

Sports and TV Events Cancelled. Now What for Marketers?

With mass cancellations of sports and live TV events, as well as a massive uptick in hours spent at home, your customers are likely consuming more content on smart and connected TVs. We have been fielding many questions on how to shift strategies. The reassuring news for marketers is that those same live sports viewers are still going to be watching shows and are just as accessible to advertisers in today's circumstances. Below are the most common questions we are hearing from brands about live and connected TV (CTV) strategy, along with the actions brands can take to adapt.

1

WHAT AD
INVENTORY
CAN I BUY
VIA CTV?

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.

2

HOW DO I
REACH MY
TARGET
AUDIENCE
ON CTV?

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**.

3

WHAT ELSE
SHOULD I
KEEP IN MIND?

With fewer consumers leaving the house for their 9-to-5, we may see more **midday consumption** as viewers adapt to new schedules. 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.

4

WHAT WILL HAPPEN NEXT?

Consumers may continue to seek out **free entertainment**, increasing viewership for services like Hulu and SlingTV who offer free trials, as well as services like Pluto TV and Tubi that rely on ads to support their zero-cost model. The growth of these services means **greater reach** and **more options** for marketers.

You can still reach the same users.

By using third-party data and layering audience targeting options on CTV, you can reach every user who would have seen your live ad. 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.



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 this phase will pass, and there is still tremendous value for brands to stay top-of-mind with consumers now. The overarching messaging of your advertising should be about how you can help.

With that said, Rise Interactive is here for you, too. Reach out to us to learn more about CTV's possible impact on your strategy.

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