

AUDIENCE DIRECT: SPORTS ALIGNMENT

SPORTS

Maximize your media impact by connecting directly with live fans or sports enthusiasts in game-relevant content through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated sports 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 sports enthusiasts, merchandise purchasers, 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

Game Viewership	Sports Fans	Game Attendees	Example Partners
<ul style="list-style-type: none"> Viewing activity by sports network like ESPN, CBS, Fox Sports, etc. Professional or college gameday viewing activity by sport like NBA, NFL, MLB, NCAA, etc. 	<ul style="list-style-type: none"> Sports enthusiasts Merchandise purchasers Fantasy sport fans College/professional sport fans 	<ul style="list-style-type: none"> Households likely to attend sport games (college and professional) Visited sports venues in the last 90 days 	

CONTENT CATEGORIES	March Madness	USTA	US Open	The Open
	NBA	NCAA	MLS	Wimbeldon
	Premier League	WNBA	MLB	AUS Open
	PGA Tour	X-Games	Nascar	Womens Sports

FLEXIBLE ACTIVATION

Linear TV	CTV	Display	OLV	Direct IO	Programmatic	Private Marketplace
-----------	-----	---------	-----	-----------	--------------	---------------------

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 sports 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.