PREMION

Live Sports on CTV:

Unlocking High-Value Opportunities for Advertisers

Advertiser Perceptions

Methodology

PREMION commissioned Advertiser Perceptions to conduct an advertiser study on media spending and priorities in the planning and buying of CTV/streaming TV advertising. Advertiser Perceptions executed an anonymous online survey among 303 ad agency or brand-side marketers involved in the decision-making for CTV/Streaming TV advertising.

The decision-makers were qualified as being involved in media brand selection. Respondents were further qualified as employed in the US spending a minimum of $1,000,000 in the next twelve months on advertising. The study fielded in October 2025.

Respondent Profile

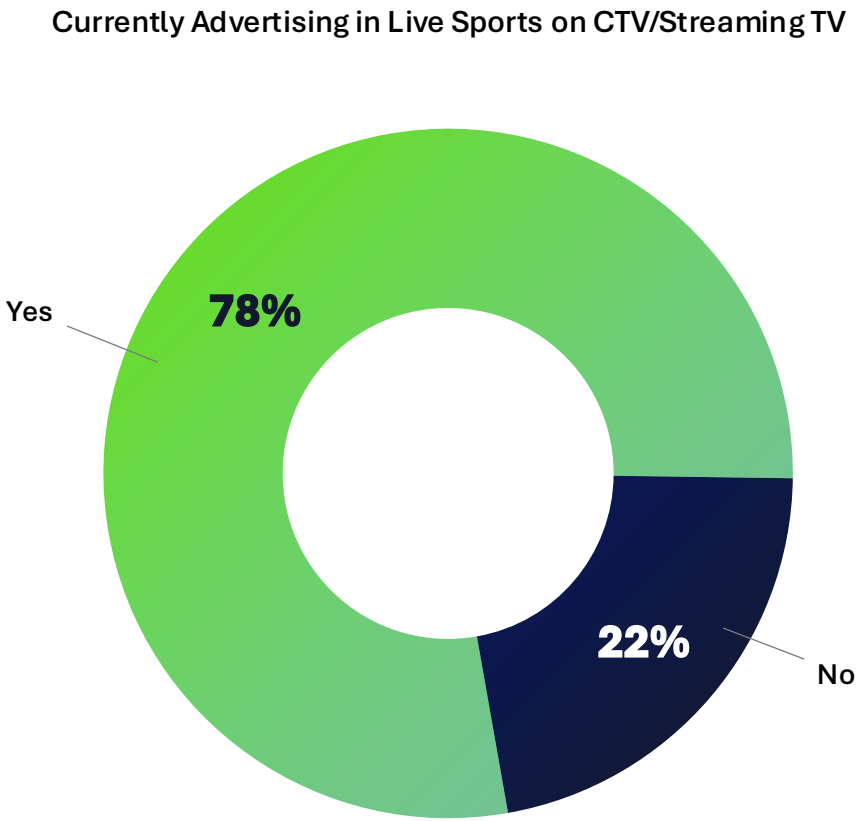
Buyer Profile	
Marketer	40%
Agency	60%

Job Level	
Senior (VP+)	55%
Mid (Director/Supervisor)	39%
Junior (Manager)	6%

Annual Ad Spend	
<$25M	43%
$25M+	57%

Advertising Involvement by Media Types	
Social Media Platforms	88%
General Search	82%
Video	80%
Connected TV/Streaming TV	80%
Digital Display	79%
Digital/Streaming Audio	72%
Retail Media/eCommerce Platforms	71%
Mobile App	70%
Linear TV	65%
Digital Outdoor/Out-of-Home	59%
AM/FM Radio	49%
Print	48%
Traditional Outdoor/Out-of-Home	47%
Augmented Reality/Virtual Reality	39%

78% of CTV/Streaming TV advertisers are currently advertising in live sports content on streaming platforms

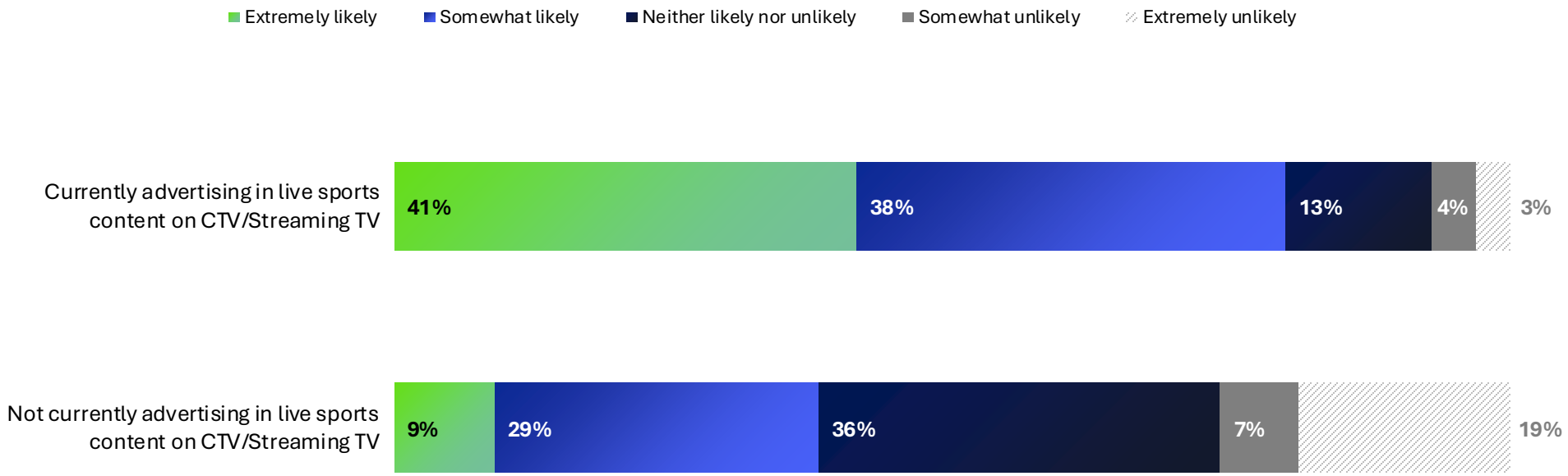


Q. Are you currently advertising in live sports content on CTV/Streaming TV? Base: Involved In CTV (n=242)

79% of advertisers who advertise in live sports are extremely or somewhat likely to increase their ad spend over the next 12 months. Even among those not currently active, nearly 40% expect to begin

Likelihood to Increase or Initiate Live Sports Ad Spend on CTV/Streaming TV in the Next 12 Months

(Sorted by Extremely likely)



Q. How likely are you to [increase/initiate] your advertising investment in live sports content on CTV/Streaming TV over the next 12 months?
Bases: Advertises in Live Sports on CTV (n=189) | Does Not Advertise in Live Sports on CTV (n=53)

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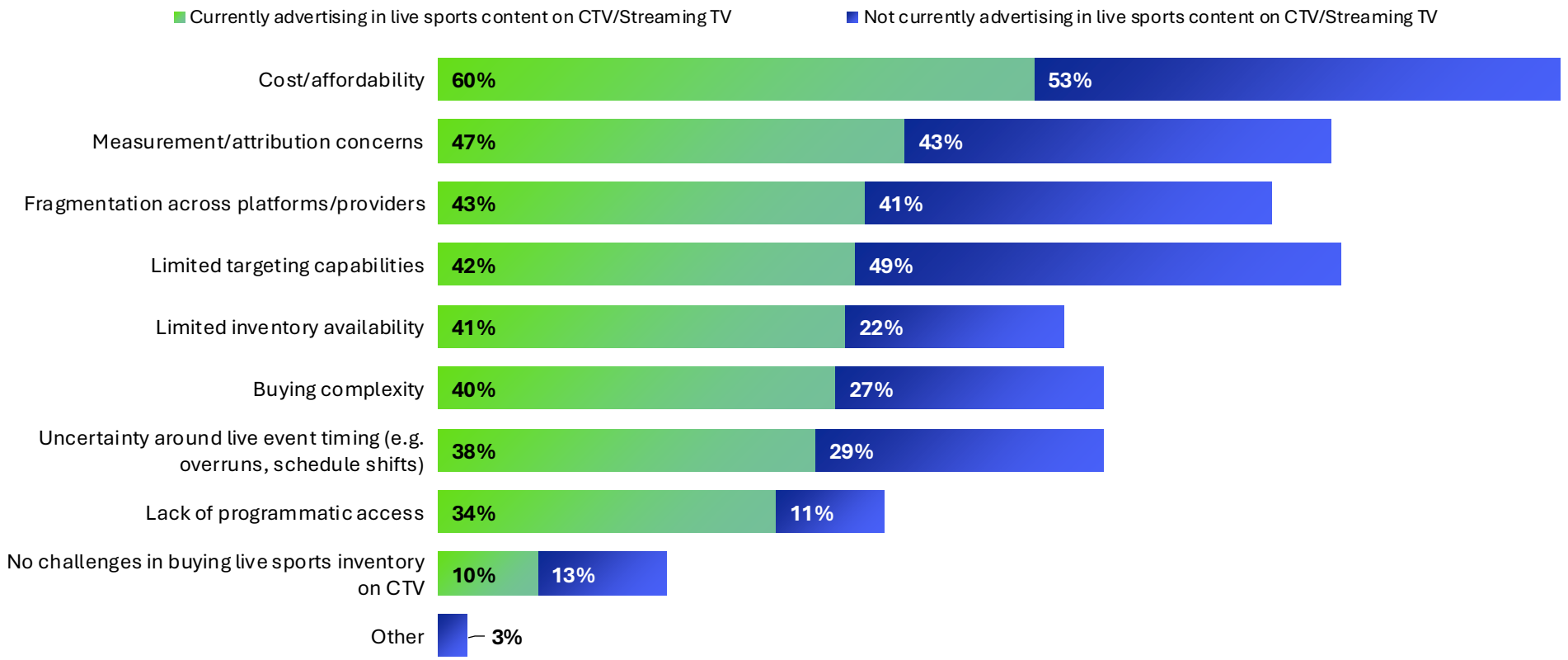
The top challenge for advertisers when it comes to investing in live sports on CTV is cost/affordability

Challenges to Investing in Live Sports Inventory on CTV/Streaming TV

(Rank 1-5 Summary)



Q. What challenges, if any, [do you face when / have prevented you from] investing in live sports inventory on CTV/Streaming TV?
Bases: Advertises in Live Sports on CTV (n=189) | Does Not Advertise in Live Sports on CTV (n=53)

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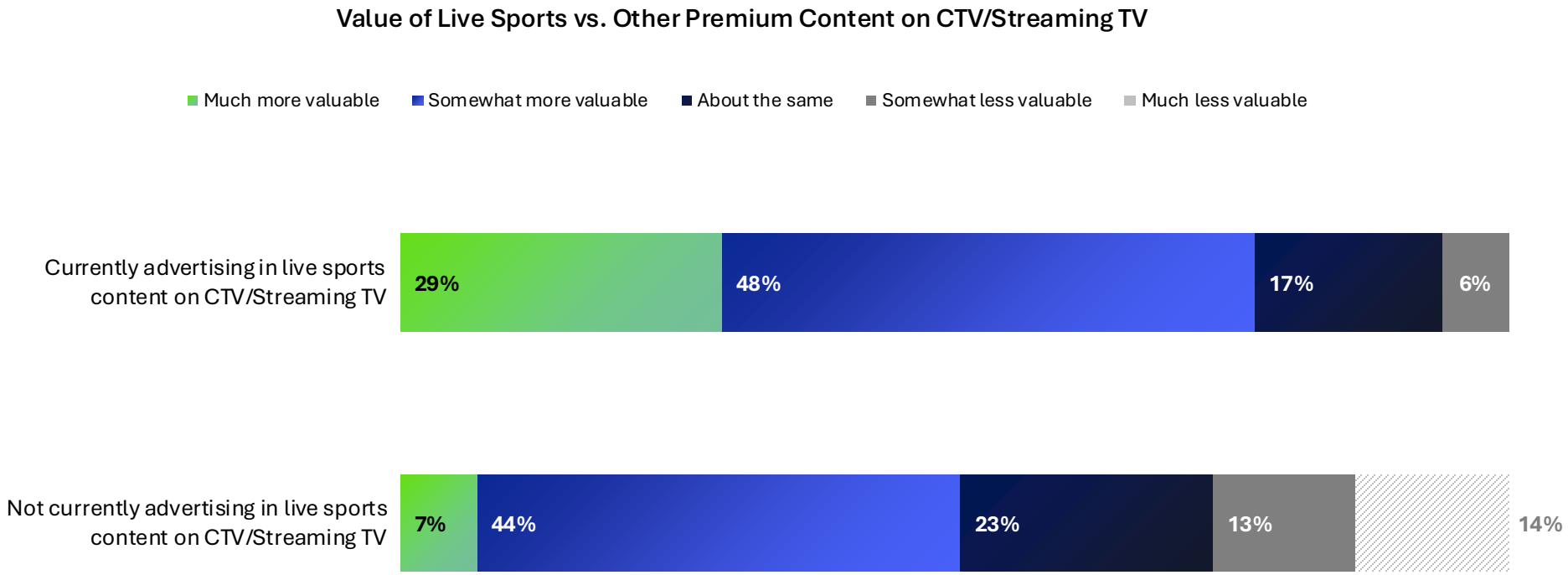
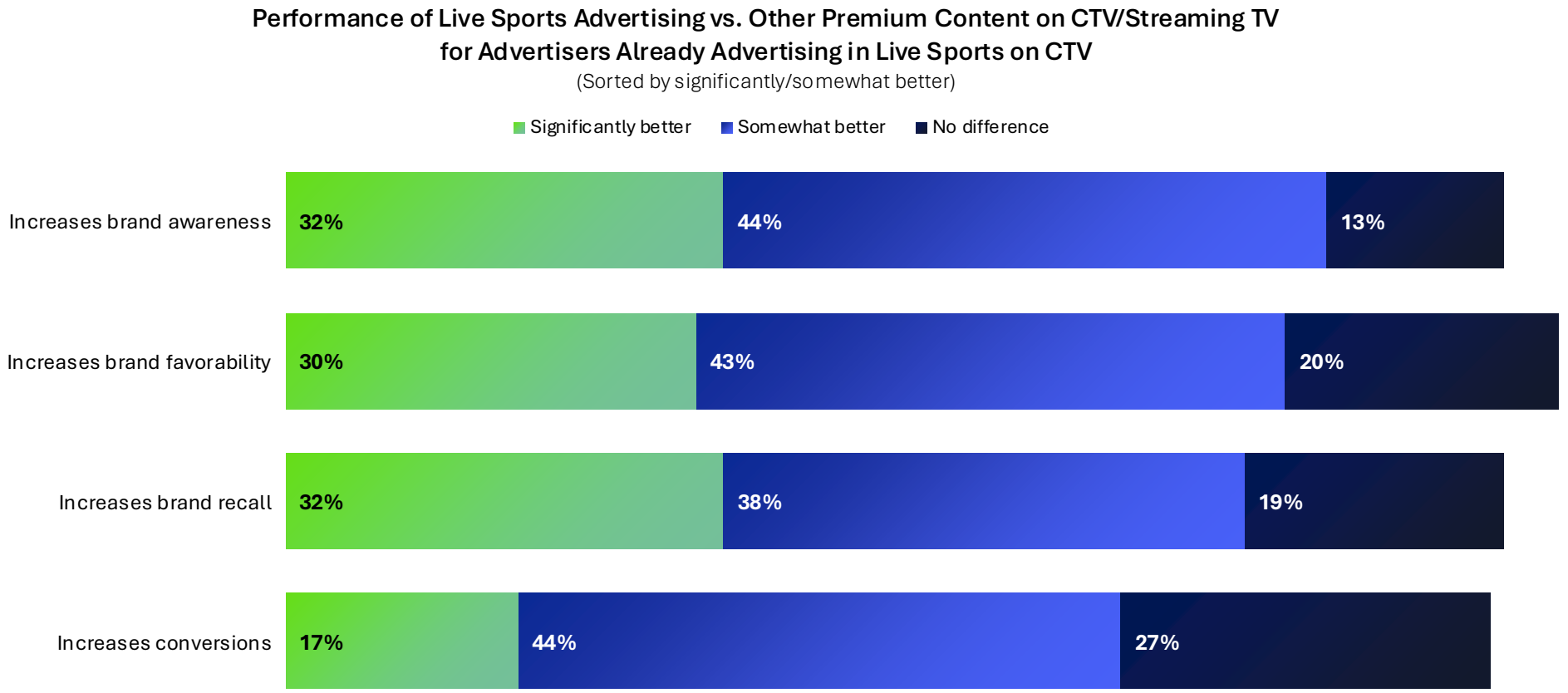
77% of advertisers currently running advertising in live sports on CTV find it more valuable than other types of premium content; 51% of advertisers not currently advertising agree



Q. Thinking about the live sports content available on CTV/Streaming TV, how would you compare it to other premium content available on CTV/Streaming TV?
Bases: Advertises in Live Sports on CTV (n=189) | Does Not Advertise in Live Sports on CTV (n=53)

7 in 10 advertisers already advertising in live sports on CTV believe it is better at increasing brand awareness (76%), brand favorability (73%) and brand recall (70%) than other types of premium content – 61% say it drives stronger conversions as well

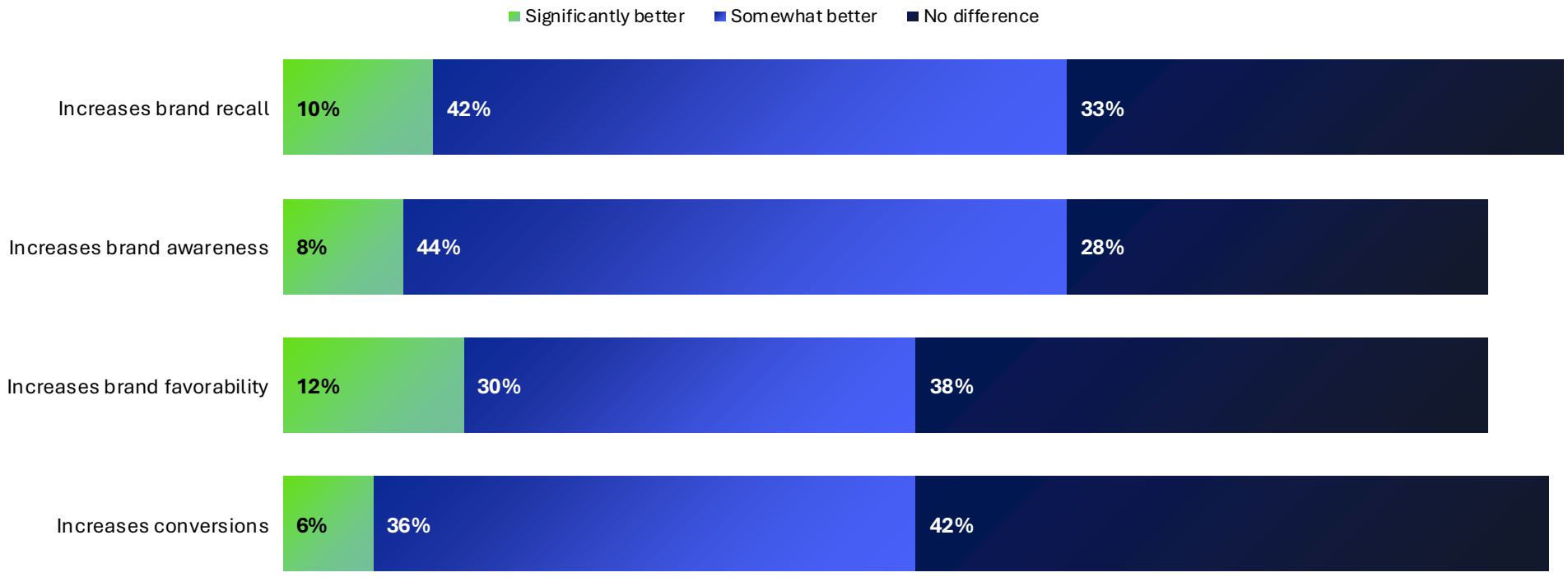


Q: How does advertising in live sports content on CTV/Streaming TV perform on the following outcomes compared to other premium content types available on CTV/Streaming TV?
Base: Advertises in Live Sports on CTV (n=189)

Over 50% of advertisers not currently advertising in live sports on CTV expect it would be better overall for increasing brand recall and brand awareness than other types of premium content

Performance of Live Sports Advertising vs. Other Premium Content on CTV/Streaming TV for Advertisers That Do Not Advertise in Live Sports on CTV

(Sorted by significantly/somewhat better)



Q: How would you expect advertising in live sports content on CTV/Streaming TV to perform on the following outcomes compared to other premium content types available on CTV/Streaming TV?
Base: Does Not Advertise in Live Sports on CTV (n=53)

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Thank You

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