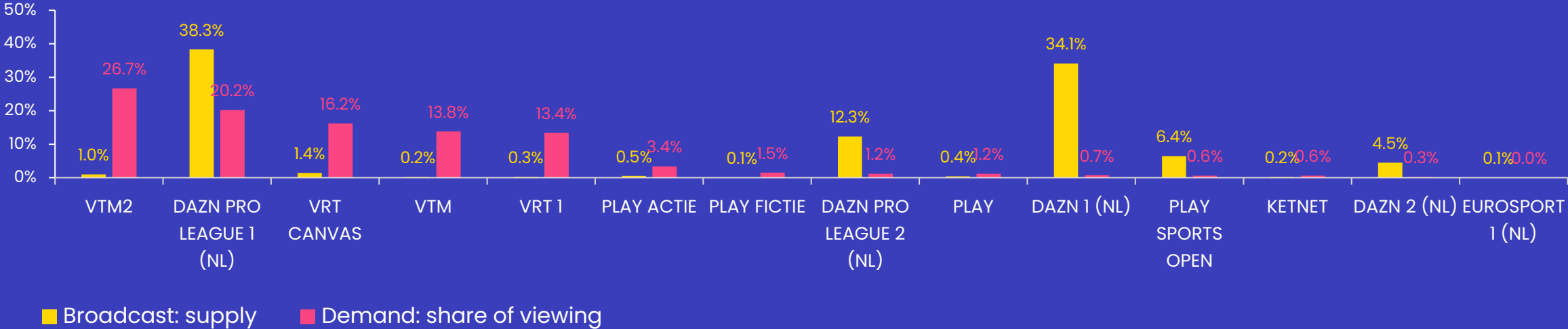


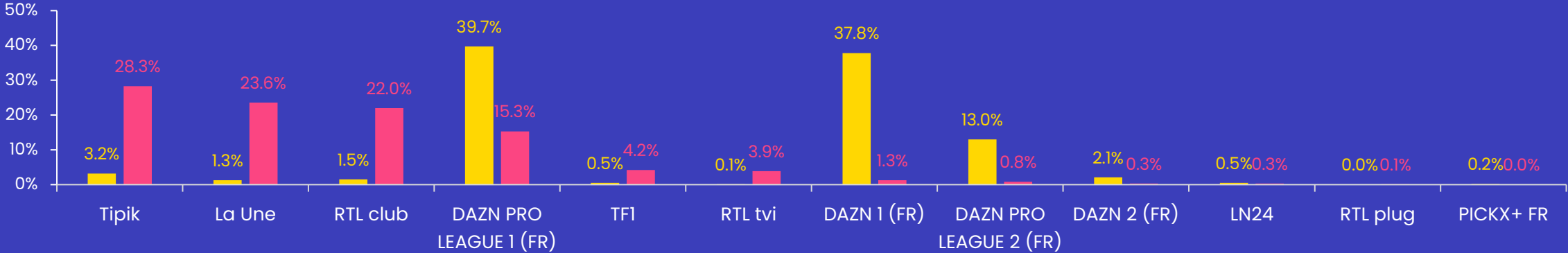
Football on TV: the clash between supply & demand

Share of broadcast vs share of viewing 2023-2025

North



South



Source: CIM TV. Viewing: adults 12+

