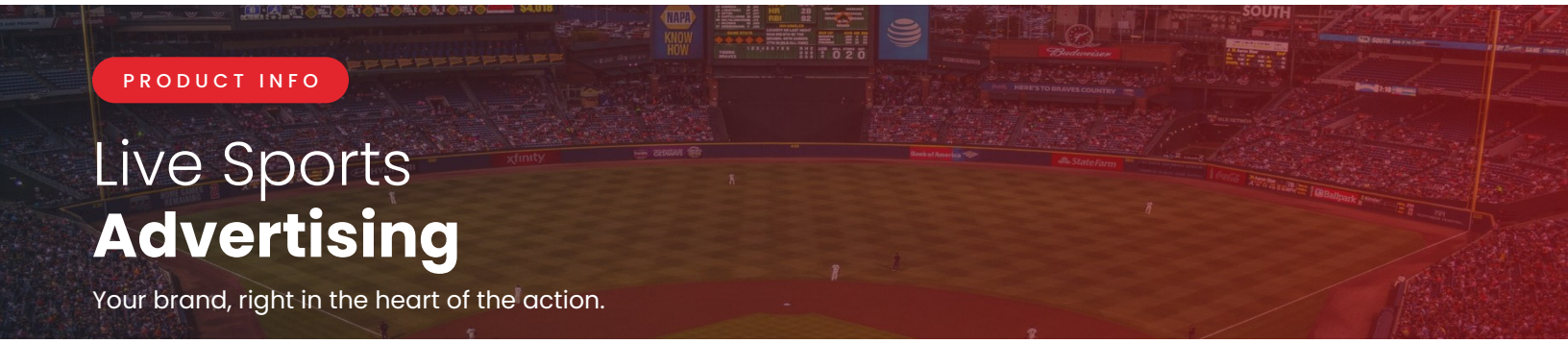


PRODUCT INFO

Live Sports **Advertising**

Your brand, right in the heart of the action.

Reach passionate fans during the most exciting moments in sports. Your video ad runs on every device during live pro and college games, plus the pre- and post-game coverage around them, for maximum reach and impact.

PACKAGES

All Sports

MOST REACH

Cast a wide net across the NFL, NBA, NHL, MLB, WNBA, college football and basketball, soccer, golf, and tennis. Includes regular season and playoffs, with the chance of big events like March Madness.

A full metro area (DMA) or larger is recommended.

Sport-Specific

Focus your budget on one sport during its regular season. Available for the NFL, college football, NBA, NHL, and MLB.

A full metro area (DMA) or larger is required. Availability depends on the time of year.

BENEFITS

- **Premium inventory.** Your ads run next to live sports content with highly engaged viewers.
- **Ad experience control.** You decide how and where your ad appears.
- **Cross-device attribution.** Track the customer journey across every device.
- **Brand-safe environment.** Your ads always appear in a reputable setting.
- **Complete reporting.** See where and when your ads ran and how they performed.

105.3M
digital live sports viewers in 2024

65%
of Americans watched live sports on streaming TV

93%
of the top 100 U.S. broadcasts were NFL games

21%
projected growth in live sports viewing by 2027

Sources on page 2.

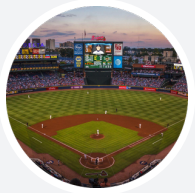


WHEN EACH SPORT RUNS



Spring

NBA
College basketball
WNBA
MLB
NHL



Summer

MLB
WNBA



Fall

NFL
College football
MLB
WNBA



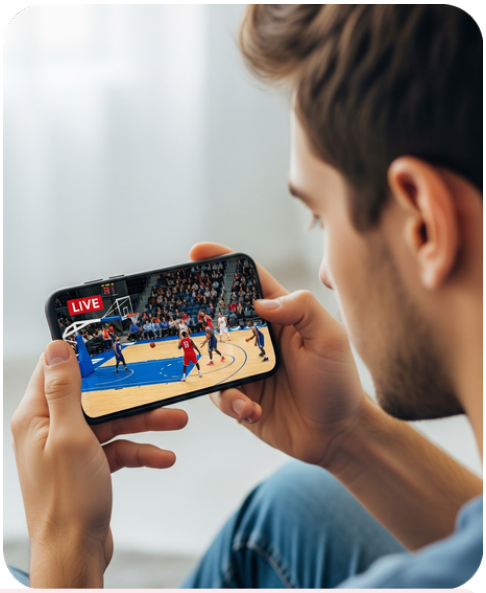
Winter

NFL
College football
NBA
College basketball
NHL

YEAR-ROUND Golf · Tennis · Soccer

WHO'S WATCHING

- **Gender:** Skews male, with significant female viewership, especially for the Olympics, tennis, and soccer.
- **Age:** Broad reach across adults 18–54, with strong engagement from Millennials and Gen X.
- **Income:** Medium to high household income. Many subscribe to multiple streaming services.
- **Education:** Typically college-educated and comfortable with digital media.
- **Mindset:** Cost-conscious but brand-aware. They choose ad-supported plans and expect relevant, quality ads.



Creative tip: Live Sports video ads need at least 30 frames per second. We can help produce a spot that's ready to air.

Ready to get in the game?

Tell us your market and your season. We'll recommend the right package and timing.

maxmediadigitalllc.com

Sources: eMarketer, "More Than 100 Million Will Watch Live Sports This Year," 2024; Streaming live sports viewership research, 2024; eMarketer, "Football Spikes Live Sports TV Ad Spend," 2024; The Current, "Digital Live Sports Viewing in the U.S.," 2025.