MAX MEDIA DIGITAL

PRODUCT OVERVIEW

Live Sports **Advertising**

Your brand, live in the game.



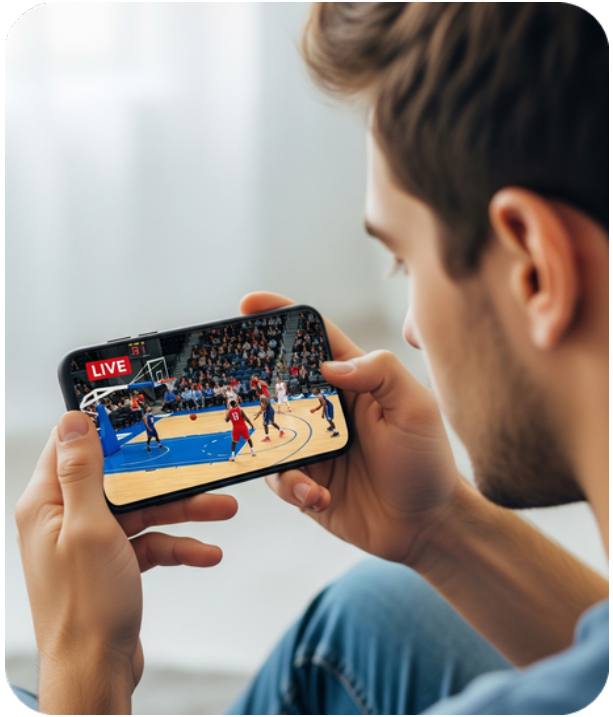
maxmediadigitalllc.com

Your Brand, Live in the Game

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

Sports available

NFL | NBA | NHL | MLB | College football | College basketball | WNBA | Soccer | Golf | Tennis



Why Live Sports?

Live sports viewing has moved to streaming, and fans watch every second, live.

105.3M

digital live sports viewers in 2024

65%

of Americans watched live sports on streaming TV in 2024

93%

of the top 100 most-watched U.S. broadcasts were NFL games

21%

projected growth in live sports viewing by 2027

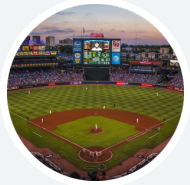
Sources: eMarketer (2024); streaming live sports viewership research (2024); The Current (2025).

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

Where Your Ads Run

Your commercial runs across one of the largest pools of live sports inventory available:

Premium sports networks
National networks fans love and follow.

Streaming services and distributors
Partners that own the rights to stream live sports content.

Every screen
Smart TVs, streaming devices, phones, tablets, and computers.

Creative tip: Live Sports video ads need at least 30 frames per second.



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.



Built for Brand Awareness

Live Sports sits at the **top of the funnel**, reaching excited fans at scale.

Instant prestige

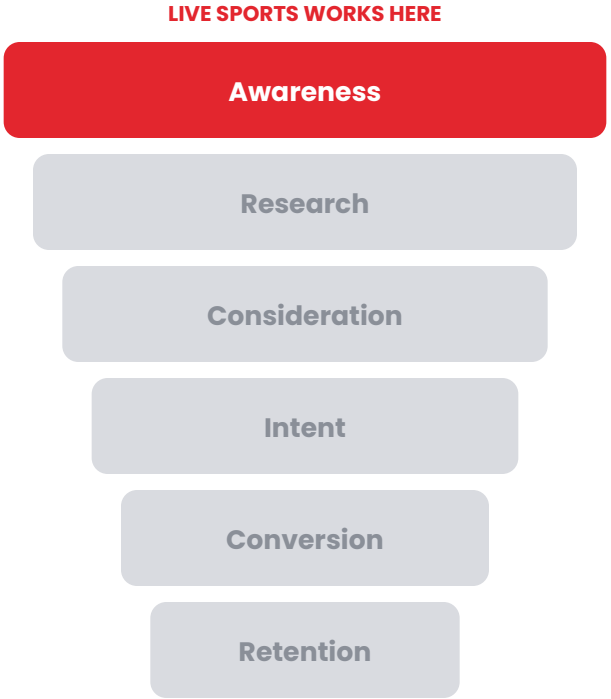
Advertising during live sports ties your brand to the excitement and passion of the game.

Built-in credibility

Appearing next to beloved teams, top athletes, and national advertisers builds trust.

Precise targeting

Your message reaches the viewers you want to influence, not everyone.



Choose Your Package

All Sports

MOST REACH

- NFL, NBA, NHL, MLB, WNBA
- College football and basketball
- Soccer, golf, and tennis
- Regular season and playoffs
- Possible big events, like March Madness

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

Sport-Specific

- Focus on one sport during its regular season
- Available: NFL, college football, NBA, NHL, MLB
- Some sports are only available in season

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

Proven Results

Clear, live reporting

Your live dashboard shows how your campaign is performing:

- Impressions and completion rates
- Which channels your ad aired on
- Conversions and website visits
- Cross-device results

CASE STUDY: REGIONAL BANK

Three months of the All Sports package across four Western U.S. cities, to grow awareness and website visits.

1,369
website visits

98.3%
video completion rate

Results from a single advertiser; individual results vary.

MAX MEDIA DIGITAL

Ready to get **in the game?**

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

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