**More People View Sports Outside Their Homes, and Ads Benefit**

 Nielsen reports that more fans are opting to watch sporting events outside of their homes -- 66% at bars or restaurants and 53% at other people's houses -- which has also meant a boost in advertising awareness. "Viewing sports outside of the home has seen significant increases in audience among television genres," the research company adds.

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[***https://www.mediapost.com/publications/article/331062/ooh-sports-viewing-sees-big-uptick-in-audience-ad.html***](https://www.mediapost.com/publications/article/331062/ooh-sports-viewing-sees-big-uptick-in-audience-ad.html)

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