

# YOUR COMPETITIVE EDGE



**fubo**

Agency Name



# OPPORTUNITY **VS.** CONFUSION

› The current state  
of streaming

**THE WALL STREET JOURNAL.**

**Streaming Confusion:  
WSJ Readers Struggle to  
Make Sense of It All**

With so many streaming services, at so many price points, it's hard for TV watchers to know what to do

**FRONT OFFICE SPORTS**

**Where Is the Dang Game?  
Fragmentation Is Worse  
Than Ever**

**ADWEEK**

**The TV Streaming War  
Enters Its Messy Era**

**Medium**

**Choice Paralysis in the  
Streaming Age**

**The Athletic**

How do we fix the chaotic mess of cable, broadcast and streaming sports TV?





**FUBO IS YOUR**  
FRONT ROW TICKET



A soccer ball is positioned in the lower center of the frame, resting on a green field. In the background, a player in a blue jersey is blurred, suggesting motion. The overall background is a warm, orange-hued gradient.

# FUBO MAKES YOU A CONTENDER

- › **Be part of the action.**  
Connect with passionate fans on hundreds of leading sports, news & entertainment networks.
- › **Be strategic.**  
Pinpoint your audience and target with innovative custom ad products that get results.
- › **Be one step ahead.**  
We work tirelessly to provide accurate, timely insights that keep you ahead of the competition.





# OUR PROVEN GAMEPLAN >

Addressability

Accuracy

Impact



# ADDRESSABILITY

**55K**

live sports  
events/year

**30+**

regional sports  
networks

**40K+**

monthly shows/  
movies

**150+**

live news &  
entertainment  
channels



Assemble the  
best sports  
content.

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## ACCURACY

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## IMPACT



# ADDRESSABILITY

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# ACCURACY

**Build**

your perfect audience

**Find**

them on our platform

**Connect**

your message to  
their passions



Find your fans,  
wherever they  
watch.

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# IMPACT



# ADDRESSABILITY

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# ACCURACY

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# IMPACT

Home  
Screen  
Takeover  
Ads

Pause  
Ads

Interactive  
Ads

Marquee  
Collections

Triple  
Play  
Takeover



Deliver  
innovative  
ads that get  
results.





**FIGHT**

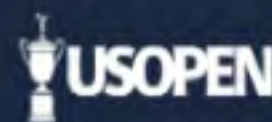
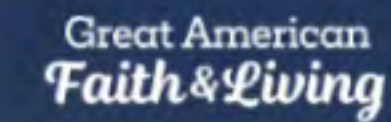
FRAGMENTATION



FIGHT FRAGMENTATION

# BREADTH & DEPTH

➤ The most complete coverage on the market





# BIG GAME EXCITEMENT > ALL YEAR LONG

|               | JAN                                                                                  | FEB                                                                                  | MAR                                                                                   | APR                                                                                   | MAY                                                                                   | JUN                                                                                   | JUL                                                                                   | AUG                                                                                   | SEP                                                                                   | OCT                                                                                   | NOV                                                                                   | DEC                                                                                   |
|---------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| FOOTBALL      |     |     |                                                                                       |    |                                                                                       |                                                                                       |                                                                                       |    |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| BASKETBALL    |    |                                                                                      |                                                                                       |                                                                                       |    |                                                                                       |                                                                                       |                                                                                       |    |                                                                                       |                                                                                       |                                                                                       |
| BASEBALL      |                                                                                      |                                                                                      |                                                                                       |    |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| GOLF          |                                                                                      |                                                                                      |                                                                                       |                                                                                       |  |                                                                                       |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| TENNIS        |   |                                                                                      |                                                                                       |                                                                                       |                                                                                       |  |                                                                                       |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| RACING        |                                                                                      |  |                                                                                       |  |                                                                                       |                                                                                       |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| SOCCER        |  |                                                                                      |                                                                                       |                                                                                       |  |                                                                                       |                                                                                       |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| ENTERTAINMENT |   |   |  |                                                                                       |  |  |  |                                                                                       |  |  |  |  |

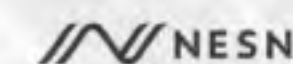


# HOME FIELD ADVANTAGE



## 30+ regional sports networks

- › Targeting at the state and DMA level
- › Lower cost vs. other platforms
- › Covers nearly 100% of Fubo markets





# GET IN THE GAME » HOW FUBO STACKS UP

|                                                        | fubo     | hulu<br>+ LIVE TV | sling  | YouTubeTV | DIRECTV<br>stream                               |
|--------------------------------------------------------|----------|-------------------|--------|-----------|-------------------------------------------------|
| Total Channels<br><small>(Base plan)</small>           | 185+     | 85+               | 30-50+ | 100+      | 90+                                             |
| Sports Channels*                                       | 35       | 14                | 4      | 17        | 9                                               |
| Regional Sports<br>Networks                            | 30+      | 6                 | 0      | 6         | 33                                              |
| Active Screens                                         | Up to 10 | Up to 2           | 1-4    | Up to 3   | Unlimited<br><small>(with restrictions)</small> |
| Every English Language<br>Nielsen-Rated Sports Channel | Yes      | No                | No     | No        | No                                              |

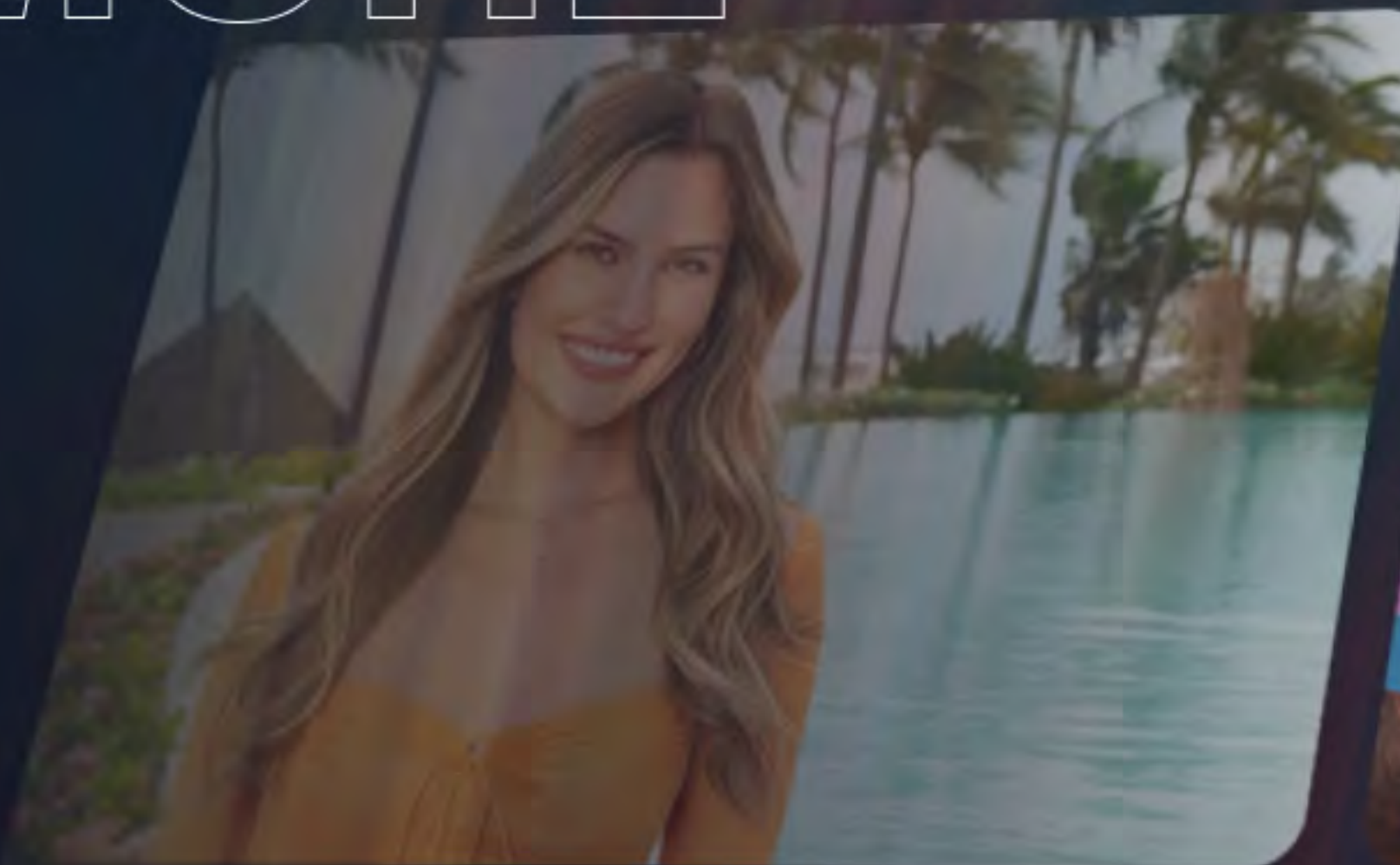
As of 9/6/2024 Comparing Fubo Pro Plan (\$79.99) vs. YouTube TV Basic (\$72.99) vs. Sling Orange and Blue (\$60) vs. Hulu Live + TV Basic (\$76.99) vs. DIRECTV Stream Entertainment Plan (\$79.99)



FIGHT FRAGMENTATION

# SPORTS & SO MUCH MORE

- › Pop Culture
- › Finance
- › Travel
- › Food & Drink
- › Dating
- › Home & Garden
- › Music







**FIND YOUR**  
**FANS**



FIND YOUR FANS

**7.3 million**  
monthly active viewers

**Young**

44.7 years old

**Affluent**

\$113,000/year income

**Have  
Families**

66%

**Diverse**

19% Latino  
18% African American  
4% Asian American

**OUR AUDIENCE HAS  
CUT THE CORD.  
BUT NOT THE PASSION.**

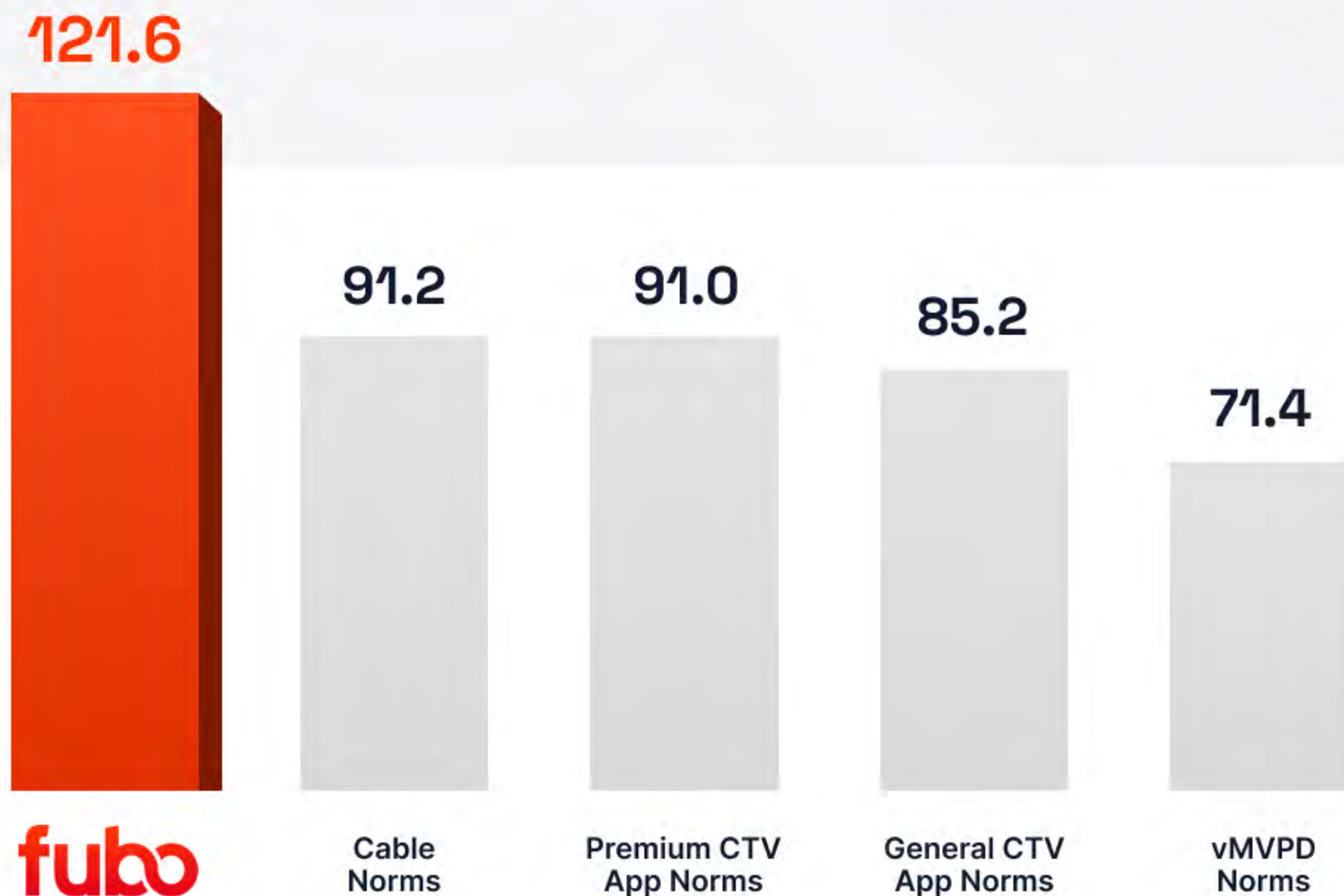
› Capitalize on fan devotion

|                         |           |
|-------------------------|-----------|
| Financial Enthusiasts   | 146 Index |
| Gaming Enthusiasts      | 174 Index |
| International Travelers | 208 Index |
| Tech Adopters           | 247 Index |
| Health & Fitness        | 132 Index |

Source: GWI 1Q 2024 through 4Q 2024



# FUBO AUDIENCES ARE ENGAGED



➤ We convert impressions to engagement

Fubo captures **70% more attention** than vMVPD competitors among viewers 25-54

Fubo captures at least **33% more attention** than all benchmarks among 25-54



# FUBO AUDIENCES TAKE ACTION

➤ We convert ad engagement into brand engagement

**+42%**

All Categories

**+93%** Sports Equipment/  
Apparel

**+73%** QSR

**+36%** Family Dining

**+12%** Insurance

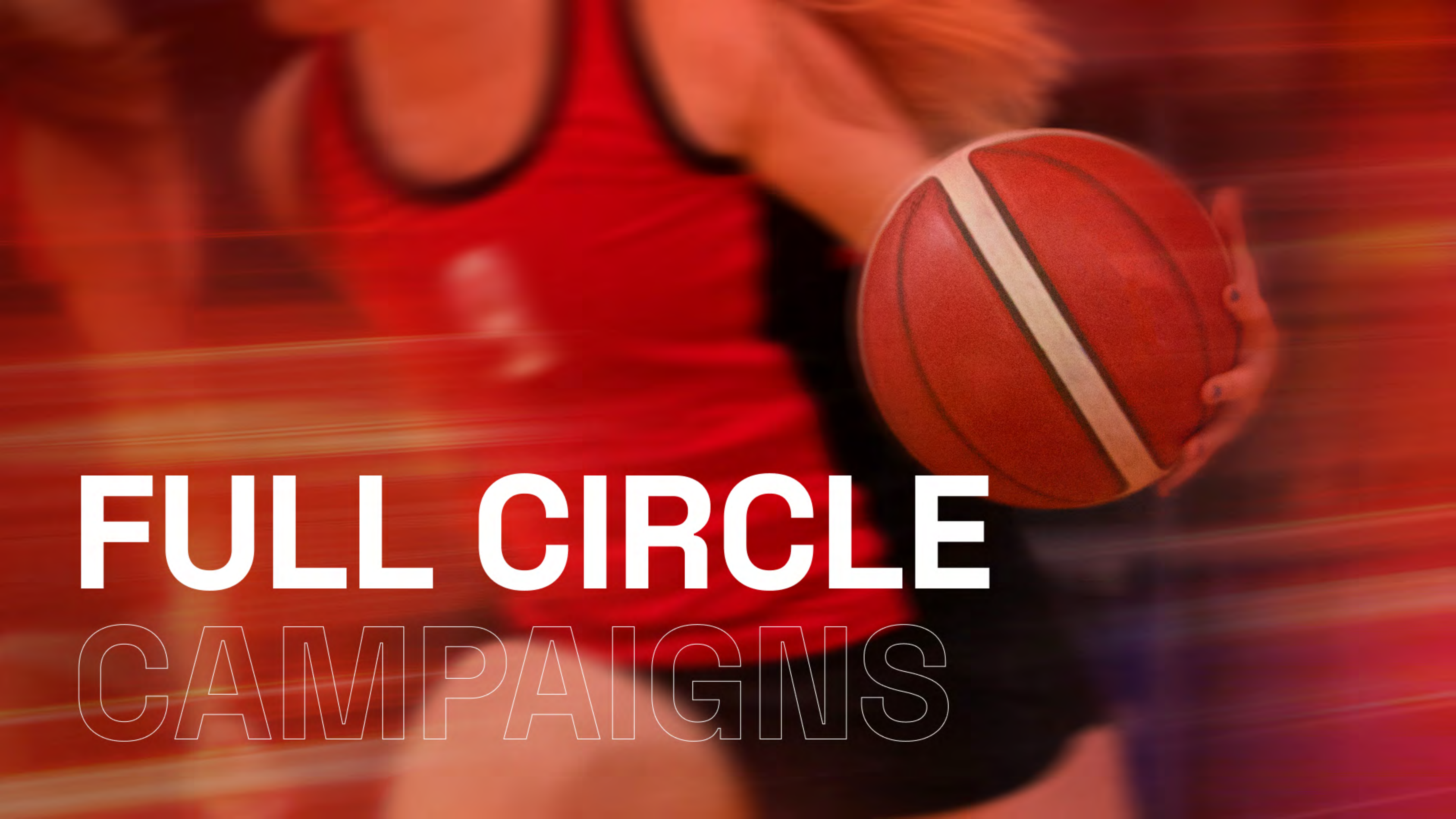
Fubo audiences are **42% more likely** to engage with a category after seeing an ad on Fubo\*

Actions include visiting or searching for a brand online

\*Versus linear or OTT competitors

Source: EDO, 2H24; Based on M18+





# FULL CIRCLE CAMPAIGNS





# FIND YOUR FANS WITH OUR PREMIUM INVENTORY

- 1 Build your audience
- 2 Find what they're watching
- 3 Create a roadmap for success



# BUILD YOUR PERFECT AUDIENCE

## Fubo's data

**Reach Fubo subscribers**  
based on our viewership  
insights (contextual,  
language/genre, etc.)



## Your data

**Match advertiser data**  
to our subscriber data to  
create custom segments  
for precise targeting



## 3rd party data

**Utilize segments** from  
respected data vendors via  
LiveRamp matched against  
our subscriber file



CLIENT LOGO

Epsilon®

experian™

ACX IOM

KANTAR

TransUnion™

CROSSIX



# CREATE A ROADMAP FOR SUCCESS

|                           | Direct I/O<br>(Insertion Order) | Programmatic<br>Guaranteed (PG) | Private Marketplace<br>(PMP) |
|---------------------------|---------------------------------|---------------------------------|------------------------------|
| ➤ Premium Video Inventory | GUARANTEED ACCESS               | GUARANTEED ACCESS               | NETWORK WHITELISTS           |
| ➤ Audience Targeting      | FIRST-PARTY DATA                | FIRST-PARTY DATA                | THIRD-PARTY DSP DATA         |
| ➤ Measurement & Reporting | YES<br>VARIES BY SPEND LEVEL    | YES<br>VARIES BY SPEND LEVEL    | NO                           |
| ➤ High Impact Placements  | YES<br>VARIES BY SPEND LEVEL    | YES<br>VARIES BY SPEND LEVEL    | NO                           |





**PREMIUM**

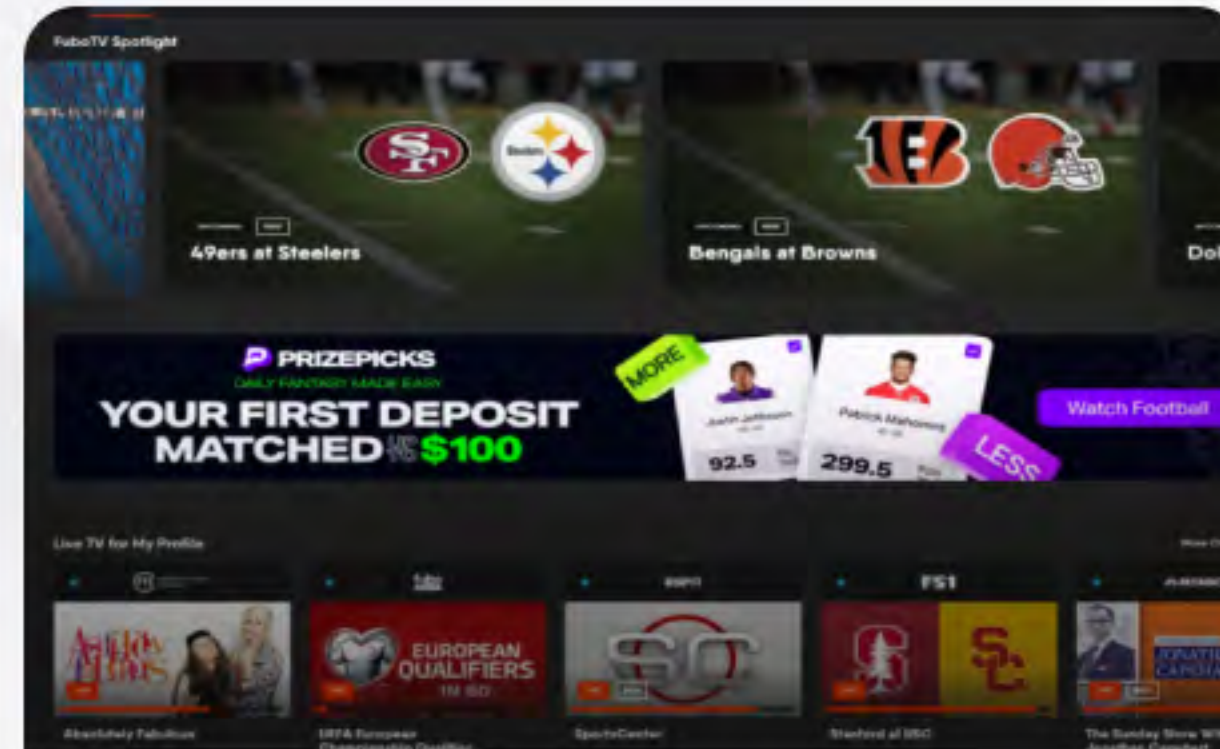
AD PRODUCTS



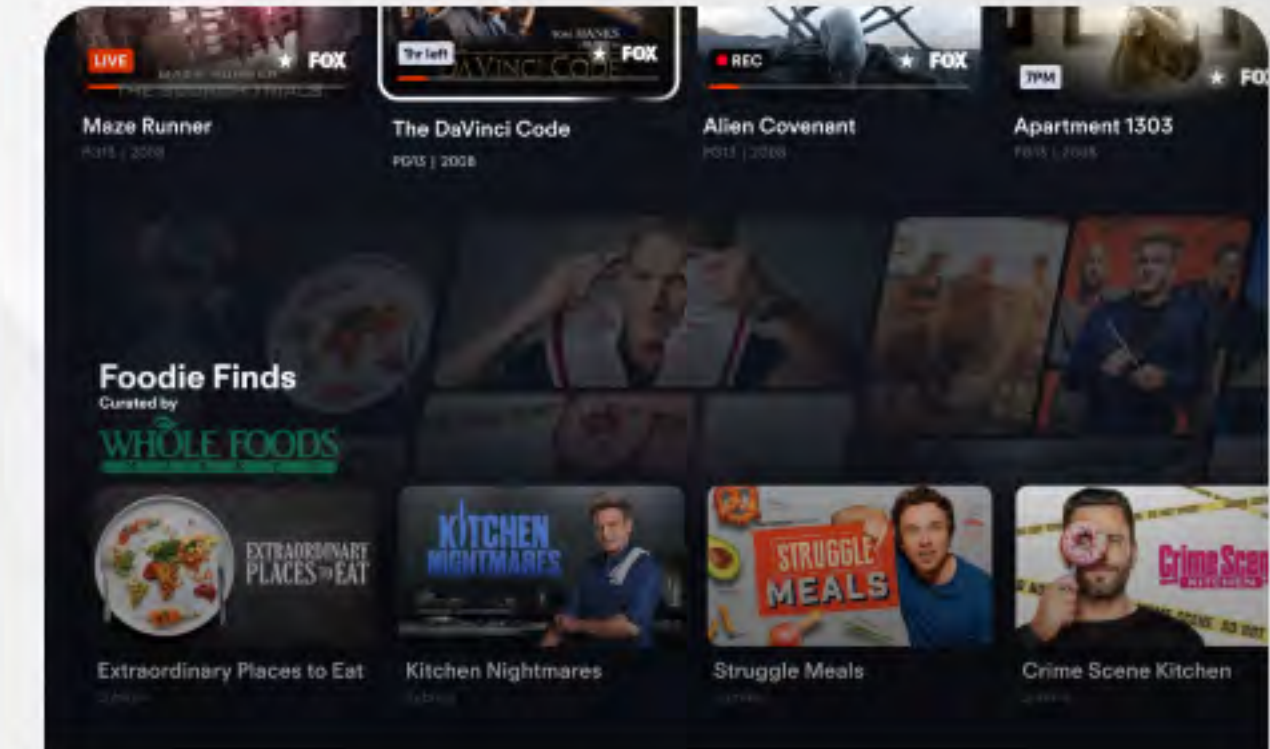
# ALL-STAR AD LINEUP



Premium Video Inventory Ads



Home Screen Takeover Ads



Marquee Collections



Interactive Ads



Pause Ads



Triple Play Takeover



# PREMIUM VIDEO INVENTORY ADS

**55K**

LIVE sporting  
events/year



**400+**

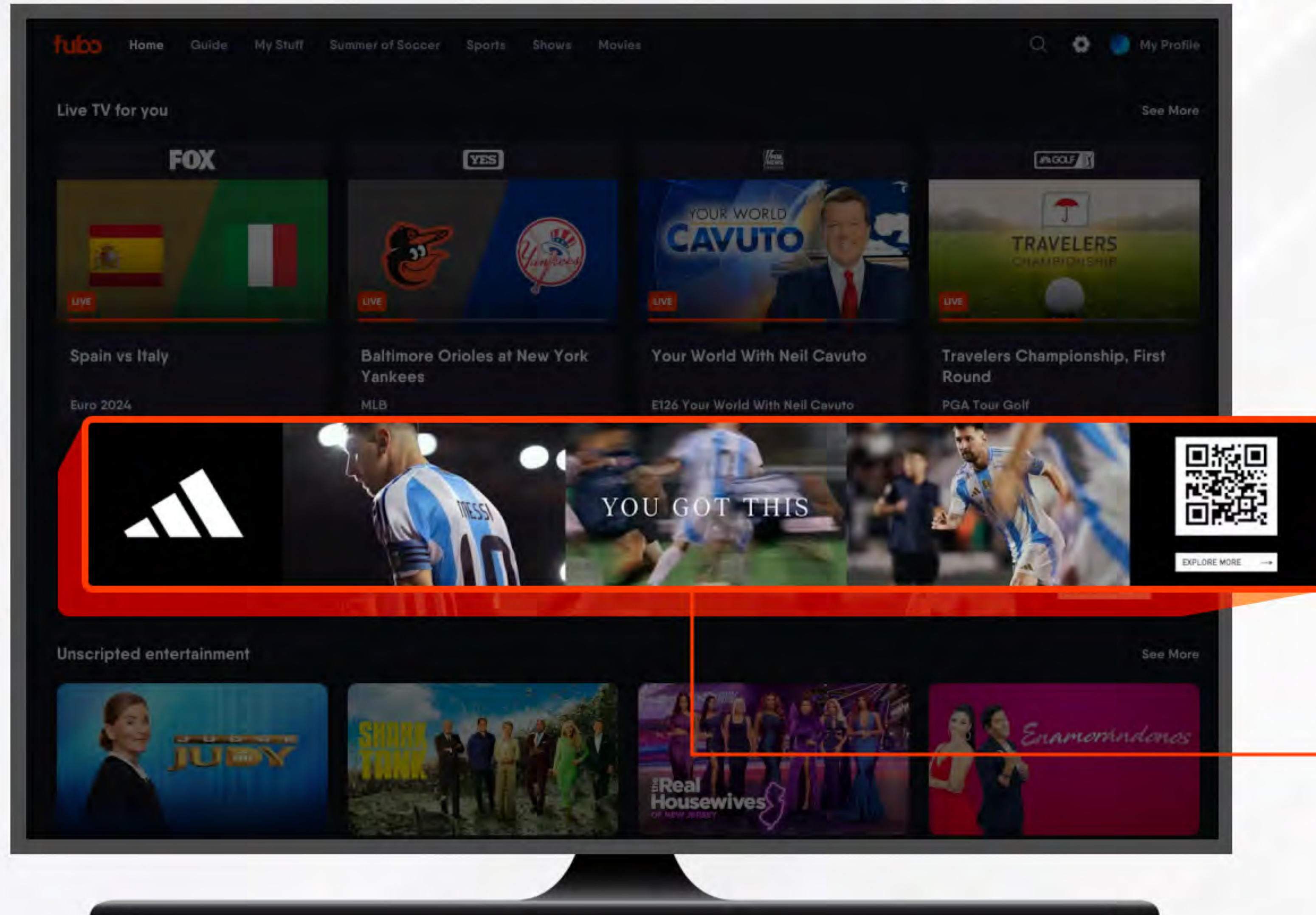
sports, news and  
entertainment  
channels

## Break through the clutter.

- › High-impact placements in traditional TV pods (:15s, :30s, :60s)
- › Non-skippable
- › No bots
- › Dynamically ad-inserted
- › Full suite of measurement capabilities
- › Direct I/O, Programmatic Guaranteed (PG) and Private Marketplace (PMP)



# HOME SCREEN TAKEOVER ADS



Personalized.  
Powerful.

- › Above the fold
- › Geo & demo targeting
- › Dynamically served
- › QR codes

CTR Rates As  
High As 5.7%



# INTERACTIVE ADS

Harness the power of engagement.

- **47% higher** purchase intent\*
- **33% higher** unaided brand awareness\*
- **33% higher** aided brand awareness\*
- **25% higher** brand favorability\*

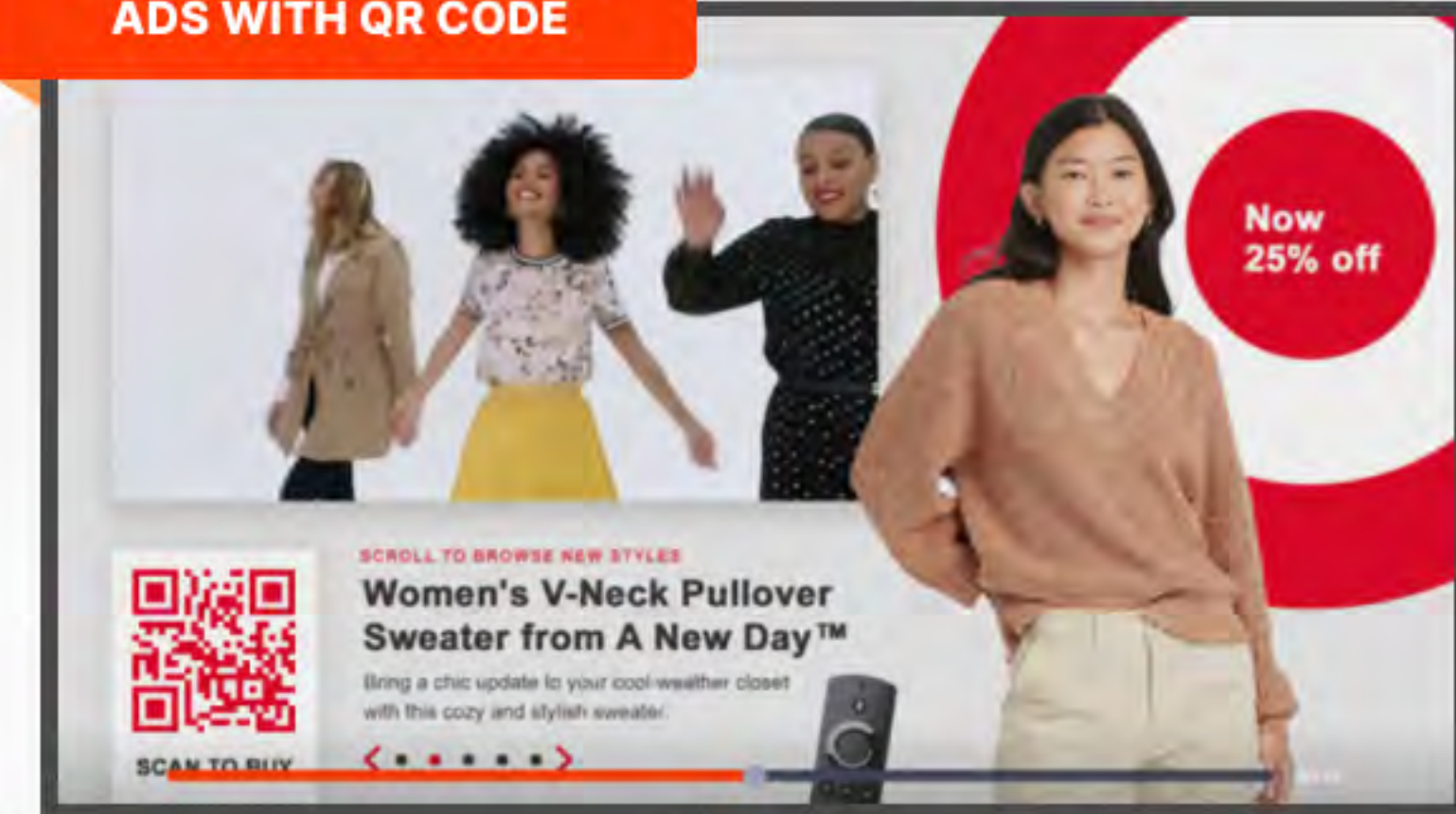
\*Versus standard video ads

Source: 4Q 2023 Brightline/Lucid Study

GAMIFIED VIDEO ADS:  
TRIVIA AND POLLS



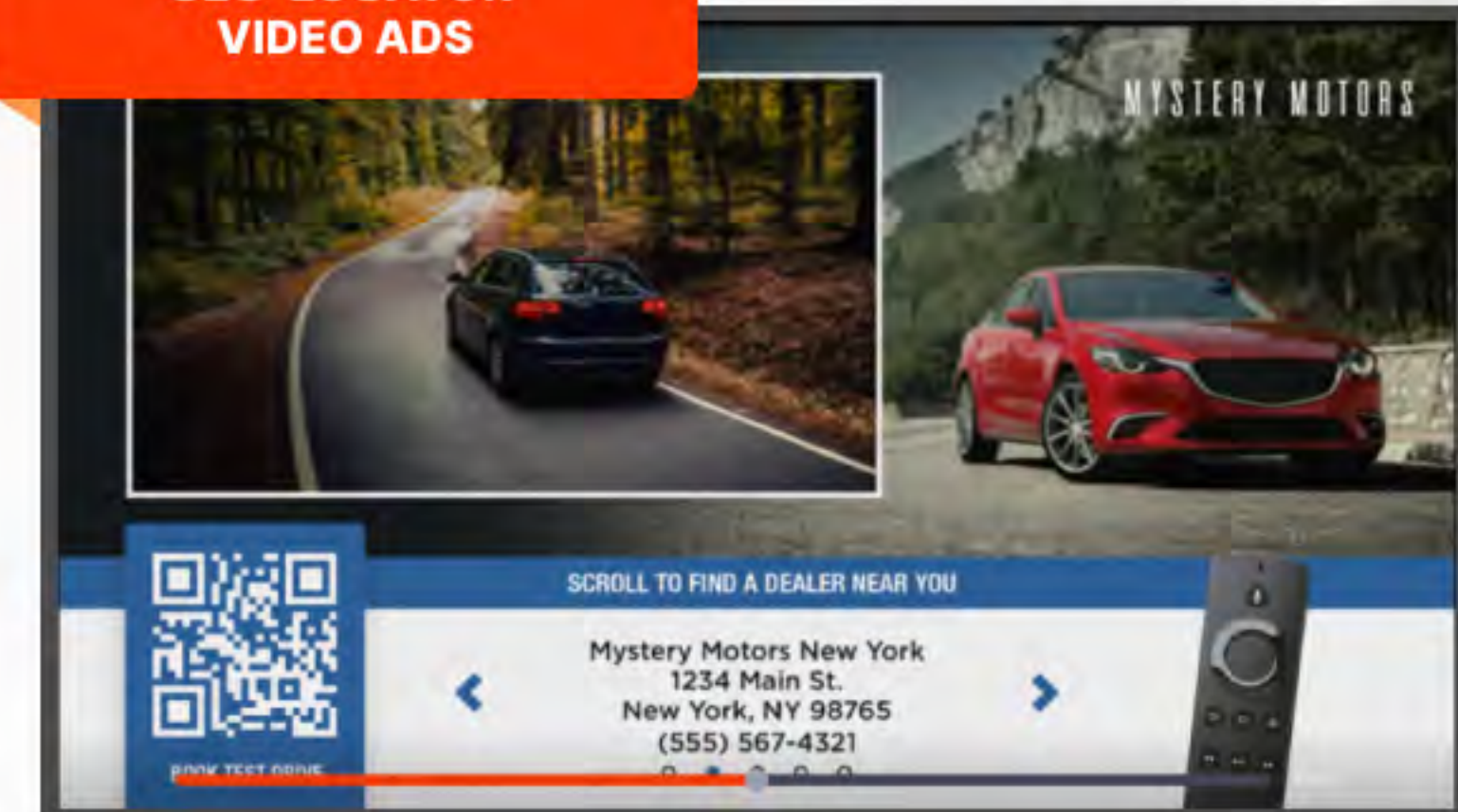
TRANSACTIONAL VIDEO  
ADS WITH QR CODE



ROTATING CAROUSEL  
VIDEO ADS



GEO-LOCATOR  
VIDEO ADS

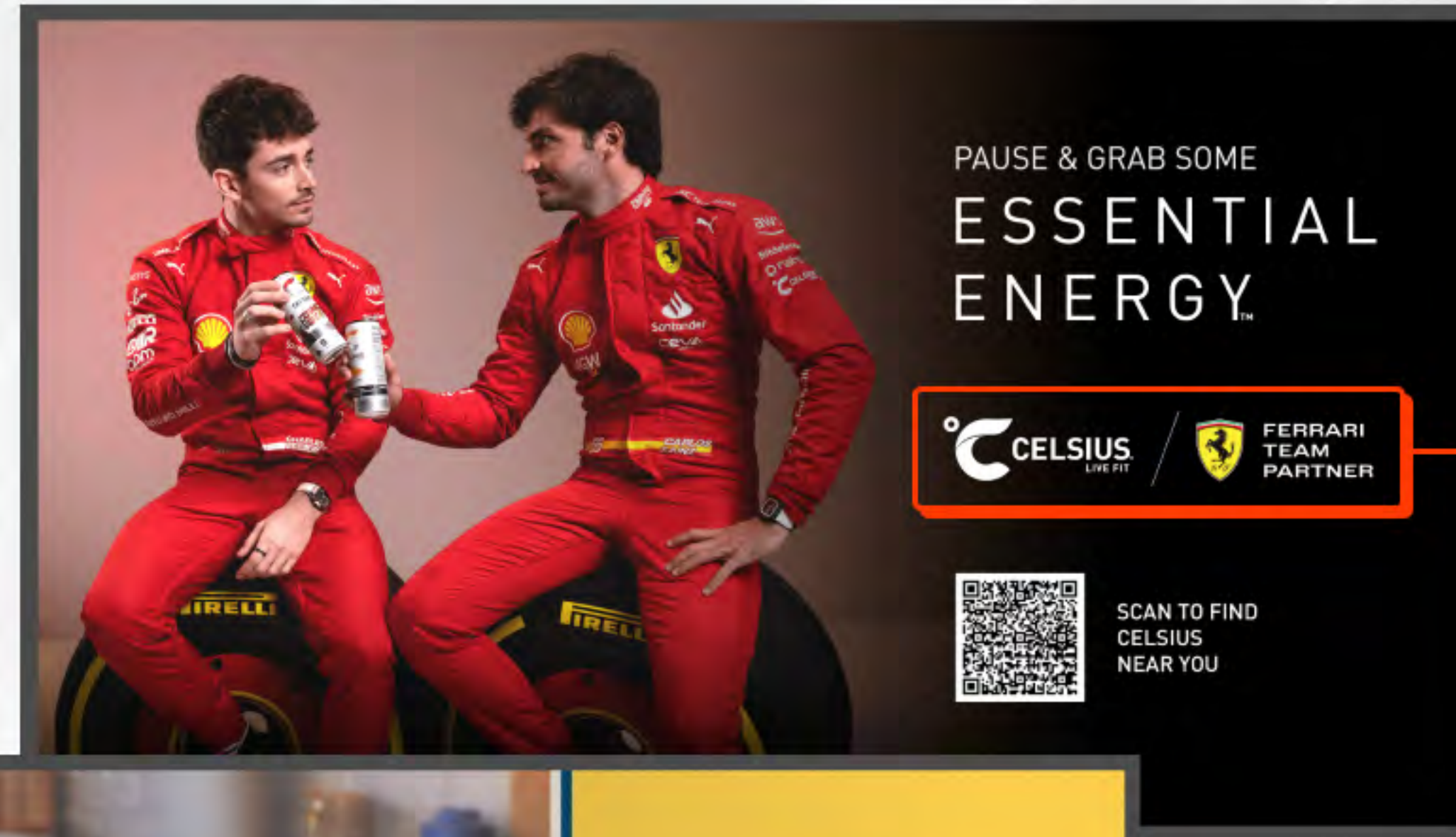




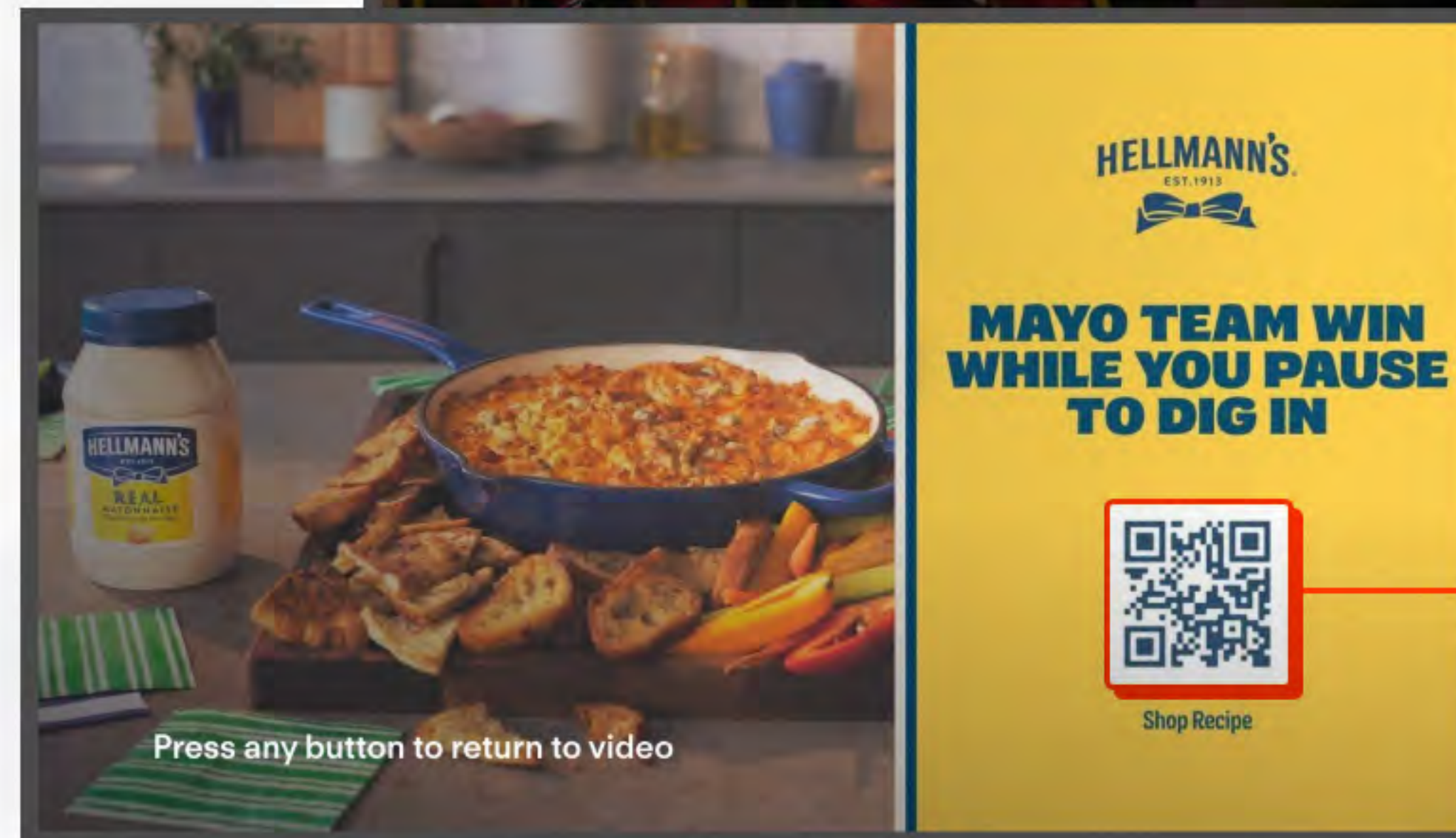
# PAUSE ADS

Think outside the ad break.

- › Served during viewer-initiated break
- › Takes over screen
- › Contextually relevant
- › Drives traffic in-store or online
- › 33% more engagement than video alone



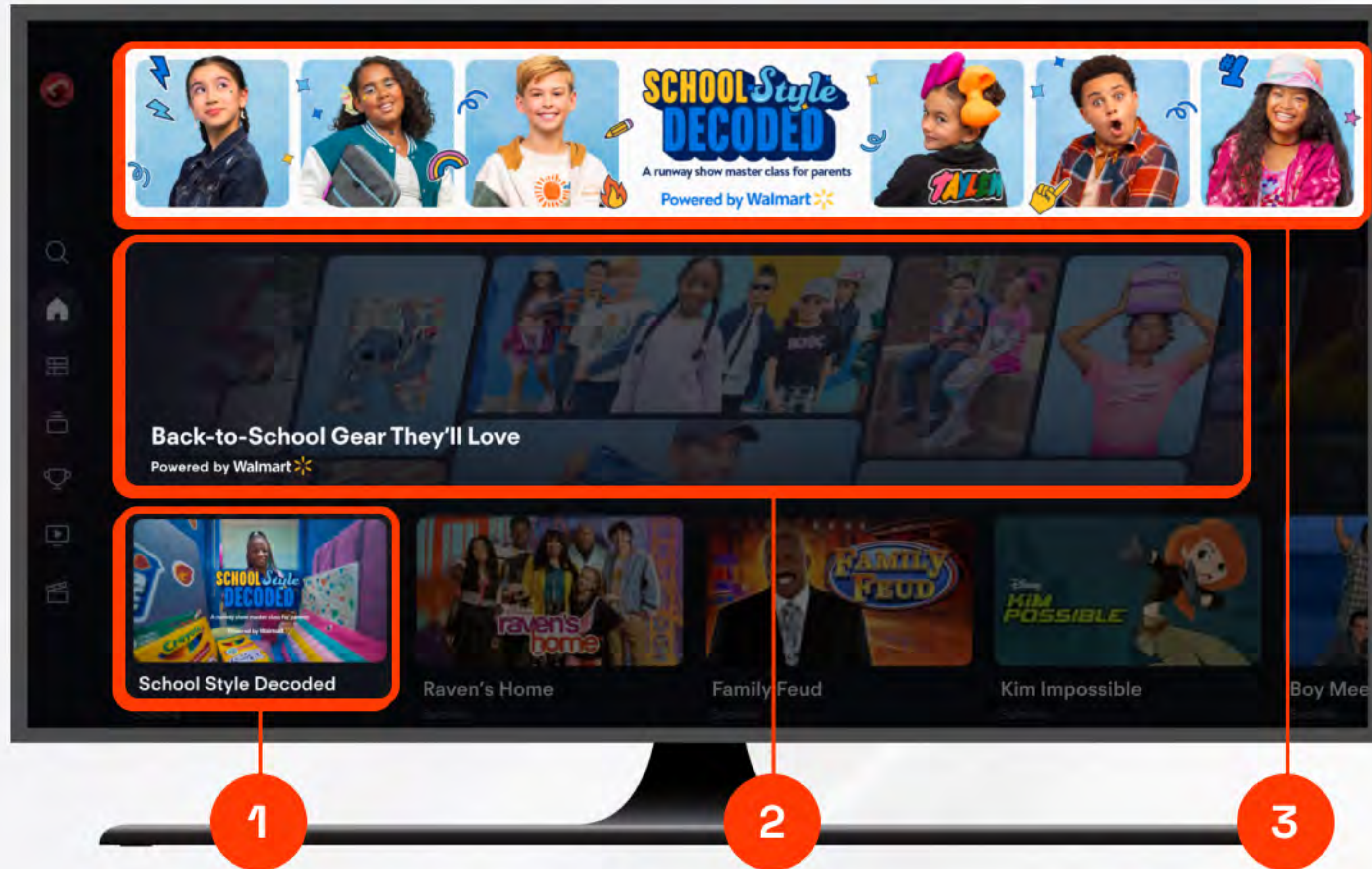
Round out campaign alignment



Make transactional with QR code



# TRIPLE PLAY TAKEOVER



1

Content hosted in  
1st tile of playlist

2

Branded images  
and logo placement

3

Banner drives  
to content

Bring it all together  
for maximum impact.

- Fubo exclusive
- Three-part delivery and promotion of client content
- Interactive banner drives to branded content
- Branded playlist carousel
- Top-billing within playlist
- Triple Play viewers generate **+43% more attention** than CTV norms\*



# ALL-STAR TEAM



**Jennifer Monson**

**VP of Sales**

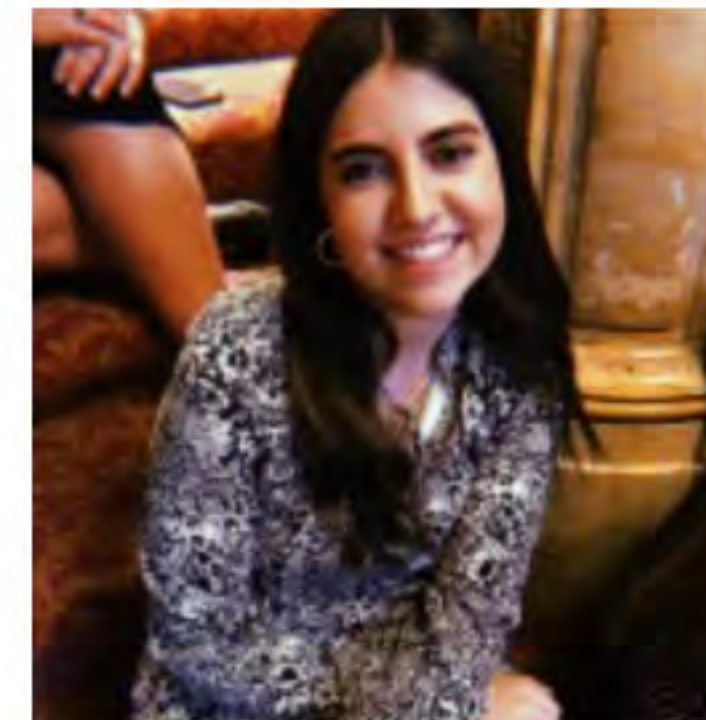
Teams: Mets, Giants and  
Knicks



**Jason Bowman**

**Account Executive**

Teams: Mets and Islanders



**Avery Wein**

**Assistant Manager**

Teams: Bulls and U of  
Michigan



**Tiana Idoni-Koppel**

**VP Ad Sales Marketing**

Teams: Knicks and Yankees



**Karina Camargo**

**Ad Sales Marketing  
Sr. Manager**

Teams: Celtics, Red Sox  
and Lions



**Christina Revithas**

**VP of Ad Insights &  
Strategy**

Teams: Jets and Rangers



# UNLOCK YOUR COMPETITIVE EDGE

Fight Fragmentation ➤ Find Your Fans ➤ Full-Circle Campaigns







FUBO IS YOUR  
FRONT ROW TICKET





# THANK YOU

**fubo**

Agency Name