

Power your campaigns with CTV live sports.

Fan behavior has shifted to streaming. Live sports on CTV reaches highly engaged viewers during the events they care about, with the measurement to prove what happened next.

80%+

OF SPORTS FANS STREAM THEIR
TEAMS · NIELSEN

Live

NFL, COLLEGE FOOTBALL, MARCH
MADNESS AND MORE

Real-time

ENGAGEMENT AND ATTRIBUTION

PREMIUM ENGAGEMENT

High-stakes events create prime moments for real-time interaction and brand visibility.

HIGH CONVERSION

Real-time engagement with passionate fans drives substantial conversion rates.

01 Targeted reach, accurate attribution

Deliver to the most relevant viewers and track post-view actions online and offline.

02 Lower barriers, higher flexibility

Flexible budget options make live sports accessible without massive broadcast upfronts.

03 Dynamic creative across devices

Engage fans on TV, smartphone, and tablet with formats that adapt to each screen.

How brands win with live sports.

CONSUMER GOODS RETAILER · COLLEGE FOOTBALL

A national retailer ran a three-month college football flight after years of broadcast buys with no attribution. CTV tracked fans' post-view behavior and proved effectiveness.

ROAS

5x

DIRECT REVENUE

\$445K

from 7% of market

EST. TOTAL REVENUE

\$6.36M

LAW FIRM · AFFORDABLE LIVE SPORTS

Traditional live sports broadcasts were priced out of reach. CTV live sports inventory delivered the audience at a fraction of broadcast cost.

CONVERSIONS

+11%

CASELOAD

+65%

year over year

Results from campaigns delivered through the Judi Media programmatic platform. Advertisers anonymized.

TALK IT THROUGH

Reach fans where they already are.

Live sports streaming pairs the biggest cultural moments with household-level targeting and closed-loop measurement. We plan the flight, activate the inventory, and report in real time.

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