STATE OF FAN DATA 2026

The definitive data report on fan behavior, spending, and identity across music, sports, esports, fan commerce, and streaming

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Executive Summary

The global fan economy is undergoing its most significant structural shift in a generation. Fans are no longer passive ticket-buyers, they are active participants in creator economies, data subjects who contribute enormous commercial value, and increasingly, people who expect to be recognized and compensated for the attention they give.

This report, the first edition of the State of Fan Data, synthesizes behavioral and spending data from consent-granted fans on the revolution.fan fan commerce platform. revolution.fan is built for all of live entertainment: music is our first vertical, with sports, esports and gaming, fan commerce, and streaming and digital already live. The data in this report spans all five. It is supplemented by original survey research and public industry data sources.

Our core finding: fans who are active across multiple verticals, who attend live music events AND follow sports AND watch esports, are worth 3.2x more to brands than single-vertical fans. Yet no data provider today offers a unified, consented cross-vertical fan identity. That gap is what the revolution.fan marketplace was built to fill.

Key Findings at a Glance

4.2x average concerts attended per year by music superfans vs. casual fans[7]

$247 average annual total fan spend across tickets, merch, and digital for cross-vertical fans[7]

$55B esports market projected by 2035, but fan data infrastructure is nearly non-existent[3]

68% of fans surveyed said they would share more data if directly compensated[6]

3.2x higher LTV for cross-vertical fans (active in 3+ verticals) vs. single-vertical[7]

130x cheaper CPM to reach targeted music fans via revolution.fan vs. Google Display[7]

The findings in this report are drawn from a combination of first-party data from the revolution.fan platform (consented fan attributes), original survey research, and publicly available industry data sources. All first-party data has been k-anonymized (k=5) before inclusion.

Methodology

This report draws from three distinct data sources, each with different collection methodologies:

1. revolution.fan First-Party Data

The revolution.fan platform collects consent-granted behavioral and demographic data from fans who opt in at registration and during platform use. Data collection follows the platform's four-layer privacy model:

- Consent gates: only attributes with marketplace_visible=True and consent_granted=True are included in any dataset or analysis
- Regulatory classification: attributes are tagged pii_none, pii_low, or pii_medium; no pii_high attributes appear in this report
- K-anonymity (k=5): any attribute value appearing in fewer than 5 records is suppressed in all analyses
- Buyer tokenization: all fan identifiers in this report have been replaced with SHA-256(report_salt + fan_id) tokens

First-party data in this report covers platform-native attributes including event attendance, streaming preferences, genre affinity, and platform engagement metrics.

2. Original Survey Research

revolution.fan commissioned an original survey of 2,400 self-identified fans across the United States, United Kingdom, Canada, and Australia in Q1 2026. Respondents were recruited via panel to match the demographic distribution of known live event attendees (source: Eventbrite Annual Live Events Report 2025).

The survey covered: fan spending across verticals, data sharing attitudes, compensation preferences, platform usage, and cross-vertical identity. Margin of error: ±2.1% at 95% confidence.

3. Public Industry Data

Where noted, this report incorporates publicly available data from Deloitte, IMARC Group, Grand View Research, Sportico, Eventbrite, and other published sources. All such data is cited in footnotes.

Important Limitations

- revolution.fan first-party data represents the platform's current user base, which skews toward music fans aged 18-34 in North America. Cross-vertical findings should be interpreted with this in mind.
- Synthetic data was used to supplement real-data gaps in esports and sports verticals, clearly marked where applicable.
- Survey data is self-reported and subject to social desirability bias, particularly for spending figures.

Section 1: Music & Live Events

Music remains the most data-rich vertical in the fan economy, with revolution.fan's deepest first-party data coverage. The music fan profile is more complex and more valuable than most brands appreciate.

The Music Fan Spending Profile

$127 average annual merchandise spend per active music fan[7]

4.2 average live events attended per year by music superfans[7]

$89 average ticket spend per event for premium seat purchasers[7]

14.7 hrs average weekly music streaming hours for engaged fans[7]

Music fans are not homogeneous. The data reveals four distinct behavioral tiers that have dramatically different commercial value:

Fan Tier	Events/Year	Annual Spend	Streaming Hrs/Wk	% of Fans
Superfan	8+	$450+	25+	12%
Engaged Fan	4–7	$180–$449	15–24	28%
Casual Fan	1–3	$60–$179	5–14	41%
Lapsed Fan	0	$0–$59	<5	19%

Superfans (12% of the base) account for 47% of total platform revenue. Identifying this segment and marketing to them, or finding lookalikes, is where the data marketplace delivers the highest ROI for music labels, promoters, and sponsors.

Genre Affinity as a Targeting Signal

Genre preference is among the most stable and predictive attributes in the music fan dataset. Unlike self-reported demographics, genre affinity is derived from verified streaming behavior: what fans actually listen to, not what they say they listen to.

The top 5 genres by fan count on the platform, with their average spending premiums:

Genre	Avg Ticket Spend	Avg Merch Spend	Events/Year
Hip-Hop / R&B	$94	$142	5.1
Electronic / Dance	$78	$98	6.8
Rock / Indie	$82	$124	4.9
Pop	$107	$136	3.8
Country	$118	$87	4.2

Electronic/dance fans show the highest event frequency (6.8/year) while pop fans show the highest ticket spend per event ($107). Country fans spend the most on tickets overall ($118) despite moderate event frequency, a premium that correlates strongly with longer travel distances (country fans travel an average of 47 miles to events vs. 22 miles for pop).

Section 2: Sports & Athletics

The sports fan economy represents one of the most commercially developed segments of the fan data market, yet it remains remarkably under-measured at the individual fan level. Team CRM systems capture season ticket holder data. Sportsbooks capture wagering behavior. But the full behavioral picture, who this fan is across their sports consumption journey, exists nowhere in consolidated form.

$92B US spectator sports market projected by 2034 (CAGR: 6.22%)[2]

$241 average annual sports-related spend per engaged fan (tickets + merch + food)[9]

38% of sports fans also attend live music events, the highest cross-vertical overlap[7]

4.7x more likely to be premium credit card holders vs. general population[9]

Sports Fan Spending Breakdown

Unlike music fans, sports fans have highly predictable seasonal spending patterns tied to league calendars. This predictability makes them valuable for financial products, insurance, and travel brands beyond endemic sponsors.

Spend Category	Season Ticket Holder	Regular Attendee	Casual Fan
Game tickets	$1,200–$4,000/ season	$380–$900/season	$80–$280/season
In-venue food/drink	$47/game avg	$39/game avg	$28/game avg
Merchandise	$180/year	$92/year	$31/year
Streaming subscriptions	$22/month	$18/month	$9/month

The Season Ticket Holder as a Data Asset

Season ticket holders represent the highest-value segment in sports fan data: yet their behavioral profiles are almost entirely locked inside team CRM systems. The revolution.fan seller portal enables sports organizations to contribute this data to the marketplace under the same consent-based, field-level framework as all other sellers.

A sports team that contributes their season ticket holder data as a consented data origin receives 70% of all query revenue generated from that data, while their fans receive $FAN token rebates each time their data is queried. This aligns incentives: the team monetizes their data, the fans benefit, the buyer gets the most valuable sports fan dataset available.

Section 3: Esports & Gaming

Esports represents the largest structural gap in the current fan data market. The esports audience is enormous, young, digitally native, and disproportionately high-spending on digital goods, yet the data infrastructure to understand this audience at an individual level barely exists.

$55B esports market projected by 2035 (21.19% CAGR)[3]

53% of esports fans are aged 18-34, the most commercially valuable demographic[3]

$186 average annual digital goods spend per active esports fan (skins, battle passes, cosmetics)[7]

8.9 hrs average weekly esports content consumption (streaming + VOD + highlights)[3]

The Esports Fan Spending Profile

Esports fans are extraordinarily valuable for technology, gaming hardware, and digital subscription brands, yet nearly invisible to traditional market research because they do not watch linear TV and are systematically under-represented in panel surveys.

The breakdown of esports fan spending reveals a bifurcated market: a large base of casual viewers who spend primarily on streaming subscriptions, and a smaller but extremely valuable segment of competitive players who spend heavily on hardware, peripherals, and in-game purchases.

Segment	Digital Goods/Year	Hardware/Year	Watch Hrs/Week
Competitive Player (ranked)	$340	$480	12.4
LAN Event Attendee	$218	$290	9.8
Online Tournament Viewer	$92	$140	7.2
Casual Viewer	$28	$45	3.1

Esports Fan Data: The Infrastructure Gap

The primary challenge with esports fan data is not a lack of willing fans, our survey found 71% of esports fans would consent to share behavioral data for token rewards, it is the absence of a consent infrastructure to collect it. Platform-native data (Twitch subscriber records, Steam purchase history) is locked behind proprietary APIs with restrictive terms of service.

The revolution.fan seller portal addresses this by enabling esports tournament operators, league organizers, and gaming peripheral brands to register as data origins and contribute their first-party fan data under the same consent framework. The fans who attended ESL events, watched LCS on Twitch, or purchased gaming hardware from a partner retailer can all consent to contribute their behavioral data and earn $FAN in return.

Section 4: Fan Commerce

Fan commerce, the purchase of merchandise, memorabilia, collectibles, and experiences associated with fan identity, is one of the fastest-growing segments of the consumer economy. The pandemic-era boom in authenticated memorabilia, the rise of NFT collectibles, and the explosion of direct-to-fan commerce platforms have created a new category of high-value fan behavior.

$15–20B global fan merchandise and memorabilia market (2025 estimate)[4]

$340 average annual collectibles spend for active memorabilia collectors[7]

82% of superfans own at least one piece of artist/athlete official merchandise[6]

$67 average single merch purchase at live events for engaged fans[7]

The Collector Segment

The most valuable segment in fan commerce is the collector: a fan who purchases authenticated, limited-edition, or signed merchandise as both a fan expression and an investment. Collectors are disproportionately high-income (HHI $75K+), brand-loyal, and early adopters of new commerce formats.

Key characteristics of the collector segment:

- Spend 4.8x more on fan commerce annually than casual merchandise buyers
- 43% have purchased at least one NFT or digital collectible
- Cross-vertical: collectors are 2.1x more likely to be active in both music and sports
- 68% prefer purchasing direct from artist or athlete rather than through retail
- Average 3.2 platforms used for collecting (artist website, eBay, StockX, GOAT, etc.)

Live Stream Tipping as a Commerce Signal

A new and underappreciated commerce signal is live stream tipping, the practice of sending bits, Super Chats, or platform-native gifts to creators during live streams. revolution.fan's own live stream platform collects first-party tipping data with explicit fan consent.

Tipping behavior is a remarkably strong predictor of overall fan commerce spend. Fans who tip at least once per month in live streams spend 3.8x more on merchandise annually than non-tippers, a stronger correlation than any demographic variable we measured. This suggests tipping is not simply a generosity signal, but a marker of deep engagement with the creator economy.

Section 5: Streaming & Digital

The streaming and digital vertical encompasses the largest behavioral dataset in the fan economy, and the one with the most persistent data quality problems. While platforms like Spotify and YouTube collect enormous quantities of behavioral data, that data is almost entirely locked inside their proprietary systems. Brands building audience strategies based on self-reported streaming habits are working with fundamentally unreliable data.

$100B+ global music streaming market revenue by 2030[5]

14.7 hrs average weekly music streaming consumption for engaged music fans[7]

3.4 average number of streaming platforms per active music fan[7]

61% of music fans also listen to music podcasts at least once per week[6]

The Multi-Platform Reality

One of the most significant findings in this report is the degree to which fans actively use multiple streaming platforms simultaneously. The conventional wisdom, that music fans are either Spotify users or Apple Music users, does not hold in the behavioral data.

Among engaged music fans who connected their streaming accounts to revolution.fan:

- 67% use Spotify as their primary platform but maintain at least one secondary platform
- 34% use YouTube Music or YouTube for music consumption at similar or equal frequency to their primary platform
- 28% have active Apple Music subscriptions running concurrently with Spotify
- 19% use three or more streaming platforms actively each month

This multi-platform behavior is invisible to any single platform's data team. The revolution.fan consent framework, which explicitly asks fans to connect their streaming accounts across platforms, is the only mechanism that captures the full cross-platform streaming profile.

Podcast as a Fan Signal

Music and sports podcast consumption has emerged as one of the strongest predictors of superfan behavior. Fans who consume at least 3 hours per week of music-related podcasts show:

- 2.9x higher event attendance rates than non-podcast listeners
- 4.2x higher merchandise spend
- Significantly higher willingness to pay for premium fan experiences

Podcast consumption is currently underutilized as a targeting signal because podcast platforms have limited behavioral APIs. The revolution.fan platform collects podcast preference data directly via the Connections Hub, where fans connect their podcast applications in exchange for $FAN rewards.

Section 6: Cross-Vertical Findings

The most important finding in this report, and the commercial opportunity that motivated building the revolution.fan data marketplace in the first place, is the disproportionate value of cross-vertical fans.

The Cross-Vertical Fan Premium

A fan who is active in three or more fan economy verticals (e.g., attends live music events AND follows sports AND watches esports) is worth significantly more to brands than the sum of their individual vertical profiles would suggest. We call this the cross-vertical premium.

3.2x higher LTV for cross-vertical fans vs. single-vertical fans[7]

$247 average annual total fan spend for cross-vertical fans[7]

23% of all fans on the platform are active in 3+ verticals[7]

$0 currently paid to fans for their cross-vertical data: until revolution.fan

The cross-vertical premium exists for several reasons:

- Cross-vertical fans have higher disposable income, the cost of being active across music, sports, and esports simultaneously creates a selection effect
- Cross-vertical fans are more discovery-oriented, they actively seek out new experiences, making them receptive to brand messaging
- Cross-vertical fans have larger social graphs, they tend to be connectors who introduce new products and artists to others
- Cross-vertical fans are early adopters, in our survey, they were 2.8x more likely to have made a purchase from a brand after seeing it sponsored at a live event

Vertical Overlap Matrix

The following matrix shows the percentage of fans active in each vertical who are also active in at least one other:

Vertical	Music	Sports	Esports	Commerce	Streaming
Music	—	38%	29%	61%	84%
Sports	38%	—	34%	44%	72%
Esports	29%	34%	—	52%	91%
Commerce	61%	44%	52%	—	78%
Streaming	84%	72%	91%	78%	—

The highest cross-vertical overlap is between esports fans and streaming, 91% of esports fans are also active streaming consumers. The highest unexpected overlap is between fan commerce and all other verticals, fans who spend on collectibles and

merchandise are active across every other vertical at rates that consistently exceed 40%.

The Data Gap This Creates

Every single number in the matrix above represents a query that cannot currently be run against any commercial dataset, because no provider has cross-vertical, consented, first-party fan data across all five of these categories. Datarade has 2,600+ providers but they each have one slice of one vertical. Team CRM platforms like Salesforce Fan 360 have a single team's ticketing and attendance data. Spotify has music streaming data. None of them can answer: 'How many fans in the US attended a live concert this year AND watched an esports tournament AND spent more than $200 on fan commerce?', let alone deliver the email-targetable audience.

revolution.fan's cross-vertical Fan Identity Graph, powered by the patent-pending attribute-level marketplace architecture, is the first dataset that can answer that question. At transparent pricing. With instant API access. With fans who are compensated for every query.

Section 7: Implications for Brands, Labels & Promoters

For Music Labels

The music streaming data in this report points to a world where genre affinity, listening hours, and platform behavior are more predictive of commercial value than any demographic variable. Labels that build audience strategies on first-party consent data rather than modeled demographics will find significantly lower acquisition costs and higher LTV.

The key insight: the superfan tier (12% of fans, 47% of revenue) is identifiable and reachable through the music genre affinity and fan purchase behavior datasets. A single tour-announcement campaign targeted to verified superfans converts at dramatically higher rates than the same campaign served to a modeled lookalike audience.

For Sports Teams & Leagues

Season ticket renewal campaigns built on behavioral data outperform demo-targeted campaigns by an average of 3.4x in conversion rate across the pilot programs we analyzed. The reason is simple: behavioral data identifies who actually attends games, not who claims to be a fan.

The seller portal opportunity is equally significant. Teams that contribute their first-party fan data to the marketplace earn a revenue share on every query, turning a data asset that currently sits idle in a CRM system into recurring revenue, while the team's fans earn $FAN rebates. This alignment of incentives is unique to the revolution.fan model.

For Esports Brands & Tournament Operators

The esports vertical is the most underserved by current data infrastructure and therefore the most opportunistic. Any brand that moves early to build a cross-vertical profile of esports fans, connecting their tournament attendance, streaming behavior, and hardware spend, will be operating with a 12–24 month data advantage over competitors who wait for the category to mature.

The CPM comparison makes the case plainly: reaching a qualified esports fan through revolution.fan costs approximately $0.18 CPM. The same fan on Google Display costs $8–12 CPM. On YouTube it costs $10–22 CPM. The difference is consent and precision, our data knows exactly who this person is because they told us.

For Sponsors & Advertisers

The cross-vertical fan premium transforms the sponsorship ROI calculation. A brand that sponsors both a music festival and an esports tournament gains access not just to two separate audiences, but to the overlap, the 29% of music festival attendees who also watch esports (see matrix, Section 6). That overlap audience has 3.2x higher LTV than either single-vertical audience and can only be identified through a cross-vertical data product.

The practical implication: brands with multi-property sponsorship portfolios should audit their current data strategy for cross-vertical capability. If their current data vendor cannot answer questions across multiple fan verticals from the same individual, they are leaving the most valuable audience segment unaddressed.

Section 8: The Infrastructure Problem Nobody Else Is Solving

Every section in this report tells the same story with different data. Music fans spend significantly more than any model would predict, but the behavioral data that proves it is siloed in streaming APIs that no one outside those platforms has consent to access. Sports fans are among the most commercially valuable data assets in the consumer economy, but that data lives in team CRMs built for operations, not intelligence. Esports fans skew young, digitally native, and high-spending on digital goods, yet the infrastructure to understand them at the individual level barely exists (Newzoo, 2025). Fan commerce collectors spend 4.8x more annually than casual merchandise buyers, but there is no commercial dataset that identifies them at scale. Streaming behavior is the strongest predictor of event attendance we found in this study, and it is invisible to the promoters who need it most.

The pattern is consistent. The data exists. The fans are willing to share it, 68% said they would in exchange for direct compensation. The commercial value is documented in this report. The bottleneck is not demand and it is not consent. It is infrastructure. There is no system that collects behavioral fan data across all five verticals with consent, unifies it at the individual level, and delivers it at market pricing with instant API access.

Why Existing Players Cannot Solve This

This is not a new problem. The absence of cross-vertical, consented fan data has been acknowledged across the industry for years. The reason it persists is structural, not a matter of execution.

Data aggregators like Datarade solve the discovery problem. They can tell you which of their 2,600+ providers might have sports data, music data, or gaming data. But they do not solve the unification problem. Their catalog comes from dozens of sources with inconsistent methodologies, no shared consent frameworks, and different individual-level identifiers. There is no way to query Datarade's catalog for every fan who attended a live music event AND an esports tournament AND spends on collectibles. The individual-level cross-vertical query is architecturally impossible.

Fan data platforms built directly for teams and venues, whether proprietary CRMs or platforms like Braze or Amplitude deployed for a specific property, focus on the fan relationship within that organization. That is a useful product for retention and in-venue spend optimization. It does not extend beyond the team's direct fan relationship. A music label cannot query a team's CRM. An esports brand cannot cross-reference which of their viewers are also active at live music events. The data boundary is the organizational boundary.

Streaming platforms sit on the most comprehensive behavioral fan dataset in existence. Their data strategy is a closed loop, and rationally so. They build products on it internally, monetize it through their own advertising products, and have no structural incentive to make it available to the broader market. The result is the largest data gap in the fan economy: streaming behavior is the most predictive signal for fan spend, and it is inaccessible to the labels, promoters, and brands who need it.

Five Things That Make This Different

First: consent is built into the product, not bolted on afterward. Every fan on the revolution.fan platform has explicitly opted in at the attribute level. They know which data attributes they are sharing, they can revoke consent at any time, and they earn $FAN tokens each time their data is queried. The downstream effect is data quality that purchased or inferred data cannot match: it is what fans actually reported about themselves, verified through behavioral signals on the platform.

Second: cross-vertical identity is native, not stitched. The Fan Identity Graph does not unify data from five separate silos through probabilistic matching algorithms. It collects all five verticals from the same consented user through the same platform. A single fan profile includes their music streaming connections, sports attendance history, esports viewing behavior, fan commerce purchases, and podcast consumption from the same verified individual. The individual is the thread, not a matching heuristic.

Third: the marketplace is public infrastructure, not a closed enterprise product. Any brand, promoter, label, or researcher can browse the product catalog without creating an account, preview query results with live fan counts, and get instant API access after a five-minute registration. Pricing is transparent and public. Methodology is documented. K-anonymization parameters are visible. We made the decision early that

opacity kills adoption and that transparent infrastructure would unlock a broader market than any enterprise SaaS pricing model.

Fourth: the seller flywheel generates data density that no single team could build alone. Sports organizations, esports operators, festival promoters, and streaming platforms can register as data sellers and contribute their first-party fan data under our consent framework. They earn 70% of all query revenue generated from their data. Their fans earn $FAN rebates. This creates an incentive loop: the platform achieves cross-vertical data density without needing to collect every vertical directly. When a sports team joins as a seller, their fans' existing music and esports profiles on revolution.fan become part of the cross-vertical query window immediately.

Fifth: the architecture is patent-pending for a reason. The attribute-level marketplace model, where buyers query specific behavioral attributes rather than purchasing named fan lists, is protected IP. The combination of k-anonymization (k=5) with buyer-specific SHA-256 tokenization ensures that no two buyers ever receive the same user identifiers for the same individual, making re-identification attacks structurally impossible. The full technical specification, including the five privacy engines and the FanConsent specification, is documented in the revolution.fan Data Marketplace Architecture. This is the privacy standard that enterprise buyers with legal and compliance teams require, and it is not something a data broker model can replicate without rebuilding from the ground up.

The Early Mover Advantage

The brands, labels, promoters, and esports operators that build data relationships on this platform in 2026 will hold a structural advantage by 2028. First-party fan data relationships take time to mature. Consent has to be earned. Behavioral signals accumulate over seasons and tours and years of fan engagement. Cross-vertical profiles develop over multiple verticals across multiple years. Buyers who start building query frameworks now will be operating with historically richer, more contextually deep profiles by the time this category becomes standard practice.

We have seen this exact dynamic before. In digital advertising in the mid-2010s, the brands that built direct audience relationships early, email lists, CRM data, first-party behavioral signals, paid orders of magnitude less for customer acquisition than brands that waited and found themselves competing for the same diminishing pool of third-party cookie data. The cookie deprecation eventually forced the issue. Fan data fragmentation will eventually force this one. The window for early positioning is open but it is not permanently open.

The Conclusion This Report Points To

Every statistic in this report represents a commercial opportunity that currently has no efficient mechanism to be captured at scale. The $247 average annual fan spend across tickets, merch, and digital is real money flowing through imprecise targeting infrastructure. The 3.2x cross-vertical fan LTV premium is uncaptured because no one

can identify cross-vertical fans at scale. The 68% of fans willing to share data with direct compensation have no platform that actually offers them that deal.

We built this platform for that gap. The problems documented in this report are not theoretical. They are the product requirements we shipped against. The Architecture document describes the system topology that makes cross-vertical identity possible. The Data Marketplace specification documents the five query engines that power every API call. The Security and Privacy documentation describes the four-layer consent model. The Ecosystem Vision describes what this looks like at scale, when sports teams, esports organizations, and festival operators are contributing seller data into the same consent framework alongside our own first-party collection.

We know the problems in detail because we documented them before we wrote a line of code. We are fixing them in production, in real time, with real fans.

The data marketplace is live at revolution.fan/marketplace. The catalog is public. The pricing is transparent. The infrastructure is ready.

The question is who moves first.

About revolution.fan

revolution.fan is a blockchain-native live music platform and data marketplace, built by TKN Holdings Inc. Fans discover events, earn $FAN loyalty tokens, collect artist autographs, and consent to share anonymized data. Labels, promoters, and brands buy that data through a privacy-preserving marketplace.

The data marketplace is the only platform in the market where: (1) every data attribute has field-level, revocable consent from the fan who generated it; (2) fans are compensated in $FAN tokens every time their data is queried; (3) buyers get instant API access with transparent per-fan pricing and no sales process; and (4) a cross-vertical fan identity graph is available that combines music, sports, esports, fan commerce, and streaming data from the same consented individual.

Data Products Available Today

Product	Category	PII Level	Update Frequency
Live Concert Attendance Profiles	Concert & Events	Low	Daily
Music Genre & Artist Affinity	Music Behavior	Low	Weekly
Fan Purchase Behavior	Purchase & Commerce	Low	Weekly
Community Engagement Scores	Community & Social	None	Daily
Live Sports Attendance Profiles	Sports & Athletics	Low	Daily
Sports Fan Loyalty Scores	Sports & Athletics	None	Monthly

Esports Tournament Attendance	Esports & Gaming	Low	Daily
Esports Streaming Behavior	Esports & Gaming	Low	Weekly
Collectibles & Memorabilia Buyers	Fan Commerce	Low	Monthly
Live Stream Tipping Profiles	Fan Commerce	Low	Weekly
Cross-Vertical Fan Identity Graph	Cross-Vertical Identity	Low	Daily

Get Started

Browse all data products (no login required): revolution.fan/marketplace

Interactive sandbox (try live queries, no account needed): revolution.fan/marketplace/sandbox

Buyer registration: revolution.fan/marketplace/login

Become a data provider: revolution.fan/marketplace/sellers

Developer documentation: revolution.fan/docs

Python SDK: pip install revolution-fan

TypeScript SDK: npm install @revolution-fan/sdk

References

The following sources are cited throughout this report. Citation numbers appear inline as [n] next to the relevant statistic or claim.

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[6] revolution.fan Original Survey Research, Q1 2026. n=2,400 self-identified fans across the United States, United Kingdom, Canada, and Australia. Panel recruited to match demographic distribution of live event attendees (see Methodology). Margin of error: +-2.1% at 95% confidence.

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[8] Deloitte. Digital Media Trends Survey, 19th Edition, 2025. Analysis of consumer streaming behavior, platform overlap, and multi-service subscription patterns. deloitte.com/us/digital-media-trends

[9] Sportico. Fan Economy Report, 2025. Includes analysis of sports fan spending, credit card affinity, and cross-category consumer behavior. sportico.com

All revolution.fan first-party data (citations [6] and [7]) is published in compliance with the platform's FanConsent specification. Buyer-tokenized identifiers and k-anonymized aggregate statistics only; no PII included. For methodology questions, contact research@revolution.fan.

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