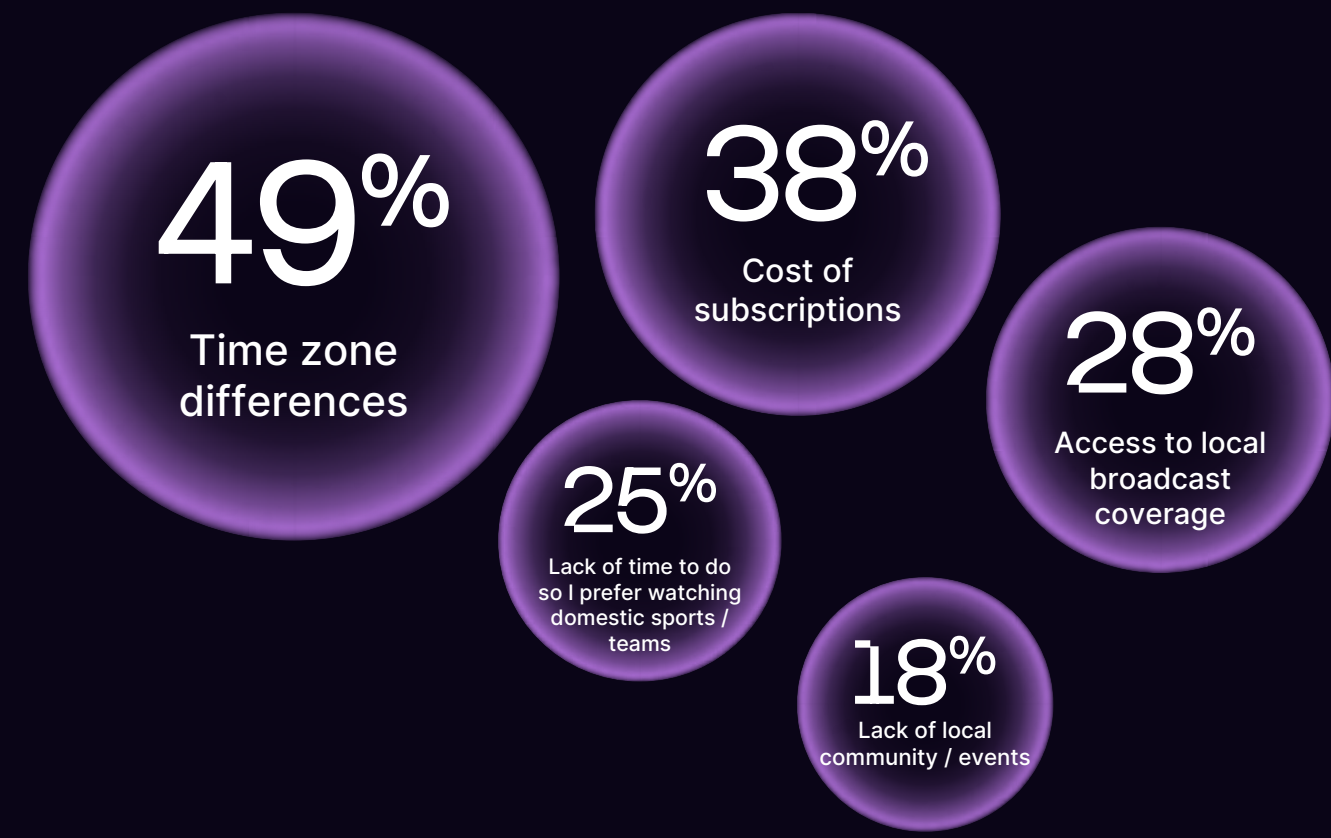
Importance of Non-Live Digital Entertainment for German Fans



How German Fans Interact with their US Sports Teams



Top Barriers for German Fans Following US Sports



German Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	35%
Yes, domestically (i.e. in the country I live in)	21%
Yes, in the US	26%
No, I don't have any plans to	8%

German Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	32%
Not very interested	27%
Not at all interested	24%
Very interested	16%



SOUTH KOREA

In South Korea, MLB stands out as the most popular US sport, followed by 84% of fans, with nearly a quarter describing themselves as dedicated followers of the league. Interestingly, the NBA also has a significant following, ranking above the MLS, despite the US Soccer League featuring one of South Korea's most prominent global sports stars.

Baseball's popularity is reflected in fans' choices for the biggest US sports icons, with three of the top five coming from MLB — though Michael Jordan still claims the top spot. Shohei Ohtani enjoys a strong following in South Korea, second only to his home country of Japan, which also contributes to the LA Dodgers being the most supported MLB team. In the MLS, LA FC ranks highly, followed by 40% of fans, demonstrating the influence of South Korean star Son Heung-min in generating international support for the team.

The MLB Seoul Series in 2024 clearly captured fans' attention, with 69% saying they have attended live games. Digital engagement also plays a pivotal role: the vast majority of fans agree that technology and digital experiences enhance their connection to US sports, and almost all consider non-live digital content important. South Korean fans are among the most forward-thinking globally, with well over half expressing interest in digital collectibles and Fan Tokens™.



SNAP THIS

Top 5 Teams by Korean Fan Support

	1	2	3	4	5
	 New York Giants 15%	 Los Angeles Chargers 15%	 Los Angeles Rams 13%	 Dallas Cowboys 11%	 New York Jets 8%
	 Los Angeles Lakers 31%	 Chicago Bulls 25%	 Golden State Warriors 24%	 New York Knicks 11%	 Boston Celtics 11%
	 Los Angeles Dodgers 48%	 San Francisco Giants 23%	 New York Yankees 22%	 Boston Red Sox 10%	 San Diego Padres 10%
	 New York Rangers 17%	 Los Angeles Kings 11%	 New Jersey Devils 10%	 Pittsburgh Penguins 9%	 Chicago Blackhawks 9%
	 Los Angeles FC 40%	 Los Angeles Galaxy 28%	 Inter Miami CF 15%	 New York City FC 9%	 New York Red Bulls 8%

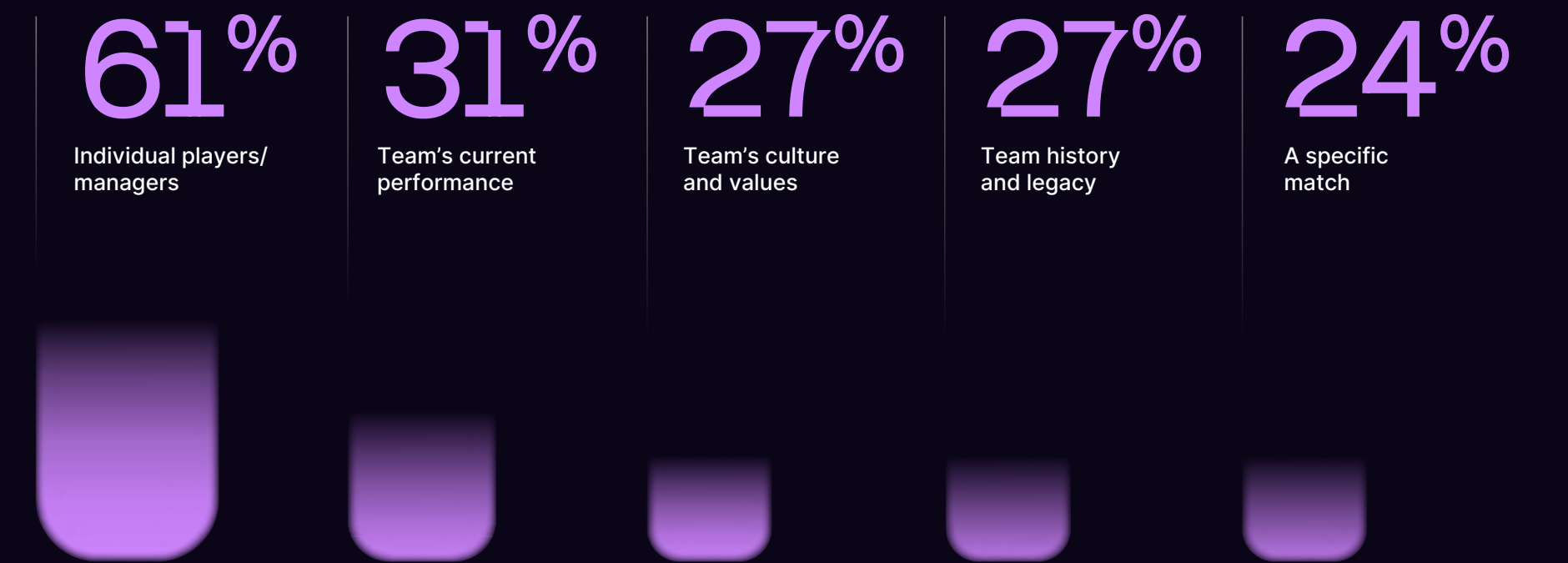


How Closely South Korean Fans Follow US Sports

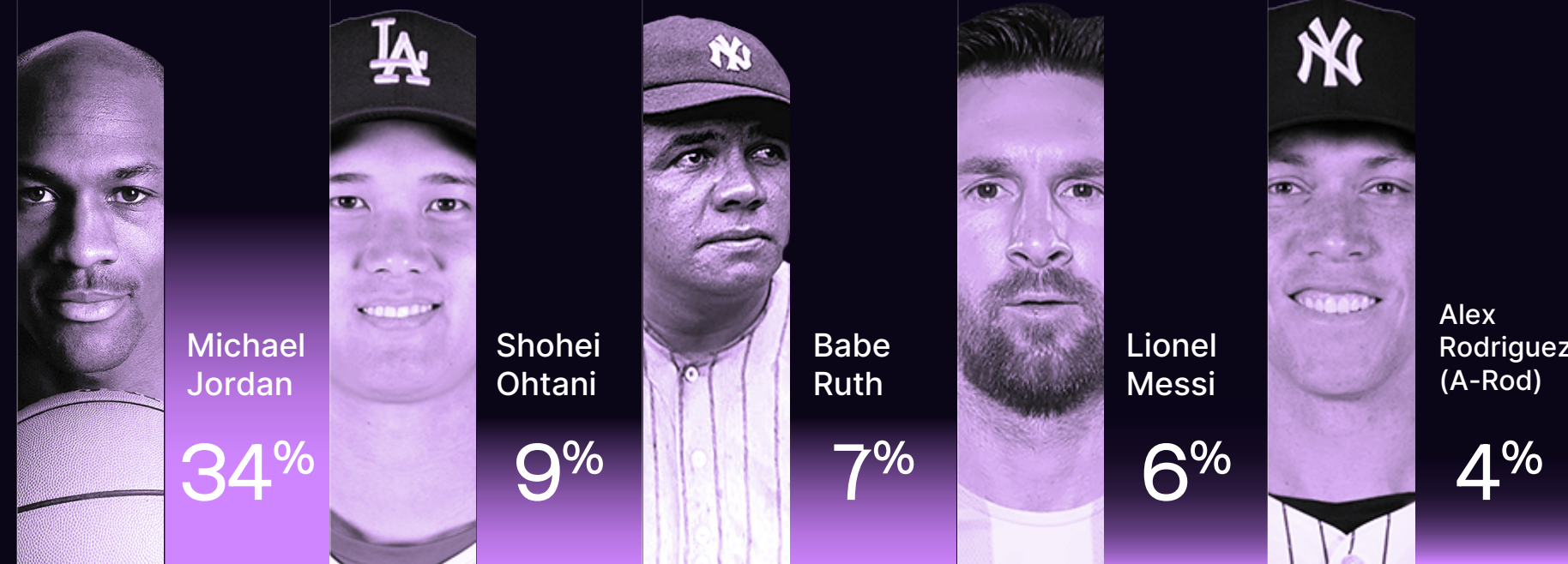


I am a dedicated fan and follow very closely	4%	12%	24%	17%	9%
I follow regularly throughout the season	16%	25%	36%	11%	21%
I follow casually (big games, major news only)	27%	32%	24%	10%	32%
I am aware of it but don't actively follow it	43%	27%	15%	9%	30%
I'm not aware of it and I don't follow it	10%	5%	2%	9%	8%

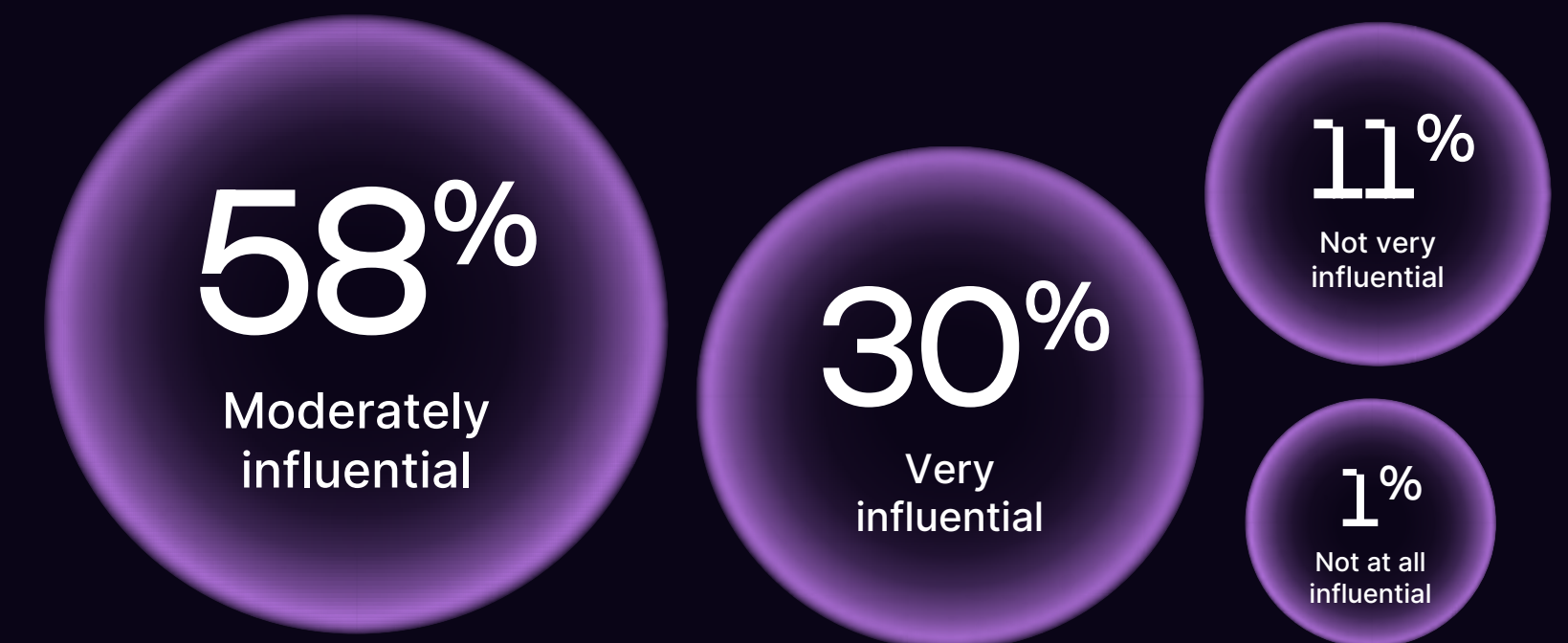
Top 5 Factors Shaping South Korean Fandom



Top 5 US Based Sports Icons According to Korean Fans

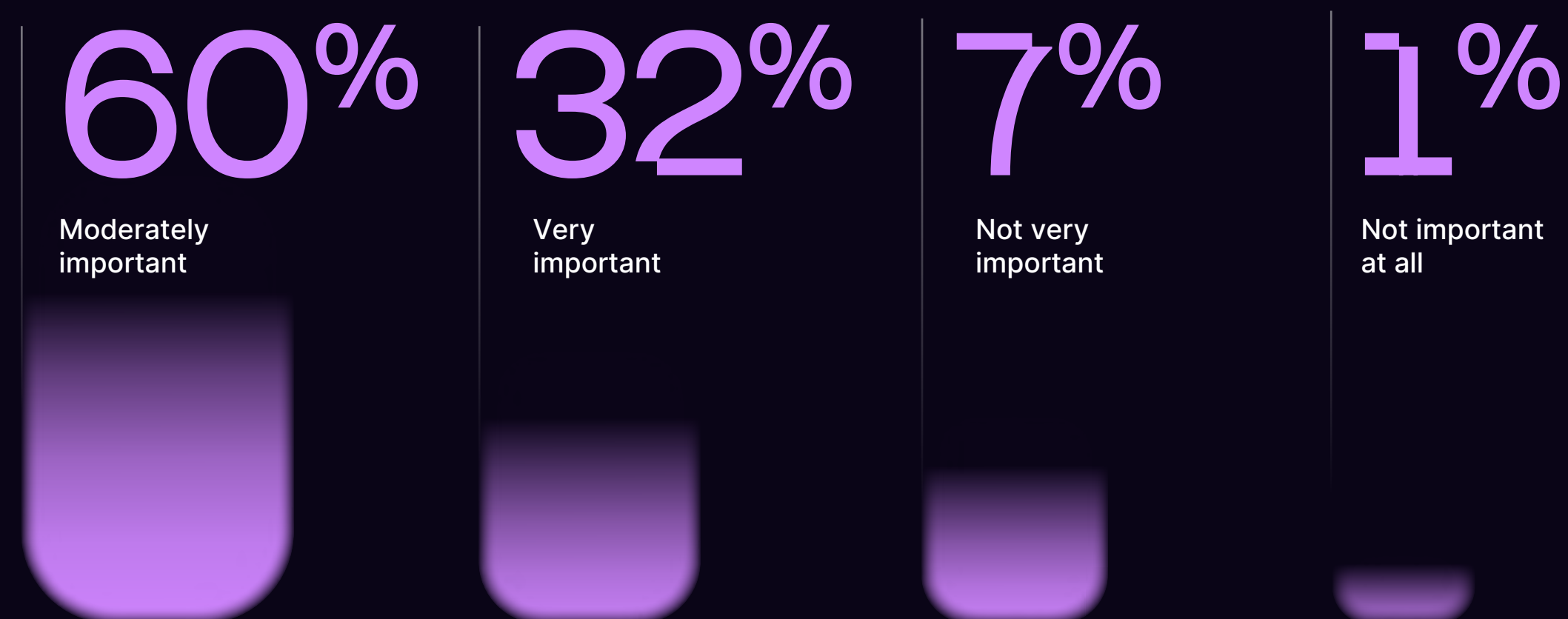


Influence of Athlete-Focused Content on Korean Fans

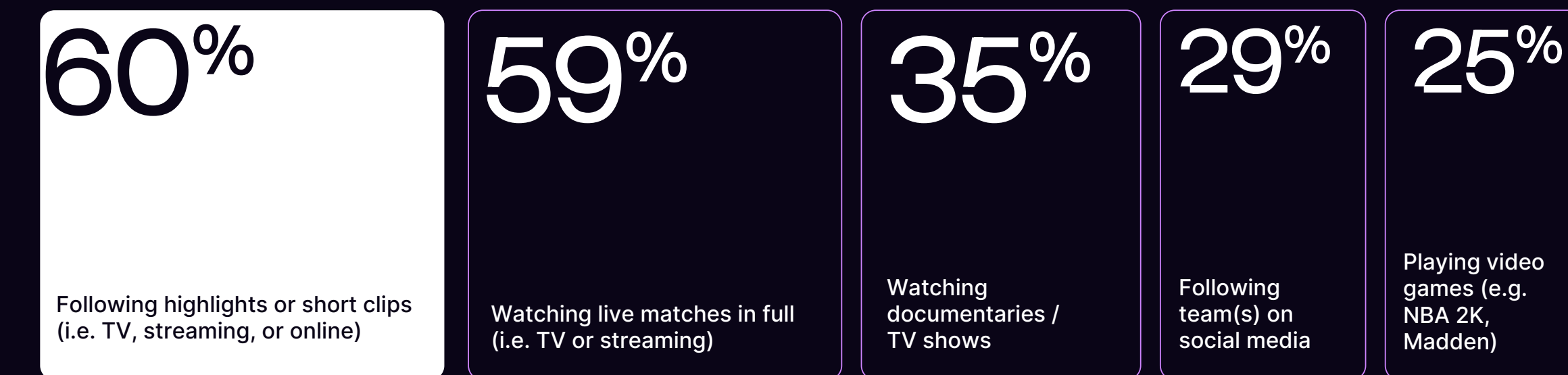




Importance of Non-Live Digital Entertainment for Korean Fans



How South Korean Fans Interact with their US Sports Teams



Top Barriers for South Korean Fans Following US Sports



Korean Fan Attendance at US Sports League Events, at Home or Abroad

Yes, domestically (i.e. in the country I live in)	37%
No, but I plan to	30%
Yes, in the US	19%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	13%
No, I don't have any plans to	10%

Korean Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	43%
Very interested	31%
Not at all interested	14%
Not very interested	10%



BRAZIL

Brazil's US sports fandom reflects a mix of legacy, star power, and cultural crossover. The NFL emerges as the most followed league, closely followed by the NBA, while the MLS ranks third — unsurprising in a country renowned for its soccer excellence.

The NFL's top position is bolstered by the announcement that Rio de Janeiro will host regular-season games in 2026, with more planned in the coming years. Brazil also made history as the first country to host an NBA preseason match between the Washington Wizards and Chicago Bulls. When it comes to individual athletes, the NBA dominates: Michael Jordan tops the rankings, with LeBron James and Kobe Bryant also featuring in the top five.

David Beckham's enduring global profile places him among Brazil's most influential US sports figures, alongside NFL legend Tom Brady. Team choice among Brazilian fans is primarily driven by legacy and history, followed by individual players or managers and current performance. Star power remains a major factor: one third (33%) of fans say they would—or have—switched the team they support if their favorite player left. Homegrown stars also leave a lasting mark; for example, Orlando City is the third most followed MLS team in Brazil, thanks in part to Brazilian legend Kaká, who played there in 2014.

There is strong appetite for live events in Brazil, with over half of US sports fans having attended games and almost a fifth having travelled to the US to watch in person. Digital engagement is equally important: fans overwhelmingly agree that technology and digital platforms enhance their experience. Sports apps, livestreaming, and social gaming are the most valued digital experiences, and 74% of fans express interest in digital collectibles and Fan Tokens™.



SNAP THIS

Top 5 Teams by Brazilian Fan Support

	1	2	3	4	5
	 Buffalo Bills 19%	 Chicago Bears 15%	 Kansas City Chiefs 12%	 Dallas Cowboys 11%	 New England Patriots 11%
	 Los Angeles Lakers 34%	 Chicago Bulls 32%	 Boston Celtics 15%	 Golden State Warriors 13%	 Orlando Magic %
	 New York Yankees 15%	 Los Angeles Dodgers 14%	 New York Mets 12%	 Los Angeles Angels 12%	 Chicago Cubs 11%
	 Los Angeles Kings 15%	 New York Rangers 11%	 Chicago Blackhawks 9%	 New York Islanders 7%	 New Jersey Devils 7%
	 Inter Miami 30%	 Los Angeles FC 15%	 Orlando City FC 13%	 New York Red Bulls 13%	 Chicago Fire FC 11%

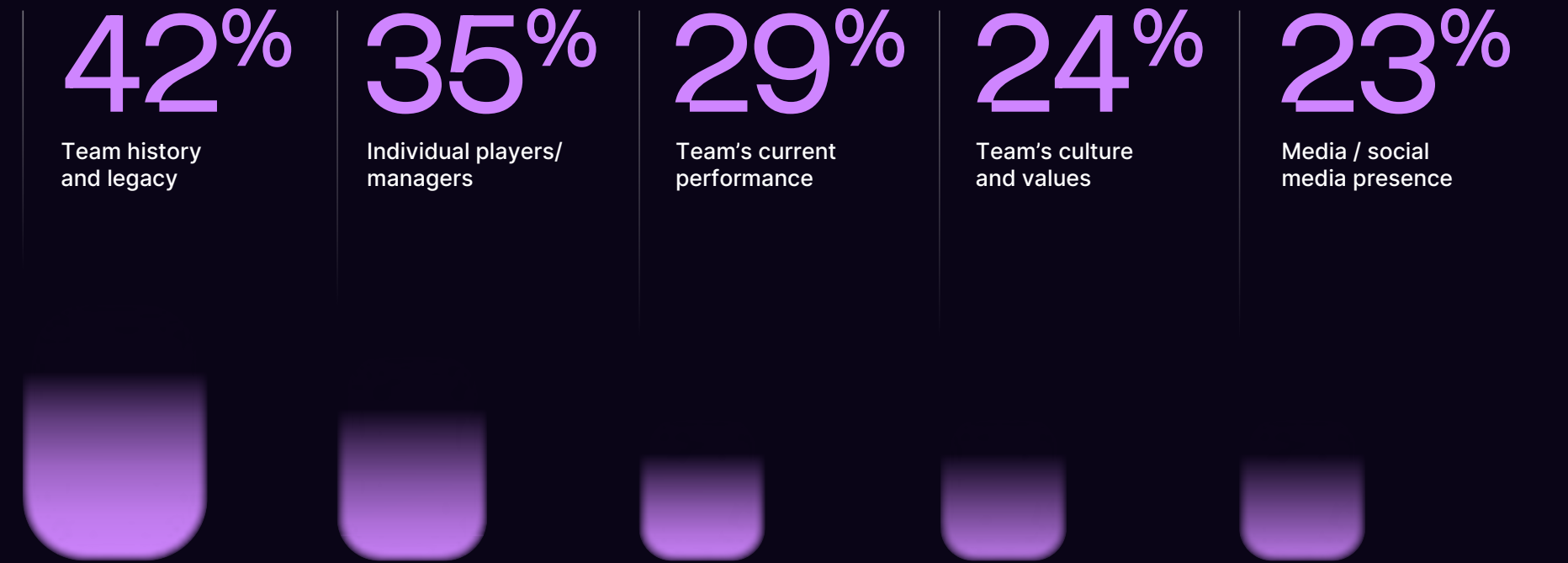


How Closely Brazilian Fans Follow US Sports

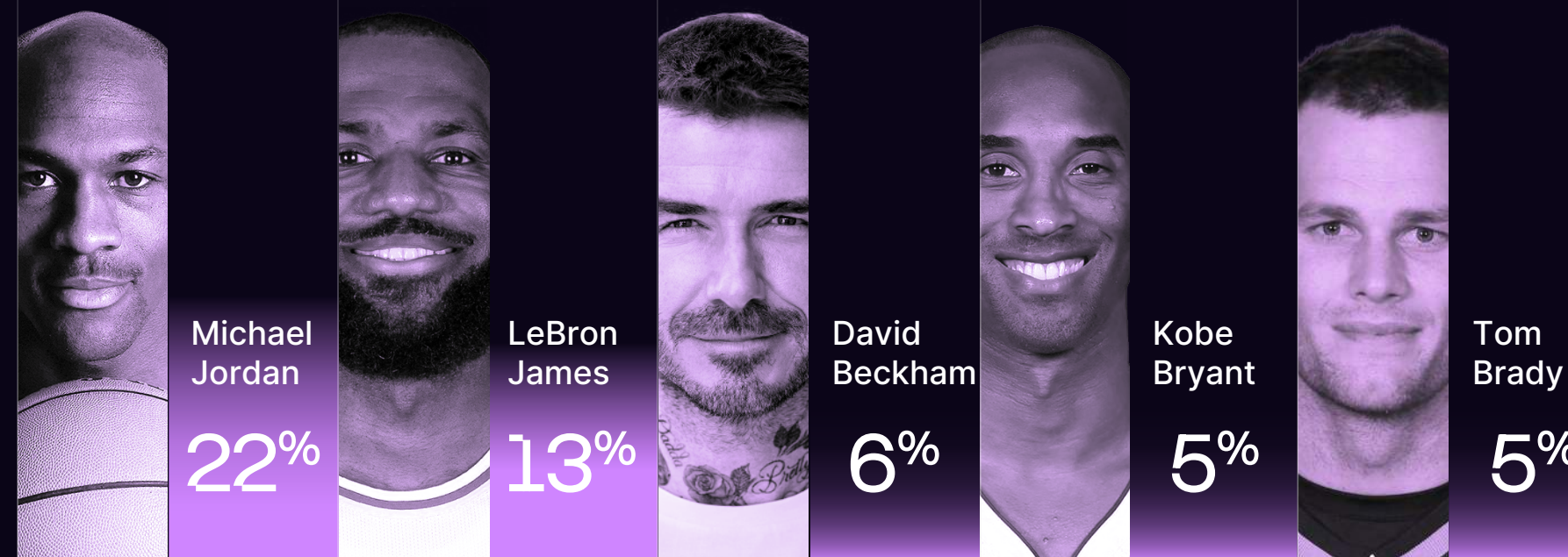


	NFL	NBA	MLB	NHL	MLS
I am a dedicated fan and follow very closely	21%	29%	9%	7%	15%
I follow regularly throughout the season	34%	37%	26%	23%	27%
I follow casually (big games, major news only)	31%	25%	31%	28%	31%
I am aware of it but don't actively follow it	12%	8%	28%	35%	23%
I'm not aware of it and I don't follow it	2%	2%	7%	8%	5%

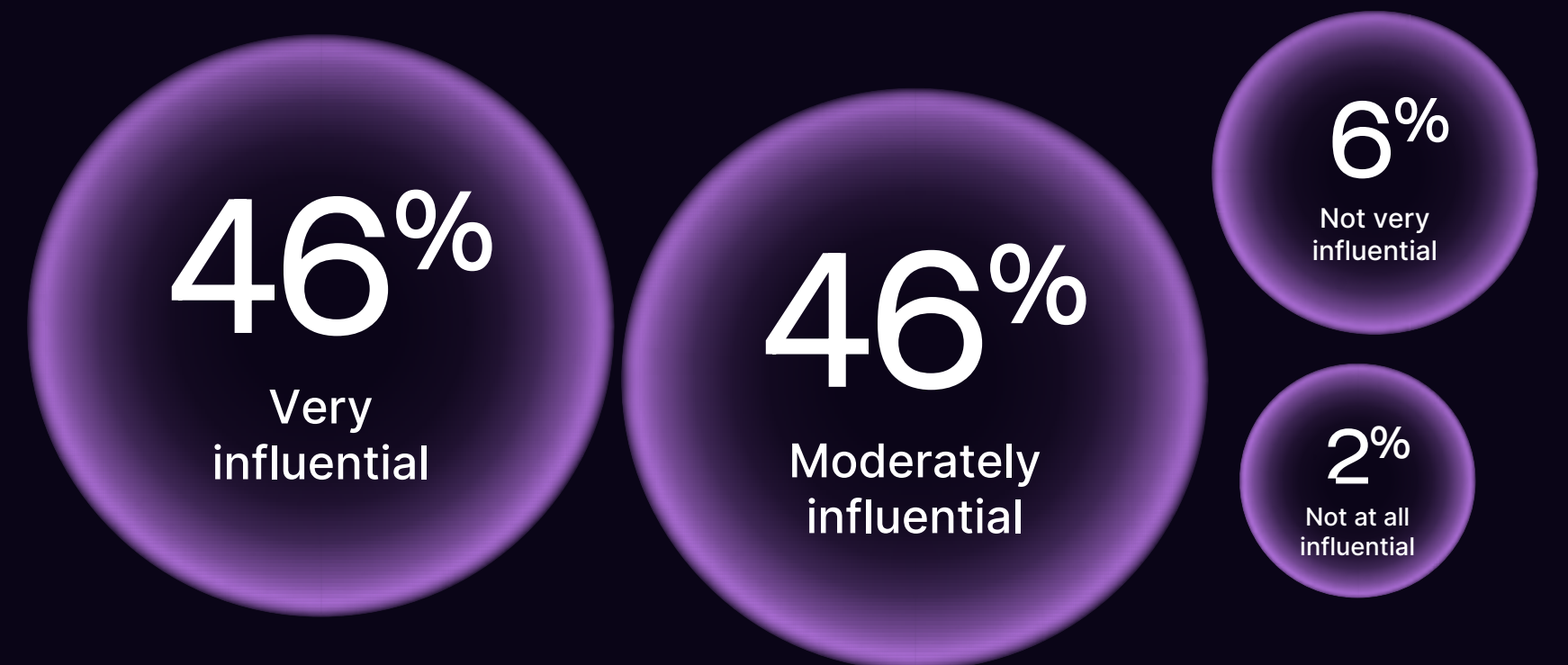
Top 5 Factors Shaping Brazilian Fandom



Top 5 US Based Sports Icons According to Brazilian Fans

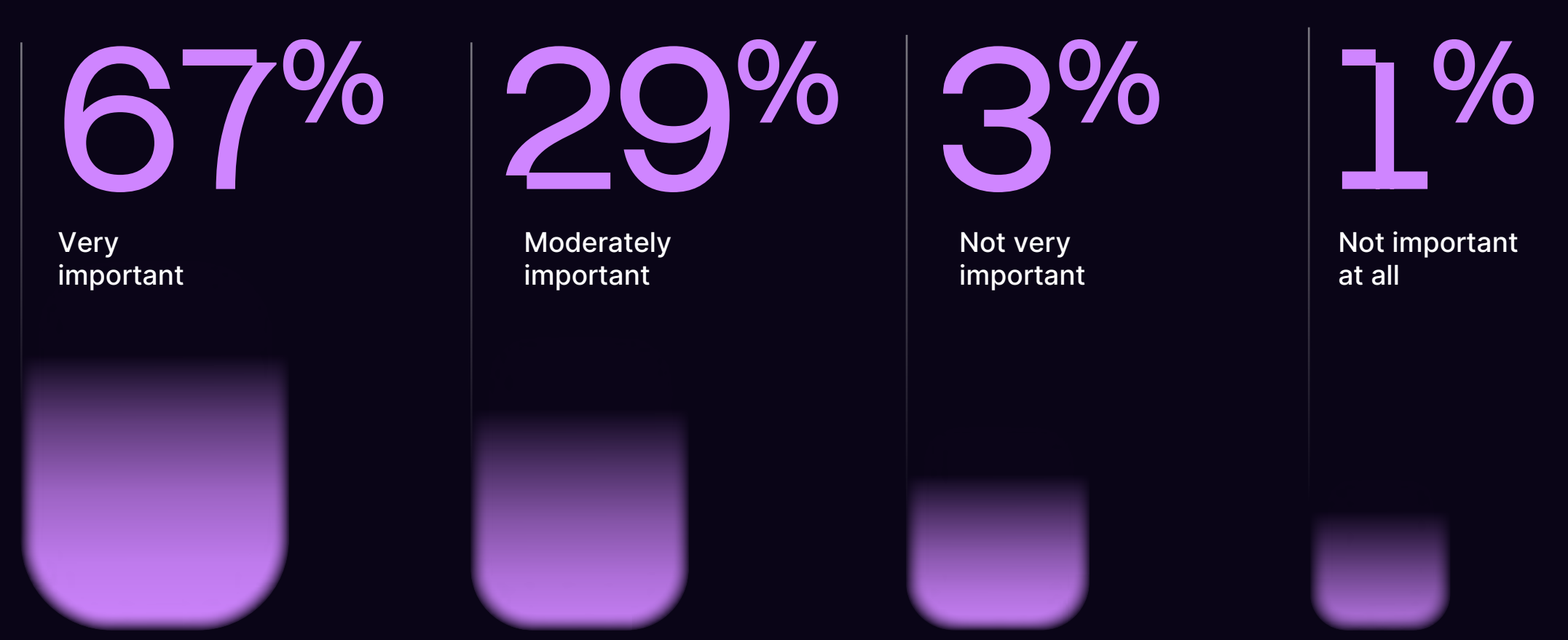


Influence of Athlete-Focused Content on Brazilian Fans

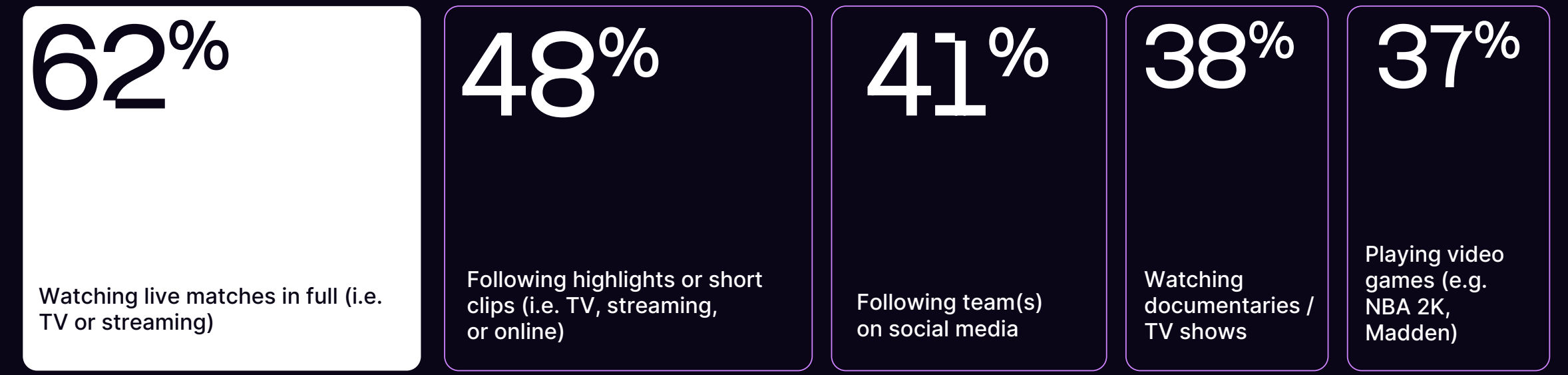




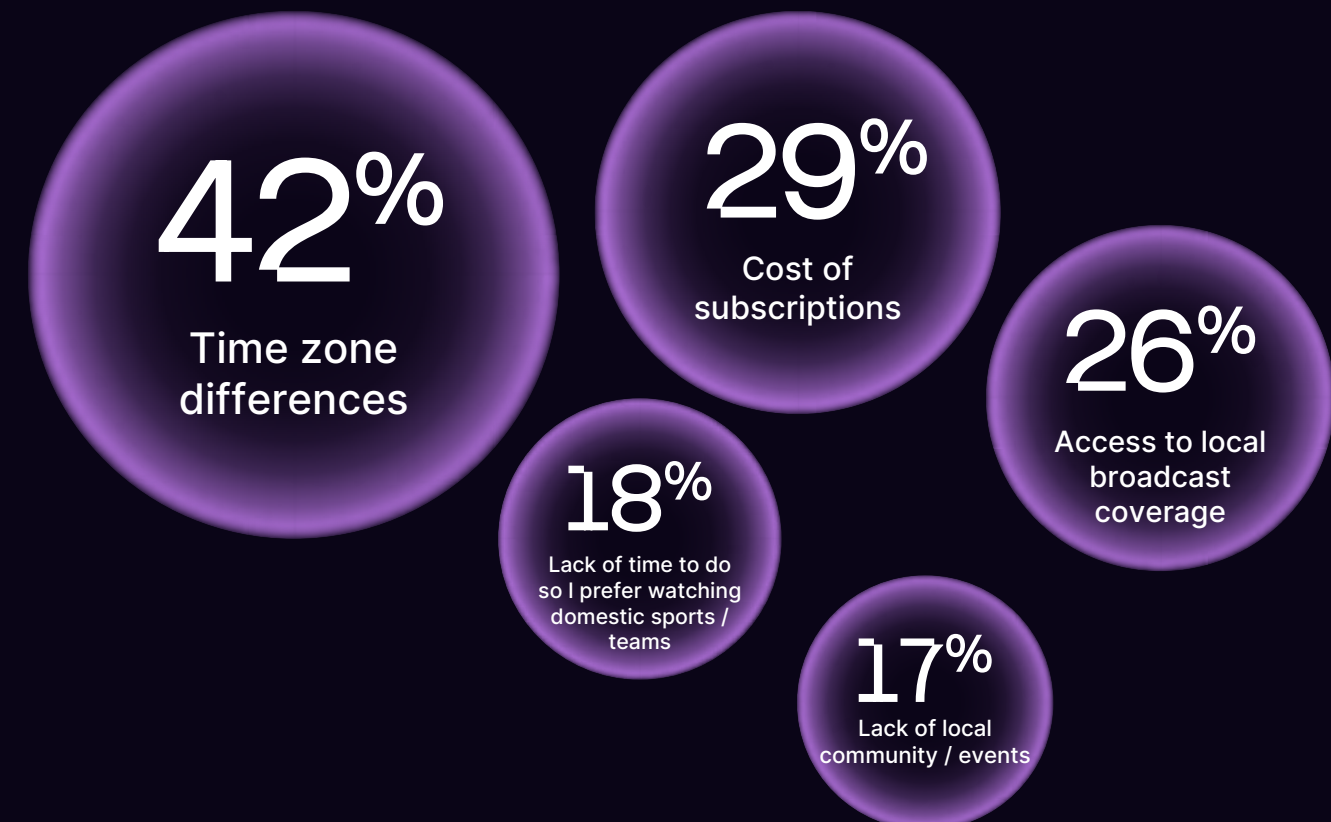
Importance of Non-Live Digital Entertainment for Brazilian Fans



How Brazilian Fans Interact with their US Sports Teams



Top Barriers for Brazilian Fans Following US Sports



Brazilian Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	48%
Yes, domestically (i.e. in the country I live in)	24%
Yes, in the US	19%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	11%
No, I don't have any plans to	5%

Brazilian Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	40%
Very interested	34%
Not at all interested	18%
Not very interested	6%



TURKEY

Top 5 Teams by Turkish Fan Support

The NBA dominates US sports fandom in Turkey, followed by 85% of fans. Despite the country's strong soccer heritage, the MLS performs well, ranking slightly above the NFL in second place.

Individual athletes play a major role in sparking interest in US sports, with over half of Turkish fans citing them as influential. The vast majority also say athlete-focused content affects which teams or leagues they follow. Unsurprisingly, NBA legends rank highly as the most important US sports icons, with Michael Jordan topping the list, joined by Kobe Bryant and LeBron James.

When it comes to teams, it is Kobe and LeBron's Lakers who dominate in Turkey, with almost a third of fans supporting the franchise. Another influential player is Houston Rockets' Alperen Şengün, whose presence has helped the team surpass Jordan's Chicago Bulls to claim second place in team support.

A large portion of Turkish fans have attended live games, highlighting a dedicated fan base. Digital engagement also plays a key role, with the majority agreeing that technology and digital experiences enhance their fandom. Fans show strong interest in non-live content such as social media and behind-the-scenes access, and 61% express interest in digital collectibles and Fan Tokens™.



SNAP THIS 

	1	2	3	4	5
	 Los Angeles Chargers 15%	 Chicago Bears 14%	 New York Giants 14%	 Los Angeles Rams 14%	 Philadelphia Eagles 12%
	 Los Angeles Lakers 32%	 Houston Rockets 25%	 Chicago Bulls 17%	 Boston Celtics 15%	 Golden State Warriors 11%
	 New York Yankees 16%	 Los Angeles Angels 15%	 Los Angeles Dodgers 13%	 Boston Red Sox 12%	 New York Mets 11%
	 New York Rangers 16%	 Los Angeles Kings 15%	 Dallas Stars 10%	 Toronto Maple Leafs 10%	 Boston Bruins 10%
	 Inter Miami CF 33%	 Los Angeles Galaxy 21%	 Los Angeles FC 16%	 New York City FC 12%	 Toronto FC 11%



How Closely Turkish Fans Follow US Sports



I am a dedicated fan and follow very closely	8%	28%	8%	8%	11%
I follow regularly throughout the season	19%	36%	18%	16%	23%
I follow casually (big games, major news only)	33%	21%	28%	27%	30%
I am aware of it but don't actively follow it	28%	11%	29%	29%	21%
I'm not aware of it and I don't follow it	12%	4%	17%	20%	15%

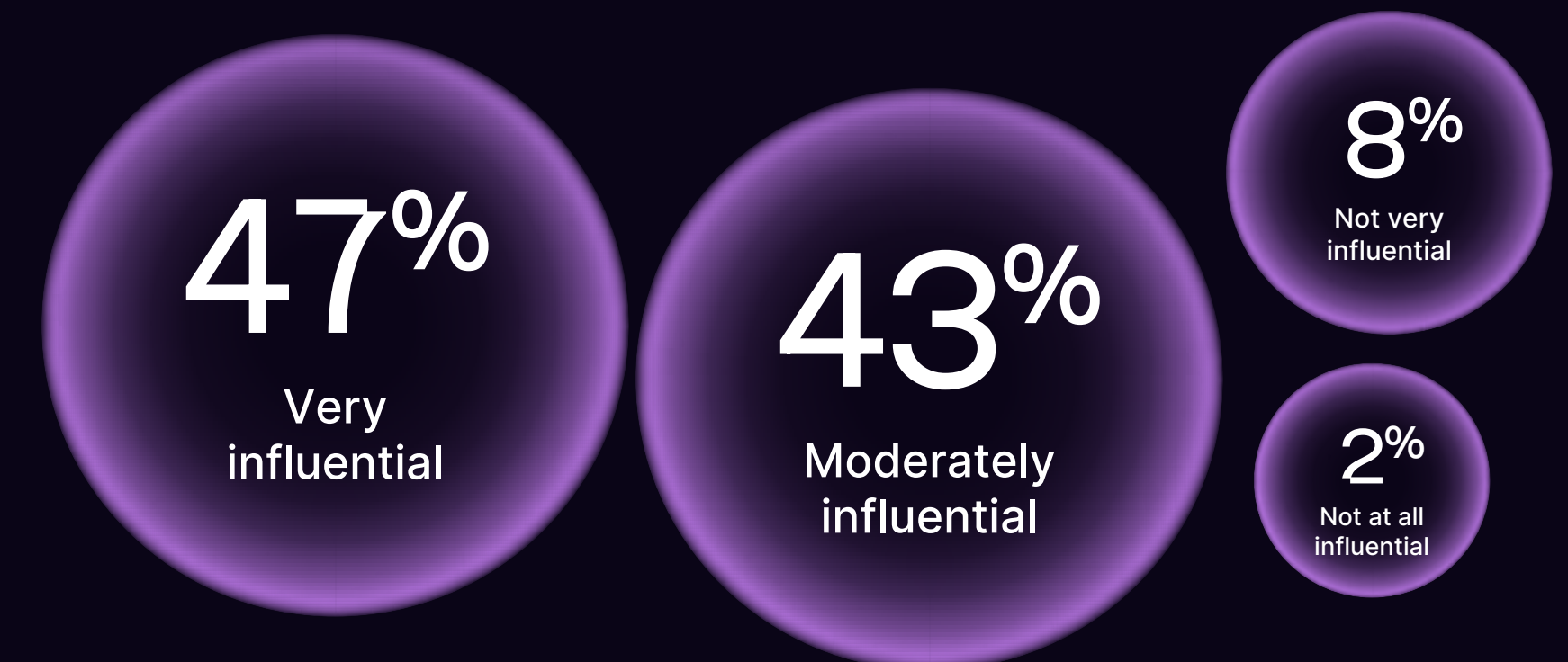
Top 5 Factors Shaping Turkish Fandom



Top 5 US Based Sports Icons According to Turkish Fans

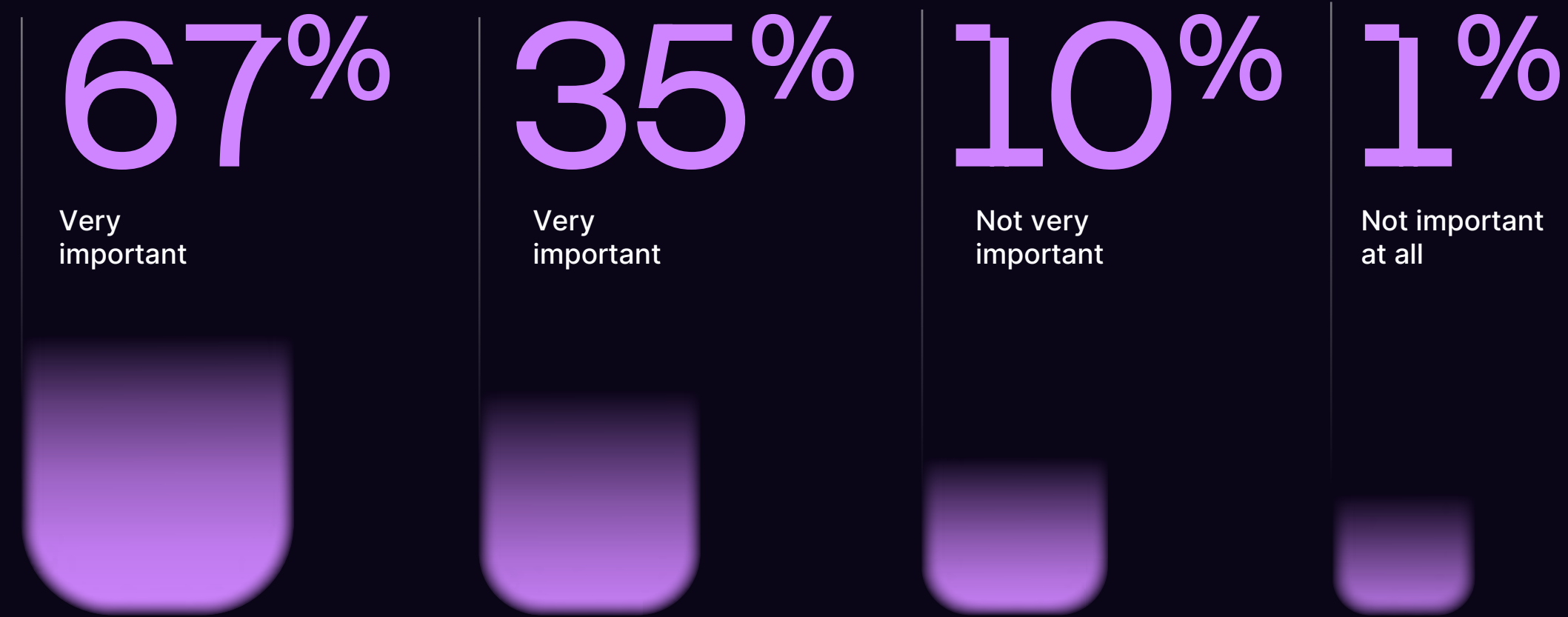


Influence of Athlete-Focused Content on Turkish Fans

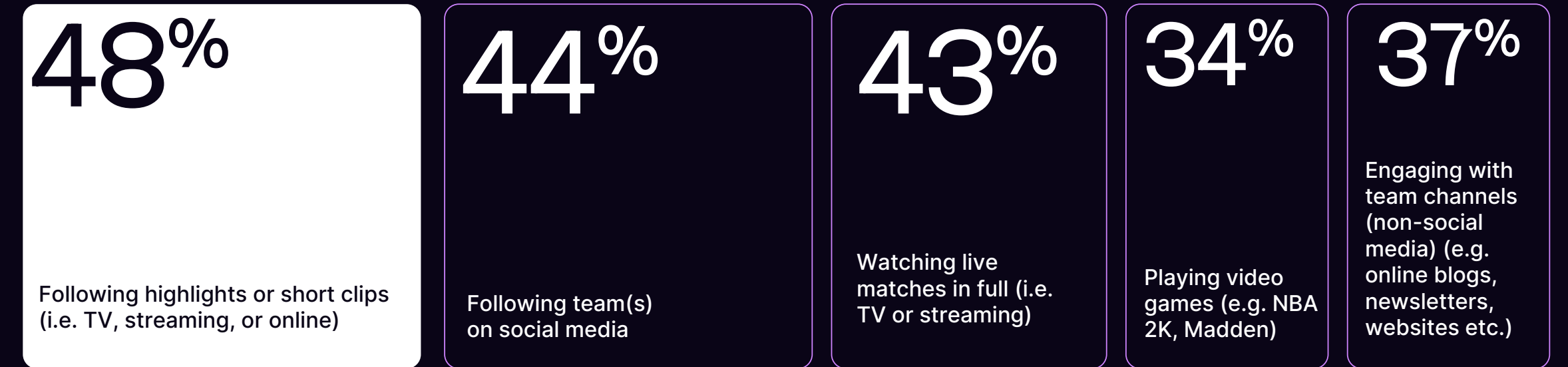




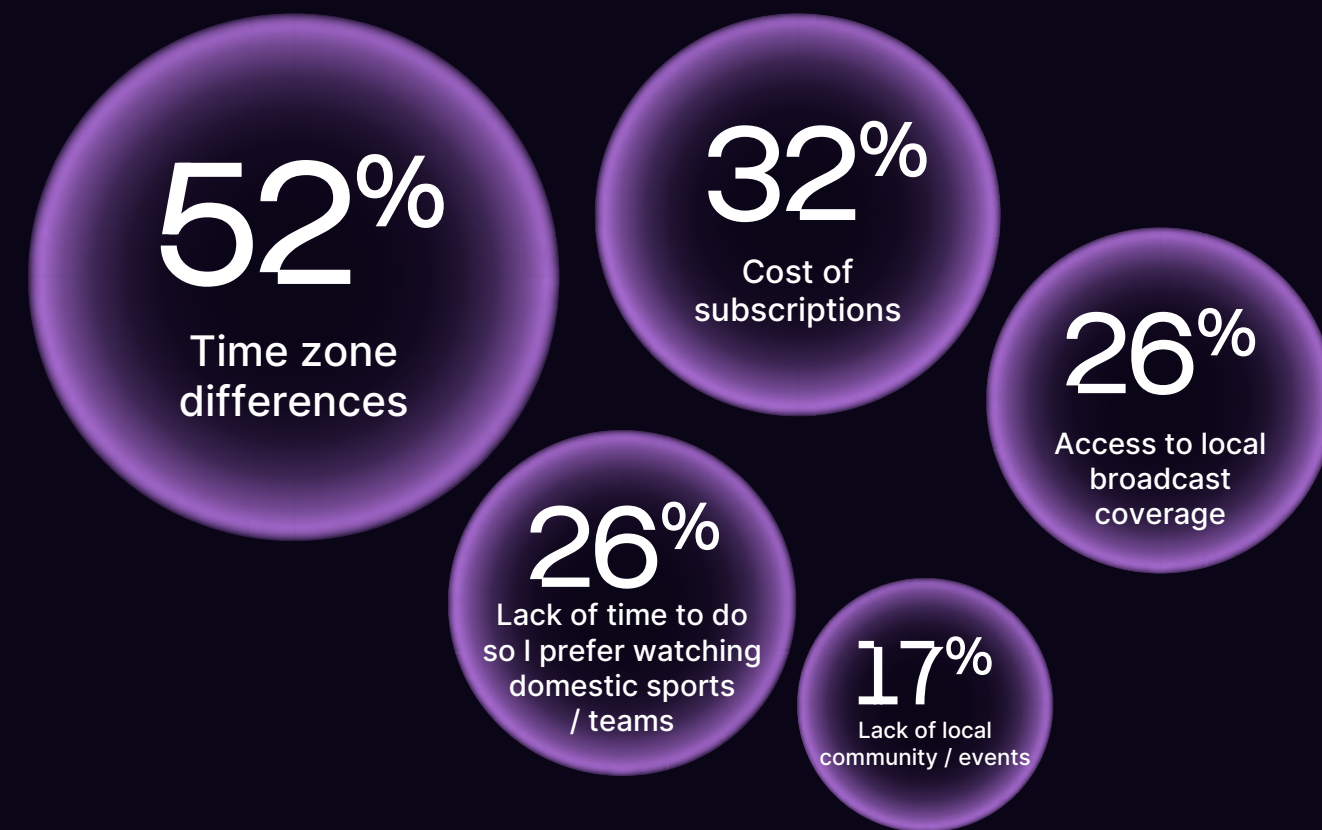
Importance of Non-Live Digital Entertainment for Turkish Fans



How Turkish Fans Interact with their US Sports Teams



Top Barriers for Turkish Fans Following US Sports



Turkish Fan Attendance at US Sports League Events, at Home or Abroad

No, but I plan to	36%
Yes, domestically (i.e. in the country I live in)	23%
Yes, not in the US but somewhere else abroad (i.e. outside the country I live in)	19%
Yes, in the US	16%
No, I don't have any plans to	15%

Turkish Interest in Digital Collectibles and Fan Tokens™ for US Sports

Somewhat interested	38%
Not very interested	24%
Very interested	23%
Not at all interested	13%

All Star Fans, Worldwide: How International Fans Engage with US Sport



Across all markets international fans of US sports show high levels of engagement, but with flexible viewing habits shaped by time zones, access and digital platforms.

Globally, watching full games live remains the dominant way fans engage (55%), closely followed by highlights and short-form clips (49%) and social media (38%), reinforcing the importance of both live and on-demand content.

55%

Full Games Live

49%

Highlights and
Short-Form Clips

38%

Social Media



How Fans Engage with US Sports Teams They Support.



60%

Following highlights or short clips (i.e. TV, streaming, or online)

59%

Watching live matches in full (i.e. TV or streaming)

35%

Watching documentaries / TV shows

29%

Following team(s) on social media

25%

Playing video games (e.g. NBA 2K, Madden)



46%

Watching live matches in full (i.e. TV or streaming)

44%

Following highlights or short clips (i.e. TV, streaming, or online)

34%

Following team(s) on social media

34%

Watching documentaries / TV shows

25%

Engaging with team channels (non-social media) (e.g. online blogs, newsletters, websites etc.)



48%

Following highlights or short clips (i.e. TV, streaming, or online)

44%

Following team(s) on social media

43%

Watching live matches in full (i.e. TV or streaming)

34%

Playing video games (e.g. NBA 2K, Madden)

33%

Engaging with team channels (non-social media) (e.g. online blogs, newsletters, websites etc.)



50%

Watching live matches in full (i.e. TV or streaming)

40%

Following highlights or short clips (i.e. TV, streaming, or online)

34%

Following team(s) on social media

33%

Watching documentaries / TV shows

29%

Buying / wearing official team merchandise



71%

Watching live matches in full (i.e. TV or streaming)

55%

Following highlights or short clips (i.e. TV, streaming, or online)

47%

Following team(s) on social media

42%

Watching documentaries / TV shows

39%

Buying / wearing official team merchandise



45%

Following highlights or short clips (i.e. TV, streaming, or online)

41%

Watching live matches in full (i.e. TV or streaming)

38%

Watching documentaries / TV shows

34%

Following team(s) on social media

24%

Playing video games (e.g. NBA 2K, Madden)



64%

Watching live matches in full (i.e. TV or streaming)

58%

Following highlights or short clips (i.e. TV, streaming, or online)

57%

Watching documentaries / TV shows

19%

Following team(s) on social media

16%

Buying / wearing official team merchandise



61%

Watching live matches in full (i.e. TV or streaming)

51%

Following highlights or short clips (i.e. TV, streaming, or online)

44%

Following team(s) on social media

37%

Watching documentaries / TV shows

33%

Playing video games (e.g. NBA 2K, Madden)



62%

Watching live matches in full (i.e. TV or streaming)

48%

Following highlights or short clips (i.e. TV, streaming, or online)

41%

Following team(s) on social media

38%

Watching documentaries / TV shows

37%

Playing video games (e.g. NBA 2K, Madden)



54%

Watching live matches in full (i.e. TV or streaming)

43%

Following highlights or short clips (i.e. TV, streaming, or online)

42%

Following team(s) on social media

40%

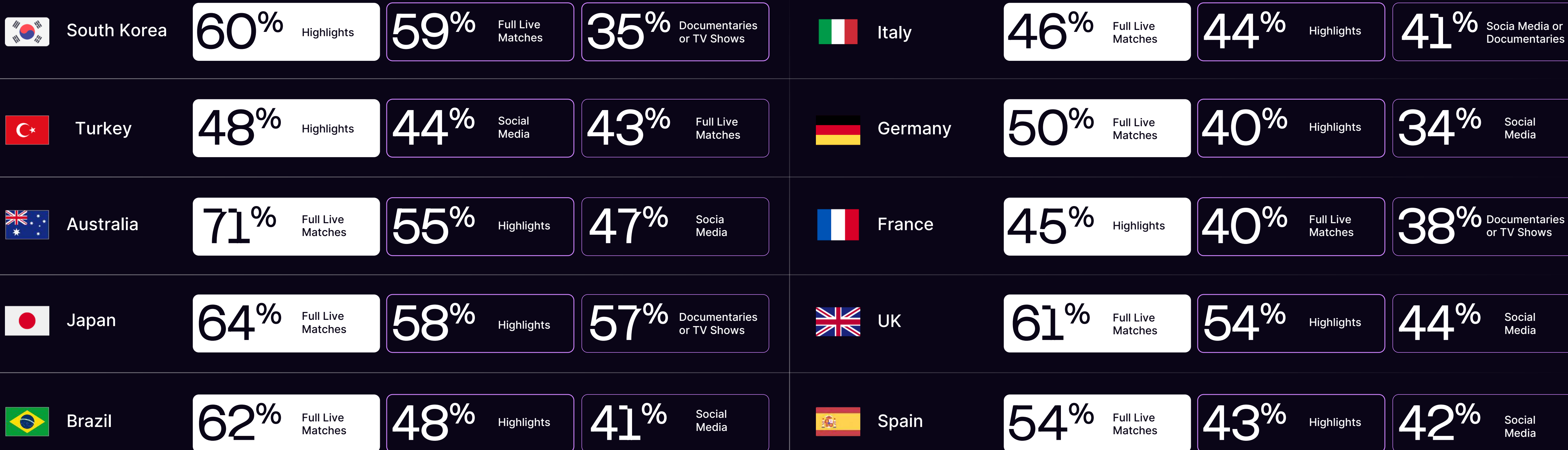
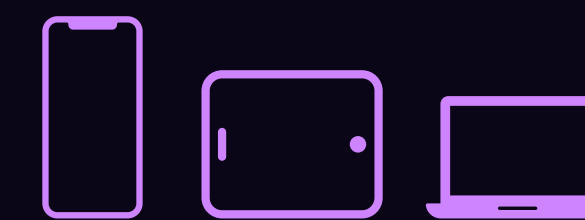
Watching documentaries / TV shows

34%

Playing video games (e.g. NBA 2K, Madden)



How Fans Watch.



What Drew Fans to American Sports.

29%

Watching Games via TV or Streaming

16%

Specific Athlete

14%

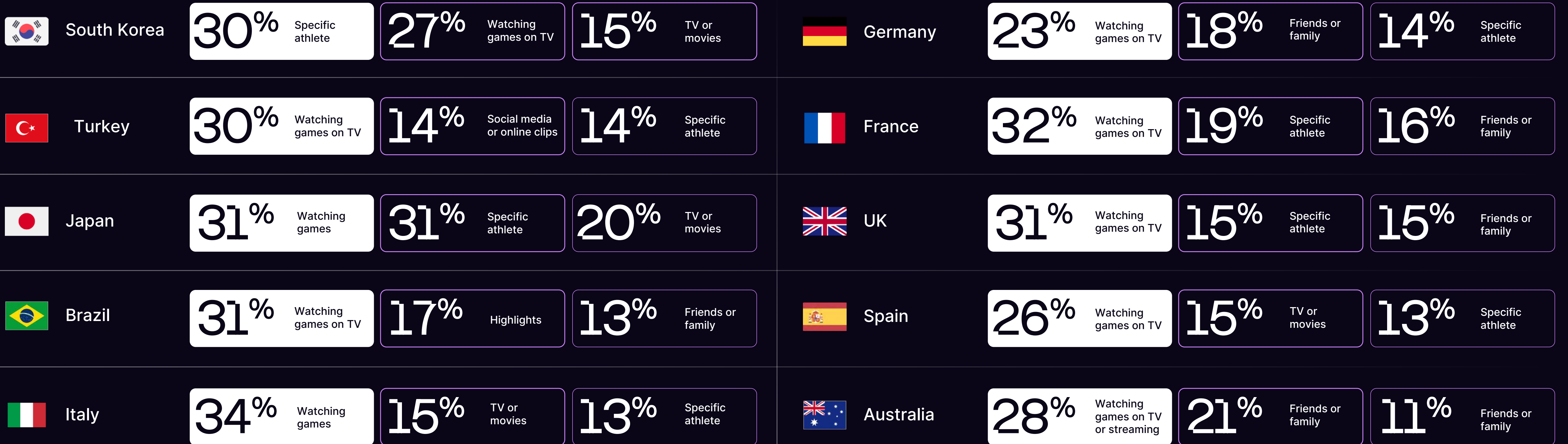
TV or Movies

13%

Friends or Family



What Drew Fans to American Sports.





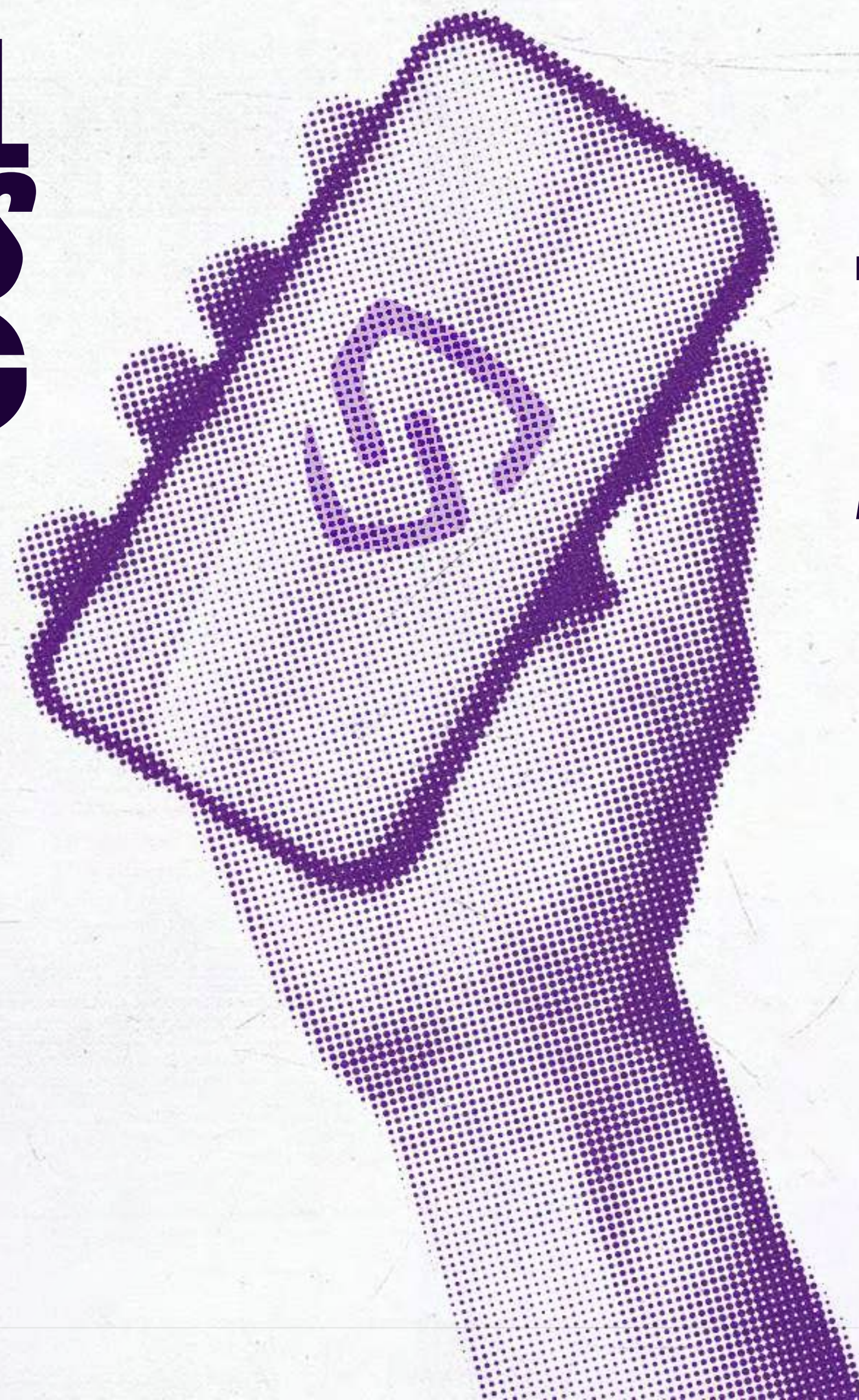
How Fans Discovered Their US Sports Team(s).



HOW DIGITAL EXPERIENCES BRING

For international fans, digital engagement is no longer an optional extra — it is central to the US sports experience. With games often played thousands of miles away and outside local time zones, technology has become essential in connecting fans with teams and athletes. Across markets, fans agree that digital platforms play a pivotal role in enhancing their experience, while an even greater proportion say non-live digital content — such as behind-the-scenes access and social media — is key to staying engaged.

Nearly eight in ten international US sports fans say streaming services have had the biggest impact on how they consume US sport, underlining the importance of access and flexibility. Social platforms also play a central role, enabling fans to follow teams, players and storylines in real time. Among these platforms, YouTube stands out as the most influential by a considerable margin, followed by Instagram (42%) and Facebook (29%), highlighting the power of video-led storytelling in driving engagement.



FANS CLOSER TO THE ACTION

Interest in interactive digital experiences is also strong. Mobile apps for news and statistics lead the way (75%), followed by interactive live-stream features (66%) and social gaming or prediction formats (61%).

There is also significant opportunity in digital collectibles and Fan Tokens™ with almost 1 in 10 fans saying they utilize them as a means to connect with US sports — a meaningful early milestone in what remains a developing market. More importantly, over half of fans express interest in digital collectibles and Fan Tokens™ as part of their fan experience. This signals substantial headroom for growth and points to an exciting future for Web3 innovation within the US sports industry.



Spotlight Stats

83%

say non-live digital content such as social media and behind the scenes content keeps them engaged

79%

agree that technology and digital platforms play a pivotal role in enhancing fan experiences

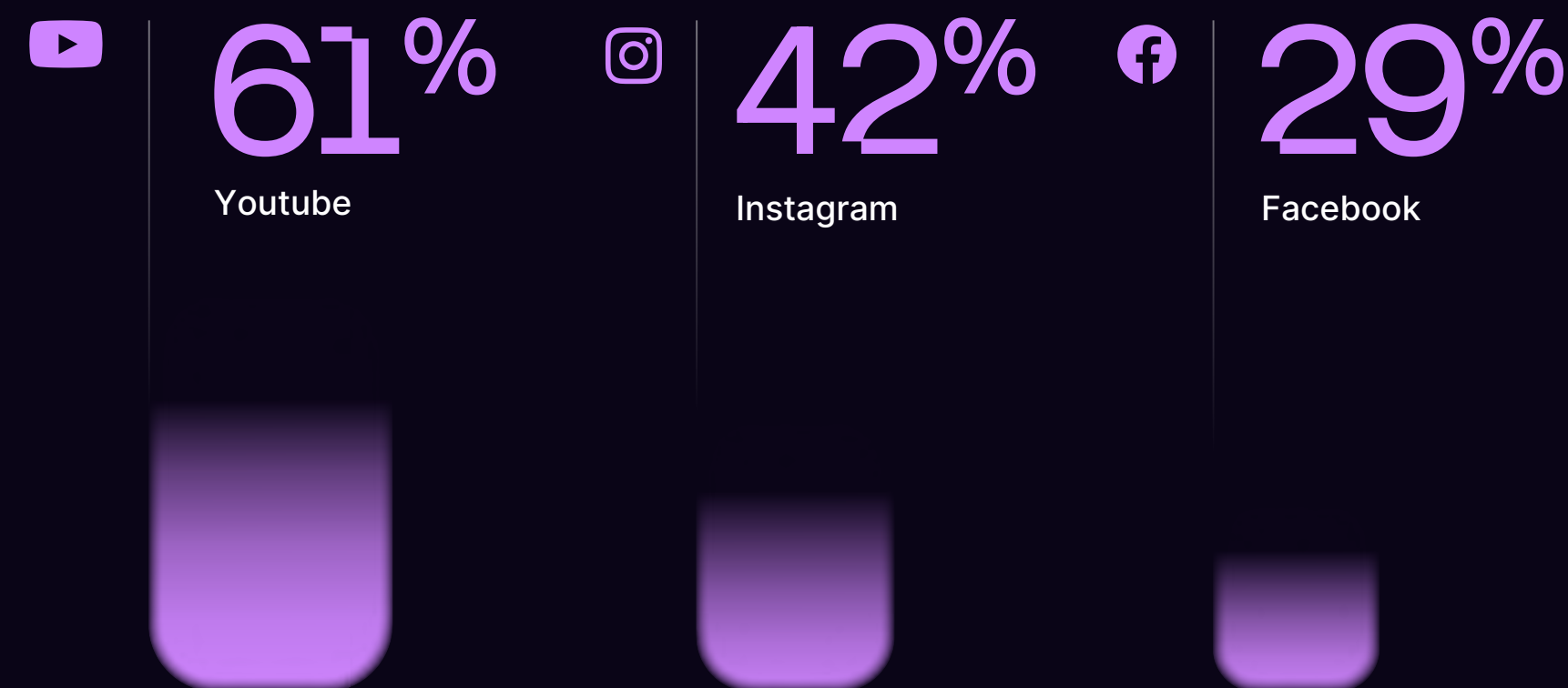
9%

of US sports fans in international markets have engaged via digital collectibles and Fan Tokens™

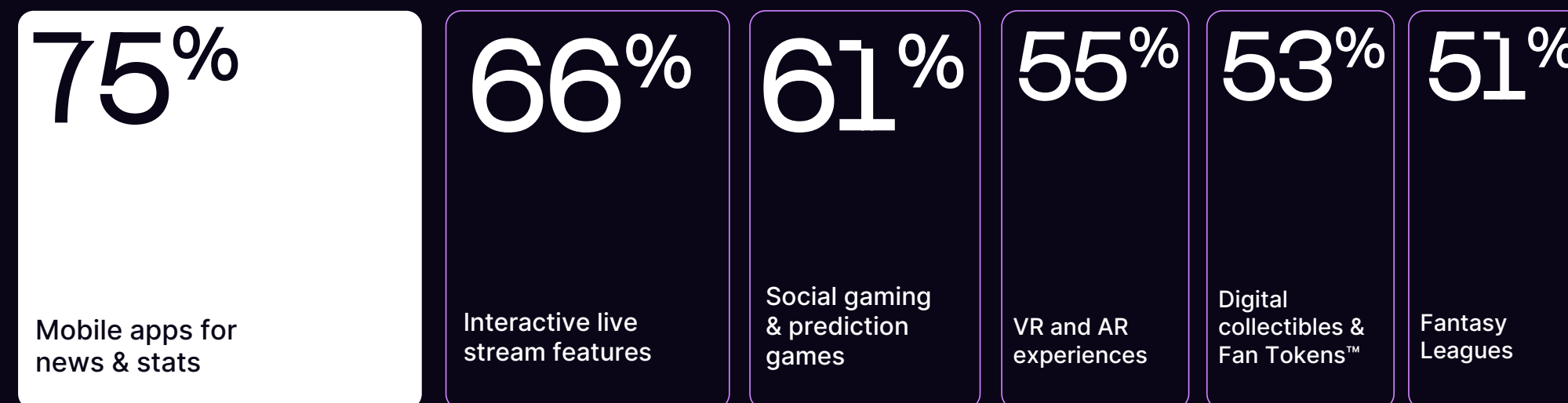


Digital platforms which have had the most impact on international fans experience are streaming services (36%), social media platforms (21%) and HD broadcasting (14%)

YouTube is by far the strongest digital platform when it comes to the impact on fan experience (61%) followed by Instagram (42%) and Facebook (29%)



Digital experiences which interest fans of US sports





THE SPORTS BLOCKCHAIN

Powered by  FanTokens™

chiliz.com

About The Chiliz Group- The Chiliz Group is the leader in blockchain solutions for the sports and entertainment industry, pioneering the development of Fan Tokens, the leading digital asset for sports. Chiliz also powers Socios.com, which functions as a secure and intuitive hub where users can access exclusive experiences, rewards, and opportunities from top-tier sports organisations—including FC Barcelona, Paris Saint-Germain, Manchester City, Juventus, and Inter Milan—to strengthen the connection and loyalty between brands and fans. The Chiliz Chain provides a trusted, decentralised infrastructure for brands, developers, and communities to build the future of the Web3 ecosystem.

About The Chiliz Global Fan Report: U.S. Edition - This online survey of over 15,000 adults who are fans of US sports was commissioned by Chiliz and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected across 11 different markets between 17th December 2025 and 26th March 2026. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.