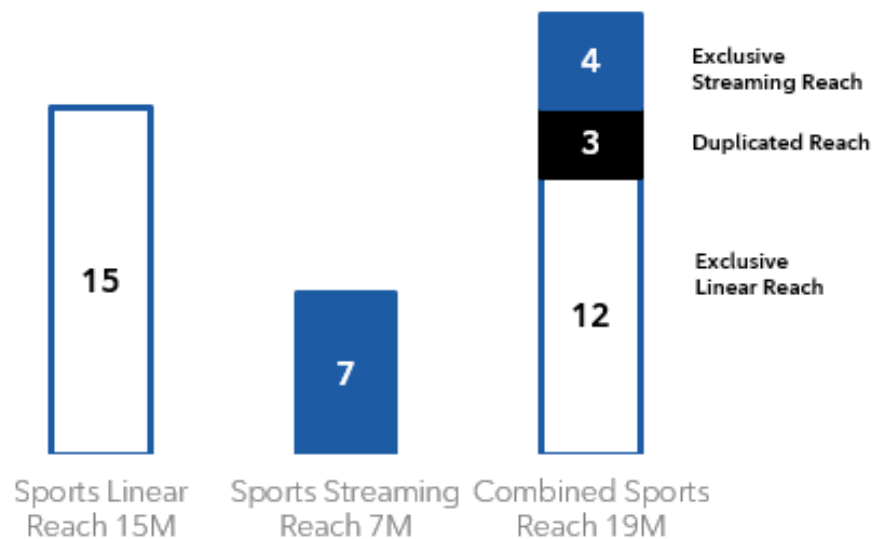


RSM Live Sports Streaming

SPORTSNET+ MLB.TV

At Rogers Sports & Media, we're in a league of our own with our Live Sports streaming solution, reaching 7 million Canadians every month. Sportsnet+ is the #1 sports streaming platform in Canada and we're proud to say that upwards of 70% of our Sports audiences are exclusive streamers, fans you can't catch on traditional TV.

Total Reach Canadians 18+



Audience Size

- RSM Live Sports Streaming reaches 7M Canadians A18+ monthly
- 4M (57%) of Live Sports Streaming audiences are exclusive streamers that can't be reached via Linear TV
- Sportsnet+ is the #1 Sports Streaming service in Canada with a total monthly reach of 6.7M Canadians A18+. The platform has grown 30% YOY
- 2024 NHL Playoffs: Game 7 of the Toronto Maple Leafs vs. The Boston Bruins was the most viewed event ever on SN+, reaching 1.1M Canadians in a single night
- MLB.tv reaches 500K Canadians A18+ monthly and has grown by 23% YOY

Buyers Guide

- To reach the largest Sportsnet audience - combine Linear with Streaming for a total unduplicated Reach of 22M Canadians (68% of A18+)
- Available across all platforms and screens
- Transaction types: Direct IO and Programmatic Guarantee, Biddable (available upon request)
- Creative lengths: 10s, 15s, 30s, 60s
- Targeting: Sport, League, Team, Game, Geo

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

Based on our 2024 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.



Plan for the big events

Hockey Night In Canada and The Stanley Cup Playoffs draw the largest audiences on Sportsnet+. Hockey Night In Canada sees +55% more viewers than any other day of the week and we expect these trends to keep growing into the 2024/2025 NHL season.

How to activate across Sportsnet+

- **Maintain fluid budgets**
Be mindful that even campaign pacing isn't always the best approach for live inventory. Live sports typically happens in the evening and professional sports schedules can vary from day to day!
- **Heavy up for the big game**
The wave of excitement for marquee live events creates opportunity for advertisers to maximize reach. Consider this when allocating advertising budgets or ask us for a recommendation.
- **Flexible frequency caps**
A different approach to frequency in live sports is the right play. Strict frequency caps can result in missed opportunity to reach potential customers in these high adrenaline moments.
- **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.