

Fantasy Sports Conference Demographic Survey Shows Continued Growth

The Fantasy Sports Trade Association (FSTA) releases the latest demographic data for the Fantasy Sports market showing continued growth. The 2007 detailed data includes the addition of the Canadian and teenage markets. This information will be reviewed at the FSTA Conference in Las Vegas, Nevada on August 1st and 2nd.

Las Vegas, NV ([PRWeb](#)) August 2, 2007 -- The fantasy sports industry continues to grow as 19.4 million people are now actively playing in the U.S. and Canada, a landmark study conducted by the Fantasy Sports Trade Association (FSTA) will show when released at the FSTA Business Conference and Research Symposium at the Flamingo Las Vegas Hotel & Casino.

A recent survey of 3,243 in the U.S. and Canada aged 12 and above was conducted by Ipsos in the first extensive market research that included both the Canadian and teenage markets. The FSTA funds the annual research and distributes it as a membership benefit to its 120+ member companies via its web site at www.fsta.org. This is the fifth consecutive year of the Ipsos survey.

The fantasy sports industry looks set to continue recent growth as the survey showed 2 million teenagers actively play fantasy sports in the U.S. and Canada. Fantasy sports have become a mainstream hobby and the strong youth market shows there are plenty of consumers in the pipeline to fuel growth into the next decade.

The survey also revealed there are 34.5 million people who have ever played fantasy sports in the U.S. and Canada, showing that the impact fantasy sports is having on society is much larger than originally thought.

"The groundbreaking survey of all of the North American major sports market shows fantasy sports continues to expand and a burgeoning youth market bodes well for future growth," FSTA President Jeff Thomas said of the survey results.

Aaron Amic, a Director of Ipsos Public Affairs, will present the full findings of the survey at the FSTA conference in one of five demographic panels. Dr. Kim Beason of The University of Mississippi will also unveil his 5th iteration of fantasy sports industry demographic research sponsored by the FSTA. His research this summer focuses on computer usage of fantasy sports fans and the demographic breakdown of fantasy football players.

In addition to the demographic data, the FSTA conference will also feature panels on the landmark CBC vs. MLBAM lawsuit, technology innovation, the growth of new media and the rise of advertising networks focused on fantasy sports.

The FSTA expects record attendance for this conference, which features two days of guest speakers and seminars. A complete schedule of events is available at <http://www.fsta.org>

About the FSTA

The FSTA is the largest and oldest trade group representing the fantasy sports industry with over 120 members



ranging from small startups to large media corporations. As the voice of the industry since 1998, the FSTA has been the leader in providing demographic data, annual conferences and collective action to ensure unfettered growth. Visit www.fsta.org for more information.

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate and anticipate the needs and responses of consumers, customers and citizens around the world.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

Methodology

The survey was conducted online among 1,559 Canadians aged 12 and over and 1,686 US interviews of those age 12 and above between June 12 and 18, 2007 with Ipsos' Online Omnibus. Results are demographically balanced to represent the population of those aged 12 and over in North America. The margin of error is +/- 2.5 percentage points with a 95% level of confidence.

If you'd like more information about this topic, or to schedule an interview with Jeff Thomas or Aaron Amic, please call (262) 308-5544 or e-mail at [fsta @ sportsbuff.com](mailto:fsta@sportsbuff.com)

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Online Web 2.0 Version

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