

## AUDIENCE DIRECT: SPORTS ALIGNMENT

# FOOTBALL

Maximize your media impact by connecting directly with football audiences through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated football Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to football fans, fantasy football enthusiasts, gameday viewers and more across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

### AUDIENCE DATA

Football Viewership	Football Fans	Game Attendees	Example Partners
<ul style="list-style-type: none"> <li>Viewing activity (pro and college)</li> <li>College gameday viewers and MNF viewers</li> <li>National championship or bowl game viewers</li> </ul>	<ul style="list-style-type: none"> <li>College sport/NFL enthusiasts</li> <li>Fans by NFL team and NFL merchandise purchases</li> <li>Fantasy football enthusiasts</li> </ul>	<ul style="list-style-type: none"> <li>Households likely to attend football games</li> <li>Devices that have visited a stadium once in the last 90-days</li> <li>NFL fans based on visitation data to sports venues</li> </ul>	

CONTENT CATEGORIES	NFL	Football	Sports News	Cheerleading
	NCAA	Sports	College Sports	Physical Therapy
	Super Bowl	Fitness	Professional Sports	Health

### FLEXIBLE ACTIVATION

Linear TV	CTV	Display	OLV	Direct IO	Programmatic	Private Marketplace
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### BENEFITS OF AUDIENCE DIRECT

- Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- Enhanced Reach:** Layer additional custom data onto your football package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID

[Click here](#) to view a complete library of our Audience Direct Packages.