

Sports and Live TV Events are Back. Now What for Marketers?



With the return of professional football, we're in an unprecedented period as four major professional sports leagues (NBA, NHL, MLB, and NFL), college football, tennis, golf, and more are streaming on live television simultaneously. This explosion of live sports content, coupled with a 14% YoY increase of its digital consumption (36.5 million people in the US), creates the largest opportunity we've ever seen to invest Connected TV (CTV) dollars into live sports programming. Read on to learn how marketers can take advantage of this shift to generate more revenue with CTV.

Frequently Asked Questions about Connected TV

What ad inventory can I buy?

Streaming providers such as Hulu, SlingTV, DirecTV NOW and others all sell commercial slots that can be purchased programmatically using audience targeting that is more sophisticated than linear TV. People tend to forget that networks such as ABC and CBS also have their own apps for streaming shows that also have commercial inventory.

How do I reach my target audience?

Understanding who your customers are and where they consume content is the foundation of developing a plan to reach them digitally. In the case of live sports, the same audience may be consuming an increased amount of TV content in the coming weeks, and are just as capable of being reached with CTV ads.

What else should I keep in mind?

With fewer consumers leaving the house for their 9-to-5, we've seen an increase in midday consumption by as much as 27%, an important note as brands pace campaigns. Another consideration are the KPIs used to measure success. Campaigns that had been tracking in-store visits to inform media optimizations, for example, will need to pivot.

Connected TV's Powerful Precision



By using third-party data and layering audience targeting options on CTV, you can reach every user who would have seen your live ad through linear advertising. In fact, the ad you may have planned to run during a sports event could be more effective with smart CTV targeting the sports fanatic.

In the example on the left, layering premium content with a granular target audience enables targeting strategies focused on precision and reach - something that can't be replicated on linear.

CTV provides enormous potential for precise audience targeting to deliver the right message at the right time to the right viewer. It's important to remember that now is the time to accelerate, and there is more value than ever for brands to stay top-of-mind with consumers. Reach out to Rise to learn more about CTV's impact on your strategy.