

AUDIENCE REPORT / 2026

THE PACK BY NUMBERS.

A twelve-month view of who watches, where they live, and why they stay. Figures are aggregated across owned channels, broadcast and live events.

CONFIDENTIAL

PARTNER EDITION

SEASON

2026 / 2027

CONTACT

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TEAM DOGS

LOYAL TO THE FIGHT.

01 / 02

WHO IS WATCHING?

218M

ANNUAL VIDEO VIEWS

41.6M

OWNED COMMUNITY

62%

FANS OUTSIDE NORTH AMERICA

9.4%

AVG. ENGAGEMENT RATE

TOP MARKETS

01	CHINA	18.4%
02	UNITED STATES	17.1%
03	BRAZIL	11.6%
04	GERMANY	7.9%
05	SOUTH KOREA	6.3%

AGE 18–34

71% OF THE PACK. 54% WATCH ON MOBILE FIRST.