

Intel Survey Reveals Major League Baseball Fans Want More VR

Majority of Fans Think Technology Will Enhance the Sports Experience

June 1, 2017 — Intel Corporation today released the findings from a survey in conjunction with Turnkey Intelligence, which polled more than 500 Major League Baseball (MLB) fans ages 18-64 to assess general perceptions of and attitudes toward virtual reality (VR) technology for the professional baseball fan experience. The survey finds that the majority of MLB fans (61 percent) believe more technology would positively impact the viewing experience.

MLB Fans Want Full Games in VR from a Variety of Perspectives

Baseball fans prefer to watch full games in VR, finding it more appealing than watching highlights or condensed games.

- Roughly 7 in 10 fans (71 percent) would be interested in watching an MLB game in VR that they are unable to attend.
- More than half of MLB fans (51 percent) said full games were the VR content they were most likely to utilize versus the following:
 - Watching full highlights in VR (33 percent)
 - Watching condensed games in VR (16 percent)
 - Among avid MLB fans (those who describe themselves as “very interested” in the league), the percentage of respondents likely to watch full games in VR rose to 58 percent.
- More than 90 percent of MLB fans said the option to flip between various perspectives is the most appealing way to experience live MLB game content in VR, according to the survey.

Majority of Fans Think More Technology Will Enhance Their Viewing Experience

MLB fans generally believe more technology would have a positive effect on the MLB viewing experience.

- Among those who have watched sports in VR, 91 percent described the experience as extremely positive or positive.
- Roughly 6 out of every 10 MLB fans think more technology would improve the MLB viewing experience.
- MLB fans watching at least 11 games in the past year are more likely to think more technology would make the baseball viewing experience better (70 percent) compared to those who watched 10 or fewer games in the last year (53 percent).

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