

# SportOnSocial Live 2026

**SPORTON  
SOCIAL**

# What the world's strongest sports properties do differently

# Evidence from 70+ leading sports properties worldwide

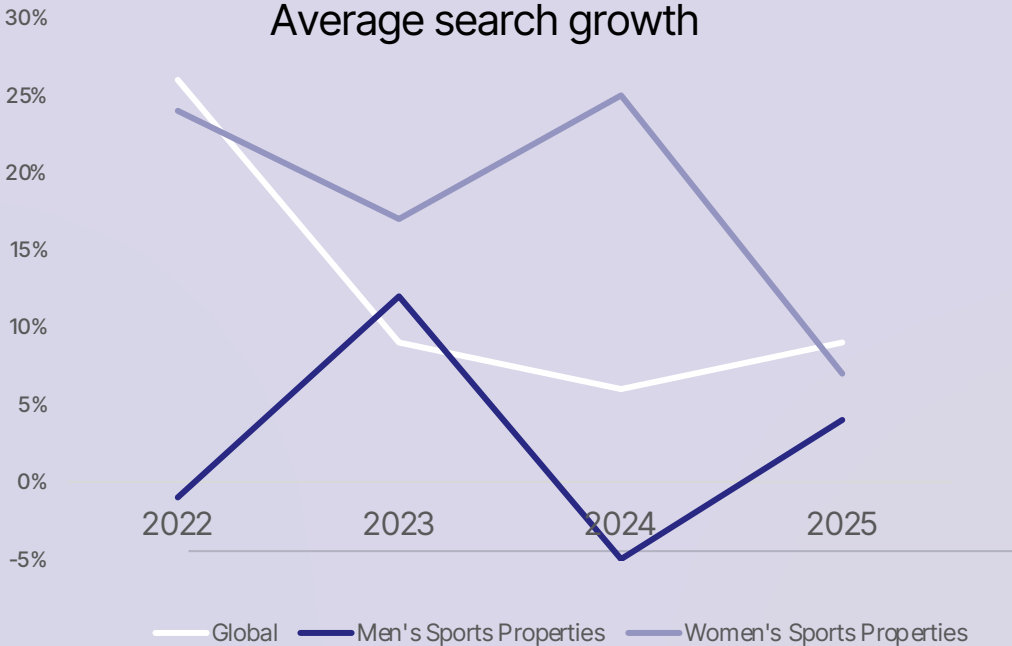


# Sport is competing in a more fragmented attention landscape

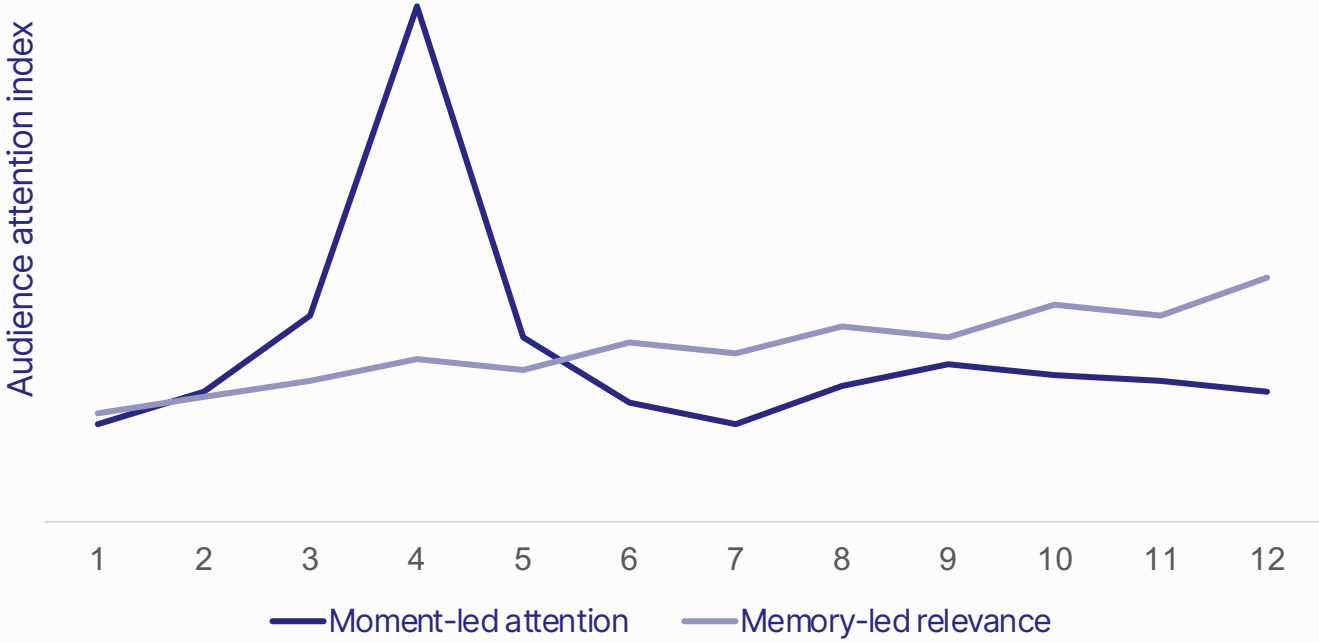


Growth is becoming more uneven, more volatile and harder to sustain

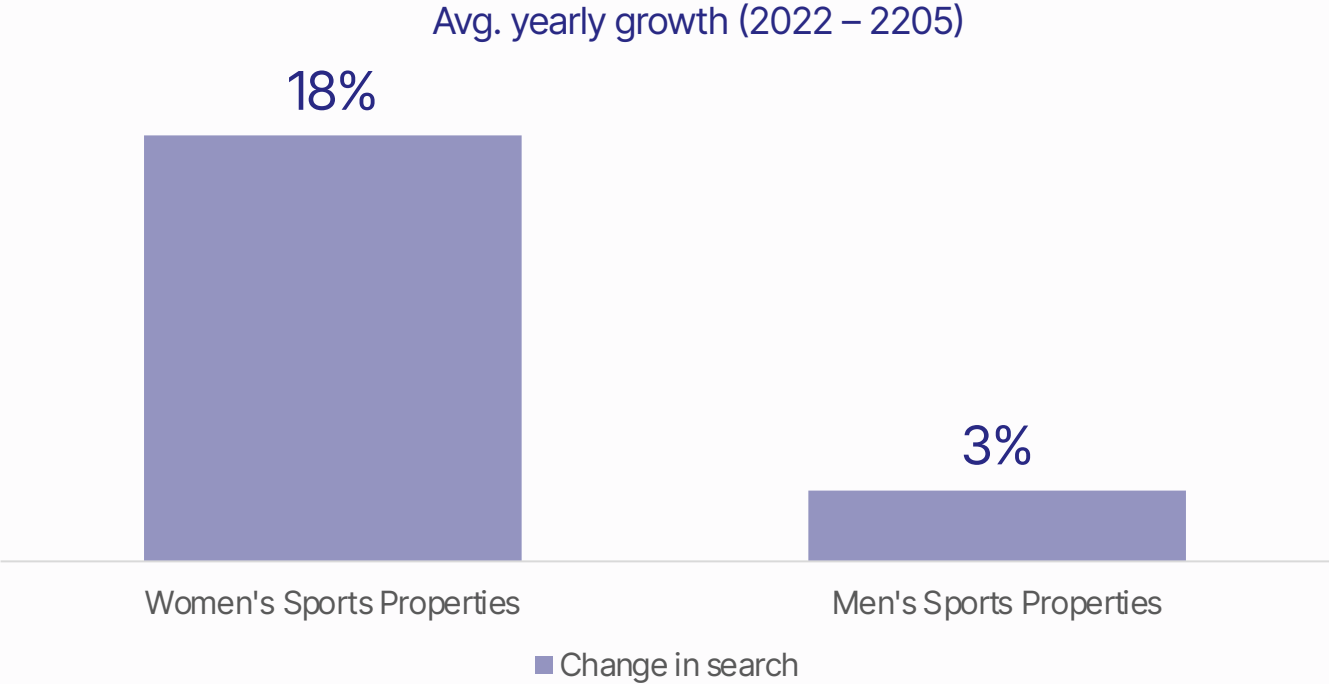
# Attention is still growing, but less evenly



# Not all attention creates lasting relevance



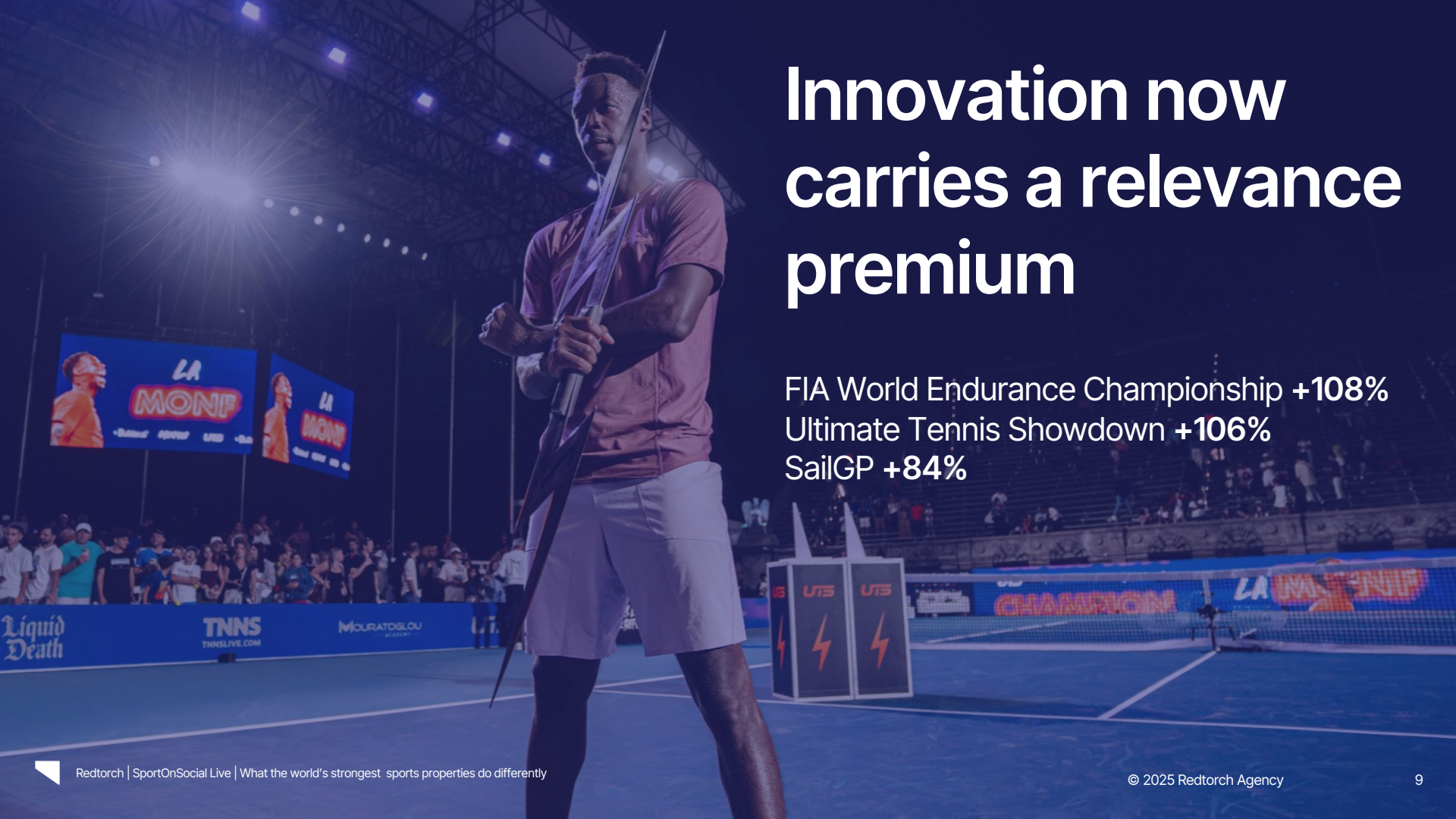
# Women's sport is building consistently



# Growth is systemic, not personality- dependent

WNBA +140%  
2.7m viewers for the season opener  
Growth sustained **beyond one star**





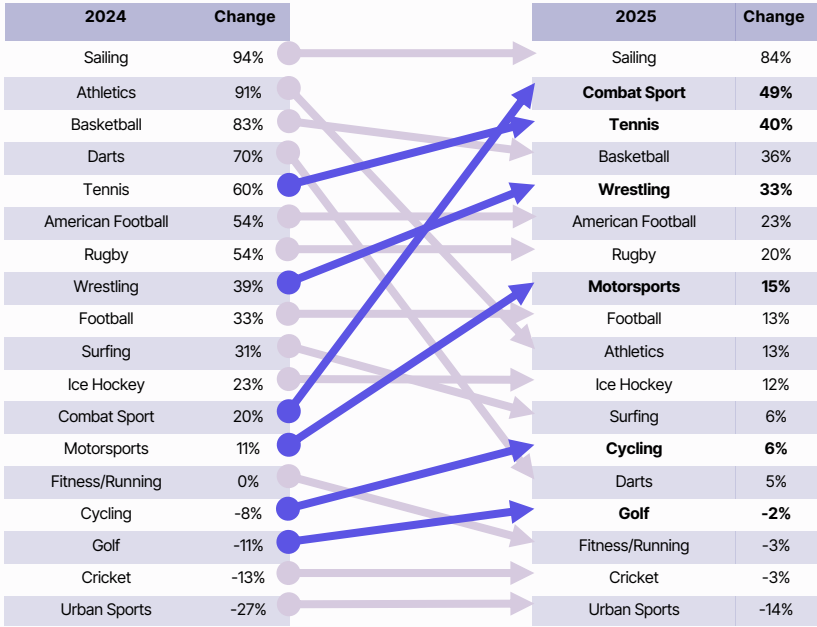
# Innovation now carries a relevance premium

FIA World Endurance Championship **+108%**  
Ultimate Tennis Showdown **+106%**  
SailGP **+84%**



# Content fit is shaping memorability

Which categories of sport are growing, flat or declining in terms of attention?



Low-friction content moments

Short-form sports outperform context

Narratives now drive relevance

# What fast-growing sports tend to have in common

## Frequent touchpoints

Regular moments build habit

## Clarity aids recall

Simple structures are easier to follow

## Characters anchor memory

Rivalries and personalities aid recall

## Continuity sustains relevance

Year-round storytelling sustains relevance



# Four shifts that need to happen

**From explaining the  
sport to simplifying  
the story**

**01.**



# From event promotion to cultural presence

# 02.



**From defending  
legacy to building  
future demand**

**03.**



# From campaign spikes to audience habit

04.



**If audiences forget  
your sport, they will  
eventually replace it**

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