**Live Sports Audiences Are Aging**

A new Magna Global sports media report finds the median age of live sports television watchers is increasing across every nationally-broadcast sport. Meanwhile, time spent on sports content on social media is increasing among younger consumers. Live viewing is expected to fall for the 2018 World Cup and Olympic Games, too, though streaming for both is projected to be record-setting.

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<https://www.axios.com/live-sports-audiences-are-getting-older-2486934100.html>

Image source:

<https://thumbs.dreamstime.com/z/senior-man-watching-tv-home-9388200.jpg>