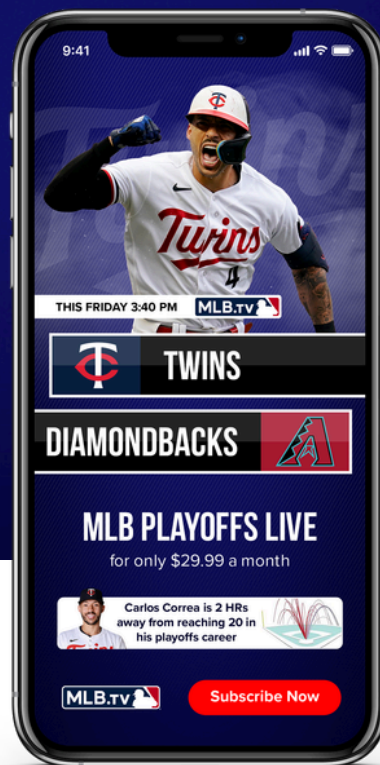


CAPTURE MODERN SPORTS FANS & DRIVE USER ACQUISITION



OTT marketing solutions built exclusively for sports

Sportradar offers the exclusive opportunity to take advantage of EVERY moment important to today's modern sports fans, facilitating the most authentic connection with sports audiences, driving conversion.

Fueled by Sportradar's unrivaled global sports data platform, our proprietary marketing technology enables streaming platforms to engage sports fans during the key sports moments that define their individual fandom with perfectly timed, personalized advertising.

42%

Sports fans are 42% more likely to be influenced by advertising if ads are relevant to their fandom

3×

Purchase intent triples when ad content is tailored around cultural moments

17%

Aligning with culturally significant moments boosts brand to event association by 17%

48%

Of sports fans want advertising to relate directly to the sport, while consuming sports content

All informed by market-leading sports and fan data, Sportradar's sports-specific DSP employs this hyper-accurate targeting and its dynamic creative capabilities across channels to achieve unmatched performance and brand marketing success.

Cutting-edge AI algorithms fully power every campaign stage



PLAN:

Plan your campaigns according to live sports events around the world



ACTIVATE:

Activate around important sports moments and deliver ads across contextually relevant inventory when fans are most engaged



OPTIMIZE:

Served dynamic campaign creative in real-time automatically tailored to key sports moments with Dynamic Creative Optimization

Sportradar Official Data Partners



Effectively and efficiently engage fans across channels with Sportradar ads



Programmatic
Display & Video



Paid Social



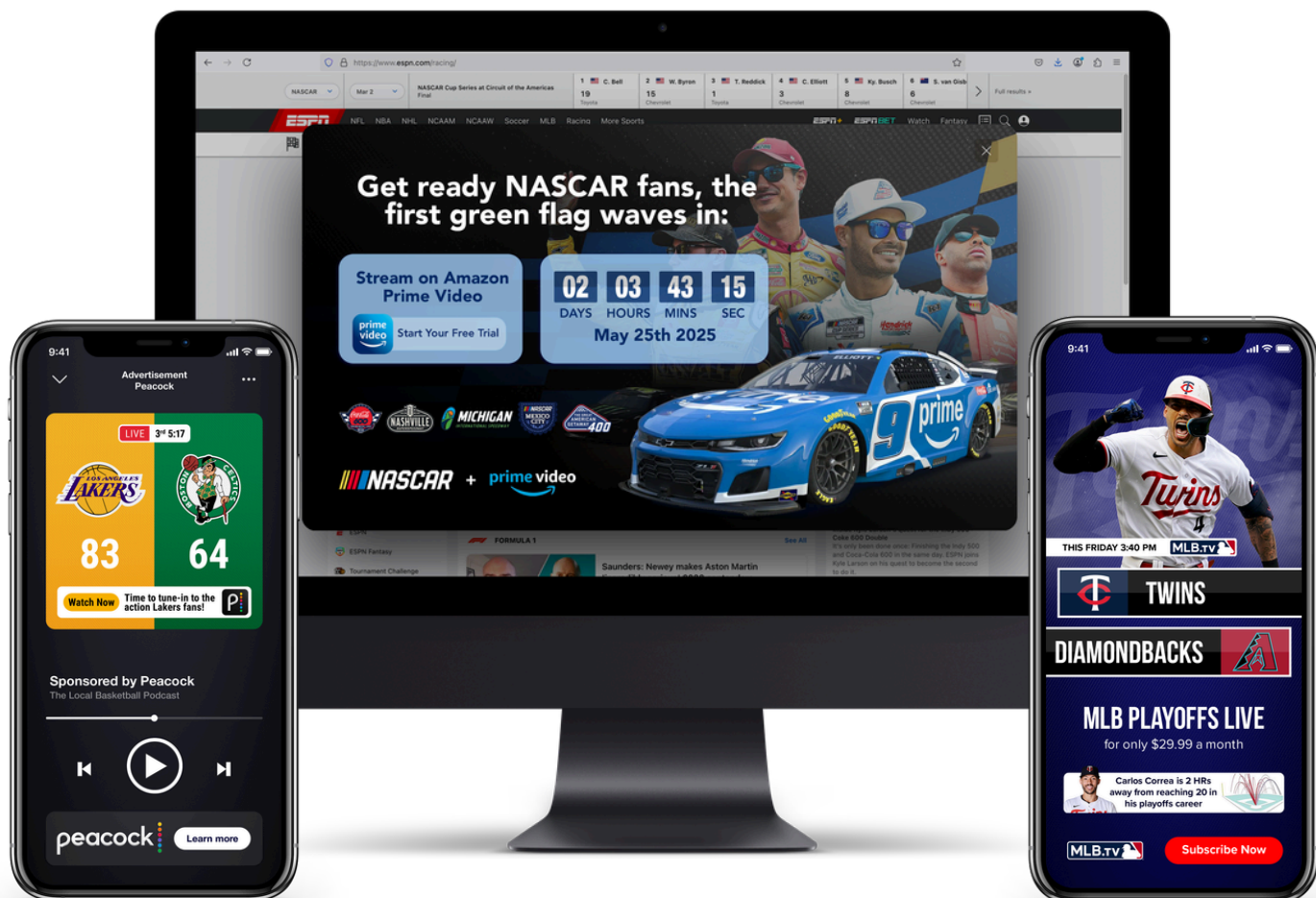
CTV Video



Programmatic
Audio



Digital Out-of-
Home (DOOH)



Inject live scores

Incorporate live countdowns

Pull in real-time insights

Why we win:

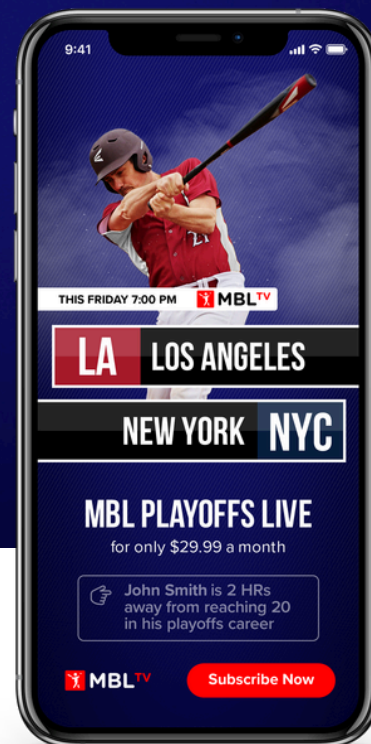
- **10x more conversions** on average with Sportradar
- **45% cheaper CPAs** in US on average
- **158% better retention** of newly acquired customers after 12 months on average

DISQO Sports Advertising and Brand Experience Report, June 1-18, 2024, P18+ (N=2,810), DISQO, 2024.
“Societal Sync”, Feb 2025, P18+ (N=5,396), MAGNA for Slightly, 2025.

Interested in connecting with and acquiring sports audiences? Contact the Sportradar Marketing Services team directly at sales-ads@sportradar.com



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