

# Football season 2023 pre-packaged deal

Learn how to take advantage of a pre-packaged deal to ensure your marketing strategy scores big.



## Increased opportunity to reach viewers

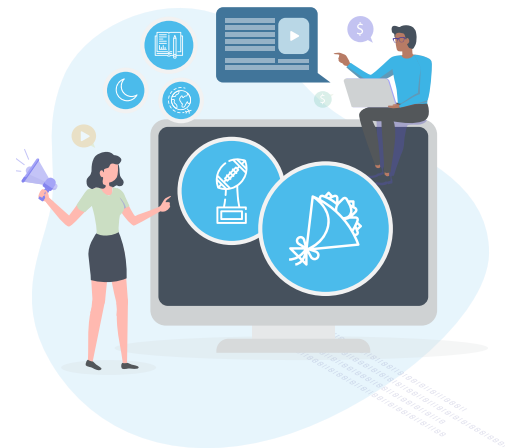
While TV buys are often secured months or even a year in advance, that's not the only way to watch avid sports fans, Halftime Show devotees, or casual watchers. According to eMarketer, by 2023, 83% of internet users in the US will engage with the internet and TV simultaneously.<sup>1</sup>

On one of the biggest sporting events of the year, fans will be glued to their phones and refreshing in-app news, stats, and scores throughout the weekend and in the weeks leading up to Sunday, February 12. Social Media also sees a spike. In 2022, for example, an estimated 99 million TV users tuned in to watch the game,<sup>2</sup> and generated tens of millions social media interactions.

## What are pre-packaged and open deals?

Our Pre-Packaged and Open Deals consist of a whitelist of apps curated by Smaato's team of advertising experts.

These pre-selected packaged deals run on the open market and are set up directly through the Smaato Demand Platform (SDX) — this means that you can work with a Smaato Client Partner Manager to purchase packages with no time constraints or fixed prices, as are often seen with preferred or private deals.



## Meet our premium sports pre-packaged deal

We put together a pre-packaged deal to help marketers reach avid sports fans and football watchers across devices, including OTT/CTV, and on their mobile devices.



### Audiences

- Sports Fans
- 60% Male - Ages 21-49
- 50% \$100,000+ HHI
- 60% US



### Performance benchmarks

- 80.7% Active-views
- 1.18% CTR

<sup>1</sup> eMarketer, 2022

<sup>2</sup> Statista, July 2022

## App spotlight

Featured apps can help you advertise on sports-related inventory, while others are included to help you reach the gameday watch-party audiences.



### The Score

TheScore brings you news, scores, stats, and sports betting coverage and videos from NFL Football, NBA Basketball, NCAA Basketball, MLB Baseball, NCAA Football - and many more major leagues and competitions.

Monthly Requests: **4.2 Billion**  
Ad Sizes and Formats: **1200x627, 320x50, 728x90, 300x250, 320x480, 480x320, 250x250**  
URL: [App Store](#), [Google Play](#)



### CBS Fantasy

Manage, track, and get the best advice for fantasy teams all in one place. Whether it's football, baseball, basketball, or hockey, the CBS Sports Fantasy App has users covered.

Monthly Requests: **2.2 Billion**  
Ad Sizes and Formats: **320x50, 728x90, 300x250, 320x480**  
URL: [App Store](#), [Google Play](#)



### CBS Sports

CBS Sports is the #1 source for the top sports news, scores, videos, and more! Covering MLB, NBA, NFL, NHL, MLS, NCAA sports, WNBA and many others.

Monthly Requests: **635.5 Million**  
Ad Sizes and Formats: **320x50, 728x90, 300x250**  
URL: [App Store](#), [Google Play](#)



### AP News

AP News by The Associated Press delivers breaking local, national and global headlines directly from the world's definitive source for news.

Monthly Requests: **250.5 Million**  
Ad Sizes and Formats: **300x250, 320x50, 728x90**  
URL: [App Store](#), [Google Play](#)



### All Recipes

All Recipes makes it easy to share user-generated recipe content across its wide community. The latest All Recipes App, All Recipes Dinner Spinner, helps home chefs find recipes on the go.

Monthly Requests: **1.7 Billion**  
Ad Sizes and Formats: **300x250, 320x50, 728x90, 970x90, 400x225**  
URL: [Web](#), [App Store](#), [Google Play](#)



### CNN

View the latest news and breaking news today for U.S., world, weather, entertainment, politics and health.

Monthly Requests: **7.9 Billion**  
Ad Sizes and Formats: **400x209, 336x280, 360x592, 780x438, 300x157, 200x104, 375x196, 300x250, 340x178**  
URL: [Web](#), [App Store](#), [Google Play](#)



### Newsy Roku

Newsy is a 24-hour digital news channel for OTT/CTV streaming.

Monthly Requests: **4.8 Billion**  
Ad Sizes and Formats: **1920x1080, 1280x720**  
URL: [Web](#)



### Univision

Univision is one of the largest Spanish-language free-to-air television networks in the US. Univision offers viewers tons of content, including sports and news.

Monthly Requests: **386.6 Million**  
Ad Sizes and Formats: **Instream Pre- and Mid-Roll, Rich Media, Native, Image**  
URL: [Web](#)

## Getting started

It's simple to get started. Contact your Client Partner Manager, and they can help you get your pre-packaged deal set up. Or, for self-service, sign into SDX and visit the Marketplace Tab, where you can select and target the inventory with just one click.

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