

streaming / innovation / alliance

January 31, 2024

The Honorable Cathy McMorris Rodgers, Chair
The Honorable Frank Pallone, Ranking Member
The Honorable Bob Latta, Communications and Technology Subcommittee Chair
The Honorable Doris Matsui, Communications and Technology Subcommittee Ranking Member

Committee on Energy and Commerce
U.S. House of Representatives
2125 Rayburn House Office Building
Washington, D.C. 20515

Dear Chair McMorris Rodgers, Ranking Member Pallone, Chair Latta, and Ranking Member Matsui,

The Streaming Innovation Alliance (SIA) applauds your review of the sports media marketplace and the increasing abundance of sports programming made available to American households by innovative, affordable video streaming technology and services. From delivering uniquely popular events such as professional football games to providing exposure for and consumer access to diverse and less well known sports, streaming video technology and services are delivering greater access to sports entertainment for American viewers than ever.

SIA is the united voice of the streaming community, working to tell streaming's positive story to state and federal policymakers. We seek to drive forward a new era of creativity, opportunity, value, and choice in home and mobile entertainment by advocating for smart policies that will support innovative streaming services and the viewers who love and depend on them. Our members are AfroLandTV, America Nu Network, BET+, discovery+, For Us By Us Network, Max, MPA, MotorTrend+, Netflix, Paramount+, Peacock, PlutoTV, Telemundo, Televisa Univision, VAULT, Vix, and The Walt Disney Company.

As Chairs Rodgers and Latta recently stated, "The introduction of streaming services, in particular, has expanded the options for people to choose where, when, and what content they view, including live sports." This expansion of options is not limited to live sports, of course, and streaming has now [surpassed cable and broadcast](#) as the most widely watched form of video in America. Consumers are choosing streaming because of the incredible value, quality, and diversity of programming available on modern digital services. **Recent [polling](#) shows that 70% of voters view streaming services favorably (including 36% reporting "very favorably"). And nearly 40% say what they value most about streaming is the variety of programming available.**

Because of its ability to efficiently deliver content, whether live or on-demand, sports programming is increasingly finding a home on digital streaming services. According to [Nielsen Fan Insights](#), 80% of sports fans, 76% of professional football fans, and 89% of soccer fans have regularly or sometimes watched sports on a streaming or online channel. [Major League Baseball](#), [Premier League Soccer](#), [Boxing](#), [Professional Wrestling](#), [Ultimate Fighting](#), [National Women's Soccer League](#), [College Football](#), and virtually every other major sport can be found on digital streaming services today.

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Streaming offers access to far more than just the most popular sporting events, providing a home for a wide range of competitions that do not regularly receive national broadcast or cable carriage – from [STREAMSTAK](#) offering darts, cornhole, billiards, cheer, and more to the National Federation of State High School Associations' [NFHS Network](#) offering thousands of live weekly events across 27 different high school sports.

This accessibility matters. For example, analysts [credit streaming](#) with “driving greater visibility for female athletes and competitions” and report that “coverage of women’s sports on streaming services was found to have increased by an average of 4,000 hours per year between 2018 and 2022.”

Even legacy over the air broadcast owner groups now stream sports. Sinclair, one of the largest broadcast television station conglomerates, offers “hundreds of hours of live tennis throughout the year” on [Tennis Channel Plus](#) and streams sports through its YES Network, Marquee Sports Network, and Bally Sports Regional Networks digital services. Nexstar, the largest consolidated broadcast television owner, will now be streaming portions of the LIV Golf League through its national [CW Network app](#).

The simple reality today is this: Audiences win with streaming, and so do sports leagues and players. This is true for famous and popular events and athletes, as well as for relatively obscure competitions and diverse audience interests. A recent [Deloitte study](#) found that “Streaming providers can also help grow the global audience for a sport, giving viewers in different countries easier access to sports they might not be as familiar with. . . . Streaming services could also provide new innovations around personalization, interactivity, and real-time data analysis.”

Streaming makes more sports available to more viewers. The rise of sports on digital streaming is delivering unprecedented value, opportunity, and choice to fans while giving leagues a host of new outlets and audiences. We encourage you to continue to support free market policies that sustain and strengthen the vibrant, dynamic, and highly competitive media landscape for sports.

Sincerely,

Streaming Innovation Alliance