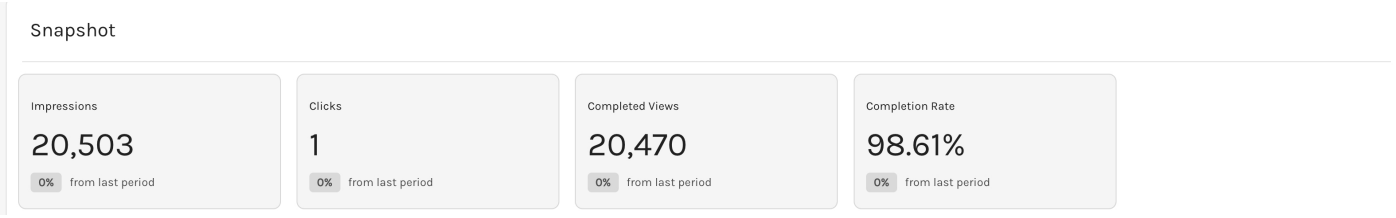
Live Sports **Streaming TV Report**

Put your commercial in front of fans during the games they watch live.

This sample campaign ran during **live NBA broadcasts** on streaming platforms, targeted to ZIP codes in the Albuquerque and Santa Fe area. Here is what the partner saw in their live dashboard.

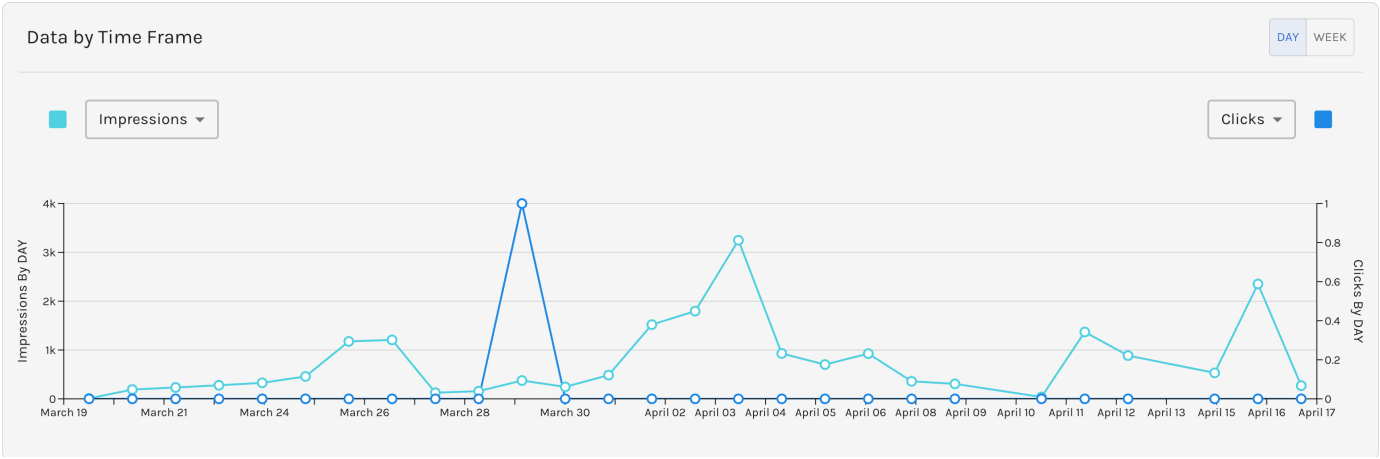
CAMPAIGN SNAPSHOT

Total impressions and completed views, with a **98.61% completion rate**, meaning almost every viewer watched the full commercial.



DELIVERY BY DAY

Impressions and clicks day by day, so you can see exactly when your commercial ran.



PERFORMANCE BY AD GROUP

Each sport or league you target appears as its own line, so you can compare results side by side.



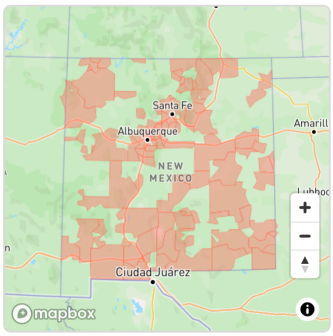
Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
LIVE SPORTS - NBA	20,503	1	0.00%	20,470	98.61%	0
Total	**20,503**	**1**	**0.00%**	**20,470**	**98.61%**	**0**

Live Sports Streaming TV Report

Where and how your ad was seen

GEOGRAPHY

Impressions by ZIP code, mapped and ranked, so you can confirm your ad reached your exact service area.



Geography

ZIP CODES | LOCATIONS | EXPORT

Zip Codes	Location	Impressions	Clicks	Conversions
87108	Albuquerque, New Mexico	1,548	0	0
87114	Albuquerque, New Mexico	1,463	1	0
87121	Albuquerque, New Mexico	1,244	0	0
87120	Albuquerque, New Mexico	1,085	0	0
87124	Rio Rancho, New Mexico	748	0	0
87507	Santa Fe, New Mexico	690	0	0
87144	Rio Rancho, New Mexico	560	0	0
87106	Albuquerque, New Mexico	553	0	0

TOP STREAMING CHANNELS

The streaming services that carried your ad, including Sling TV, FuboTV, NBA, and MAX, with completion rates on each.

Top Performing Channels

EXPORT

Channel	Impressions	Completion Rate
Sling TV	14,440	98.48%
FuboTV	3,141	98.49%
NBA	1,696	97.70%
MAX	486	96.91%

DEVICE TYPE

Most impressions ran on **connected TVs**, the big screen in the living room, with smaller shares on desktop, mobile, and tablet.

Device Type

EXPORT

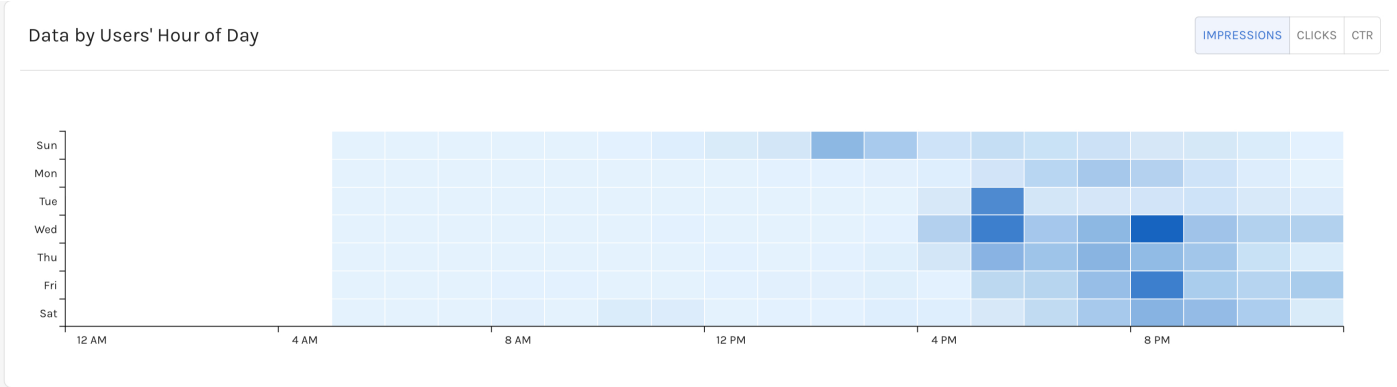
Type	Impressions	Completion Rate
Connected TV	16,857	98.93%
Desktop	1,587	96.62%
Mobile	1,455	96.68%
Tablet	604	97.53%

Live Sports Streaming TV Report

When your audience was watching

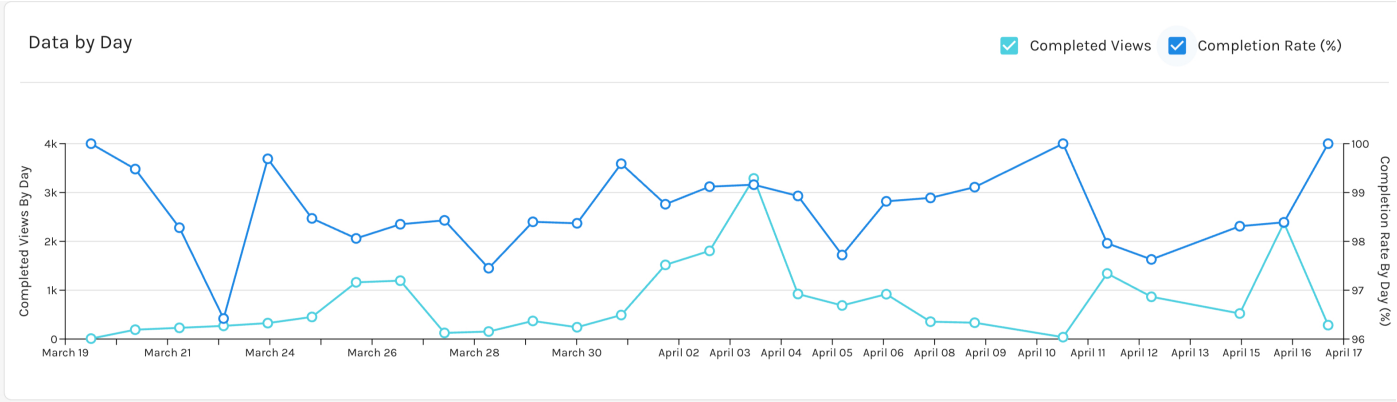
VIEWING BY HOUR OF DAY

A heat map of when your ad was seen. Darker squares mean more impressions, with viewing peaking on weekday evenings.



COMPLETED VIEWS BY DAY

Completed views (light line) and completion rate (dark line) for every day of the campaign.



Reach fans during the games they love

Target live sports broadcasts on streaming TV, in the ZIP codes you choose, with reporting like this from day one.

maxmediadigitalllc.com