

Inspiring the Next Generation:

How Media Coverage Fuels Canadian Sports Dreams



SPONSORPULSE



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

Table of Contents

01	About SponsorPulse and CBC Sports.....	3
02	Sports Consumption in Canada & Looking Ahead to Milano Cortina 2026.....	4
03	Sports Participation & the Impact of Media Coverage.....	11
04	The Takeaway for Brands.....	16
05	What to Watch for in Milano Cortina 2026 & Beyond.....	19
06	Contact Us.....	21

About SponsorPulse & IMI

Marketers' secret weapon for sponsorship success.

We cut through sponsorship complexity, delivering trusted insights that connect industry needs with consumer truths.

We focus on alleviating the biggest pain points for sponsorship marketers – be it brands, properties, or agencies – by providing accessible, actionable, and transparent insight into consumers around the globe.

Our belief is that by doing so, we can create tremendous value for consumers, the sport and entertainment properties they love, and the brands building a connection with them.

About CBC Sports

CBC Sports plays a central role in the Canadian sport landscape, following athletes on their journey from playground to podium and earning international recognition for its coverage of high-performance sport.

As Canada's official Olympic Network through 2032, CBC is widely regarded as a leader in both Olympic Games broadcasting and sports production above and beyond the Games themselves.

In addition to its Olympic programming, CBC Sports provides extensive coverage of national and international championships across a wide range of sports, solidifying its reputation as a premier destination for sport enthusiasts and fans nationwide.

Sports Consumption in Canada and Looking Ahead to Milano Cortina 2026

COMING UP IN THIS SECTION..

- The Power of the Olympic Games in Canada
-

- Post-Paris 2024 Momentum
-

- Canadians' Changing Sports Consumption
-

- The Types of Sports Content Canadians are Increasingly Consuming
-

- What's Driving High Performance Sport Consumption?

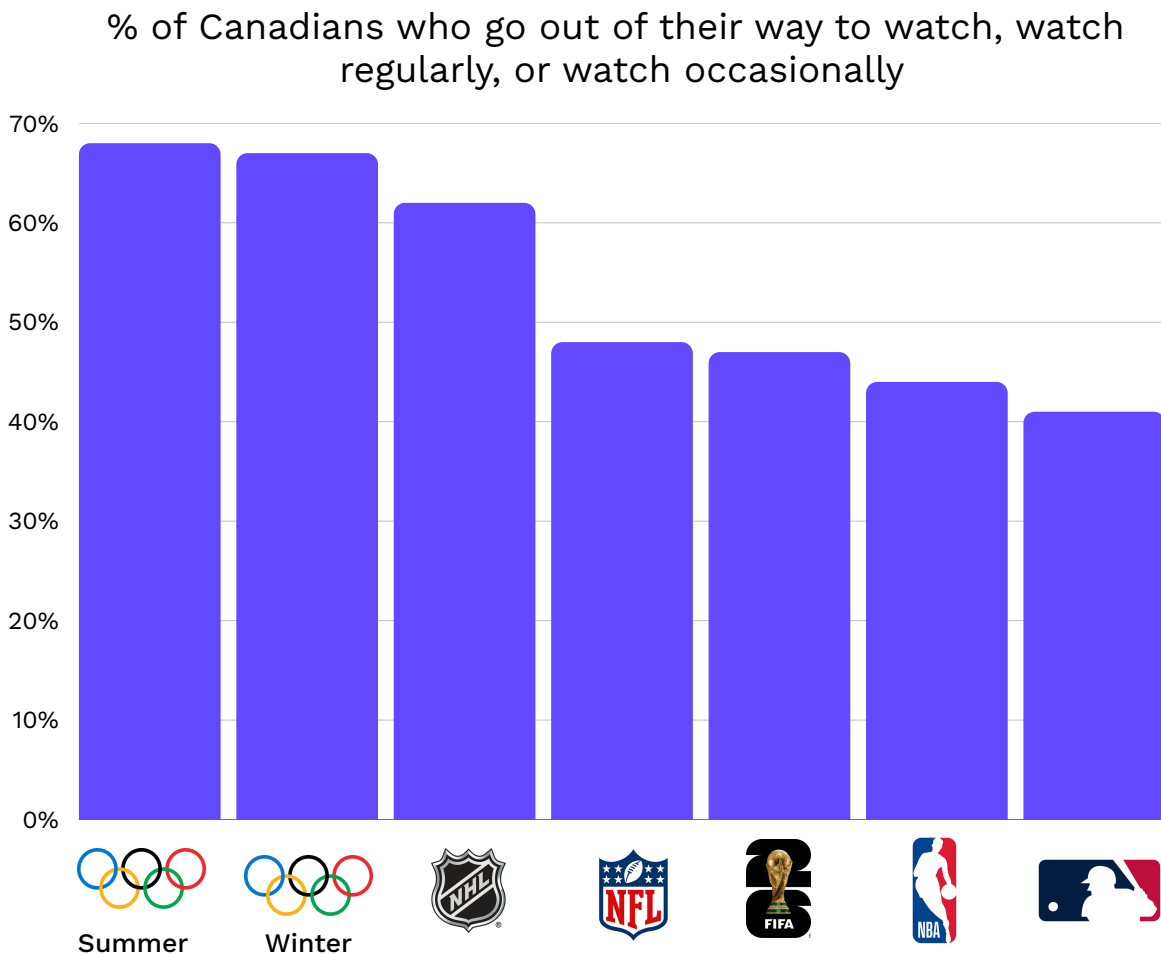
The Power of the Olympic Games in Canada

Let's start by understanding fandom for the largest-reaching sports properties in Canada, and recognizing the magnitude of fandom for the Olympic Games is in the Canadian marketplace.



INSIGHT:

21MM Canadians aged 13-to-64 are fans of the Winter Olympics, which is neck-and-neck with the Summer Olympics for top spot.



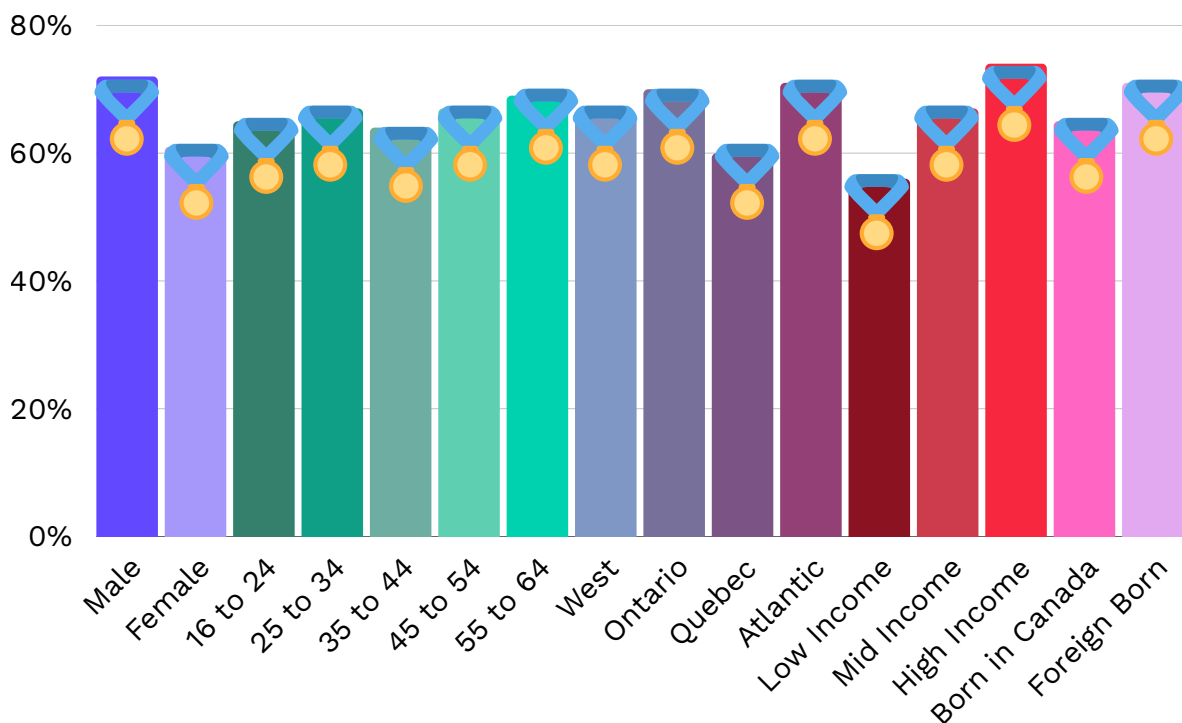
The Power of the Olympic Games in Canada (Continued)



INSIGHT:

The Olympics have **universal appeal**, holding top position for fandom **across key demographic segments**.

% of each segment of Canadians who go out of their way to watch, watch regularly, or watch occasionally



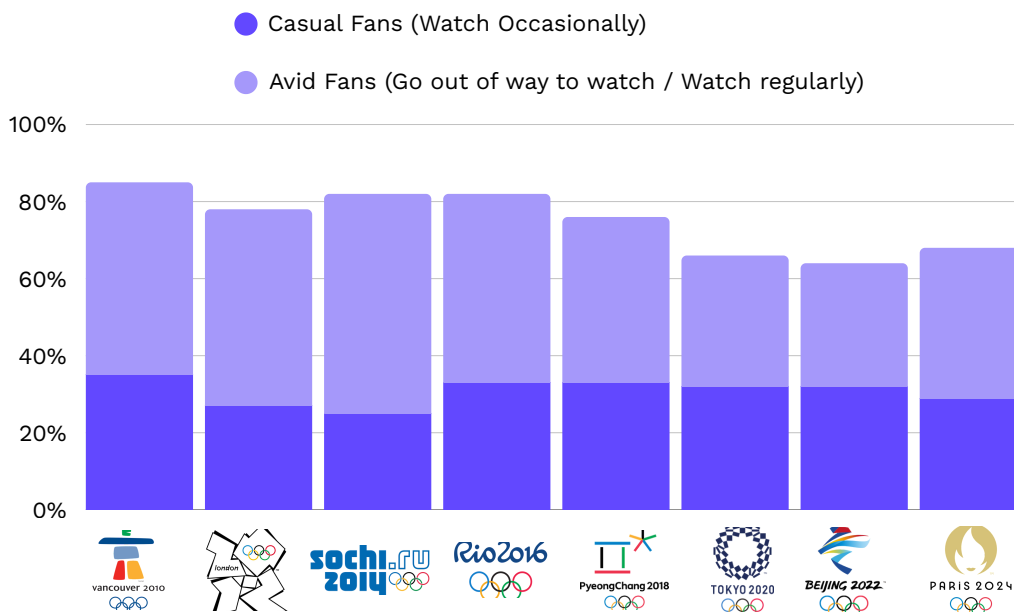
CBC ranked as the **most-watched network** in Canada among 2+ and 25-54 audiences **for the duration of the most recent Games**.



Post-Paris 2024 Momentum

Olympics fandom had softened from the highs of the 2010 to 2016 run, when multiple Games were held in the North American time zone-friendly locations (or right at home, with Vancouver 2010). After three games in Asia, Paris 2024 saw the Olympics return closer to Canada, and the results showed a rebound in fandom.

Fandom for Olympic Games Since 2010



INSIGHT:

In 2025, a net of more than 1-in-3 Canadians (34%) agreed that **“having the Olympics back in time zones closer to my own has increased my interest in the Games”**.

Since the 2010 Olympic Games, the sport industry has experienced significant changes with the globalization of sport, new content consumption formats, and even new sports themselves. All of these changes have presented Canadians with more high-performance sport options than ever before.

Canadians' Changing Sports Consumption

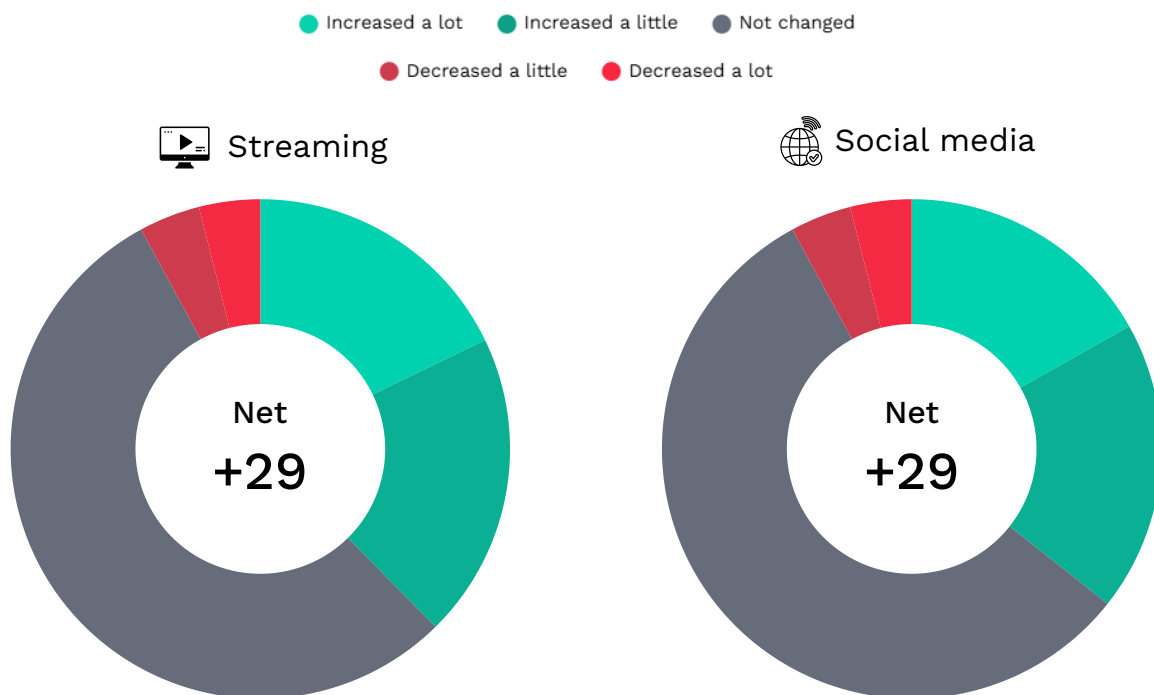
The growth of OTT (over-the-top) streaming services and continued momentum for sports content on social media has led to an increase in consumption via these channels for nearly 1-in-3 Canadians.



INSIGHT:

While consumption is up across many channels, **streaming and social media lead the way** by a large margin - for almost 20% of Canadians, it's "increased a **lot**" vs. five years ago.

Stated Change in Consumption of Sports vs. Five Years Ago



Canadians consumed a record-breaking **24.3 million hours** of Paris 2024 content on CBC/Radio-Canada's **digital and streaming platforms**, an increase of 170% over Tokyo 2020 and 121% over Beijing 2022.



What Types of Sports Content are Canadians Increasingly Consuming?

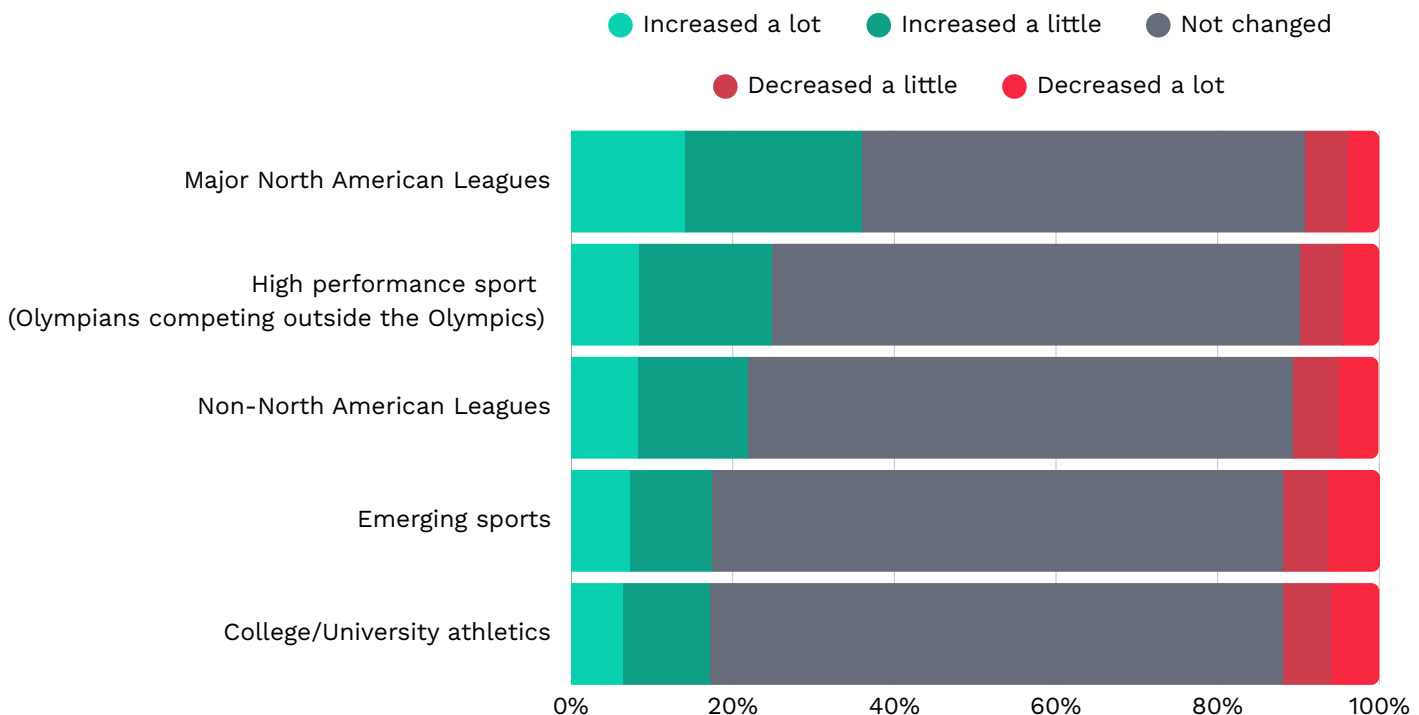
The largest gain was observed for consumption of major North American professional sports leagues. High-performance sport (or in everyday language, competitions with Olympic athletes beyond the Games themselves) comes in at #2, with a substantial number of Canadians increasing their consumption vs. five years ago.



INSIGHT:

A net of +15% of Canadians report increasing their **consumption of high-performance sport** vs. five years ago.

Stated Change in Consumption vs. Five Years Ago



What's Driving High Performance Sport Consumption?

A combination of Olympics exposure piquing interest plus availability of coverage via streaming are the strongest factors in the increase in high performance sports consumption.

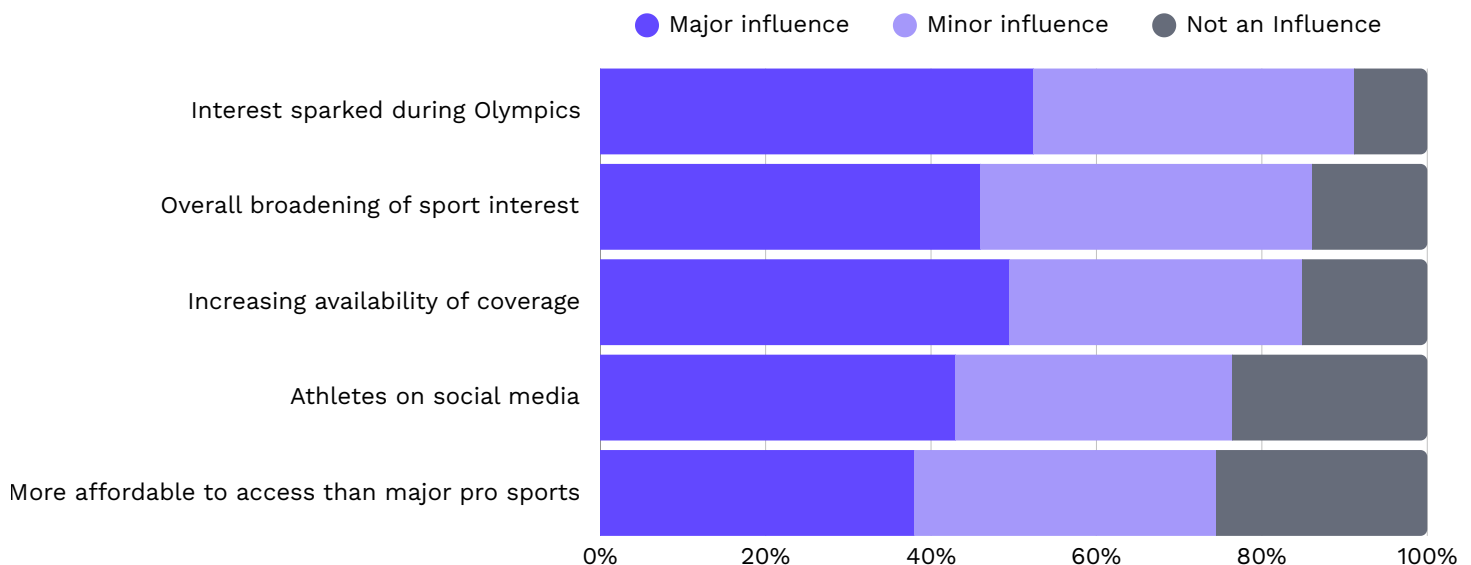
This makes sense, as Olympics coverage has grown substantially: in 2024, there were more than 6,000 hours of live content across all CBC/ Radio Canada platforms available for Canadians.



INSIGHT:

A net of 23% of Canadians agree that **“The variety of sports I consume is broader because of Olympics coverage introducing me to sports I might not otherwise follow”.**

Reasons for Increasing High-Performance Sport Consumption: Stated Influences



Sports Participation and the Impact of Media Coverage

COMING UP IN THIS SECTION...

- The High Performance Pipeline: Youth Sport Participation

- Participation Trends, 2018 vs. 2025

- Drivers Behind Shifts in Youth Participation

- Barriers to Youth Participation

The High Performance Pipeline: Youth Sport Participation

With community centres, athletic facilities, and schools facing unprecedented challenges during the pandemic, youth sport participation – even casual – declined. Encouragingly, efforts to restart youth engagement with sport appear to be paying dividends, with more than 3-in-4 households with children reporting sport participation in 2025.



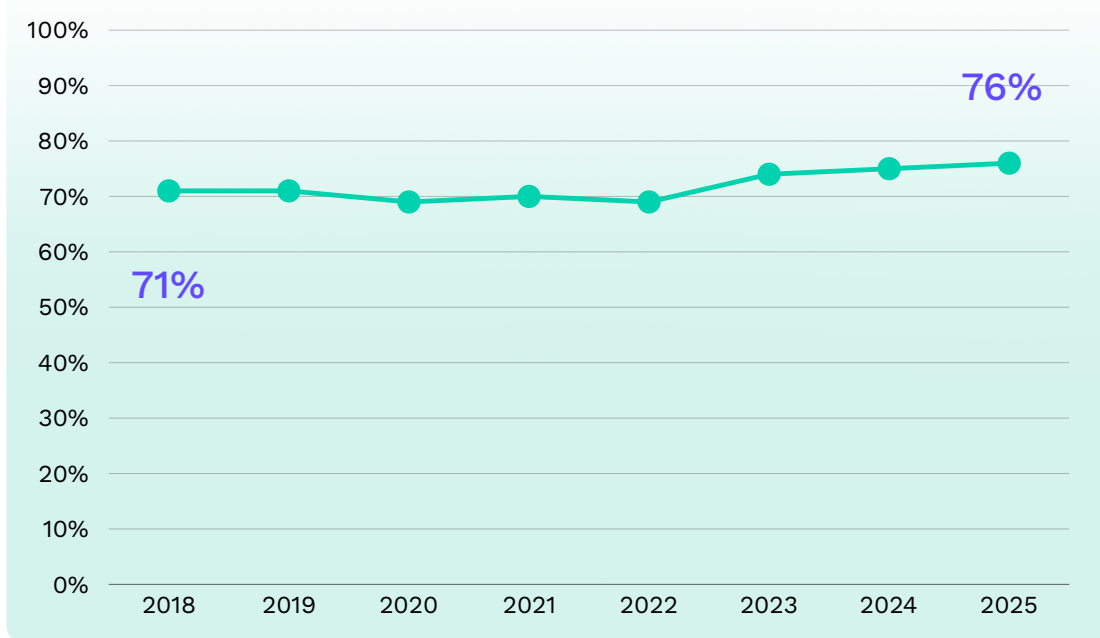
INSIGHT:

After dipping below 70% during COVID-19, **youth sport participation reached a new high in 2025.**

In these households with youth participating in sport, just under half (44%) play at a competitive level – the **majority are casual / recreational.**

% Child Participation in Sport (among households with children)

includes competitive, recreational, or casual

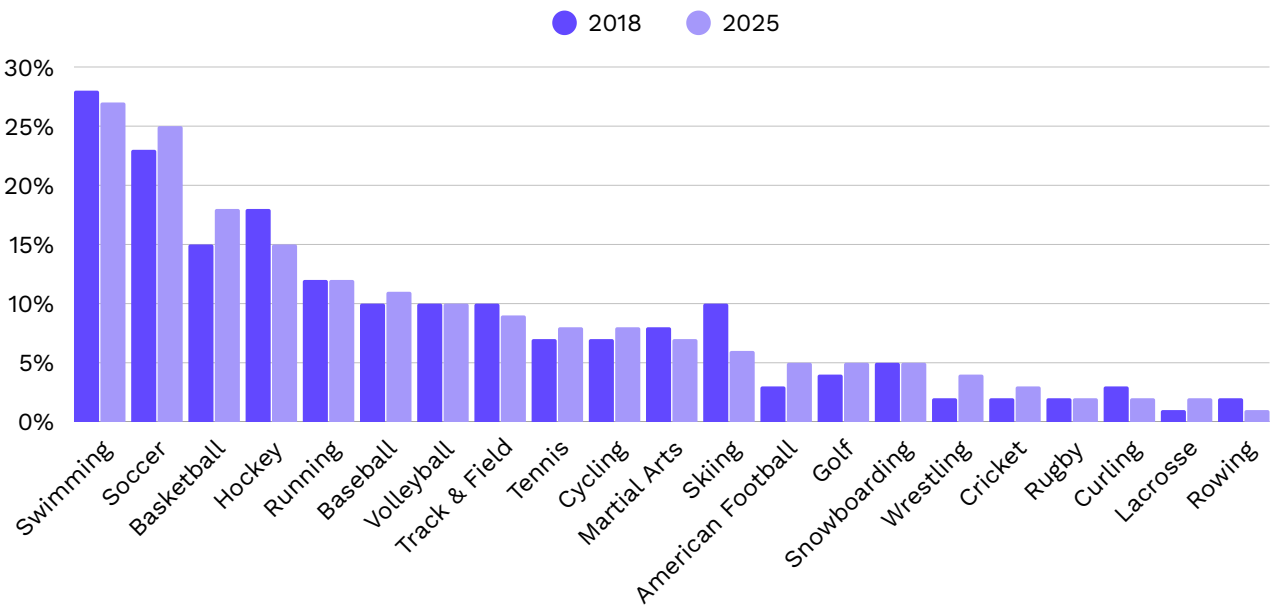


Participation Trends, 2018 vs. 2025

While Canadian youth are staying active, not all sports are seeing the same surge. Our data shows that in households with children:

Some concerning Winter declines ↓	Smaller sports showing big growth ↑	Major sports with positive momentum ↑
 Skiing	 Football (incl. flag)	 Basketball
 Curling	 Cricket	 Soccer
 Hockey	 Wrestling	
	 Lacrosse	

% Child Participation in Sports (includes competitive, recreational, or casual)



Drivers Behind Shifts in Youth Participation

What drives Canadian youth to pursue a specific sport? The factors vary, but media coverage plays a large aspirational role in driving young athletes towards different activities.

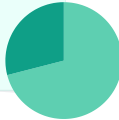
Changing demographics and the globalization of sport are commonly cited factors for shifting passions in the Canadian population, but it's also worth considering that accessibility is also a major factor in driving these changes.



INSIGHT:

60% of Canadians agree “Summer sports are more accessible than winter sports”

7-in-10 (71%) of Canadians with children in sport agree that “Olympics coverage is essential in encouraging youth to pursue sports they might not otherwise consider”



30% of Canadians with children in youth sport cite media coverage as a major influence in the sports their children are pursuing – nearly on par with factors like exposure at community facilities (34%) and youth sports organizations beyond school (37%)

The Olympics play a massive role here – nearly 2-in-3 households with children who play sports are avid Summer or Olympic Winter fans - +15% pts higher than the general population



Barriers to Youth Participation

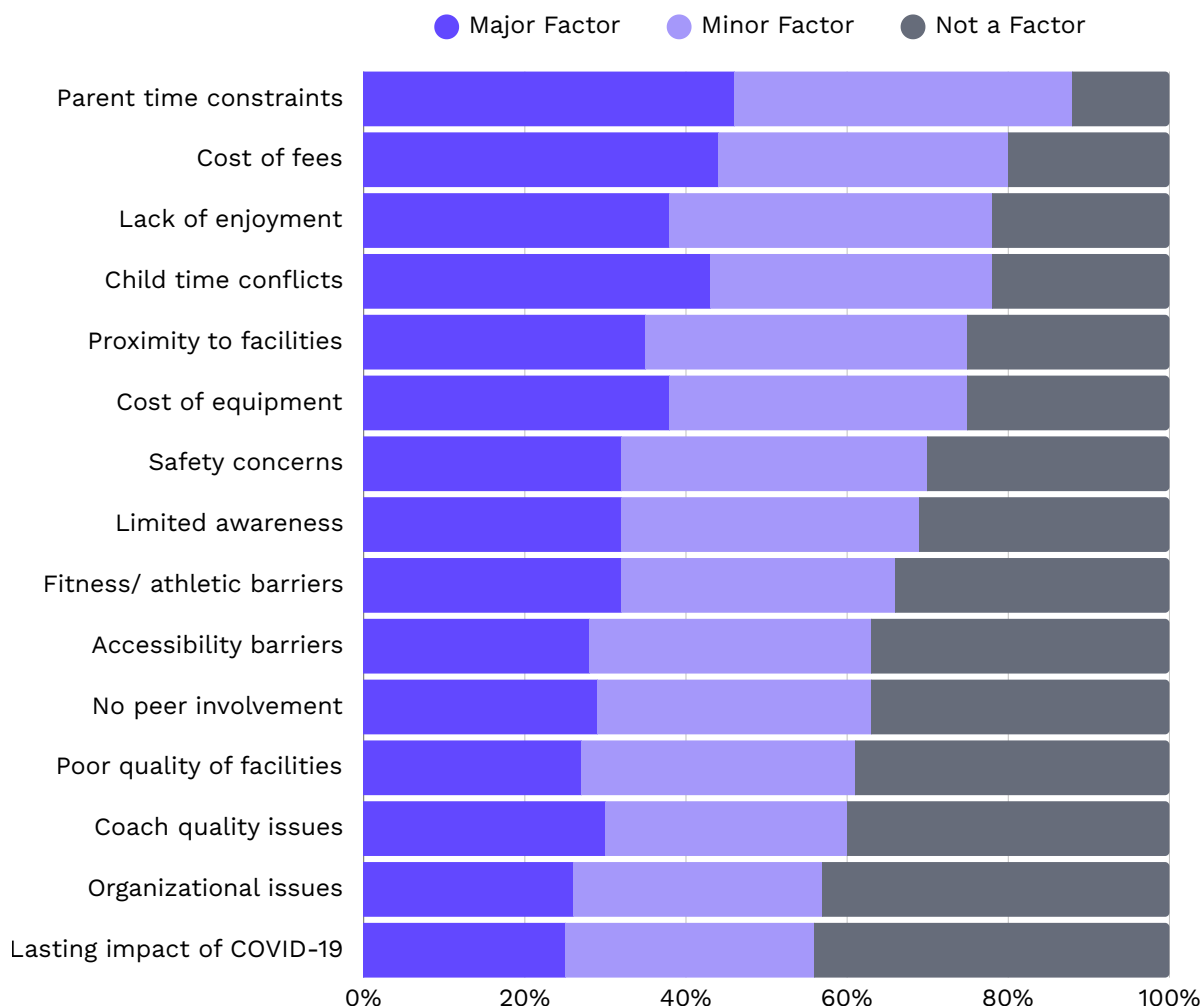
When we talk about accessibility in youth sport, the discussion typically centres around cost – fees and equipment. And while this does remain a significant factor, there’s an opportunity to drive more participation by tackling other interconnected challenges.



INSIGHT:

Parents and guardians cite **time pressure as the #1 most limiting factor** ahead of cost of fees.

Factors Limiting Youth Sport Participation



The Takeaway For Brands

COMING UP IN THIS SECTION...

- Rising National Pride, Rising Sponsorship Impact: The Opportunity to Drive Exceptional Impact
-
- In Summary: The Opportunity for Brands
-

Rising National Pride, Rising Sponsorship Impact: The Opportunity to Drive Exceptional Outcomes

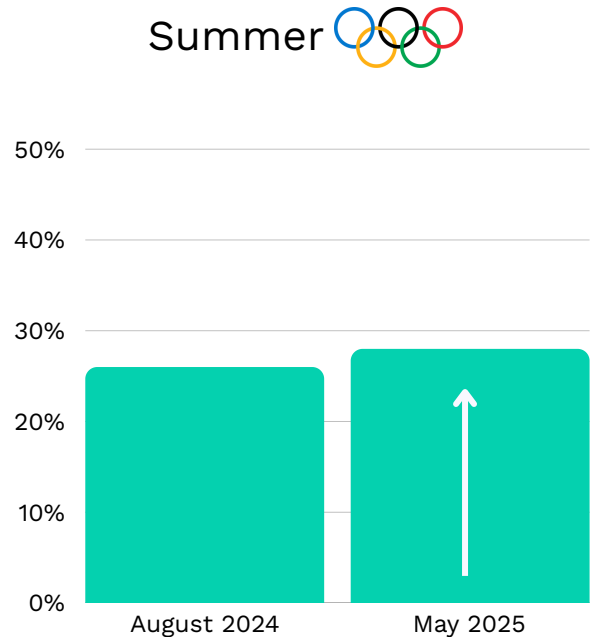
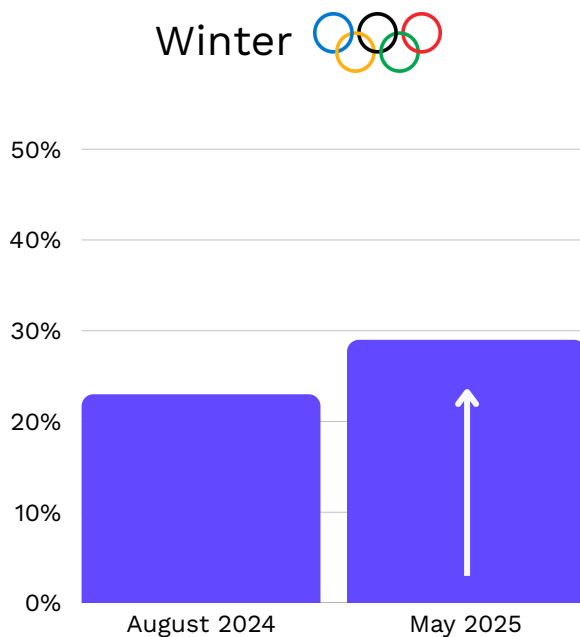
After a year that's featured high profile competition vs. other nations in multiple sports, plus renewed calls for Canadian pride, a check-in on potential sponsorship impact for brands activating the Olympics showed significant gains.



INSIGHT:

Favourability for Olympics sponsors especially Winter sponsors – **experienced significant gains from summer 2024 to spring 2025.**

Impact on Sponsor Brand Favourability (% Net More Favourable)



Impact for Olympics sponsors is growing - but is also **typically higher than many professional sports leagues**, and is a top performing vs. IMI / SponsorPulse **industry targets.**



SPONSORPULSE



In Summary: The Opportunity for Brands

Brands that contribute to **solving genuine challenges** facing our Olympians and future Olympians may do well to consider the key learnings from our research.



While Canadian **youth are staying active**, gains are coming on **summer sports**, which are seen as **more accessible**.



With Milano Cortina 2026 poised to be bigger & better than past Games, there's likely to be **newfound excitement and attention** on a wide variety of **winter sports** with which Canadians have deep historical roots and high medal hopes.



There's an **opportunity** to have Milano Cortina 2026 **re-spark the energy** behind Canada's strength with winter sports. **Coverage helps build the desire** – but **accessibility needs to be tackled** to deliver on this potential.



Accessible **doesn't just mean fees and equipment** – it means **support, logistics, and organization that help young Canadians** pursue high performance sport.



Comprehensive **Olympics coverage is essential to exposing youth to the wide array of high-performance sports available** to them – but there's an opportunity for brands to find ways to help funnel these young Canadians into programs and facilities where they can pursue their dreams as easily as picking up a soccer ball or basketball.



Young athletes in Canada may have better outcomes and opportunities in the future if their **parents have more support** – transportation, meals, scheduling. **High performance athletics is a full-family project.**

What to Watch for in Milano Cortina 2026 and Beyond

05

COMING UP IN THIS SECTION...

- Looking Ahead to Milano Cortina 2026...

- Another Olympic Games in Canada?

- Contact Us

Looking Ahead to Milano Cortina 2026...

- Opening Ceremonies begin February 6, 2026
- Return of NHL players to Olympic Ice Hockey
- New events: sport ski mountaineering, and significant expansion of women's & mixed events

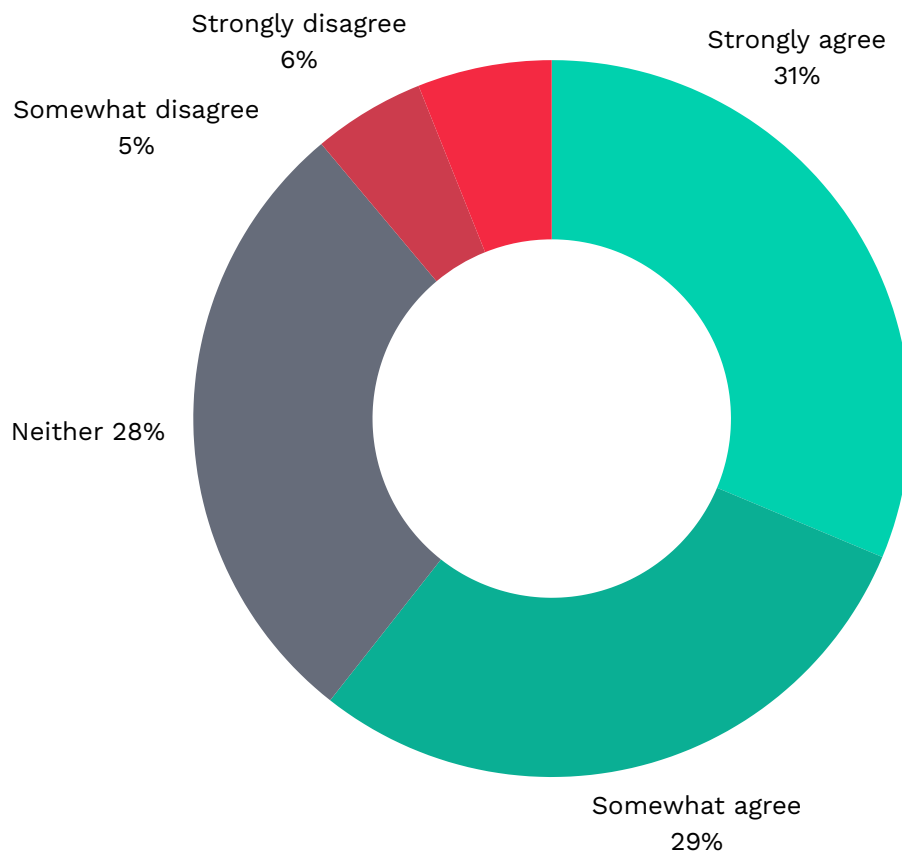
AND BEYOND...



INSIGHT:

A net of 49% of Canadians would like to see another Olympic Games in Canada.

Agreement: "I'd love to see another Olympic Games hosted in Canada"



Contact us...



CBC Sports

www.cbcolympicpartnerships.ca



SponsorPulse

www.sponsorpulse.com



SPONSORPULSE



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

