

Live Sports

Your brand, right in the heart of the action.

PRODUCT

Reach passionate fans during the most exciting moments in sports with Live Sports. Purchase video ad placements during live, major league sporting events. Your video ads will run across all devices during the live event, plus pre- and post-game content, ensuring maximum reach and impact.

Packages

All Sports Package	<p>Cast a wide net and reach fans across a variety of major sports.</p> <p>The sports and leagues included: NFL, college football and basketball, NBA, NHL, MLB, WNBA, soccer, PTA Tennis, and USPGA Golf.</p> <p>This package includes regular season and postseason (playoffs) inventory, with the potential for notable event inclusion like March Madness.</p> <p><i>DMA or larger geo is highly suggested.</i></p>
Sport-Specific	<p><i>Focus your advertising on a single sport during its regular season.</i></p> <p>Available sports: NFL, college football, NBA, NHL, and MLB.</p> <p><i>DMA or larger geo is required.</i></p>

105.3M

digital viewers in
2024 (1)

65%

of Americans who
watched live sports on
Connected TV (2)

93%

of the top 100 most-
watched broadcasts in
the U.S. were NFL
content (3)

21%

the projected increase in
live sports viewing by
2027 (4)

Sports and League Seasons



Year-Round

- Golf
- Tennis
- Soccer



Spring

- NBA College
- basketball
- WNBA



Winter

- NFL
- College football
- NBA
- College basketball
- NHL



Summer

- MLB
- WNBA



Fall

- MLB
- WNBA
- NFL
- College football

Benefits

- **High-quality inventory.** Your ads will appear alongside premium live sports content, ensuring maximum visibility and impact with engaged viewers.
- **Ad experience control.** Take full command of your ad's presentation and placement, ensuring it perfectly aligns with your brand's message and goals.
- **Cross-device attribution.** Seamlessly track the customer journey across all their devices, giving you a complete picture of your campaign's effectiveness.
- **Brand-safe environment.** Rest easy knowing your ads will always be displayed within a secure and reputable context, protecting your brand's image.
- **Comprehensive Reporting.** Understand where your ads went, when, and how well they performed and more so you can make informed decisions.

GET STARTED TODAY

Leverage the power of live sports advertising to reach highly engaged audiences in a premium viewing environment. Contact your dedicated Account Executive to learn more about this product and pricing.

Sources

¹ eMarketer, "More Than 100 Million Will Watch Live Sports This Year," 2024

² The Trade Desk, "Streaming Sets a New High Bar for Live Sports," 2024

³ eMarketer, "Football Spikes Live Sports TV Ad Spend Annually," 2024

⁴ The Current, "Digital Live Sports Viewing in the U.S.," 2025

