

SPOTX

SPORTS BOUNCE BACK

Live Sports Restart Guide



Live sports return with an all-star lineup

America is cheering the news that live sports are back. Sports fans have been patiently waiting for their favorite teams to restart play, and now that they're back in action, viewers can't get enough.

Prior to the coronavirus pandemic, **39% of Americans watched live sports on TV at least once a week** (Statista). Absence has clearly made the heart grow fonder, strengthening the appetite of what was already a large and expectant audience.

The opening game of the new MLB season drew the biggest TV audience for a regular-season game since 2011.

Other sports including golf and NBA basketball have also seen large spikes in viewership well above regular season norms.

The great news for advertisers is that not only is live sports programming back, but premium inventory is plentiful – creating new opportunities for brands to get in the game.



Create winning campaigns with live sports inventory

SpotX will have access to live sports inventory throughout the remainder of 2020, providing a unified source of supply for sports programming as it continues to return to screens.



Soccer



Horse Racing



Basketball



Auto Racing



Ice Hockey



Ultimate Fighting



Baseball



Football



Golf

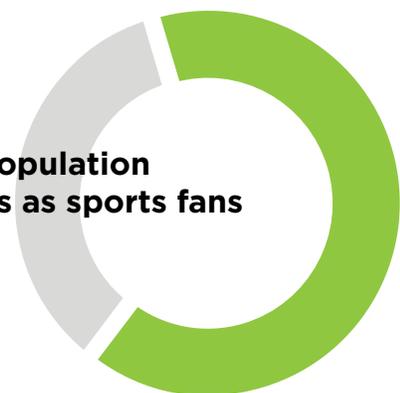


Tennis



Cycling

65% of the population self-identifies as sports fans



Ask your SpotX representative how you can add sports inventory to your next campaign.
Email: usdf@spotx.tv

Live sports and shoulder content is available now through SpotX

Soccer	MLS	Through November 8
	UEFA Champions League	Through Aug 23
	Major European league 2020/21 seasons	Starts September
Golf	PGA TOUR events	Through 12/11
	US Open	
	Masters Tournament	
MLB	2020 season	Through October/November
NBA	Season restart and playoffs	Through October
NHL	Season restart and playoffs	Through October
Tennis	US Open	Through October
UFC	Fight Night (various)	Ongoing
Cycling	Tour de France	8/29 - 9/30
NCAA football	2020 season	8/29 - 12/12
NFL	2020/21 season	TBD
Horse racing	Kentucky Derby	9/5
	Preakness Stakes	10/3

All events and dates listed are subject to change.

Inventory options include live-stream, video-on-demand, in-game, and shoulder content. All events are device agnostic. Please reach out to your SpotX rep if there is an event you would like to access that is not listed.

For more information please contact: usdf@spotx.tv



How to make live sports the star player on your next plan

Utilize cross-screen video

Content hungry sports fans consume a wide variety of sports programming watched on screens of all sizes.

Execute programmatically

Programmatic advertising offers bidding on live events in real-time, providing access to premium inventory. Advertisers can purchase live impressions for major events or one-off games – within seconds. Ads are then dynamically served full-screen across multiple devices in an efficient, simple, and brand-safe manner.

Avoid over-targeting

It is tempting for advertisers to utilize the vast array of targeting options available for digital video. However, it is necessary to recognize that with live sports, scale isn't guaranteed, and the timeframe is finite. With a capped number of ad breaks and an unknown amount of viewers, it's important to limit additional targeting to improve delivery.

Submit creative for pre-approval

Creative approval is extremely important for placement within premium live events.

Networks will have competitive separation agreements in play that may affect the ad's ability to run within live or shoulder content. SpotX recommends providing creative several days ahead of the event.

Choose a single source of supply

Sports inventory is highly fragmented with multiple leagues, events, games, and stages of the season made available on screens of differing sizes, through a varied set of streaming services. Working with a single point of contact with a unified source of supply makes orchestrating campaigns easier, faster, and more efficient.

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