New Altman Vilandrie & Company Data: NFL is "Must-have TV" for All Ages, More Popular than All Sports and Non-News Shows

New Altman Vilandrie & Company analysis shows that the NFL is "Must-have" TV, beating out all other sports programing and even all other non-news shows. Viewers in all age groups consider the NFL to be "Must-have" including the coveted youngest adult viewers.

BOSTON (PRWEB) February 01, 2019 -- The National Football League is back to doing blockbuster numbers after two years of declining TV ratings, but with power players from traditional networks, pay-TV, and streaming services all making big plays into NFL programming, how much do viewers value watching the NFL?

New analysis from strategy consulting firm Altman Vilandrie & Company shows that more consumers – young and old – identify NFL programming as “Must-have” than any of the major U.S. sports and all other TV shows, aside from live news.

“We know that the NFL ratings have rebounded, but we wanted to explore how deeply viewers value different programming,” said Altman Vilandrie & Company Principal Matt Rivet. “The results show the NFL beats out not only other sports but all non-news programming across the networks, cable and streaming video.”

In 2018, as part of an annual survey of consumer habits, the firm asked more than 5000 viewers to choose their “Must-Have” shows from a list of 235 popular programs from network, cable and streaming services. The NFL ranked third overall behind “preferred” national and local news programs, but other live sports also performed well with two additional placement among the top-six ranked choices: 4)NCAA Football, 6)Major League Baseball. In addition, the National Basketball Association, the National Hockey League, and NCAA Basketball all ranked in the top 30. (More info and charts are here).

Looking closer at the data shows the strength of the NFL across all age demographics, including millennials. NFL programming ranked third for both 25-34 year-olds and those 35 and older. It was also tied for 12th among viewers in the 18-25 range, edging out the NBA for the coveted youngest consumers. The below chart shows how the NFL beats out every other major U.S. sport across all age groups.

“It is almost certain that more than 100 million people will tune in on Sunday,” said Rivet. “And considering how highly valued NFL programming is among viewers of all ages, there may not be a Super Bowl slump anytime soon.”

Altman Vilandrie & Company fielded the online survey in August 2018 to more than 5,000 respondents provided by Dynata (formerly Research Now SSI). Altman Vilandrie & Company released more results of the survey in December.

About Altman Vilandrie & Company
Altman Vilandrie & Company is a strategy consulting group that focuses on the telecom, media, technology and investor sectors. The company’s consultants are experienced in strategy, marketing, finance, M&A, technology, regulatory and operations disciplines. Based in Boston, with offices in New York City and San Francisco, Altman Vilandrie & Company enables clients to seize new opportunities, navigate mounting challenges, improve business performance, and increase investor value within complex and converging industries.
Ninety percent of the boutique firm’s operator clients are large- to mid-cap companies including service providers, technology and software developers, and media companies. Altman Vilandrie & Company’s financial clients include many of the largest and most prominent investors in the telecom, media and technology markets.
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