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SPORTS EDGE 2026

APAC Sports Fandom

The Consumer's Voice

6
markets

10,249
fans surveyed

1,029
video interviews

107
sport properties

ABOUT THE STUDY

Methodology

Sports Edge 2026 surveyed adults aged 18 to 50 in Australia, Korea, Indonesia, Thailand and the Philippines, and 18 to 59 in Japan, online in August and September 2026. It draws on three sources.

Survey	Everyone was first asked: "In the last 2 weeks, which of these sports-related activities have you done?" Those who had done at least one named the sports they follow, then the teams, leagues and events (properties) they follow within each sport, and placed each property on the five levels below. Fans who placed at least one property at Follower or above went on to the full questionnaire: how they watch, what they spend on, who they follow and why sport matters to them.
Video interviews	Enthusiast and Devoted fans went on to a video interview in their own language about one property they follow, led by an AI interviewer. The interviews were read and coded by theme, and every quote in this report was checked against its transcript.
Phone measurement	ampd's measurement of YouTube and app use on Android phones, June to August 2026, in Japan, Korea, Thailand and the Philippines: what fans actually watched, recorded rather than reported.

How closely they follow each property

For each property they follow, respondents were asked "How closely do you follow [property]?" and chose one statement. The level names are the report's.

	What respondents saw	Level in this report
1	"I do not really follow this one"	**Does not follow**
2	"I keep an eye on the results, but that is about it"	**Follower**
3	"I watch the highlights or the big moments"	**Casual**
4	"I watch it properly whenever I can"	**Enthusiast**
5	"I plan my time around it, and I would stay up late or get up early"	**Devoted**

Survey and interview answers are as respondents gave them: what fans say they follow, watch, spend on and feel. The phone measurement is the one source that records what they did.

Who took part

	Adults asked the first question	Fans	Finished the questionnaire	Interviewed
Australia	1,509	1,271	1,199	145
Japan	1,924	1,078	1,002	194
Korea	4,509	2,473	2,325	143
Indonesia	2,249	1,982	1,863	201
Thailand	2,305	1,890	1,804	157
Philippines	2,447	2,160	2,056	189
Total	**14,943**	**10,854**	**10,249**	**1,029**

APAC SPORTS FANDOM: THE CONSUMER'S VOICE

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