



NAVIGATING LIVE SPORTS ON CONNECTED TV: A PROGRAMMATIC PLAYBOOK

 ×  × 

Sling TV, Telaria, and The Trade Desk create a live sports trifecta, providing advertisers with tools to access, enhance, and transact on live sports inventory. This playbook helps programmatic video advertisers understand the live sports streaming landscape and best practices when buying.

LIVE SPORTS STREAMING IS GROWING FAST

Consumers have more options to view live content than ever before, and limited availability of sports content is no longer preventing viewers from cutting the cord. According to eMarketer, 32% of all US households are no longer watching traditional or cable TV.

In the first few weeks of football season, there was a 155% increase in live sports programmatic advertising opportunities compared to last year on Sling TV.¹ Advertisers must adjust their campaigns to reach engaged sports fans where and how they are choosing to watch.

→ **2x**
more college
football availability
on Sling TV

6x
more NFL football
availability on
Sling TV

¹ Source: Telaria Platform Data. YOY comparison for the first few weeks of football season. Sep 2019.



A UNIQUE OPPORTUNITY FOR ADVERTISERS

Availability of sports inventory on broadcast television is limited and can be pricey, but with Sling TV, there are more opportunities for advertisers to place their brand alongside premium live sports content.

- × Advertisers can capture a new market of viewers that are not reachable on traditional TV in a cost-effective and scalable way.
- × Connected TV gives advertisers access to premium sports inventory with no minimum spend commitment.
- × Advertisers can now take advantage of unexpected spikes in viewership that arise from exciting moments in live games such as overtime to create opportunities to reach highly engaged fans.

ACCESS TO LIVE SPORTS INVENTORY

Sling TV is the largest vMVPD, reaching roughly 30% of the live OTT market, including premium live sports programming. Sling TV offers advertisers access to the elusive cord cutter audience through PMPs or programmatic guaranteed deals at scale.

- × **Dedicated live event ad slots** offer equal opportunity to interested advertisers.
- × **97% CTV inventory** means a more engaged viewer experience.
- × **Network reporting** provides transparency into where advertisers' ads are running.
- × **Sling TV dayparts live events**, eliminating an additional step for buyers when transacting.
- × **Over 95 premium networks** accessible via dynamic ad insertions (DAI) across the biggest broadcast names in sports.



ESPN

GOLF



tbs

TENNIS CHANNEL



tru TV



ENHANCING LIVE SPORTS INVENTORY

Telaria has built a platform for the way TV is consumed today and is the leading video management platform (VMP) for live sports across devices. Telaria was the first to insert dynamic programmatic ads in Sling TV's live sports content, giving advertisers a new opportunity to capture premium live sports inventory with programmatic efficiency.



The Only Real-Time VMP

Immediate insights allowing for real-time optimization.



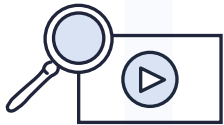
Always On PMP Packages

Easy access to premium live sports inventory at scale.



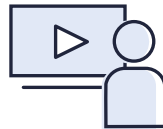
Enhanced Ad Pods

Ensures competitive separation and frequency capping.



Creative Review Tools

Creates positive ad experiences for engaged viewers.



Audience Connect

Offers granular targeting and reporting capabilities.



Extensive SSAI Experience

Robust signals that give better understanding of supply.

TRANSACTIONING ON LIVE SPORTS INVENTORY

Advertisers are starting to shift their budgets to live sports and The Trade Desk has built tools to make transacting live sports more seamless.

4x

the amount of advertisers spending this football season on Sling TV

5x

more spend this football season through the Trade Desk on Sling TV

- × **Easy activation tool:** The Trade Desk has made setting up a CTV campaign on live sports simple, enabling an advertiser to easily find and spend against live sports deals.
- × **Live events pacing / pace ASAP:** Since availability for live events come in spikes, advertisers can use the Pace ASAP tool to make pacing adjustments that take as much advantage of live events inventory as possible.
- × **Creative requirements checks:** Broadcasters expect high-quality creative for their premium live sports content, which is why The Trade Desk has built creative tools that inform advertisers of the necessary creative requirements needed to run on live sports inventory.

¹ Source: Telaria Platform Data. YOY comparison for the first few weeks of football season. Sep 2019.



OPTIMIZING FOR LIVE SPORTS

The traffic spikes seen in live events are different from the rest of programmatic. While there are tools to help advertisers capitalize on these spikes and to protect against overspending, there are a few differences in how advertisers should set up their campaigns for live sports.

When planning, it's important to keep in mind:

- × **Budget Fluidity:** Advertisers should start by asking "how much are we willing to spend on live events?" Close games that go to overtime and see huge spikes in viewership are huge opportunities. Limiting a budget too much won't allow for full brand alignment with the most premium and engaging content.
- × **Pacing:** If advertisers pace their budget evenly over the week, they'll have trouble taking advantage of opportunities like Sunday Night Football. It is recommended to have separate pacing goals for live events.
- × **Frequency/Interval Capping:** Instead of working with hard frequency caps, advertisers should consider interval spacing in addition to or as a replacement for frequency capping. For example, how often are advertisers willing to serve an ad to a user? If a user is watching Saturday football, they could be watching 12+ hours of football and seeing hundreds of ads. Should an ad be in front of a customer once a quarter, during half time, or once a game?

Live sports events are available year round!



Basketball



Baseball



Football



Hockey



Football



Golf



Cycling



Tennis

and more!

THE LIVE SPORTS TRIFECTA

As live sports streaming continues to grow, the opportunity for advertisers is clear. Together, Sling TV, Telaria, and The Trade Desk are leading the way, making programmatic live sports a more effective opportunity for buyers to activate. Contact your representative today to learn how you can start taking advantage of premium live sports inventory.



Telaria Contact

GREG SHERRILL, VP OF DEMAND SALES
gsherrill@Telaria.com

About Telaria:

Telaria powers the future of TV advertising with proprietary, programmatic software that optimizes ad yield for leading video publishers across desktop, mobile and CTV. Telaria's clients include the most innovative video content publishers across the globe such as Hulu, Sling TV, SonyVue, Pluto TV, Tubi, Singtel, Australia's Channel Nine and Channel Ten, and Brazil's Globo.



Sling TV Contact

ANDREW TINT, ACCOUNT EXECUTIVE
andrew.tint@sling.com

About Sling TV:

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and Sling TV. Through innovative platforms, viewer measurement tools, and access to custom audiences on DISH and Sling TV via addressable and programmatic, advertisers employ strategically positioned, demographically targeted buys that enhance their national media campaigns.



The Trade Desk Contact

WALKER LINARES, DIRECTOR - TV
walker.linares@thetradedesk.com

About The Trade Desk:

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific.