

OTT/FEP DIGITAL SPORTS
VIDEO ADVERTISING
PLATFORM



In 2020, What is Television?

Is it the Device?

Is it the Programming?

Is it the Audience?



All of the Above!!



How People Watch TV in 2020: Streaming TV

Over 65% of U.S. Households Now Streaming TV on Digital Screens

60.4M
HH

- Cord Cutters:** 23.8-million households, average age of 47. Nearly half (47%) spend five or more hours watching TV on weekdays, 82% say they're satisfied with their services. Most cord cutters were previously cord shavers.
- Cord Shavers:** 30.2 million households have reduced their Pay-TV packages in the last two years. Average age of 47. Nearly three quarters (74%) spend five or more hours watching TV on weekdays, 37% say they're planning to cancel pay TV.
- Cord Nevers:** 6.4-million households have never paid for a traditional cable, satellite or Pay-TV package. Average age is 32, and only 39% spend 5-hours or more watching TV on weekdays. Viewers are more likely to be female.
- Cord Traditionals:** 55.5 million households that have traditional cable, satellite or Pay-TV packages and have not reduced those packages in the last two years. More than two-thirds (68%) spend five hours or more watching TV on weekdays. Could be described as "tech-averse."



APPLE TV



CHROMECAST



AMAZON FIRE TV



ROKU



PS4



XBOX



TABLET



PC



TV

Source: 2019 Roku study, "The New Generation of Cord Cutters"



250+ Direct
Premium
Publishers

Cutting-Edge
OTT/FEP Audience
Targeting

Real-Time
Dashboard
Reporting

Full Media, Geo
& Placement
Transparency

Sports
Media **tv**



Sports
Media **tv**

Fan**z**[®]

JL

360
SPORTS TV

dakdan[®]

ZooMedia[®]

SPORTS
Media

What exactly are they selling you?

Over-the-Top or OTT is often misused as an umbrella term for any video content streamed over the internet to various digital screens.

With so many streaming publishers and OTT resellers popping up, it's vital to understand exactly what they're selling you...

- **Over-the-Top TV (OTT)**
 - OTT stands for "over-the-top," the term used for the delivery of film and TV content via the internet, without requiring users to subscribe to a traditional cable or satellite Pay-TV service like a Comcast or COX.
- **TV Everywhere (TVE):**
 - Gaining access to your Pay-TV subscription through a streaming device using a log-in authentication process tied to the consumer's paid cable/satellite subscription
 - You must have a Pay-TV subscription to access TV Everywhere.
 - TV Everywhere only reaches the subscription service's existing customers and completely ignores the rapidly growing cord-cutters audience. If you're advertising on cable, these are the same people, just on different devices.
- **Addressable TV**
 - Accessing set-top box data to hand-select a target audience comprised entirely of cable/satellite subscribers
 - You must have a Pay-TV subscription to access Addressable TV



Offers Exclusively...

OTT/FEP – Full TV Episodes, Movies & Live Sports

- Full 30 or 60-minute TV episodes
- Full-length Movies
- Live Sporting Events
- Content from Broadcast & Cable Networks *plus* Streaming Aggregators
- All screens, though OTT/FEP is primarily consumed on a Connected TV (CTV) through an app experience or plug-in streaming device

TVPlus/Premium Pre-Roll

- All screens, though primarily mobile & desktop, short-form video content from premium content publishers
- TVPlus is NOT: webisodes, user-generated content or "cat videos"

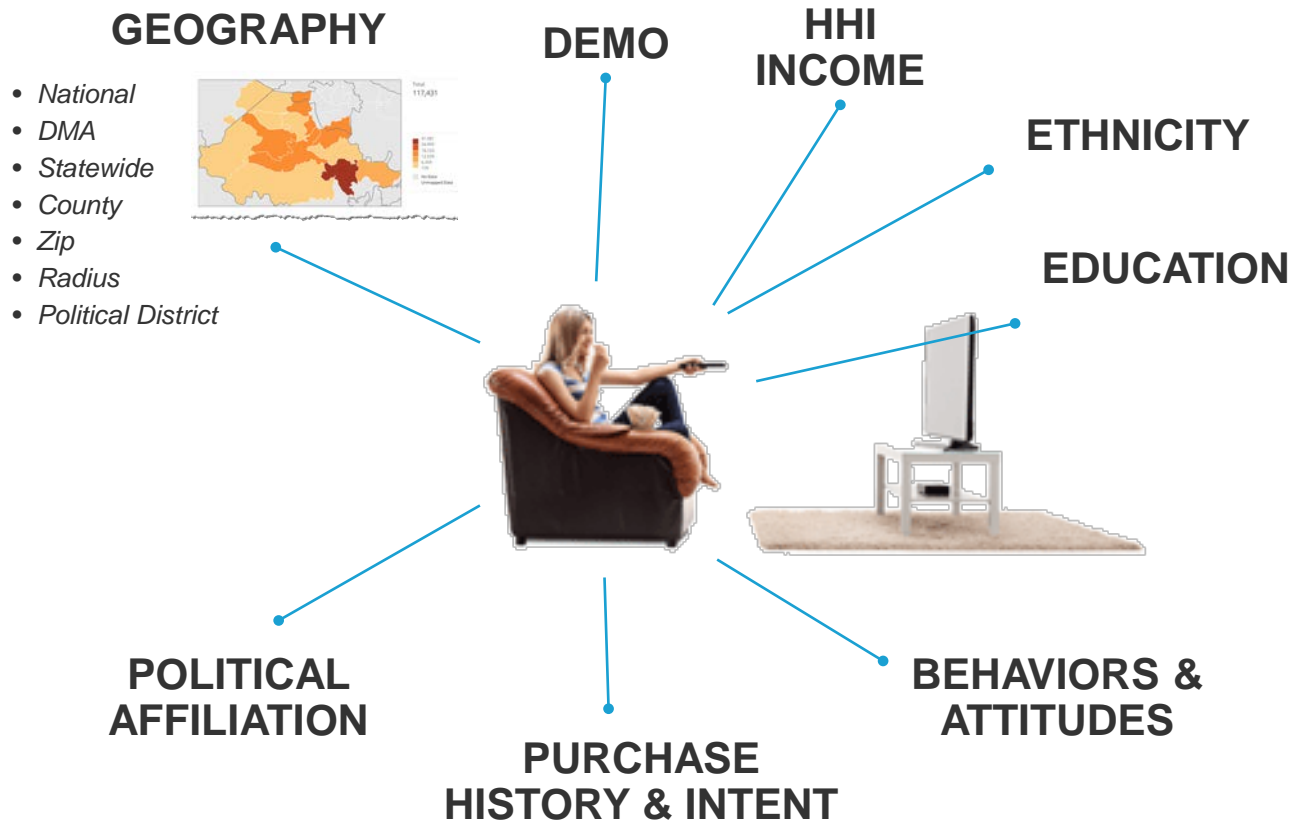
SportsMedia.TV offers both Choice & Control

1. Exclusively Long-form OTT/FEP
2. Exclusively Short-form Pre-Roll
3. Blend of both Long & Short-form content



Advanced OTT/FEP Targeting Tactics

Covering 80-million Households



Premier 3rd Party Data Partners



The Power of Video Meets the Targetability of Digital

DMP Partners TRUOPTIK LiveRamp



OTT/FEP Inventory: Full TV Episodes, Sports Movies, Live Sports

Broadcast Networks



Streaming Aggregators / Virtual MVPDs



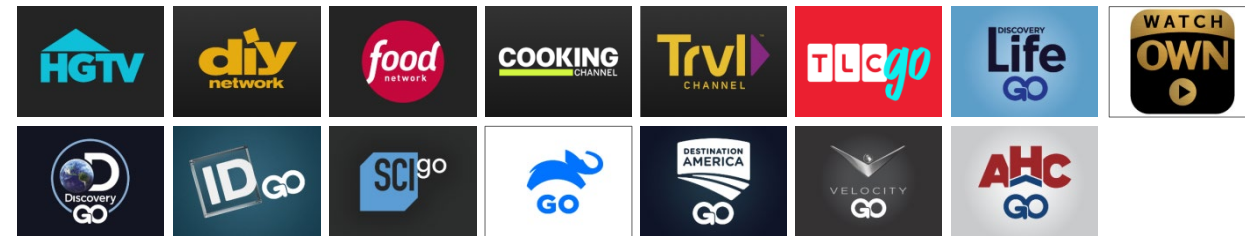
A&E



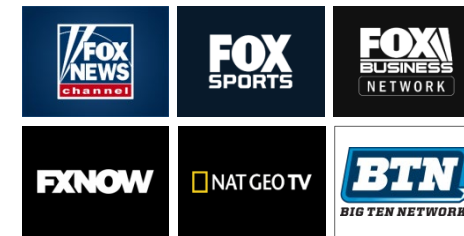
AMC



Discovery



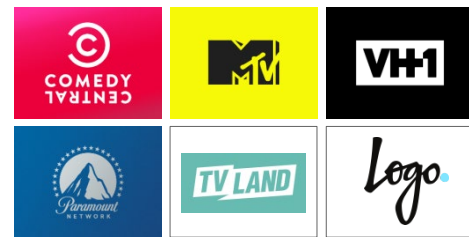
Fox



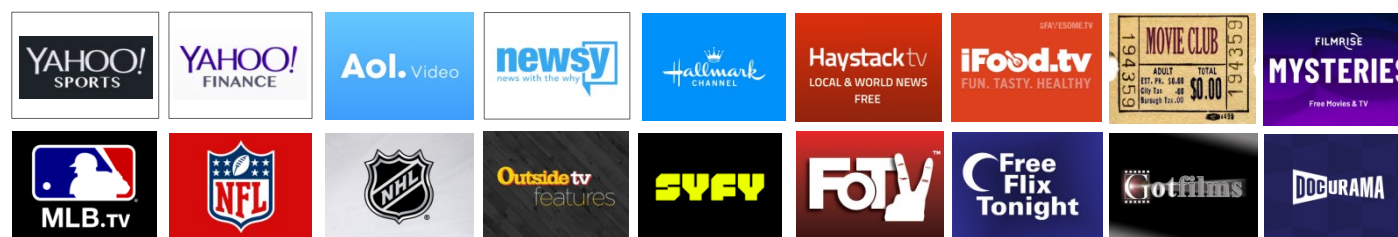
Turner



Viacom



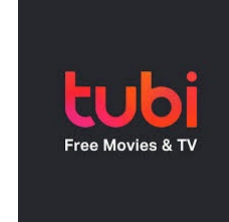
Additional Streaming Apps



- 95% CVR Goal
- Guaranteed impressions
- Non-guaranteed publisher mix
- Blacklist possible



Sports Movie Marketing



Premium Short-Form: Non-skippable, Premium Pre-Roll Video

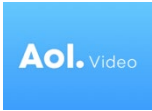
Broadcast Networks

ABC
NBC
FOX
PBS
Univision



News & Portals

MSN
Yahoo
AOL
Huffington Post



- Non-Skippable, Medium/Large Player, User Initiated Only
- 70% CVR Goal
- Guaranteed impressions
- Non-guaranteed publisher mix
- Blacklist possible

Autos

caranddriver.com
cycleworld.com
hotrod.com
motortrend.com
roadandtrack.com



Business & Finance

businessinsider.com
businessweek.com
economist.com
entrepreneur.com
forbes.com
fortune.com
foxbusiness.com
inc.com



Food & Cooking

allrecipes.com
bonappetit.com
chatelaine.com
cleaneatingmag.com
cookinglight.com
eatingwell.com
foodandwine.com

Health & Fitness

bicycling.com
bikemag.com
fitnessmagazine.com
health.com
mensfitness.com
menshealth.com
oxygenmag.com
runnersworld.com

Fashion & Style

cosmopolitan.com
essence.com
flare.com
glamour.com
harpersbazaar.com



Home & Garden

hgtvgardens.com
birdsandblossoms.com
coastalliving.com
countryliving.com
dwell.com
elledecor.com
familycircle.com
goodhousekeeping.com
housebeautiful.com
marthastewart.com



martha stewart

Lifestyle Magazines

oprah.com
time.com
rollingstone.com
vanityfair.com
ew.com
people.com
vogue.com
newsweek.com
newyorker.com
intouchweekly.com
allure.com
elle.com



Local TV & Radio

abc2news.com
fox5atlanta.com
abc7chicago.com
fox5ny.com
nbclosangeles.com
fox16.com
fox13news.com
abc7.com



Newspapers

usatoday.com
nytimes.com
WSJ.com
The New York Times
Washingtonpost.com
Chicagotribune.com
Latimes.com

Sports

bleacherreport.com
foxsports.com
MSN sports
NBC Sports
sbnation.com
yahoo sports



.....and more



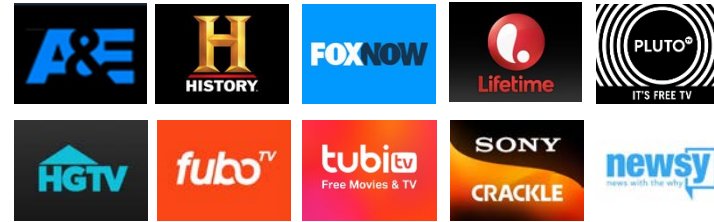
User Ad Experience on OTT/FEP Digital Video

1 Choose Connecting Device



2 Select Streaming App

(Authenticate access to video content by logging into cable provider account)



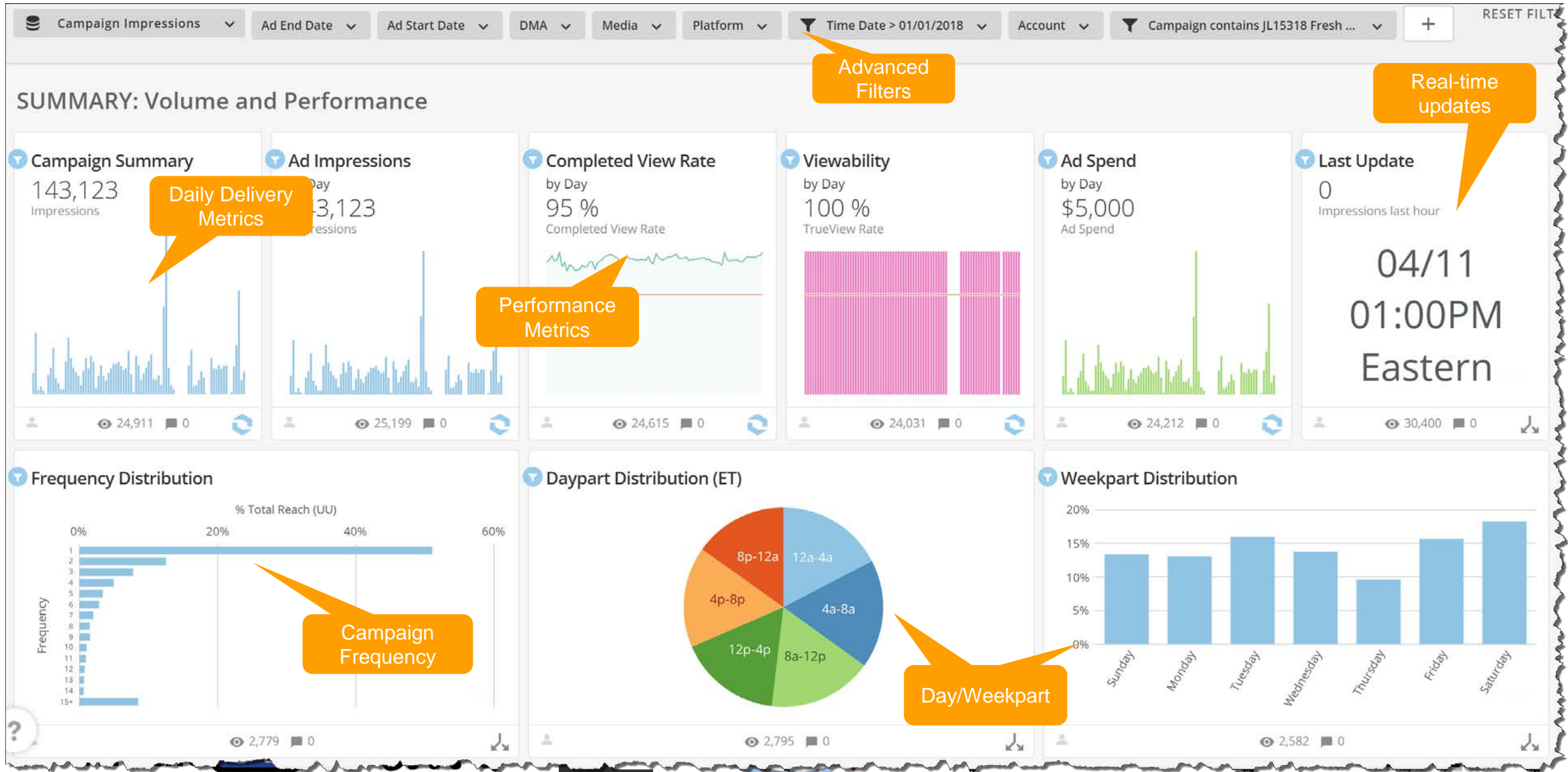
3 Select Content and Start Streaming



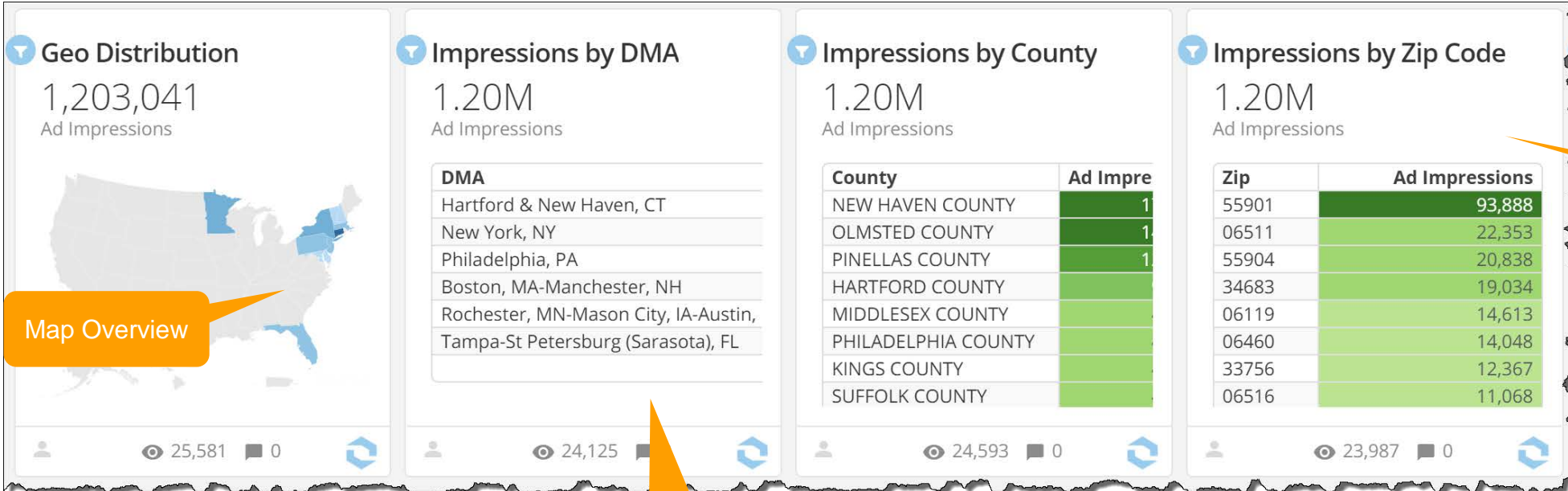
4 Watch Pre-/Mid-Roll Ad within Video Content



Self-Serve, Real-Time Reporting with Complete Transparency



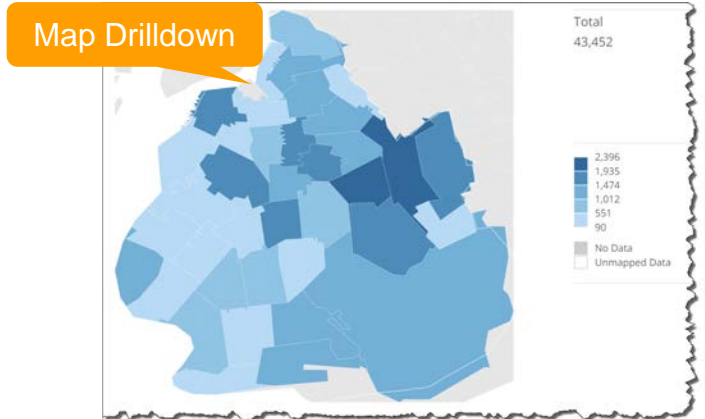
Real-Time Geo Reporting (State, DMA, County, Zip) and More



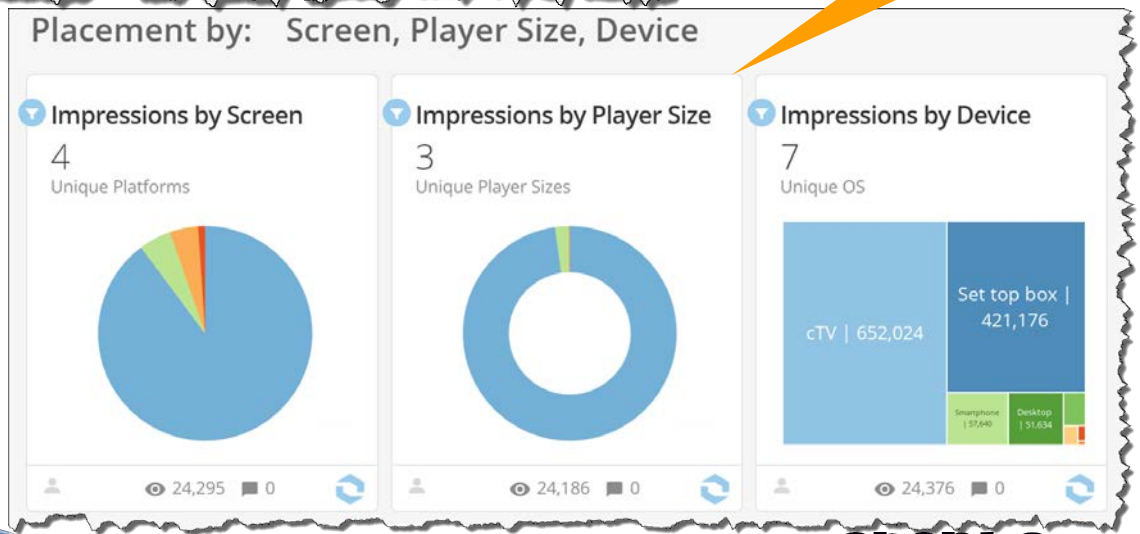
Map Overview

County and Zip for Co-Op Reporting

Deeper Placement insight

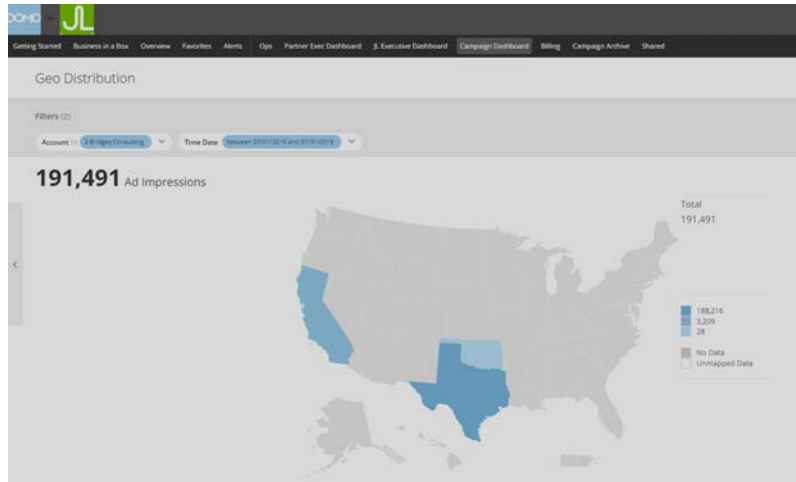


Detailed Geo Data...in Real-Time



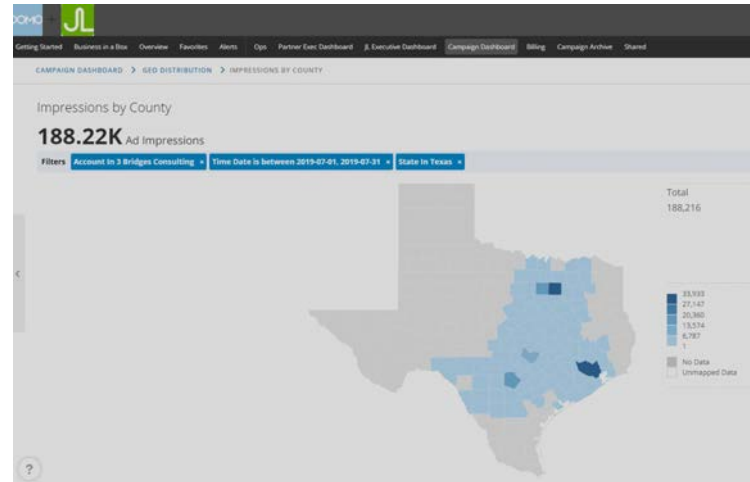
Custom Geography Targeting

Map Drill Down



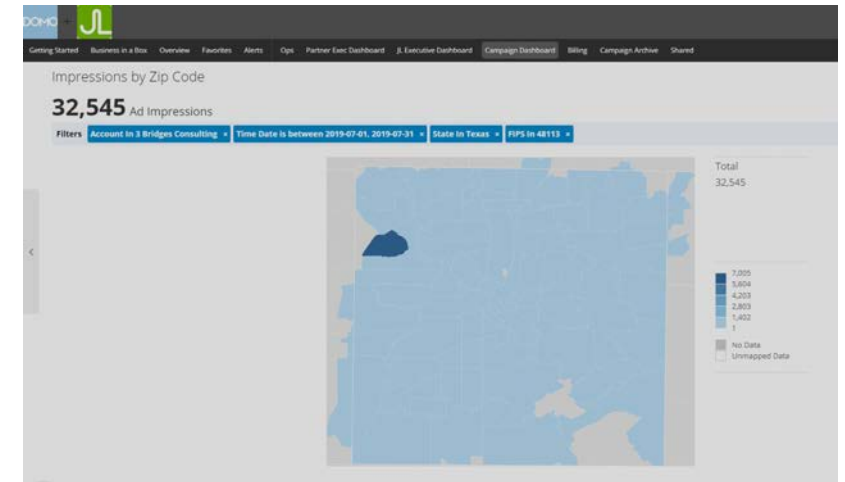
**Full Agency Level Detail
All Accounts & Geographies**

*A glance at all active and /or
previous campaign delivery*



County Level Detail by Account

A glance at Texas campaign delivery



Zip code Level Detail within County

*A glance at County campaign
delivery by zip code*



Media Placement Transparency for 100% of Impressions Delivered

Full Media Insight

749

Unique Sites/Apps

Media	Platform	Impressions	View	CVR	75% Qrt	50% Qrt	25% Qrt
tubitv	Smart TV	3,674,170	100%	98%	99%	99%	99%
XUMO	Smart TV	2,763,244	100%	95%	96%	97%	98%
nfl	Smart TV	2,465,294	100%	91%	92%	95%	97%
foxsports.com	Smartphone	1,750,311	100%	76%	76%	80%	85%
Sling TV	Smart TV	1,254,981	100%	99%	99%	94%	99%
Philo	Smart TV	647,616	100%	99%	99%	99%	99%
fuboTV	Smart TV	591,431	100%	99%	99%	99%	99%
Comedy Central	Smart TV	404,748	100%	98%	98%	99%	99%
philo	Smart TV	403,082	100%	99%	99%	99%	99%
IDSGO	Smart TV	399,101	100%	99%	100%	100%	100%
nhl	Smartphone	357,255	100%	91%	92%	94%	97%

Impressions by Media Placement + Screen

Impressions by Media and Page for Desktop and Mobile Web

Date	Media	Platform	Page URL	Ad Impressions	TrueView Rate	MOAT Viewable Rate	Completed View Rate	View Comp View
4/25/2017	cwtv.com	Desktop	cwtv.com/shows/the-vampire-diaries/	1	100%	100%	100%	100%
4/25/2017	cwtv.com	Desktop	www.cwtv.com/shows/jane-the-virgin/chapter-fifty-eight/	1	100%	100%	100%	100%
4/25/2017	cwtv.com	Desktop	cwtv.com/shows/reign/highland-games/	1	100%	100%	100%	100%
4/25/2017	cwtv.com	Desktop	www.cwtv.com/shows/arrow/	1	100%	100%	100%	100%
4/25/2017	diynetwork.com	Desktop	www.diynetwork.com/shows/texas-flip-and-move	1	100%	100%	0%	0%
4/25/2017	diynetwork.com	Desktop	diynetwork.com/shows/the-treehouse-guys	7	86%	83%	57%	57%
4/25/2017	diynetwork.com	Desktop	diynetwork.com/shows/full-episodes	4	100%	100%	25%	25%
4/25/2017	diynetwork.com	Desktop	diynetwork.com/shows/building-alaska	5	100%	100%	80%	80%
4/25/2017	diynetwork.com	Desktop	diynetwork.com/shows/bath-crashers	3	67%	67%	67%	67%
4/25/2017	funimation.com	Desktop	www.funimation.com/shows/fairy-tail/natsu-vs-the-twin-drago	2	100%	100%	100%	100%
4/25/2017	fyi.tv	Desktop	fyi.tv/shows/upgrade-my-bae/season-1/episode-8	1	100%	100%	0%	0%
4/25/2017	go.com	Desktop	abc.go.com/shows/conviction	1	0%	0%	0%	0%
4/25/2017	go.com	Smartphone	abc.go.com/shows/greys-anatomy/video/most-recent/vdka380	21	67%	67%	33%	33%
4/25/2017	go.com	Tablet	abc.go.com/shows/dancing-with-the-stars/cast/valentin-chmer	3	50%	50%	33%	33%
4/25/2017	go.com	Desktop	abc.go.com/shows/marvels-agents-of-shield-slingshot	1	100%	100%	100%	100%
4/25/2017	history.com	Desktop	history.com/shows/pawn-stars/season-14/episode-2	1	100%	100%	0%	0%
4/25/2017	history.com	Desktop	www.history.com/shows/classroom	1	100%	100%	100%	100%
4/25/2017	history.com	Desktop	history.com/shows	2	100%	100%	0%	0%
4/25/2017	mtv.com	Desktop	www.mtv.com/shows/college-invasion	1	100%	100%	0%	0%



Real-Time Reporting: Target Audience Segments and Detail

3rd Party Data Providers

Segment Reach & Frequency



383,507 Audience Targeted Impressions

Line Item	Audience	Segment Imp	Segment Reach	Segment Frequency	Segment	Segment Description
JL17128-07	3Q19 15s 0126 FEP Albany, GA 9/9-9/15	Demo Males: 18-49	183	159	1.2	Males: 18-24 Males: 18-24 Comscore vCE Optimized
JL17128-07	3Q19 15s 0126 FEP Albany, GA 9/9-9/15	Demo Males: 18-49	218	186	1.2	Males: 21-39 Males: 21-39 Oracle Validated Demographics
JL17128-07	3Q19 15s 0126 FEP Albany, GA 9/9-9/15	Demo Males: 18-49	173	157	1.1	Males: 25-34 Males: 25-34 Comscore vCE Optimized
JL17130-09	3Q19 15s 0126 FEP Augusta-Aiken 9/9-9/15	Demo Males: 18-49	169	146	1.2	Males: 18-24 Males: 18-24 Comscore vCE Optimized
JL17130-09	3Q19 15s 0126 FEP Augusta-Aiken 9/9-9/15	Demo Males: 18-49	221	201	1.1	Males: 21-39 Males: 21-39 Oracle Validated Demographics
JL17130-09	3Q19 15s 0126 FEP Augusta-Aiken 9/9-9/15	Demo Males: 18-49	151	135	1.1	Males: 25-34 Males: 25-34 Comscore vCE Optimized
JL17133-07	3Q19 15s 0126 FEP Billings 9/9-9/15	Demo Males: 18-49	76	66	1.2	Males: 18-24 Males: 18-24 Comscore vCE Optimized
JL17133-07	3Q19 15s 0126 FEP Billings 9/9-9/15	Demo Males: 18-49	84	67	1.3	Males: 21-39 Males: 21-39 Oracle Validated Demographics
JL17133-07	3Q19 15s 0126 FEP Billings 9/9-9/15	Demo Males: 18-49	74	66	1.1	Males: 25-34 Males: 25-34 Comscore vCE Optimized
JL17135-03	3Q19 15s 0126 FEP Bowling Green 9/9-9/15	Demo Males: 18-49	72	64	1.1	Males: 18-24 Males: 18-24 Comscore vCE Optimized



Real-Time Reporting: Campaign Reach & Pacing...

Campaign Pacing Apr 1, 2019 - Apr 11, 2019

141 Count of Ad

Reach Data **Pacing Data** **Hourly delivery state**

	Delivered Imp	Reach (UU)	Avg. Freq	CVR%	View%	Pace	1HOSI	Last Hour	24HOSI	Last 24 Hour	Goal	Net Spend
's 2Q19 30s 4009 FEP Indianapolis 4/8-4/14	3,179	2,319	1.37	98%	100%	80%	0.84	49	0.76	1,053	8,160	\$89.17
's 2Q19 15s Bookend 4009 FEP Huntsville-Deca 4/8-4/14	1,386	759	1.83	98%	100%	83%	0.42	10	0.48	272	3,410	\$38.88
's 2Q19 30s 4009 FEP Huntsville-Deca 4/8-4/14	1,402	859	1.63	98%	100%	84%	0.09	2	0.82	459	3,410	\$39.33
's 2Q19 15s Bookend 4009 FEP Lansing 4/8-4/14	774	502	1.54	98%	100%	101%	1.22	11	0.59	132	1,570	\$21.71
's 2Q19 30s 4009 FEP Lansing 4/8-4/14	813	524	1.55	98%	100%	106%	1.33	12	0.61	128	1,570	\$22.80
's 2Q19 15s Bookend 4009 FEP Lansing 4/8-4/14	626	415	1.51	98%	100%	82%			0.46	121	1,570	\$8.81
s Jr. 2Q19 15s 0106 FEP Albuquerque-San 4/8-4/14	5,312	3,426	1.55	98%	99%	95%	2.45	174	1.59	2,725	11,459	\$135.46
s Jr. 1Q19 15s 0106 FEP Bend, OR 4/8-4/14	927	376	2.46	96%	98%	95%	1.58	19	1.33	394	1,991	\$23.64

...and Campaign Wrap-Up Summary + Detail

Ad	Line Item Delivery vs Goal	% Delivered	Delivered	Goal	CVR%	View%	Ordered Budget	Delivered Gross Budget
JL15273-06	4Q18 0014 FEP Boston (Manches 11/5-11/11)	100%	208,406	208,394	92%	92%	\$7,143.75	\$7,143.75
JL15299-06	4Q18 DSOE VAL - 0014 FEP Greenville-N.Be 11/5-11/11	100%	19,652	19,645	93%	92%	\$673.61	\$673.63
JL15300-06	4Q18 DSOE VAL - 0014 FEP Tampa-St. Pete 11/5-11/11	100%	161,382	161,361	94%	85%	\$5,533.08	\$5,533.07
JL15344-04	4Q18 OCT-NOV - 0014 FEP Youngstown 11/5-11/11	100%	15,902	15,888	94%	96%	\$544.81	\$544.80
JL15346-04	4Q18 OCT-NOV - 0014 FEP Chicago 11/5-11/11	100%	294,897	295,000	93%	91%	\$10,115.55	\$10,112.02



Real-Time Reporting: Log Level Impression Detail for Audits

CAMPAIGN DASHBOARD > CAMPAIGN SUMMARY > CAMPAIGN SUMMARY > DATA

Data

100%																		
Time Date	Campaign	Ad	Ad Impressions	Ad Type	Completed Views	Ad Spend	Player Width	Platform	Operating System	Player Size Detected	Page URL	Media Type	Media	State	City	DMA	Zip	County
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	Set top box	Large (>=500px)	Food Network/	App	Food Network	Pennsylvani	New Holla	Harrisburg-	17557	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	Set top box	Large (>=500px)	Food Network/	App	Food Network	Pennsylvani	Lancaster	Harrisburg-	17603	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	1	\$ 0.03	1920	Smart TV	Set top box	Large (>=500px)	HGTV/	App	HGTV	Pennsylvani	Mountvill	Harrisburg-	17554	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	1	\$ 0.03	1920	Smart TV	Set top box	Large (>=500px)	HGTV/	App	HGTV	Pennsylvani	Lancaster	Harrisburg-	17602	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	5	Digital Ad	5	\$ 0.15	1920	Smart TV	Set top box	Large (>=500px)	Investigation Di	App	Investigation	Pennsylvani	Lancaster	Harrisburg-	17602	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	Set top box	Large (>=500px)	Science Channe	App	Science Chann	Pennsylvani	Leola	Harrisburg-	17540	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	4	Digital Ad	4	\$ 0.09	1920	Smart TV	Set top box	Large (>=500px)	TLC GO/	App	TLC GO	Pennsylvani	Lancaster	Harrisburg-	17603	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	4	Digital Ad	4	\$ 0.09	1920	Smart TV	Set top box	Large (>=500px)	Travel Channel/	App	Travel Channe	Pennsylvani	Ephrata	Harrisburg-	17522	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	1	\$ 0.03	1920	Smart TV	Set top box	Large (>=500px)	Travel Channel/	App	Travel Channe	Pennsylvani	Lititz	Harrisburg-	17543	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	4	Digital Ad	4	\$ 0.09	1920	Smart TV	Set top box	Large (>=500px)	Travel Channel/	App	Travel Channe	Pennsylvani	Lancaster	Harrisburg-	17603	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	1	\$ 0.03	1920	Smart TV	Set top box	Large (>=500px)	Watch OWN/	App	Watch OWN	Pennsylvani	Lancaster	Harrisburg-	17603	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	Set top box	Large (>=500px)	Fox News/	App	Fox News	Pennsylvani	Lancaster	Harrisburg-	17602	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	7	Digital Ad	7	\$ 0.18	1920	Smart TV	cTV	Large (>=500px)	philo/	App	philo	Pennsylvani	Ephrata	Harrisburg-	17522	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	cTV	Large (>=500px)	philo/	App	philo	Pennsylvani	Gap	Harrisburg-	17527	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	0	\$ 0.03	0	Smartphone	Smartphone	Large (>=500px)	yahoo sports: fc	App	yahoo sports:	Pennsylvani	Lititz	Harrisburg-	17543	LANCASTER CO
27-Apr-19 3:00:00	JL16744-07 2Q	JL16744-0	7	Digital Ad	7	\$ 0.21	0	Tablet	Tablet	Large (>=500px)	aolon/	App	aolon	Pennsylvani	New Holla	Harrisburg-	17557	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	cTV	Large (>=500px)	travelchannel_v	App	travelchannel_	Pennsylvani	Lancaster	Harrisburg-	17601	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	8	Digital Ad	8	\$ 0.24	1920	Smart TV	cTV	Large (>=500px)	XUMO/	App	XUMO	Pennsylvani	Lancaster	Harrisburg-	17602	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	0	\$ 0.06	1920	Smart TV	cTV	Large (>=500px)	xumo/	App	xumo	Pennsylvani	Lancaster	Harrisburg-	17602	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	5	Digital Ad	5	\$ 0.15	1920	Smart TV	cTV	Large (>=500px)	xumo/	App	xumo	Pennsylvani	Lancaster	Harrisburg-	17603	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	26	Digital Ad	26	\$ 0.84	1920	Smart TV	Set top box	Large (>=500px)	24 hour free mc	App	24 hour free r	Pennsylvani	Ephrata	Harrisburg-	17522	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	1	Digital Ad	1	\$ 0.03	1920	Smart TV	Set top box	Large (>=500px)	24 hour free mc	App	24 hour free r	Pennsylvani	Landisvil	Harrisburg-	17538	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	4	Digital Ad	4	\$ 0.12	1920	Smart TV	Set top box	Large (>=500px)	24 hour free mc	App	24 hour free r	Pennsylvani	Leola	Harrisburg-	17540	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	5	Digital Ad	5	\$ 0.15	1920	Smart TV	Set top box	Large (>=500px)	24 hour free mc	App	24 hour free r	Pennsylvani	New Holla	Harrisburg-	17557	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	4	Digital Ad	3	\$ 0.09	1920	Smart TV	Set top box	Large (>=500px)	24 hour free mc	App	24 hour free r	Pennsylvani	Willow St	Harrisburg-	17584	LANCASTER CO
27-Apr-19 8:00:00	JL16744-07 2Q	JL16744-0	2	Digital Ad	2	\$ 0.06	1920	Smart TV	Set top box	Large (>=500px)	XUMO/	App	XUMO	Pennsylvani	Ephrata	Harrisburg-	17522	LANCASTER CO

Viewing Data

Placement Data

Geo Data

Date and Time Stamp

Campaign and Line Item



How is SportsMedia.TV OTT/FEP Different?

The biggest difference between working with the SportsMedia.TV platform vs. re-sellers of another company's platform are:

- **Actionable Transparency:** SportsMedia.TV provides real time, self-serve Dashboard access so our client's can see where each impression is running during the campaign so we can make necessary, real time adjustments to optimize the campaign.
- **Pricing Efficiency/Transparency:** SportsMedia.TV separates Streaming TV Full Episode Program (FEP) and Premium Short-form Pre-Roll (TVP). Most re-sellers, and especially Cable TV companies, combine these impressions without disclosing the inventory breakout or the cost, making it very misleading and much more expensive.
- **Geo-Targeting:** SportsMedia.TV provides custom zip code targeting and can build out any combination of zip codes vs. the cable companies that sell by zone.
- **Flexible, Fast & Fun:** The SportsMedia.TV Campaign managers become an extension of your marketing team. We can change copy, start/stop programs, add/delete zip codes, turn off/on publishers within a couple hours – not days. The SportsMedia.TV Campaign Team reviews your program daily looking for opportunities to optimize your results.

Sports
Media **tv**

Fan**z**[®]



**sports
media**

TV Viewing has Already Changed Forever... Cord Cutting is Real and is Expanding... Over 65% of U.S. Households Now Streaming TV on Digital Screens

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56% of U.S. Adults Now Streaming: Nielsen

Two hours per day spent viewing on internet-connected devices

Jon Lafayette · Aug 5, 2019

f t p

Web-based TV continue to grow with 56% of U.S. adults classified as streamers, up from 48% last year and 40% in 2017, according to a new report from Nielsen.

www.broadcastingcable.com

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Nielsen Puts Connected-TV Use at 8 Billion Hours Per Month

Younger viewers more hooked up

Jon Lafayette · Nov 29, 2018

f t p

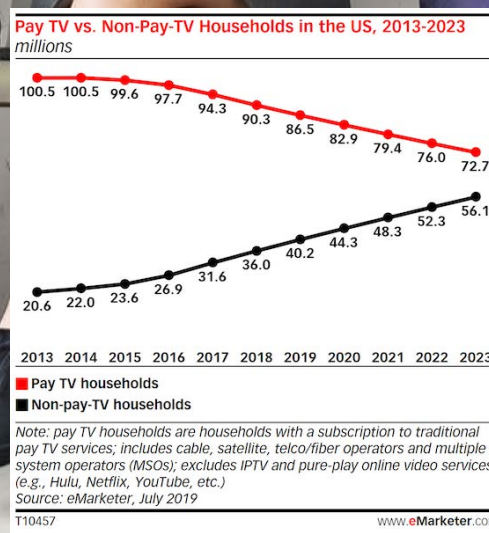
American are spending nearly 8 billion hours per month consuming content on connected devices, according to a new report from Nielsen.

"Only 7% of viewers are watching live TV."

Source: Broadcasting & Cable, November 29, 2018

"The annual pace of decline of the U.S. pay TV ecosystem is now 4.8%, the worst mark ever. The pay TV industry lost around 1.4 million customers in the first quarter."

Source: Multichannel News, July 1, 2019



Multichannel NEWS

HOME > NEWS > DISTRIBUTION > OTT

5% of Broadband Users Likely to Cut the Cord in the Next 12 Months

Parks Associates says those likely to flee the pay TV ecosystem next are still mobile-first consumers

BY DANIEL FRANKEL, JUL 1, 2019

"The percentage of households with traditional Pay-TV fell to 72.9% in June from 77.5% in June 2018."

Source: Broadcasting & Cable, July 1, 2019

"For many consumers, the days of haggling over their cable or satellite bill is over. They either have to pay more for the same channels or cut the cord. Given pay TV price hikes and the explosion in content produced exclusively for digital platforms, cutting the cord has never been more attractive."

Source: eMarketer, August 8, 2019

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TV Viewing Erodes as Q1 Media Usage Increases

Nielsen Total Audience Report sees more cord cutting

Jon Lafayette · Jul 1, 2019



Streaming Services & Apps	Description (Owner)	Content	Business Model	Full Episodes vs. Pre-Roll	On Demand vs. Live Streaming
	Satellite provider (AT&T) Formerly DIRECTV NOW	150+ Networks	Subscription + Ads	Full Episodes	On Demand + Live
	Satellite provider	150+ Networks	Subscription + Ads	Full Episodes	On Demand + Live
	Cable provider (Comcast)	150+ Networks	Subscription + Ads	Full Episodes	On Demand + Live
	Streaming provider	150+ Networks	Subscription + Ads	Full Episodes	On Demand + Live
	Streaming provider	100+ Channels Sports focus	Subscription + Ads	Full Episodes	On Demand + Live
	Streaming provider (A&E, AMC Discovery, ViacomCBS)	56+ Networks	Subscription + Ads	Full Episodes	On Demand + Live
	Streaming provider (Walmart)	Movies & TV Syndication	Rentals + Ads	Full Episodes	On Demand
	Streaming provider	Movies & TV Syndication	Ads	Full Episodes	On Demand
	Streaming provider + OEM White-label (Comcast)	Movies, TV, Clips	Ads	Full Episodes & Pre-Roll	Live
	Streaming provider (Sony)	Movies, TV Synd. & Originals	Ads	Full Episodes	On Demand
	Streaming provider (ViacomCBS)	Movies & TV Syndication	Ads	Full Episodes	On Demand
	Streaming provider (Rakuten)	Asian Movies & TV	Ads	Full Episodes	On Demand

DIFFERENTIATION	SportsMedia.TV OTT	Other OTT Vendor
INVENTORY		
Publisher Direct Inventory	X	?
Programmatic Inventory	X	?
Long-Form OTT/FEP & Short-Form	X	?
REPORTING		
Agency-Branded Dashboard	X	?
Self-Serve Login Access	X	?
Real-Time Updates (every 20 min)	X	?
Media Placement per Impression	X	?
Zip Code Reporting	X	?
County Reporting	X	?
Map View of Impression Delivery, by State/County/Zip	X	?
Impression Log Detail for Audits	X	?
DATA & AUDIENCE TARGETING		
Built-for-OTT DMP Integrations	X	?
1 st Party Data Onboarding (IP Address, Device ID, Cookie)	X	?
SYSTEM INTEGRATIONS		
Accept 3 rd party tags	X	?
Integrated with Mediaocean Spectra and STRATA	X	?

Ask your other OTT vendors to see a real-time report of an actual in-flight campaign...

What's their answer?



SPORTS PLANNING GUIDE

Any Sports, Any Media, Any Venue, Any Time™

Coverage; Pro, Semi-Pro, Motorsports, Golf, College Sports • Over 25,000 Events • 260+ Million Fans • 2,000+ Events Per Month • CPM Range \$3-\$60

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Indy Car	Season Starts											
15 Indy Tracks • 16 Races • 1+ Million Fans • Average of 14 Races Event Days Per Month • Average CPM \$30												
NASCAR	Season Starts											
28 NASCAR Tracks • Over 90 Races • 10+ Million Fans • Average of 12 Races Per Month 4 DMA • Average CPM \$20												
MLB	Preseason		Season Starts						Playoffs			
32 Major League Baseball Teams • Over 2,500 Games Played • 91+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$20												
MiLB	Season Starts											
200 Minor League Baseball Teams • Over 12,000 Games Played • 46+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$10												
NHL	Season Ends			Playoffs			Preseason		Season Starts			
24 National League Hockey Teams • Over 1,000 Games Played • 16+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$24												
AHL	Season Ends			Playoffs			Preseason		Season Starts			
26 American League Hockey Teams • Over 1,000 Games Played • 5+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10												
ECHL	Season Starts											
14 East Coast League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10												
CHL	Season Starts											
14 Central League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10												
NBA	Season Ends			Playoffs			Preseason		Season Starts			
29 National Basketball Association Teams • Over 1,150 Games Played • 20+ Million Fans • Average of 7 Games Per Month Per DMA • Average CPM \$25												
NCAA Basketball	Season Starts											
180 NCAA Basketball Teams • Over 3,000 Games Played • 21+ Million Fans • Average of 4 Games Per Month Per DMA • Average CPM \$35												
WNBA	Season Starts											
13 Women's Nat'l Basketball Association Teams • Over 900 Games Played • 1.7+ Million Fans • Average of 5 Games Per Month Per DMA • Average CPM \$25												
NFL	Playoffs		Super Bowl			Preseason		Season Starts				
32 National Football League Teams • Over 320 Games Played • 17+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$60												
NCAA Football	Season Starts											
110 NCAA Football Teams • Over 800 Games Played • 33+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$45												
AFL	Season Starts											
12 Arena Football League Teams • Over 120 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$15												
MLS	Season Starts											
20 Major League Soccer Teams • Over 320 Games Played • 3.5+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$35												
NLL	Season Starts											
9 National Lacrosse League Teams • Over 88 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$10												
Professional Golf	Season Starts											
52 Events • 260 Event Days • 4+ Million Fans • Average of 5 Day Per Event • CPM \$42												

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Reaching Sport Fans in America™

College Sports Planning Guide

	August	September	October	November	December	January	February	March	April	May	June	July
Baseball												
Basketball (Men's)			Blue	Blue	Blue	Blue	Blue	Blue	Blue			
Basketball (Women's)				Green	Green	Green	Green	Green	Green			
Bowling			Orange	Orange	Orange	Orange	Orange	Orange	Orange			
Cross Country (Men's)		Red	Red	Red								
Cross Country (Women's)		Red	Red	Red								
Debate												
Equestrian												
Fencing (Men's)												
Fencing (Women's)												
Field Hockey												
Football	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow						
Golf (Men's)		Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange		
Golf (Women's)		Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue		
Gymnastics (Men's)												
Gymnastics (Women's)												
Ice Hockey (Men's)			Orange	Orange	Orange	Orange	Orange	Orange	Orange			
Ice Hockey (Women's)			Green	Green	Green	Green	Green	Green	Green			
Indoor Track & Field (Men's)												
Indoor Track & Field (Women's)						Yellow	Yellow	Yellow				
Lacrosse (Men's)												
Lacrosse (Women's)												
Outdoor Track & Field (Men's)												
Outdoor Track & Field (Women's)												
Paintball												
Rodeo												
Rowing (Men's)			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	
Rowing (Women's)			Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange		
Rugby		Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange			
Skiing (Men's)												
Skiing (Women's)												
Soccer (Men's)	Blue	Blue	Blue	Blue								
Soccer (Women's)	Blue	Blue	Blue	Blue								
Softball												
Swimming & Diving (Men's)			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Swimming & Diving (Women's)			Orange	Orange	Orange	Orange	Orange	Orange				
Tennis (Men's)												
Tennis (Women's)			Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Ultimate												
Volleyball (Men's)												
Volleyball (Women's)	Green	Green	Green	Green	Green							
Water Polo (Men's)		Red	Red	Red	Red							
Water Polo (Women's)												
Wrestling (Men's)				Blue	Blue	Blue	Blue	Blue				

Sports Calendar

Promotions and Seasonal Product Sales, can help build retail sales or publicity with event specific promotions. The following calendar can help identify specific dates and times of the year which you can build a promotion. Please call us today for more information on a special event promotion.

January <ul style="list-style-type: none"> College football major bowl games and national championship NFL playoffs College basketball conference play NHL All-Star Game 	February <ul style="list-style-type: none"> Super Bowl College basketball conference play NBA All-Star Game NASCAR begins Golf Season begins 	March <ul style="list-style-type: none"> NBA regular season NHL regular season March Madness World Golf Championship Indy Car begins 	July <ul style="list-style-type: none"> Wimbledon Week 2 World Cup (every two years) MLB All-Star Game Triple-A Baseball All-Star Game MLS All-Star Game ESPY's Awards 	August <ul style="list-style-type: none"> U.S. Open (tennis) PGA Championship Summer X Games Arena Bowl NFL Preseason Begins NFL Hall of Fame Game 	September <ul style="list-style-type: none"> College football regular season begins Beginning of NFL season Ryder Cup (every two years) Emmy Awards
April <ul style="list-style-type: none"> College basketball Final Four The Masters MLB Opening Day NBA regular season NHL regular season 	May <ul style="list-style-type: none"> NBA playoffs NHL playoffs Indianapolis 500 MLB regular season 	June <ul style="list-style-type: none"> NBA Finals NHL Finals Wimbledon Week 1 Week 2 of French Open U.S. Open (golf) MLB regular season 	October <ul style="list-style-type: none"> MLB playoffs and World Series Beginning of NBA regular season Beginning of NHL regular season College football regular season 	November <ul style="list-style-type: none"> College basketball begins NBA regular season NHL regular season NFL regular season College football regular season 	December <ul style="list-style-type: none"> College football championships and minor bowls games Heisman Trophy Presentation Baseball Winter Meetings





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