

Xandr's Got a New Game Plan for Finding Live Sports Fans

In light of sports cancellations, Xandr reaches highly engaged sports enthusiasts wherever they're consuming content across TV, connected TV, desktop and mobile

ADDRESSABLE

Cut waste and make your impressions count by only serving media to the households within your target

COMMUNITY

Curated digital marketplace of data enabled, omnichannel inventory

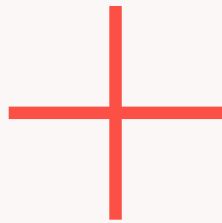
ANOW + Addressable

WarnerMedia ANOW + Xandr Addressable uses best in class targeting optimization tools to find audiences wherever they are

Find Sports Fans Wherever & Whenever They're Watching

The Most Passionate Sports Fans

Sports is in our DNA; Find the most premium basketball fans with DIRECTV across all major demographics



Relevant Messaging

Serve ads only to your target audience, with no wasted impressions

**XANDR
ADDRESSABLE**



Sports Enthusiasts

Heavy viewers of NFL, NBA, MLB, NHL, or NCAA sports



Basketball Fans

Find viewers of NBA and/or NCAA Basketball



NHL

Viewers of NHL regular season and playoff games



Custom Audiences

Find sports fans through custom audience across all major sports

COMMUNITY

Community reaches sports fans across connected TV, desktop, mobile by leveraging **AT&T's sports-focused browsing, location and viewership data**



MORE ABOUT SPORTS ENTHUSIASTS



406M

Monthly minutes spent consuming content across Community endpoints



Behavioral Attributes of Sports Enthusiasts:

- Tech Geeks
- Influential
- Environmentally-Friendly
- Active Lifestyle
- Home Improvers



70% Male,
54% HHI \$75K+

Majority are male with a high household income

COMMUNITY FIRST PARTY SPORTS AUDIENCES

Sports Enthusiasts: Xandr's first party audience segments reach consumers who have frequently and consistently browsed or watched sports-related content or have attended a live sporting event in the last 90 days. Find all sports enthusiasts or choose any of the below proprietary sports audiences. ***Available by IO or curated deal*

- **Sporting Event Enthusiasts**
- **Soccer Enthusiasts**
- **Baseball Enthusiasts**
- **Football Enthusiasts**
- **Basketball Enthusiasts**

A Solution That Wins

WarnerMedia's ANOW + Xandr's Addressable

WarnerMedia delivers custom built schedules across our large national footprint and with best in class audience optimization tools. Combined with Xandr's precise HH targeting across one of the largest addressable footprints, you can't lose.

Use Xandr's 1st party viewership data to identify sports viewers and target audiences wherever they are

Viewers of NBA | Households who have watched NBA programming for 5 min+ consecutively in the last year on the following networks: ABC, CBS, NBC, TNT, ESPN, ESPNEWS, ESPN2, NBATV, NBCBA, MSG, MSG+, CW, YES

Viewers of College Basketball | Households who have watched College Basketball programming for 5 min+ consecutively in the last year on the following networks: ESPN, ESPN2, ESPNU, NBCSN, NBC, CBS, FOX, ABC, BTN, FS1, and FS2

Sports Viewers | Households who have watched NFL, NBA, MLB, NHL or College Basketball in the past year for 5 min+ consecutively