



SPORTSNET+

Home of the most exciting live sports content in the country

Sportsnet+ helps you reach over 2.5 million consumers who are young, diverse, and highly receptive to advertising. Based on our 2023 Full Stream Ahead Research Study, we found that 61% of Sportsnet+ streamers took an action after seeing advertising while streaming. If you're looking to drive positive campaign outcomes, live streaming sports is a must have tactic within your campaign strategy.

2.5M

Canadians streamed a live event on Sportsnet+

1B

dynamically inserted ads delivered in 2023

#1

sports streaming platform in Canada



Sportsnet+ paired with Sportsnet on Linear TV is a winning team

Based on our 2023 Full Stream Ahead Research Study we know that 70% of the Sportsnet+ audience are exclusive streamers. This means Sportsnet+ audiences are a highly unique and complimentary audience to Sportsnet on Linear TV and optimal for driving incremental reach within the most popular, brand safe, live sporting events.

70%
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Plan for the big events

Hockey Night In Canada and The Stanley Cup Playoffs draw big audiences on Sportsnet+. Hockey Night In Canada gets 55% more views than other days, and the 2023 Stanley Cup Playoffs had the most viewers since the platform began. We expect these trends to keep growing for the 2024 Stanley Cup Playoffs

How to activate across Sportsnet+

- » **Maintain fluid budgets**
Live sports typically happens in the evening and professional sports schedules can vary from day to day so be mindful that even campaign pacing isn't always the best approach for live inventory.
 - » **Heavy up for the big game**
This wave of excitement for marquee events creates great chances for advertisers to reach an even bigger audience on Sportsnet+. Consider this when allocating advertising budgets or ask us for a recommendation
 - » **Flexible frequency caps**
Strict frequency caps can result in missed opportunity to reach potential customers in these high adrenaline moments so be mindful that a different approach to frequency is the right play.
- » **Campaign setup matters**
Programmatic live sports is a whole new ball game! When buyers are executing through biddable transactions the best practice is to create unique line items with specific budgets allocated to Sportsnet+ deals. Buyers should also avoid targeting keywords, categories, and demographics within the DSP to ensure deals can scale.