



**SPORTS SIMULATOR.**  
SPORTS POPULARITY  
PRESENTATION



# MOST POPULAR SPORTS IN THE WORLD.

These are the factors that are used when ranking the Top 15 Sports in the World.

1. Global base & audience.
2. TV Viewership numbers.
3. Number of professional leagues around the world.
4. TV rights deals.
5. Endorsement & Sponsorship deals.
6. Average player salary in the top leagues.
7. Biggest competitions & (number of countries represented)
8. Social Media Presence.
9. Prominence in sports headlines on media outlets (websites, TV)
10. Relevancy through the year.
11. Regional dominance.
12. Gender equality.
13. Accessible to general public worldwide.



# #1 FOOTBALL / SOCCER.

56% of the world's population are Football Fans

With over 4.2 billion followers of football, it is by far the most popular sport in the world. Considering all of our criteria factors, football tops most of the major factors we have discussed, which makes football's popularity unmatched. Football's dominance over the globe is so obvious that it really shouldn't be a surprise for anyone to see football's name at the top of the list. The Beautiful Game, as they call it, as far east as Japan and as far west as America but nowhere on earth is this game more popular than in Europe. For most European nations, it's not just a game rather it's a way of life. FIFA World Cup is the most iconic sporting event, which is not only the most watched team event but also one of the highest paying competition in the whole of the sporting world. Other tournaments include UEFA European Championship, Africa Cup of Nations and Copa America.

**342 of the world's top Football Stadiums are playable on the HD Super Simulator.**

## FOOTBALL SIMULATOR LINK



## KEY FACTS.

### Most watched competition in the world.

FIFA World Cup - 3.9 billion people

### Highest paying sports competitions.

UEFA Champions League - \$1.5 Billion (prizes and bonuses)

### Major Football Leagues.

Premier League, La Liga, Seria A, Bundersliga, Ligue 1, Eredivisie, Primeira Liga, Europa, MLS, A-League, Chinese Super League, J1 League, Primera Division, Basileiro Serie A and Super Lig.

## #2 CRICKET.

33.3% of the world's population are Cricket Fans

Estimated 2.5 billion followers makes cricket one of the most popular sport mainly in commonwealth countries like England, India, Pakistan, Sri Lanka, Australia, New Zealand, Caribbean and South Africa. This is where the eyebrows get raised. A large chunk of human population remains oblivious to the existence of this sport yet it has the second highest fan base among all the sports in the world. Cricket owes its popularity to the Indian Sub-continent, Australia and England. Originated in England, the game quickly became popular in all the swaths of lands that were once colonized by Great Britain. In the middle of 20th Century, Britain left almost all its colonies but one thing which never left was cricket.

**53 of the world's top Cricket Stadiums playable on the HD Super Simulator.**

### CRICKET SIMULATOR LINK



### KEY FACTS.

#### **Third most watched competition (Ashes).**

The third most watched sports competition in the world behind FIFA World Cup and Rugby World Cup

#### **Twenty20 professional league.**

Almost all top cricketing nations has established lucrative domestic Twenty20 leagues where players from foreign countries also take part.

#### **Cricket Leagues Worldwide.**

ECB Premier League, Pakistan Super League, Bangladesh Premier League, Carribean Premier League, Indian Premier League & Sheffield Shield.

## #3 FIELD HOCKEY.

26.7% of the world's population are Field Hockey Fans.

With a fan following of 2 billion people, the majority from Europe, Asia, Africa, and Australia, field hockey secures the 3rd spot in our list of top 10 most popular sports in the world. Hockey is the national sport of Pakistan and is most popular in the South Asian region that includes countries like India, Pakistan, China, and Malaysia. A decade ago, it is played regularly in other countries in the world such as Australia, Germany, England and South Africa. The Hockey World League is held every two years serving as the qualifier for the Olympics and World Cup. Field Hockey World Cup held every 4 years, between 12 national teams, in between the Olympics.

### 32 of the world's top Field Hockey stadiums playable on the HD Super Simulator

#### FIELD HOCKEY SIMULATOR LINK



#### KEY FACTS.

##### Tournaments.

Olympic games feature both national men and womens teams medal events, every four years.

##### Origin.

The modern game grew from Scotland in the early 19th century

##### Field Hockey Leagues.

Euro Hockey Leagues, HIL Hockey India League, AHL Australian Hockey League, English Hockey League, PHL Pakistan Hockey League, MHL Malaysia Hockey League, IHL Ireland Hockey League and NZHL New Zealand Hockey League.

## #4 TENNIS.

13.3% of the world's population are Tennis Fans.

A global reach and over a 1 billion followers makes Tennis the most popular individual based sport. It comes up triumph in many of our criteria factors. A truly universal game and unlike the other team sports listed above Tennis is mainly an individual based game which is very popular across the world. Specially Its four biggest events called "Grand Slams" where top matches are often the most watched sports matches every year. Unlike the other sports Tennis is equally popular for men and women across the world. In fact Tennis is one of the rare sport in the world which represent gender equality with same prize money for men and women competitions.

**79 of the world's top Tennis Stadiums are playable on the HD Super Simulator**

### TENNIS SIMULATOR LINK



### KEY FACTS.

#### **Highest prize money for individual sport.**

All four grand slams, Australia Open, French Open, Wimbledon and US Open offer huge prize money and the prize money given to winners men's and women singles event is the highest in any of the individual sport.

#### **Most prestigious sport event.**

Wimbledon is not only the most prestigious tennis event but also in all sport.

#### **Most accessible.**

The ATP World Tour plays around the world, all the regular venues are playable on the Super Simulator.

## #5 VOLLEYBALL.

12.0% of the world's population are Volleyball Fans.

Volleyball is a simple game and this is the reason for its popularity. It is most popular in the developing regions of the world such as Turkey, Korea, Poland, Brazil, Italy, France, and many other European and African countries. In Asia, the game restricts to the countries like China and Japan. With 900 million global following and over 200 national federations registered, Volleyball is the 5th most popular sports and has the most registered federations than any other sport.

**97 of the world's top Volleyball Stadiums are playable on the HD Super Simulator.**

### VOLLEYBALL SIMULATOR LINK



### KEY FACTS.

#### Longest Game.

The longest recorded volleyball game was in Kingston, North Carolina. It took 75 hours and 30 minutes.

#### Ball.

The first special designed ball for the sport was created in 1900.

#### Volleyball Leagues.

Brazil Superliga, Poland Plusliga, Russia Super League, Turkiye 1, France Ligue A, Argentina Serie A1 & CEV Champions League.

## #6 BASEBALL.

6.7% of the world's population are Baseball Fans.

A majority of the people around the world might not have held the baseball bat in their entire life, but in the countries like Japan and USA, baseball is enjoyed even on the street level. People of those regions are passionate about this sport and many opt to pursue a career in baseball since childhood. Both Japan and the USA have the biggest leagues in the world naming Nippon league and Major League Baseball respectively. While baseball initially started in the US, it has spread worldwide. Today more than 100 countries are part of the International Baseball Federation, Japan has the largest pro baseball league outside of the US.

**21 of the world's top Baseball Stadiums are playable on the HD Super Simulator.**

### BASEBALL SIMULATOR LINK



### KEY FACTS.

#### Revenue.

About \$9.5 billion: Reported revenue generated by Major League Baseball last year, according to Forbes. The annual total has grown for 13 straight years.

#### New York Yankees.

The New York Yankees have won 26 World Series titles, which is more than any other team.

#### Baseball Leagues.

MLB National League, MLB American League, NPB Central League, NPB Pacific League, Australian Baseball League, China Baseball League & Korean KBO League.

## #7 GOLF.

5.5% of the world's population are Golf Fans.

Estimated 410 million followers, makes golf the 7th most popular sports. A very docile sport involving no real physical competition and can be played by people of all ages. For too long American Golf Star, Tiger Woods, overawed all his competitors through his exquisite playing abilities but now the sport has got some more representatives who are spreading this game to the farthest of places. Players earn millions of dollars in prize money and if they are as good as Rory Mcilroy chances are you will be one of the richest athlete on planet.

**260 of the world's top Golf Courses, playable on the HD Super Simulator.**

### GOLF SIMULATOR LINK



### KEY FACTS.

#### **Game for developed countries.**

Golf is a major sport in some very developed countries like US, UK, Japan, Korea and even in South Africa. Just like tennis Golf has its four majors and the unique ryder cup where US golfers go head to head with European as a team.

#### **Massive earning potential.**

Golf's very own Tiger Woods dominated the athlete rich-list for best part of last 15 years largely down to his very lucrative sponsorship deals with Nike, EA Sports.

#### **Golf Tournament Tours.**

PGA Tour, European Tour, Asian Tour, Ladies PGA Tour, Ladies European Tour, PGA Champions Tour, European Senior Tour.

## #8 BASKETBALL.

5.3% of the world's population are Basketball Fans.

Basketball has over 400 million followers, which makes basketball the 8th most popular sport. It's a major sport in USA with NBA generating over \$4.75 billion a year in revenue. Established Professional leagues in Spain, Greece, Turkey, Italy, France, Argentina, China and more leagues getting setup every year makes it the fastest growing sport in the world. As far as the last 10 years of data about revenues from professional league, TV contracts and general sport popularity is concerned Basketball has kind of gained a massive popularity outside of America. Basketball is fast becoming a big sport in Canada, China, Spain, Philippines, Australia, Turkey, France, Germany and some other minor European countries like Poland etc.

**199 of the world's top Basketball Stadiums are playable on the HD Super Simulator**

### BASKETBALL SIMULATOR LINK



### KEY FACTS.

#### **Fastest growing sport.**

Basketball is also the fastest growing sport on every scale from revenues, to competitions/leagues.

#### **Highest average salary.**

NBA average yearly salary for athlete is around \$4.4 million a year,

#### **Basketball Leagues**

NBA USA, FIBA Eurobasket, Euro League, CBB Brazil, CBA China, B League Japan, NBL Canada, VTB-League, Liga Endesa, BLS Serbia, BSL Turkey, LNB France.

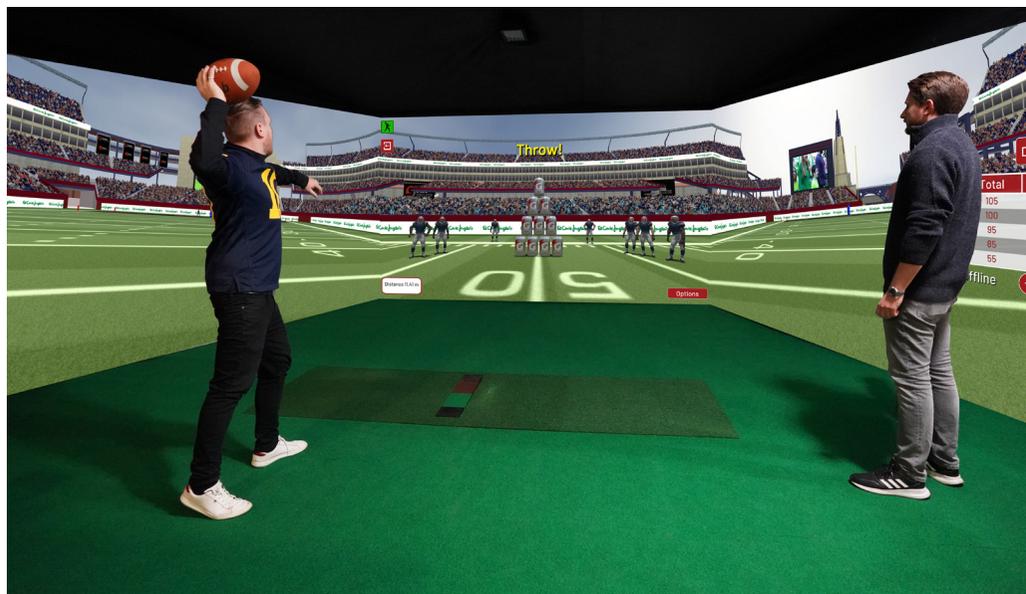
## #9 GRIDIRON / AMERICAN FOOTBALL.

5.2% of the world's population are National Football Fans.

With a fan following of 390 million, American football ties with basketball in terms of popularity. The games, basketball, and American football have their origin from the USA and are very much common in the region than in any other continent. The most popular league of American football is NFL that is played in the USA. The game overall generates a revenue of \$10 billion annually, college football has even more popularity. The most watched television event in the United States is the Super Bowl.

**86 of the world's top American Football Stadiums are playable on the HD Super Simulator.**

### GRIDIRON SIMULATOR LINK



### KEY FACTS.

#### Television Time.

Though football games usually last around 3 hours, the ball is typically in play for only 11 minutes. Around 56% of the game on TV is devoted to replays.

#### Annual Revenue.

The NFL has an annual revenue of \$9 billion, with a profit of \$1 billion.

#### American Football Leagues.

National Football League, American Football League, British American Football League, German Football League, College Football, European Football League and Canadian Football League.

## #10 RUGBY UNION.

4.7% of the world's population are Rugby Union Fans.

Rugby is a major sport in some of the most economical developed countries like All four home nations of United Kingdom (England, Wales, Ireland and Scotland) in southern hemisphere countries like Australia, New Zealand, Argentina, Fiji and South Africa also boost huge popularity in Rugby, as well as the Lions Tour. France has the best Rugby league in the world and most of the highest paid rugby players play for French clubs. While the game is growing fast in countries like Japan, Italy, Pacific countries and even in the United States. Six Nations is a very popular annual event played by Europe's 6 best teams.

**103 of the world's top Rugby Union Stadiums are playable on the HD Super Simulator.**

### RUGBY UNON SIMULATOR LINK



### KEY FACTS.

#### Highest ever TV ratings in UK.

ITV's coverage of opening ceremony and opening England match was watched by 8.7 million UK viewers on average making it the most watched sports event in UK.

#### Second most lucrative sports world cup.

2015 Rugby World Cup was the biggest Rugby event in history which took place in England and Wales. It generated in access of £250 million in revenue.

#### Rugby Union Competitions.

Premiership Rugby, Super Rugby, Pro12, Lions Tours, Rugby Championship, European Champions Cup, French top 14, Heineken Cup, Rugby Challenge Cup and Anglo-Welsh Cup.



## #12 MOTOR SPORT.

4.0% of the world's population are Motor Sport Fans.

300 million people tune in regularly every year at some stage of Formula 1 season which runs from March to November. F1 is by far the most popular motorsport in the world. It might not be the most accessible sport in the world but in terms of sheer following Formula 1 is the undisputed biggest motor racing sport. With around 20 grand prix races every year in 20 different countries it is one of the most global sports around. As far as the yearly revenue is concerned Formula 1 generates somewhere between \$1.5 to \$2 billion a year.

**120 of the world's top Racing Tracks are playable on the HD Racing Simulator.**

### RACING SIMULATOR LINK



### KEY FACTS.

#### Massive driver contracts.

Top drivers like Sebastian Vettel who has a \$50 million a year contract with Ferrari, current world champion Lewis Hamilton who signed a new deal worth \$40 million a year two of the highest paid athletes around.

#### Cost of hosting a F1 grand prix.

Around \$250 million for a 10 year period but that does not mean F1 is short on hopeful countries. Every year if one circuit withdraws a few more go into bidding war to host a F1 grand prix.

#### Motor Sport Events.

Formula One, Indycar, Nascar, Touring Car, GT Sports Car, Kart Racing, World Rally Championship and Autocar Racing.

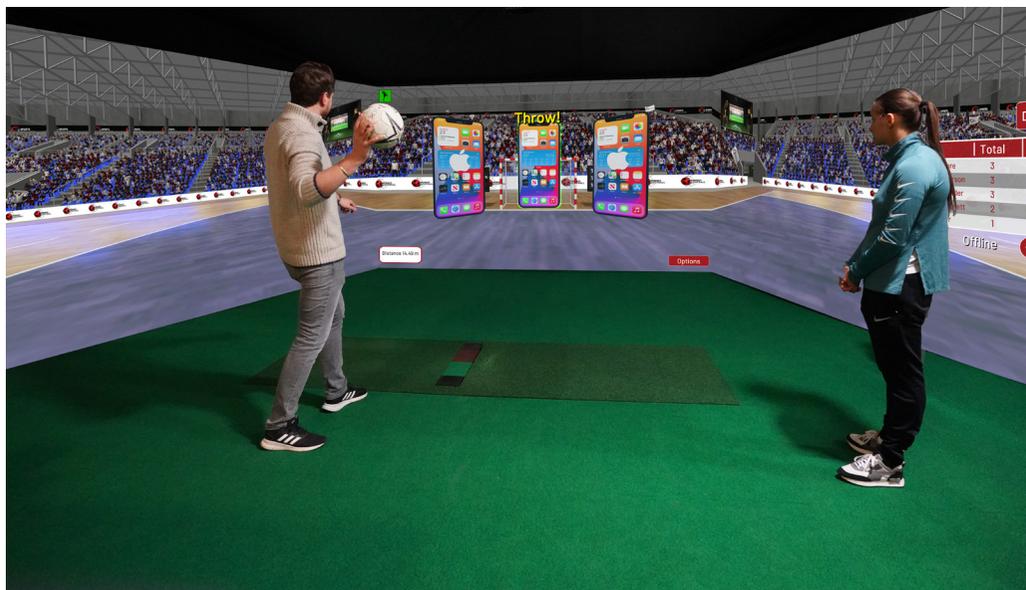
## #13 HANDBALL.

3.3% of the world's population are Handball Fans.

Best described as a cross between basketball and soccer, team handball (also called European handball or Olympic handball) is very popular in Europe. It has its roots in France, Germany and Scandinavia, with the modern version of the game developed in Germany and Denmark. Men's handball has been an Olympic sport since 1972, and women's handball was added four years later. During play, each team puts six field players and a goalie on the 130-by-66 foot court. Points are scored by throwing the ball into the net from outside the goalie area, which is bounded by an arc similar to basketball's 3-point line. Players can advance the ball by dribbling or passing.

**92 of the world's top Handball Stadiums are playable on the HD Super Simulator.**

### HANDBALL SIMULATOR LINK



### KEY FACTS.

#### Faults

Unlike other sports, handball players are not restricted with number of faults.

#### Movement.

A player can't hold the ball for longer than 3 seconds and can't move more than 3 steps holding it.

#### Leagues.

European Championship, Lidl Starligue, Bundesliga, Serie A, Eredivisie, Superleague & Liga ASOBAL.

## #14 SHOOTING.

2.7% of the world's population are Shooting Fans.

Shooting as a sport has been practised for hundreds of years in European countries, with some German shooting clubs dating back more than 500 years. The popularity of the sport grew in English-speaking countries with the formation of the National Rifle Association in 1959, which originally met in Wimbledon, London, and the National Rifle Association (USA) in 1871. There are 15 events in the Olympic programme, divided into three different groups: rifle, pistol and shotgun. The rifle and pistol competitions are held on shooting ranges, where marksmen aim at targets at distances of 10, 25 and 50 metres. In the shotgun event, competitors shoot at clay targets propelled at a series of different directions and angles.

### 12 Game Challenges are playable on the HD Shooting Simulator

#### SHOOTING SIMULATOR LINK



#### KEY FACTS.

##### Financial.

Shooters spend £2.5 billion each year on goods and services in the UK.

##### Shooting Classes.

Rifle Shooting, Target Shooting, Field Target, Handgun Shooting, Full Bore, Small Bore, Bullseye Shooting, Rapid Fire, Shotgun, Sporting Clays, Pheasant Shooting, Duck Shooting and Goose Shooting.

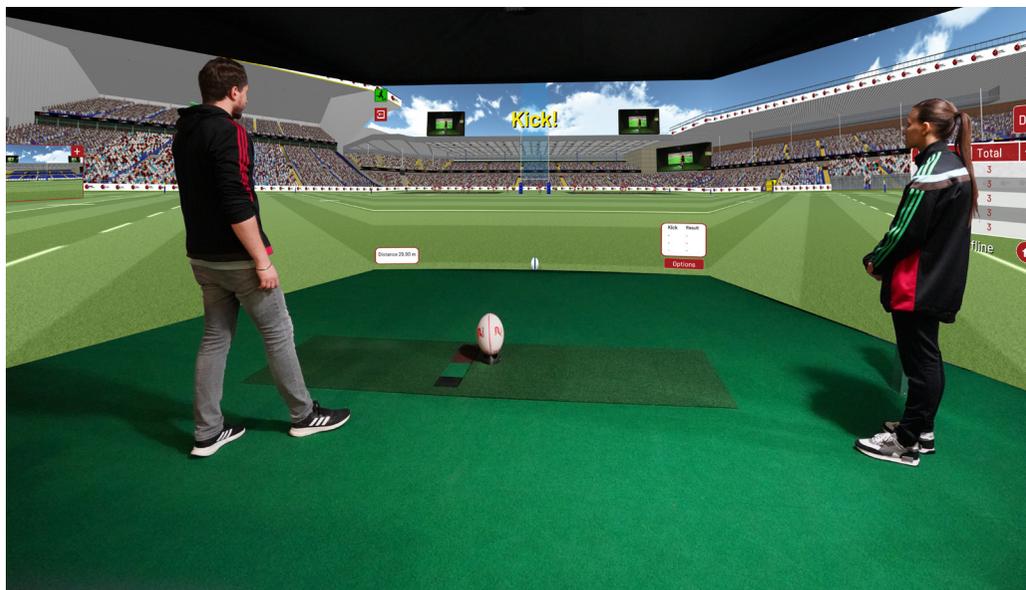
## #15 RUGBY LEAGUE.

2.6% of the world's population are Rugby League Fans.

Rugby League holds a significant place in the culture and heritage of the areas where it is played. The European Super League and the Australian National Rugby League (NRL) are the premier club competitions. Rugby league is played internationally, predominantly by European, Australasian and Pacific countries, and is governed by the Rugby League International Federation. The current World Cup holders are New Zealand. Rugby League is the national sports of Papua New Guinea.

**61 of the world's top Rugby League Stadiums are playable on the HD Super Simulator.**

### RUGBY LEAGUE SIMULATOR LINK



### KEY FACTS.

#### **Diverse Players.**

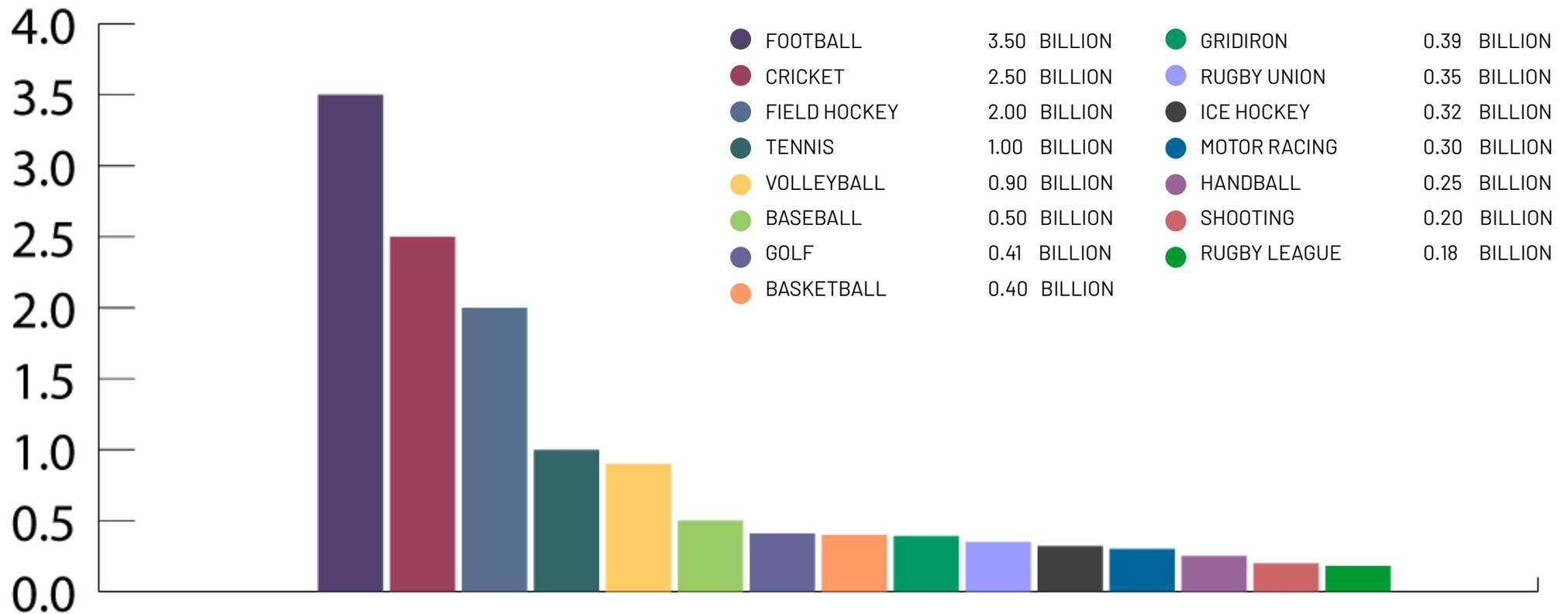
Rugby League involves players accelerating, decelerating, changing direction, tackling, passing and catching the ball by hand, and kicking. Due to the speed and contact nature of the game, injuries can and do occur.

#### **Rugby League Tournaments / Tables.**

Super League, National Rugby League, Elite One Championship, Rugby League World Cup, Rugby League Four Nations, European Championship, European Shield, Pacific Cup and Colonial Cup.

# SPORTS POPULARITY WITH FANS.

It is important to review the **Sports Popularity Presentation** as it will explain clearly the extensive research commissioned, which shows the world's 15 most popular sports playable. Events, Weekly Entertainment and Training for local Sports Teams and Schools. As well as professionals booking the simulators out regularly, so they can offer their customers "the ultimate academy lessons", due to the very accurate analysis. Ensuring the Academy is very busy from 10am until 11pm 7 days a week, The Local Place to be seen!



# SPORTS TOURNAMENT SEASONAL CHART.

SPORT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
FOOTBALL												
CRICKET												
FIELD HOCKEY												
TENNIS												
VOLLEYBALL												
BASEBALL												
GOLF												
BASKETBALL												
GRIDIRON												
RUGBY UNION												
ICE HOCKEY												
MOTOR RACING												
HANDBALL												
SHOOTING												
RUGBY LEAGUE												



● COMBINED SPORTS FANS, EXCLUDING GOLF	69.2%	-	POPULATION	5.19 BILLION
● GOLF	5.5%	-	POPULATION	0.41 BILLION
● NON SPORTS FANS	25.3%	-	POPULATION	1.9 BILLION

## COMPARISON.

There are 13 times more fans of different sports combined than golf fans worldwide.



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