



Getting Ahead of the Game:
**Unlocking Brand Outcomes
from Sports Moments**



Sports create one of the largest, most reliable surges of human attention in the media world. While the drama of the match captures the masses, shared excitement before and after the whistle keeps audiences engaged.

By activating around, not just during live sports moments, brands can tap into these cultural touchpoints and turn attention into brand outcomes.



**NFL
Super Bowl**

Feb 8

**Winter
Olympics**

Feb 6-22

**UEFA
Champions
League**

Feb 11-May 31

**F1 Season
Start**

March 8

**Roland
Garros**

May 18-June 7

**FIFA World
Cup**

June 11-July 19

Wimbledon

Jun 29-July 12

**Tour de
France**

July 4-26

**Premier League
Opener**

August 22

ATP Finals

Nov 15-22



Sports Moments *Study*

Survey conducted in partnership with market research platform, Censuswide, to understand the advertising opportunity for brands during this year's major sports events.

9,000

people **globally** who have purchased from a brand online in the past 12 months with plans to follow major 2026 sports events.



Countries included:

US, Mexico, UK, France, Germany, Italy, Spain, Australia, Japan



Sports events:

Winter Olympics, FIFA World Cup, UEFA Champions League, Super Bowl, NBA Playoffs/Finals, Tennis Grand Slams, F1, March Madness, Rugby 6 Nations, Cricket T20



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Inside Sports Moments: *Fan Profiles and Viewer Habits*



Reaching *Unique Fans*

Brands that connect their story with the biggest sports moments are not only reaching core sports audiences, but also varied levels of fan passion for lasting impact.



Superfans

Seek authentic messaging, brand integration within sport



Dedicated fans

Consistent brand presence and stories tied to event



Casual fans

Emotional content and national pride moments



Festive fans

Shared experiences, food/drink promotions



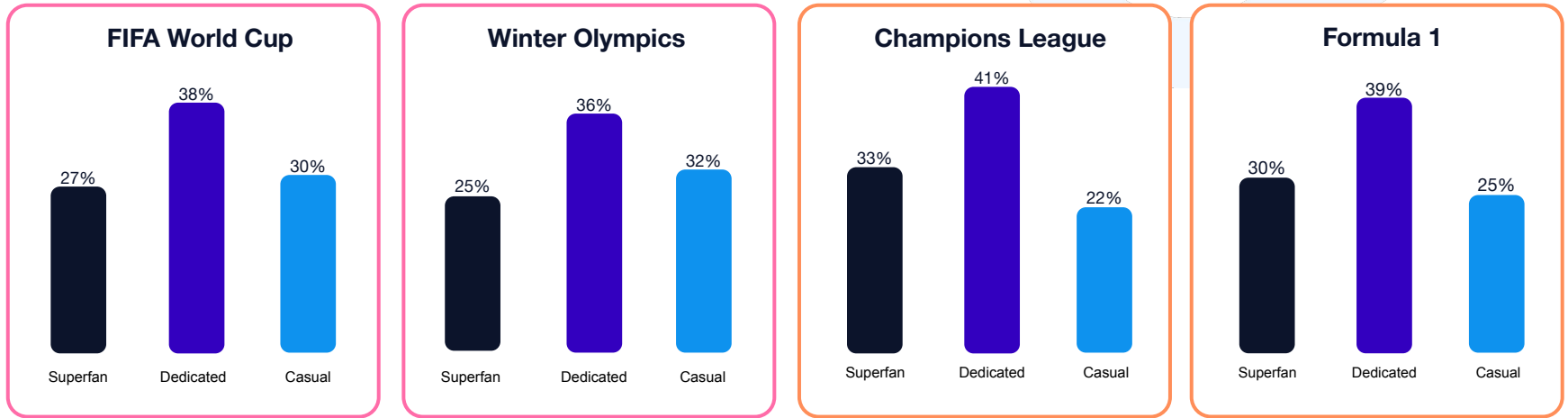
Non-sporting fans

Entertaining content around the event rather than the game itself



Sports Fandom *by Major Event*

The FIFA World Cup and Winter Olympics maximize reach by pulling in millions of casual viewers, while yearly competitions naturally bring in the most engaged sports fans.



Q: "How would you describe your level of interest in professional sports?"



Generational *Fandom*

Millennials are often the most devoted fans, while Gen Z redefines how other levels of fandom show up. These generations are also a brand's growth engine, opening different opportunities to connect meaningfully.

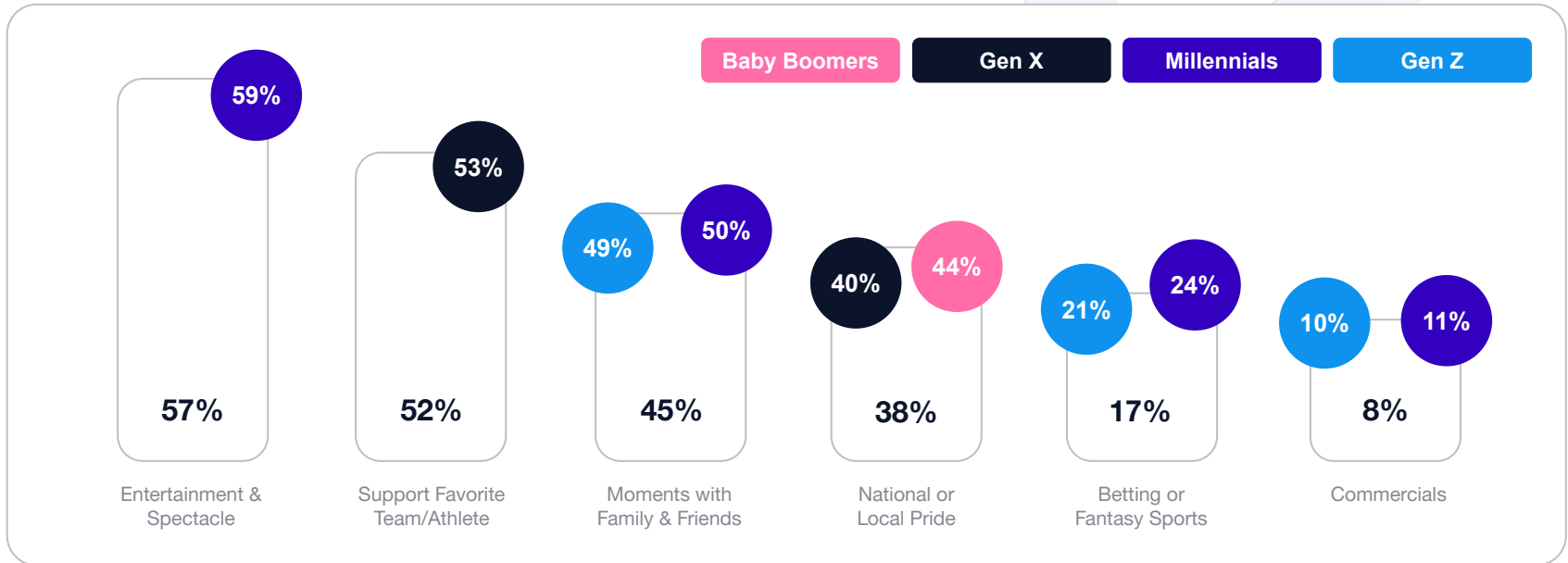
Superfans	Dedicated fans	Casual fans	Festive fans	Non-sporting fans
20%	30%	30%	9%	11%
+7 pts (Millennials)		+2 pts (Gen Z)	+2 pts (Gen Z)	+4 pts (Baby Boomers)

Q: "How would you describe your level of interest in professional sports?"



Fan Hype for Sports Moments

Entertainment fuels fan excitement across generations. Gen Z and Millennials are more likely to layer on the “full event experience,” such as moments with family and friends, betting/fantasy sports, and commercials.



Q: “What excites you most about these major sporting events in 2026? (Select up to 3)”



Viewer Trends & Brand Potential

The majority of viewers typically watch at home, making the living room a prime target for brands to capture attention in a more personal and impactful setting.



2/3

watch major sports events at home.



45%

watch with family, while 22% watch alone.



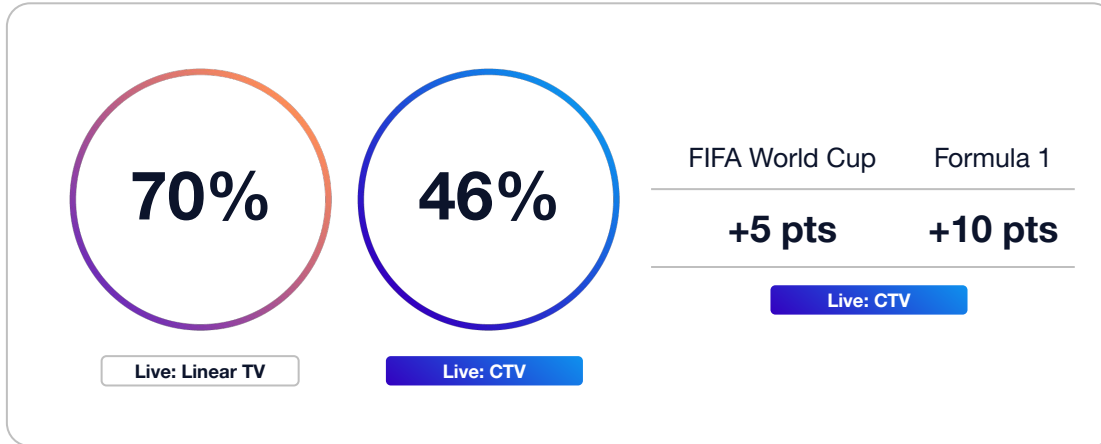
47%

say seeing brands advertise during sports moments strengthens connection.



Where They Follow *Sports Moments*

Lean-back CTV viewing intersects with active digital behaviors, both in and outside of the walled gardens, to heighten media engagement before, during, and after the action.



Q: "How do you plan to follow major sports events this year (2026)? (Select all that apply)"

Where else they follow beyond the live moment:

- 41% Social media
- 35% Video platforms (YouTube)
- 33% Sports sites
- 20% News sites
- 17% Radio or podcasts



An Open Arena:
Moments of Brand Connection



Moments *Any Category Can Own*

Sports moments break beyond traditional advertisers like beverages and sportswear. Attention is drawn to certain categories more than others, based on major sports event.

Brand Category	Average	FIFA World Cup	Formula 1	Tennis Grand Slams
<i>Food & beverage</i>	34%	+5 pts	+3 pts	+2 pts
<i>Sportswear</i>	32%	+7 pts	+6 pts	+7 pts
<i>Technology</i>	19%	+5 pts	+9 pts	+6 pts
<i>Travel</i>	19%	+4 pts	+4 pts	+6 pts
<i>Automotive</i>	17%	+3 pts	+7 pts	+3 pts
<i>Beauty luxury</i>	12%	+1 pt	+3 pts	+3 pts

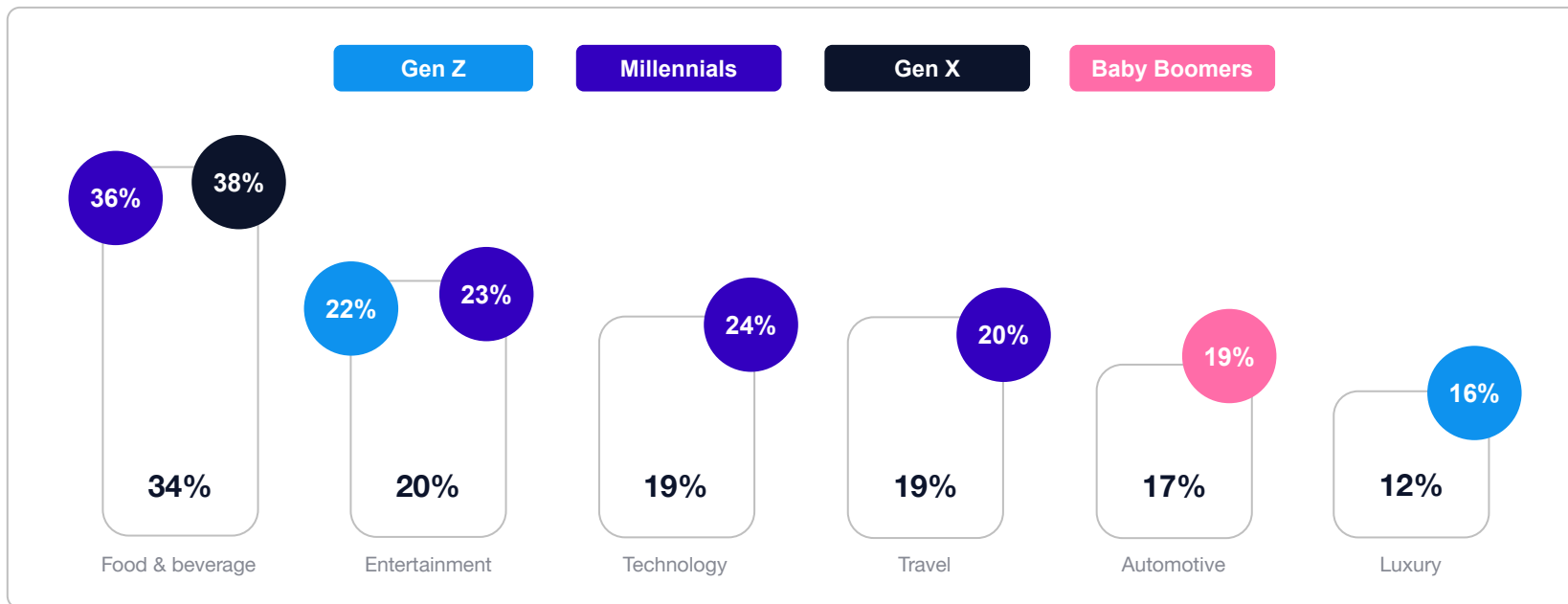


Q: "During major tournaments, what ad or branded content category do you notice most? (Select up to 3)"



Brand Categories *by Generation*

Generally, across major sports moments, younger generations turn their attention to brands in the entertainment, tech, travel, and luxury categories.



Q: "During major tournaments, what ad or branded content category/categories do you notice most? (Select up to 3)"



Brand Openness *in Context*

Audiences across the board, but especially Millennials and Gen Z, exhibit an openness to learn about brands and try new products.

	Trust brands not commonly associated with sports	Willing to learn about brands in sports moments	Desire to try new brands during sports moments
Agree (net)	39%	49%	51%
Trust (Gen Z)	+2 pts	+3 pts	+3 pts
Trust (Millennials)	+9 pts	+9 pts	+10 pts
	Super Bowl	NBA/WNBA	Champions League
	Formula 1	Tennis	FIFA World Cup
	+13 pts	+19 pts	+19 pts
	+11 pts	+12 pts	+10 pts



Peak Windows of *Brand Receptivity*

By connecting with fans across these three pillars of receptivity, brands can secure a consistent presence matching the shifting pulse of the sports tournament.

The Adrenaline Halo

“Performance window”

27% of fans are most receptive to branded content directly before or after a match.

Brand opportunity:

Drive performance during pre-match anticipation and post-game reflection.

The Live Moment

“Attention & scale window”

27% of fans are most receptive to branded content during the heat of live play.

Brand opportunity:

Anchor consideration among priority fans during the most contested minutes of the day.

Tournament Backbone

“Engagement window”

37% of fans are most receptive to branded content outside of any one moment of the sport.

Brand opportunity:

Maintain authority by keeping fans connected to the brand in the context of the tournament.

Q: “In what context(s) are you most receptive to seeing brand messages during sports events?”



THE *Coca-Cola* COMPANY



“There are so many interesting moments that sports bring like scale, emotion, shared attention. Attention is so fragmented now; actually having eyes on the same thing is really important.”

Jarreau Brown – Brand Manager, Sprite Trademark at The Coca-Cola Company

Contextual *Influence*

47%

of fans say their consideration is likely influenced if brands advertise next to sports content.

+7 pts

Among Gen Z

+11 pts

Among Millennials

+28 pts

Among superfans

+12 pts

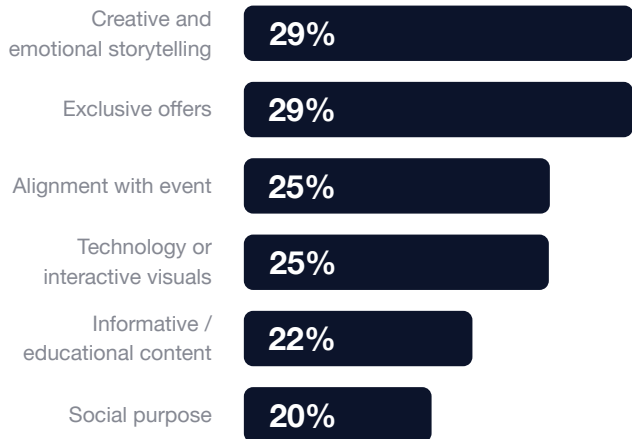
Among dedicated fans

Q: “If a brand advertises alongside sport/event-related content, how likely is it to influence your consideration for that brand?”



Influence Multiplier: *Creative & Context*

Brand success hinges on emotional connection and alignment to the tournament, as well as exclusive offers.



Q: "What mainly makes a brand stand out to you during major sporting events? (Select up to 3)"



"When it comes to sports content, there's no shortage of options, so we have to be intentional about how we connect with fans. Quality and resonance are what cut through and drive people to tune into the moments that matter."

Anya Dawkins-Johnson – Vice President of Marketing and Commercial Strategy at TNT Sports



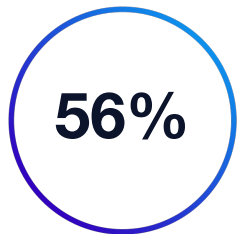
The Cross-Screen Opportunity:

From CTV to Web

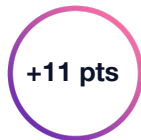


Moments Happen *Across Screens*

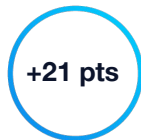
While sports action takes place, viewer attention rarely stays on a single device. For brands, campaigns delivered across screens during sports moments bring added exposure and engagement potential with fans.



often second-screen on other devices.



among **Gen Z and Millennials**.



among those with **high interest in sports**.



Second-Screen *Opportunities*

Beyond social chatter, second-screen behavior opens brand education and shopping windows where fans convert excitement into online purchases.



Q: "How do you typically discover brands and professional players during sports-related tournaments? (Select all that apply)"



Where Brand Discovery Takes Place

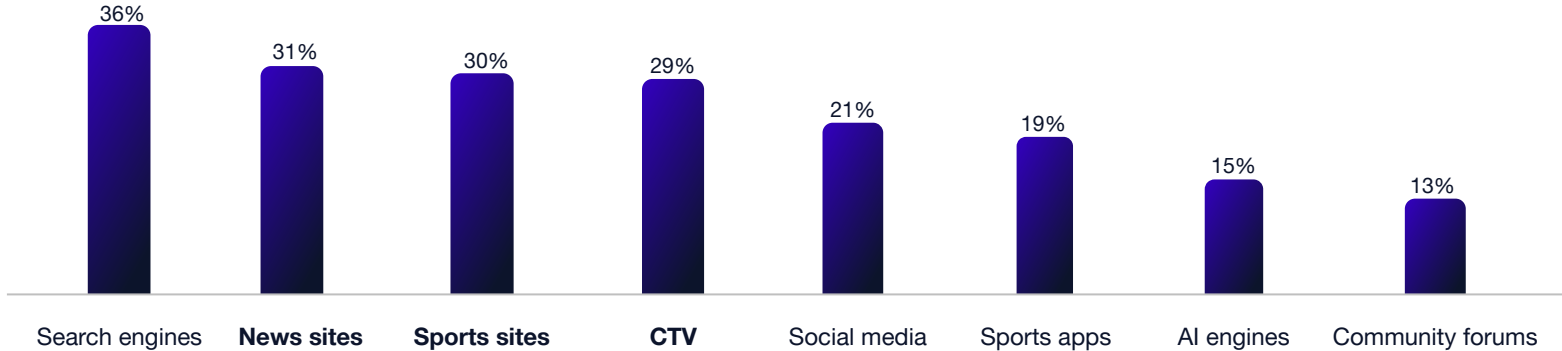
CTV, sports sites, and news sites outperform social media.



CTV: **+10 pts** for brand discovery among F1 fans.



Sports Sites: **+5 pts** among dedicated fans.

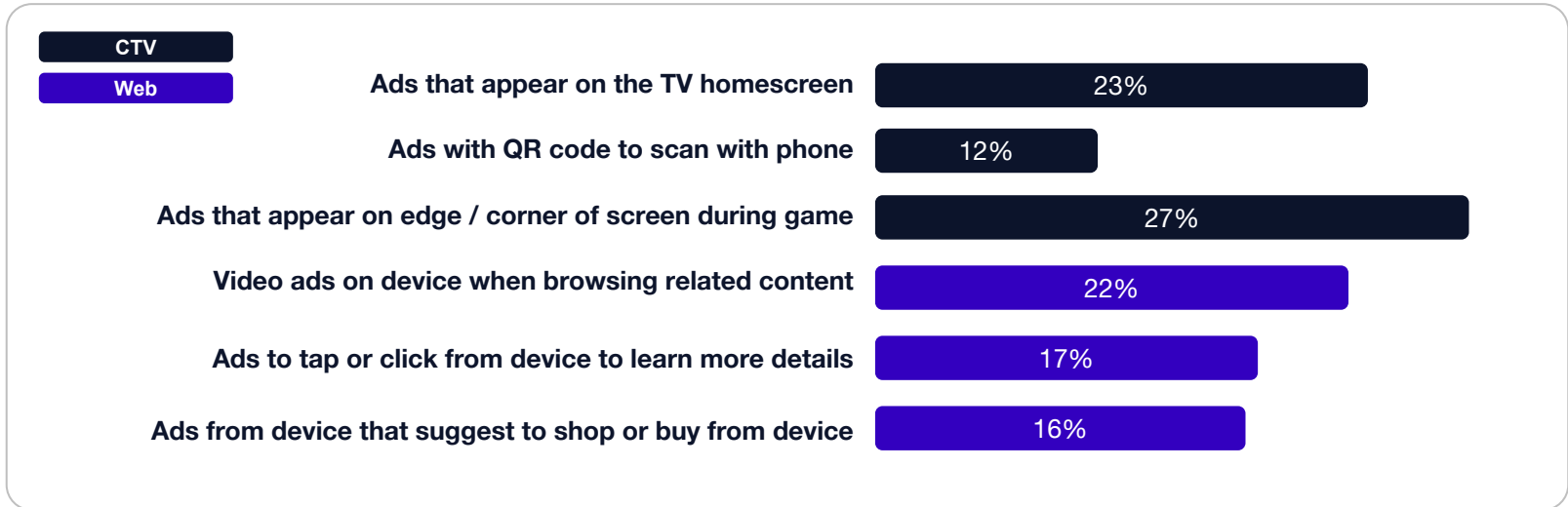


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Ads That *Engage Best*

Advertising across CTV and web creates a powerful way for brands to build on each digital touchpoint and achieve their desired outcome.

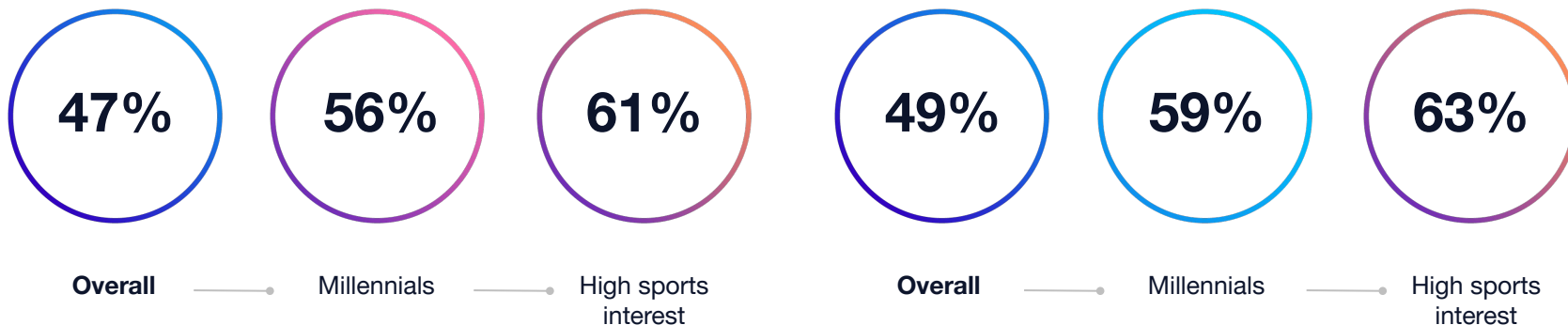


Q: "Which of the following ad types from brands are you most likely to notice or interact with while watching on your device or TV? (Select up to 2)"



Cross-Screen Benefit: From *Branding* to *Performance*

Fans, especially younger generations and those with high sports interest, say they are more likely to recall and purchase from brands they see advertise across screens.



Brand Recall

S: "Multi-screen and multi-platform advertising during sports events increases my overall brand recall."

Purchase

S: "I am more likely to purchase from a brand if I see its advertising consistently across screens."



The platform that *knows*
your audience best,
based on what they
watch, read, explore,
and engage with
throughout the day.

 **teads**

Ready to learn more? Contact us.



07:00 AM
News Headlines



07:30 AM
Finance Content



08:30 AM
AccuWeather



02:30 PM
Retail Content



8:00 PM
Live Sports



06:00 PM
Court TV



10:30 PM
Black Hawk Down



07:00 PM
Sport Content

