With the cancellation of in-person sports events and fans spending greater amounts of time spent at home in front of screens, many brands targeting pro sports audiences are shifting their focus and re-allocating budgets towards digital advertising. Viewers in the US are showing increased willingness to access sports via live streaming, in fact 39% of adults worldwide follow sports via live streams rather than live TV. 

**Did you know?** Brands targeting Pro Sports audiences can optimise digital ad spending and influence buyers more effectively by integrating audience segments built with powerful consumer attitudes and behaviours into their campaigns.

**Eye On | US Pro Sports Audiences**

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

**Connect with Game Spectators**

**Sample segments to reach this audience:**
- Eyeota - Entertainment - TV viewership - Sports
- Eyeota - Sports - Interest - Events
- Alliant - Interest Propensities - TV and Movies - Sports TV
- ComScore - Interest - Premium Sports Paid Subscription
- EyeSocial - Media - High Affinity - Television - Sports

**Connect with Sports Fans**

**Sample segments to reach this audience:**
- Eyeota - Entertainment - Interest - Sports
- Eyeota - Entertainment - Interest - eSports
- DataXpand - Interest - Lifestyle - Sports Fans
- ShareThis - Sports
- Ziff Davis - Interests - Entertainment - Genres - Sports

**Connect with Olympics Enthusiasts**

**Sample segments to reach this audience:**
- Eyeota - Sports - Interest - Events - Summer Olympics
- ComScore - Interest - Olympics Enthusiast - Extreme Sports
- ShareThis - Sports - World Sports Competitions - Olympics
- **NEW** Fyllo - Infused - Behavioral - Interest & Intent - Special Events - Winter Olympic Ice Hockey
- **NEW** Fyllo - Infused - Behavioral - Interest & Intent - Special Events - Olympic Sports


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Connect with **Sports Merchandise Spenders**

Sample segments to reach this audience:
- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Mastercard - Top Spending Geography - Professional Sports Teams
- Mastercard - Frequently Transacting Geography - Sporting Goods Stores
- SMS-INC - Shopping - Brand Intent - Food and Beverage - Sports Drinks - Gatorade
- **NEW** Wiland Ultimate - Intent to Subscribe - Sports News Mags

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

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

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Demand Side Platforms

- adform
- Adobe
- AppNexus
- AMOBEE
- avocet
- CONVERSANT
- Google Marketing Platform
- OneView
- MediaMath
- Outbrain
- Taboola
- theTradeDesk
- TREMOR VIDEO
- verizon media
- zeta

Data Management Platforms (available on request)

- Adobe
- LOTAME
- ORACLE Marketing Cloud
- Permutive
- Salesforce Audience Studio

Social Networking Platforms (available on request)

- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter

Ready to activate? Contact our dedicated team at 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.