



# **The Fantasy Sport Industry: Games within Games (Routledge Research in Sport, Culture and Society)**

*Andrew C. Billings, Brody J. Ruhley*

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Fantasy sport has become big business. Recent estimates suggest that there as many as 33 million fantasy sport participants in the US alone, spending \$3bn annually, with many millions more around the world. This is the first in-depth study of fantasy sport as a cultural and social phenomenon and a significant and growing component of the contemporary sports economy.

This book presents an overview of the history of fantasy sport and its close connection to innovations in sports media. Drawing on extensive empirical research, it offers an analysis of the demographics of fantasy sport, the motivations of fantasy sport players and their significance as heavy consumers of sport media and as ultra-fans. It also draws cross-cultural comparisons between fantasy sport players in the US, UK, Europe and beyond.

*The Fantasy Sport Industry* examines the key commercial and media stakeholders in the production and development of fantasy sport, and points to new directions for the fantasy sport industry within modern sport business. It is therefore, fascinating reading for any student, scholar or professional with an interest in sports media, sports business, fandom, the relationship between sport and society, or cultural studies.

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