



How **ESPN** is leveraging end-to-end AI-powered research

to keep a pulse on youth fandom

Prepared for:
Quirks NYC 2024



Today's Speakers



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knit



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ESPN

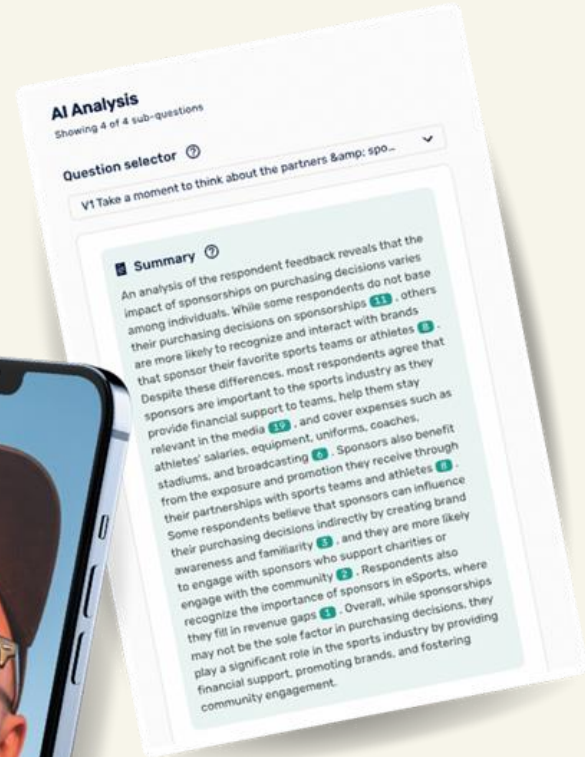




A bit about *knit*

Knit's AI Research Platform combines the power of **Quant**, **Video** and **AI** to help brands get a **quicker and more holistic understanding** of their target audience.

Trusted by 100+ Brands





Overview: How knit works

1



Create your survey

AI-Generated or Custom Programmed, with 100+ question varieties

2



Select your audience

Custom segment 5M+ consumers or field with your own panel

3



Analyze in minutes

AI-Generated Quant & Qual Summaries + AI Contextual Analysis™

4



Share impactful insights

Create showreels, customize charts and auto-generate editable reports





ESPN found its partner in Knit

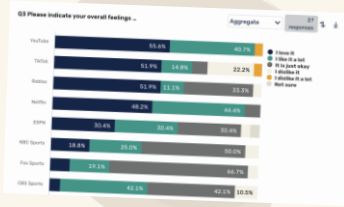


Scoring break: how did Knit help? >>>





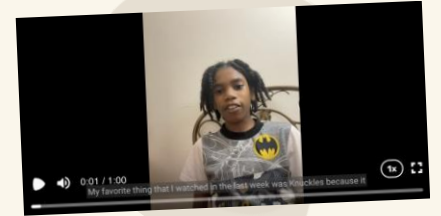
ESPN: Bringing youth voices to life



**AI-powered,
End-to-End
Capabilities**



**Tapping into
the Youth
Market**



**Easily Bringing
those Voices
to Life**





How ESPN uses Knit





Summary

An analysis of the responses shows that a significant 52% of respondents actively participate in sports such as soccer, basketball, football, and track, and value the enjoyment, health benefits, and sense of community sports bring into their lives **14**. Watching sports on TV is another common way of engaging with sports, with 37% of respondents choosing this form of engagement, often as part of social events or due to personal interest **10**. Among sports preferences, football stands out with 30% of respondents actively engaging with it through playing, watching games, and following teams **8**. A considerable 33% of respondents identify as average enthusiasts, enjoying sports for the entertainment, social connections, and physical activity it provides, without being die-hard fans or experts **9**. Casual viewers, who engage with sports on a casual basis through social interactions, account for 22% of the survey participants **6**. The same percentage of respondents engage with sports as a key form of entertainment, participating in activities such as playing on teams, attending games, and following sports through various media **6**. Physical activity and fitness, as well as stress relief and happiness, are important aspects of sports for 19% of respondents, highlighting the role of sports in maintaining physical and mental well-being **10**. Social interaction through sports is highlighted by 15% of respondents, emphasizing the communal experiences and enjoyment provided by sports **4**. The same percentage of respondents engage with sports by supporting specific teams and through social media platforms **8**. Active participation in sports, including both watching and playing, is mentioned by 15% of respondents, who value the enjoyment and sense of community it brings **4**. In conclusion, the survey responses underscore the multifaceted ways in which individuals connect with sports, with active participation and watching sports on TV being the most prominent methods. The importance of sports is multifaceted as well, with physical health, entertainment, and social interaction being the most emphasized aspects. [View Less](#)

Copy Like Reply



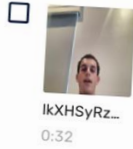
Themes Theme Cloud

- Engagement with Sports 40 >
- Fan Identity 28 >
- Importance of Sports 28 >
- Sports Preferences 24 >
- Personal Involvement in Sports 8 >
- Sports Consumption Habits 5 >
- Social Aspects of Sports 5 >
- Knowledge and Information Seeking 3 >
- [+ Add a new theme](#)

Showing all responses

Select all

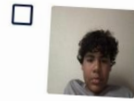
[Show Quant Data](#)



lkXHSyRz...
0:32

I am connecting with sports these days by playing a sport itself, which is soccer. I used to also play track or do track, but I only do soccer right now. I would describe myself as a sports fan, as a very big sports fan. Actually, I follow a lot of sports such as U-F-C-N-B-A soccer and football, and these sports are important to me because I have favorite teams that I support, such as the nuggets.

- Competitive Fan
- Playing Sports
- Football Fans
- Soccer Players
- Specific Team Support
- Watching on TV



op5GJINB...
0:32

I'm connected to sports these days because I watch it. I'm like a dedicated sports fan because I've been a Browns fan since they were losing their games, and I don't really follow teams for if they're winning or not. And sports are important to me because I play them, and I think they're fun to watch and play. Thank you. Bye.

- Emotional Connection
- Dedicated Supporter
- Watching on TV
- Playing Sports
- Specific Team Support



I am connecting really well with sports. I do a sport every day. I run track every day, and I go to practices. I do meets every week. It's just now ending, but I connect with sports really well. I would definitely describe myself as a sports fan. I love to watch sports. I love to watch people run track. I also like to watch people play basketball and football. It's really

AI Video Analysis

VQ1 What is your favorite thing you did or watched in the last week?

Summary

An analysis of the responses shows that a considerable number of respondents relished playing sports, including baseball, tennis, soccer, anime and historical movies. Playing video games also emerged as a popular activity, with 20% of respondents highlighting games on Xbox. The same percentage of respondents highlighted 20% of respondents, with events such as soccer, baseball, basketball including discussions about famous players and important matches and team performances. Additionally, 12% of respondents talked about family. YouTube videos were a topic of interest for 12% of respondents, alongside watching sports games, planning, which included watching sports events and watching movies. The most common sports mentioned were soccer, baseball, and ultimate Frisbee were also mentioned. Responses indicate a strong inclination towards watching sports events and watching movies. [View Less](#)

Showing

- Technology and Trends
- Entertainment Preferences
- Personal Achievements and Plans

Ask Aida - Your AI Research Assistant

VQ1 What is your favorite thing you did or watched in the last week? What is something your ...

Ask any question about your video data

Does watching sports make participants want to play more sports themselves?

Based on the transcripts, it appears that watching sports does inspire some participants to engage in sports activities themselves. Respondent 1 mentions playing Madden and 2K on Xbox after watching baseball and basketball. Respondent 3 talks about playing tennis and volleyball, and also mentions upcoming volleyball tryouts and her brother's baseball games, suggesting a correlation between watching and playing sports. Respondent 7's participation in central districts tryouts and planning activities around hockey also indicates a connection between watching and playing sports. Respondent 11 mentions watching Phillies games and college lacrosse, and also mentions playing lacrosse. Respondent 12 talks about playing baseball with friends and being a Yankees fan, suggesting a link between watching and playing. Respondent 15 mentions playing soccer with friends after watching the Champions League with friends and family, indicating an interest in playing soccer. Respondent 20 mentions playing tennis with friends, suggesting a connection between watching and playing sports. Respondent 21 mentions watching Friends and playing soccer, indicating a correlation between watching Frisbee practices. Finally, respondent 25 mentions watching NBA playoffs and discussing predictions for the championship, suggesting an interest in playing basketball.

[Referenced 11 Videos](#)

Ask Aida™ a **follow-up question** on your video data, anytime. Aida™ will summarize the findings and **cite individual sources** for you to dig into!



Playlist

- Youth & Sports 3 sec
- oK1kZZUWRP6ZYP... 41 sec
- 1cS6A0YR7IGYUM... 44 sec
- aYzCkaNPSUYFOVC... 42 sec

+ Add Videos

Video Editor Preview & Export

Trim the video ? [Edit transcript](#)

I'm connecting with sports these days, mainly from either social media and mainly friends and family as we can go to games, sport games together and watch it together. I would describe myself as a pretty average sports fan, but I do like lots of different sports. I'm a pretty diverse fan, and sports are important to me because they bring people together and they're just enjoyable to watch. They're calming and fun at the same time.

[Add To Showreel](#)
[Copy](#)

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Youth & Sports

Connecting to sports through social media





Youth & Sports Landscape





Youth Insights



94%

**use social
every day**



17%

**use social
"all day"**



Case Study: Youth & Sports Insights

ESPN wanted to understand **the evolving landscape of youth content engagement today**, with a focus on digging into:

- Types of content consumed
- Sports content preferences & feedback
- General perceptions of ESPN and its brand content





Case Study: Youth & Sports Insights

11-17

Age Range

25

Total Respondents

27

VoC Video Responses

Roughly **70/30 Split** Across Genders:

- 70 percent: Male
- 30 percent: Female

11 Quant Questions

4 Video Questions



4-day Turnaround



“Currently my **favorite singular
Youtuber
is Jynxzi.**

He’s a Youtube creator
& **he streams on Twitch.”**



“My favorite person to follow on social media is probably Wesley Watt. He’s a Fortnite Youtuber. Fortnite is my favorite game and he does Youtube and plays with his friend. **He is really good at Fortnite & I wanna be just like him.”**

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Youth & Sports Insights

 YouTube

 TikTok

 zigazoo

ROBLOX

 twitch



**Digital World**

There is appeal in niche areas, offering protected communities, free from judgement where you can be yourself and escape.

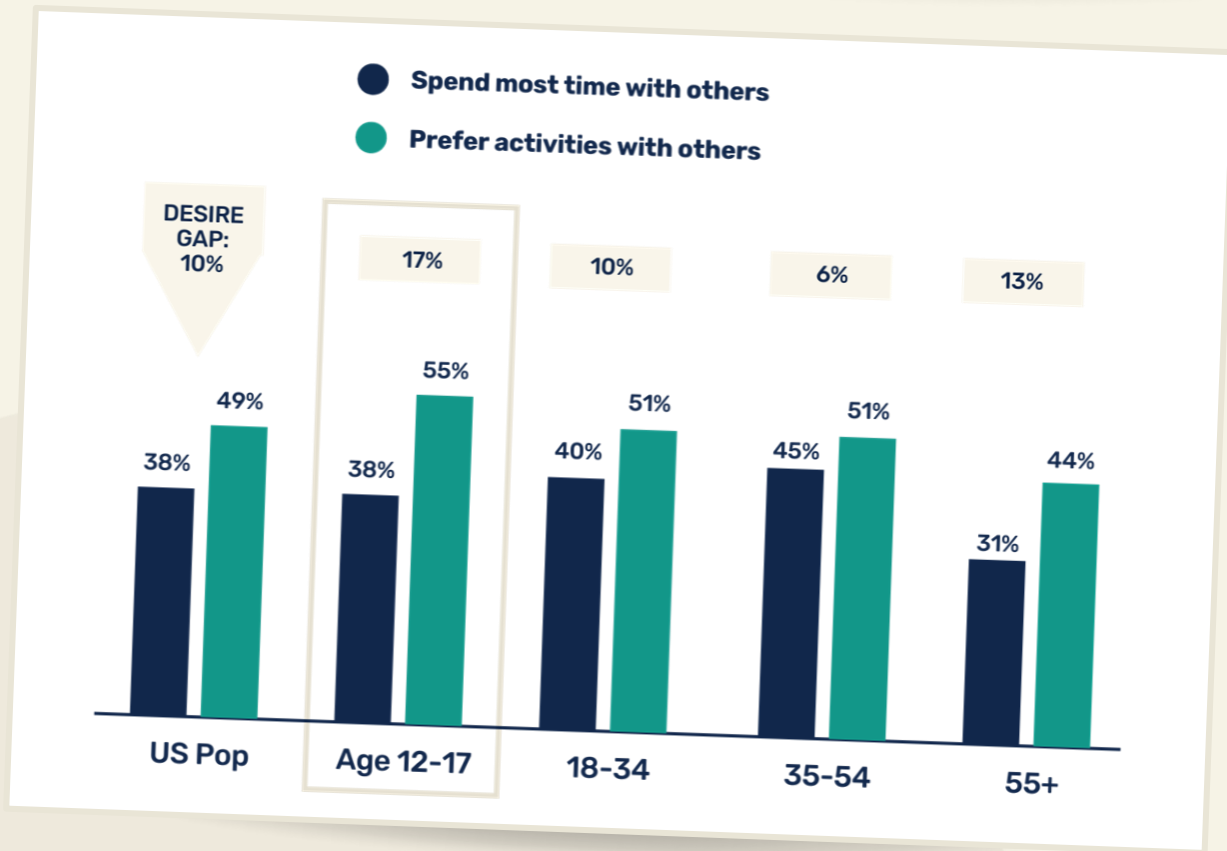
Vast amount of time spent on SVF has led to more introspection than in the past.

enriching**Real World**

It's important to balance mindless content with more enriching content. There's a need to step away from their phone and live in real life.

Looking for deeper meaning amongst all that has happened

escapist





Favorite Activities of the Week



Sleepover



Theater



Baby Shower



Play Mario Party



Beach



Horseback ride



Visit new school



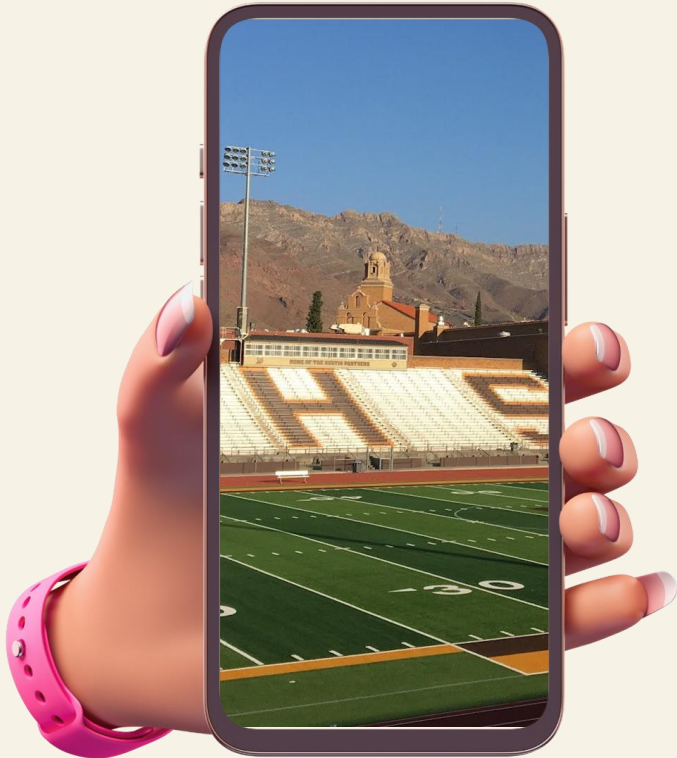
Talk about content







ESPN: Bringing youth voices to life



**“Sports let me
go outside and
work out.”**

- Knit, Youth Survey Apr/May '24



Traditional Research

Time to complete foundational knowledge studies:

4-6+ weeks

Gather: 1+ week

Analyze: 2+ week

Share: 1+ week

With Knit

Time to complete:

4 days

Gather: 4 days

Analyze: Instant

Share: Instant





With the help of Knit,
ESPN can now tap the **Voice of
the Consumer**, on-demand.

