

digilant

From the Stadium to Your Living Room: Bringing the Game Home

How CTV + OTT Redefine Viewer Engagement for Live Sports



The Rise of Advanced TV in Live Sports

- By 2030, 103.8M U.S. households will cut the cord, shifting to CTV and OTT
- Live sports dominate live-viewing habits
- Viewers are highly attentive during live sports, making these moments critical for impactful advertising



Why Live Sports are a Goldmine for Advertisers

Real-Time Engagement

Viewers are emotionally invested and focused

Large, Diverse Audiences

Unites demographics across geographies and interests

Cultural Moments

Events like the Super Bowl and March Madness become part of cultural conversations

Interactive Opportunities

Live sports drive higher engagement through second-screen activities



The Role of Advanced TV (CTV + OTT)



Access Anywhere

Seamless streaming on multiple devices enhances accessibility



Personalized Experiences

Data-driven targeting delivers relevant ads to specific audiences



High-Quality Content Delivery

No delays, ensuring real-time participation in live moments



Scalable Reach

Combines TV-scale reach with digital precision





Benefits of Advanced TV Advertising for Live Sports



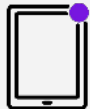
Enhanced Attention Rates

Ads during live sports outperform standard CTV programming



Precise Targeting

Contextual and behavioral targeting ensures relevance



Second-Screen Synergy

Ads paired with social and mobile campaigns amplify reach



Interactive Features

Real-time polls, gamification, and QR codes engage viewers directly



Flexibility

Adapt campaigns dynamically to live event highlights

Spotlight on Live Sports Advertising



Loyal Fan Base

Sports drive intense viewer loyalty and repeat engagement



Massive Co-Viewing Potential

Sports events often have high family and friend co-viewing rates



Amazon Prime's NFL 'Thursday Night Football'

Attracts millions weekly, boosting ad attention and interaction

Viewership Growth

Amazon Prime Video's NFL "Thursday Night Football" (TNF) averaged 11.86 million viewers in its second season, a 24% increase from the prior year

Ad Engagement

Innovative ad strategies, like audience-based creative, enhanced relevance and interaction

Consistent Performance

TNF saw 13 weeks of double-digit year-over-year gains in 2023

Advertiser Value

TNF offers a broad, engaged audience, providing real-time advertising opportunities



Why Advertisers Should Act Now



Growing Shift to CTV

The cord-cutting trend means a rising share of premium live-sports audiences is on CTV/OTT



Undivided Attention

Live sports command unparalleled viewer attention, with the TV audio always on—creating the perfect stage for impactful brand storytelling



Proven ROI

Brands utilizing Advanced TV see higher campaign lift and engagement

How to Get Started

1

Choose the Right
Sports Events

Target live sporting
events that align with
your brand



2

Leverage Interactive
Ads

Incorporate
gamification, QR codes,
or second-screen
activations



3

Measure and
Optimize

Use real-time analytics
to refine campaigns
such as audience reach
across linear TV and
advanced TV and
incremental reach.

Harness the Power of Live Moments



Advanced TV

is your gateway to unforgettable brand engagement during live sports and events.



Ready to amplify your reach?

Let's start creating unforgettable moments.



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Examples of Live Sports

Sports

- Super Bowl
- March Madness
- Olympics
- FIFA World Cup

Games & Championship

- Basketball
- Baseball
- Football
- Golf
- Soccer
- College Football
- Nascar
- F1

Award Shows

- ESPY Awards
- Grammy
- NBA Awards
- NHL Awards
- MLB Awards
- The Best FIFA Football Awards
- NFL Honors
- Olympic Laureus Awards or Recognition Events
- Sports Illustrated Sportsperson of the Year

Creative Example

