
MARKET FACTS!

MARKET FACT #80

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110K

subscribers were added to Apple's streaming service, Apple TV+ IN ONE DAY thanks to Messi's 1st game in september.

DATE: October 30, 2023

COMMENT: This is for those who understand that the WAR FOR ATTENTION is more brutal than ever before in business history. This piece of crucial data was extracted from a great article by Fortune: [The biggest sports battle isn't on the field. It's at the negotiating table as Big Tech fights Big Media for dominance in streaming major league athletics](#). And it tells a story. It says that DESPITE everything that you do, you should aim your money and your personnel towards acquiring attention assets. One big lesson for us all to learn.

A MESSAGE FOR BRANDS

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