**Sports Dominates Live Streaming Viewing**

Sports content continues to dominate the growing live streaming space, with three out of five people who live streamed programming in the last three months saying they watched sports content, according to a new study from Parks Associates.

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[*https://www.tvtechnology.com/news/sports-dominates-live-streaming-viewing?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=37707BB9-8C16-44AA-A9CE-AF57F7546948&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.tvtechnology.com/news/sports-dominates-live-streaming-viewing?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=37707BB9-8C16-44AA-A9CE-AF57F7546948&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

*Image credit:*

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