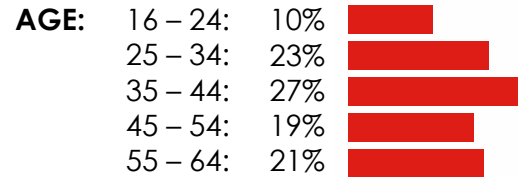


## DEMOGRAPHICS

**MARKET POTENTIAL:** 8.5mil



**GENDER:** 53% Male

Winter Sports Fans have a fairly even gender split. The biggest age groups are age 35-44 followed by 25-34.

## LOCAL REGIONS

<b>Kanto</b>	39%	102ix
<b>Chubu</b>	17%	112ix
<b>Kinki</b>	17%	91ix

Kanto clearly has the highest number of Winter Sports Fans. Chubu has a higher propensity.

## TOP MUSIC GENRES



OLDIES/ROCK & ROLL  
CLASSIC ROCK  
SOFT ROCK  
ELECTRO POP  
SOUL

Winter Sports Fans have a preference for Rock genres, however also like to listen to Electro Pop and Soul.

## AUDIO CONSUMPTION PREFERENCES

33% STREAM MUSIC  
44% listen to PHYSICAL MUSIC



Winter Sports Fans are more likely to engage with audio channels than the general population.

## INTERACTION TYPE

70% **WATCH ON TV**

45% **PARTAKE IN THE SPORT**

## AP DNA SEGMENT OVERLAP



Sports Obsessed



Badminton Fans



Prestige Purchasers



Foodies



E-Sports Fans