

NFL AUDIENCE

2025



GDR
Global Data Resources

OVERALL DESCRIPTION OF THE EUROPEAN NFL MARKET AND FAN PERSONALITY TRAITS

EUROPEAN NFL AUDIENCE

- The European NFL audience is a dynamic and rapidly expanding community, united by a passion for American football yet distinguished by *diverse backgrounds, interests, and engagement styles*.
- European fans are typically *young, well-educated, and digitally connected*, with a strong appetite for both live and on-demand NFL content.
- Their enthusiasm is fueled by a blend of tradition, pop culture, and analytical curiosity, making them *highly active across streaming platforms*, social media, and fantasy leagues.
- Whether drawn by the sport's spectacle, its strategic depth, or its cultural allure, European NFL fans embody *a unique blend of innovation, community spirit, and global perspective* - representing a vibrant and valuable segment in the world of sports entertainment.

NAMED EUROPEAN NFL FAN PERSONAS

These fictional personas are not target groups, but *illustrative profiles* created to help us understand the varied motivations, behaviors, and touchpoints that shape how European fans engage with the NFL.



LUKAS, 29

The Digital Native Enthusiast

Lukas, 29, is a software engineer drawn to the energy of the NFL. He discovered the sport through viral YouTube clips and now streams games, follows replays, and dives deep into fantasy football with friends across Europe. Social media is his main source for highlights, memes, and news - making the NFL a shared digital passion, not just a game.



SOPHIE, 43

The Veteran Sports Follower

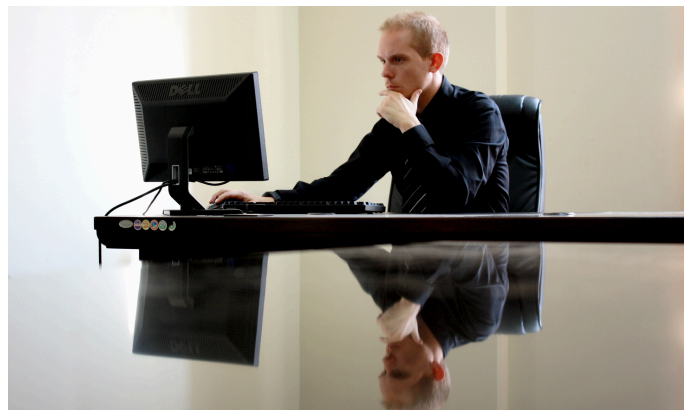
Sophie, 43, is a marketing manager who fell in love with the NFL after attending a live game. A traditional fan, she watches games on TV with family, hosts Sunday gatherings, and chats about matchups at work. She enjoys friendly betting pools and fantasy leagues, valuing the sport's history, strategy, and the sense of connection it brings across generations.



MATTEO, 24

The Pop Culture Explorer

Matteo, 24, is a freelance designer who discovered the NFL through halftime shows and celebrity clips. He follows players for their style and personality. Matteo rarely watches full games, preferring highlights, memes, and behind-the-scenes content. For him, the NFL is a pop culture touchpoint - a source of creative inspiration.



ERIK, 36

The Analytical Gamer

Erik, 36, is a data analyst who approaches the NFL with sharp analytical focus. A fantasy football champ, he's known for data-driven picks and smart betting. He uses NFL Game Pass for deep dives into stats and podcasts, and shares insights in online forums. For Erik, the NFL is a strategic game where intellect meets community.