

After most live sports events were cancelled or rescheduled last year due to the pandemic, 2021 is packed with major sports events: the Olympics, the UEFA Europa League and Wimbledon to name a few. In the **age of digital consumption**, sports are evolving to meet the requirements of their audiences: 11 million new consumers aged between 25 and 54 accessed the top five digital sports platforms between September 2019 and September 2020<sup>1</sup>. With increasing competition in the Subscription Video on Demand landscape, it is more important than ever for digital advertisers to **optimize digital ad spend and reach the right online audience**.

**Did you know?** Brands targeting Big Sports audiences can engage with buyers more effectively by integrating audiences segments built with powerful consumer attitudes and behaviours into their campaigns.

Download our Big Sports audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



## Connect with **Football League Fans**

### Sample segments to reach this audience:

- Eyeota - Sports - Interest - Football / Soccer - Champions League
- Eyeota - Sports - Interest - Football / Soccer - Premier League Football
- Affinity Answers - Interest - Sports - Football (Soccer) - Bundesliga
- YouGov - Current Customer - Sporting Events - Fifa Football World Cup
- YouGov - Current Customer - Sporting Events - The FA Cup



## Connect with **Sports Spenders**

### Sample segments to reach this audience:

- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Affinity Answers - Intent - Retail - Sporting Goods - Decathlon
- Experian - Travel and Holidays - Activities or sport
- Mastercard - Frequently Transacting Geography - Professional Sports
- **NEW** Mastercard - Top Spending Geography - At Home Lifestyle - Gym and Sports Clubs



## Connect with **Major Sporting Event Followers**

### Sample segments to reach this audience:

- Eyeota - Sports - Interest - Events - FIFA World Cup
- **NEW** Sharethis - Custom - Olympics 2021
- **NEW** Sharethis - Custom - Euros 2021
- **NEW** Sharethis - Custom - Wimbledon
- YouGov - Current Customer - Sporting Events - Six Nations Rugby Championship

Source: <sup>1</sup> Nielsen, 2021



## Connect with **Fitness Enthusiasts**

### Sample segments to reach this audience:

- Eyeota - Health and Fitness - Interest
- Affinity Answers - Interest - Health & Fitness - Magazine Readers
- EQ Data - Interests - Health and Fitness
- ShareThis - Beauty and Fitness - Fitness
- YouGov - Magazine Types Read - Health, Fitness



## Connect with **Football Watchers**

### Sample segments to reach this audience:

- Eyeota - Sports - Interest - Football / Soccer
- Bombora - B2C - Lifestyle - Sports Fans - Soccer
- Affinity Answers - Interest - Sports - Football (Soccer) - Bayern Munich
- Affinity Answers - Interest - Sports - Football (Soccer) - Chelsea FC
- Kantar - Sports Fans - Football Fans



## Connect with **Consumers by Sports Interest**

### Sample segments to reach this audience:

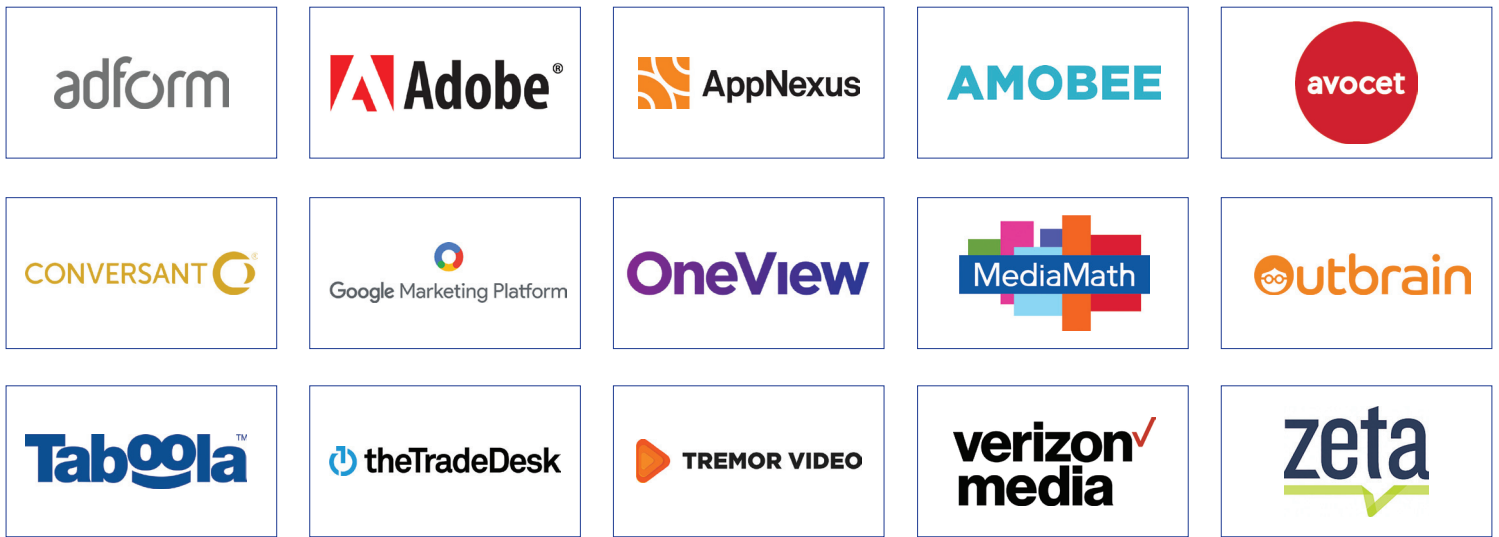
- Eyeota - Sports - Interest - Cycling
- Eyeota - Sports - Interest - Cricket
- EQ Data - Interests - Watersport
- Kantar - Sports Fans - Wimbledon Watchers
- ShareThis - Sports - Individual Sports - Gymnastics

**Want more Big Sports audience segments? Click here for our complete list of Sports consumer-type segments, buyer personas and profiles.**

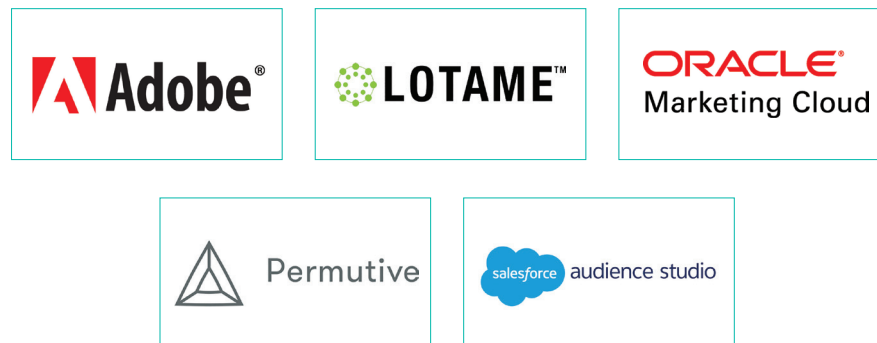
Audience profiles sourced from premium **Branded Data Partners**



## Demand Side Platforms



## Data Management Platforms (available on request)



Ready to activate? Contact our dedicated team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.



### Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.