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

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

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Targets based on DIRECTV viewership in the past year, 5 min+ of consecutive viewing
Community reaches sports fans across connected TV, desktop, mobile by leveraging AT&T’s sports-focused browsing, location and viewership data.

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

More About Sports Enthusiasts:

- 406M Monthly minutes spent consuming content across Community endpoints
- 70% Male, 54% HHI $75K+ Majority are male with a high household income

Behavioral Attributes of Sports Enthusiasts:

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

Sports Enthusiasts: People who watch Sports on TV and consider ESPN, ESPN2, ESPN3, ESPNews, ESPN Classics or ESPN Deportes a favorite channel.


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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