



How to Target Sports Audiences

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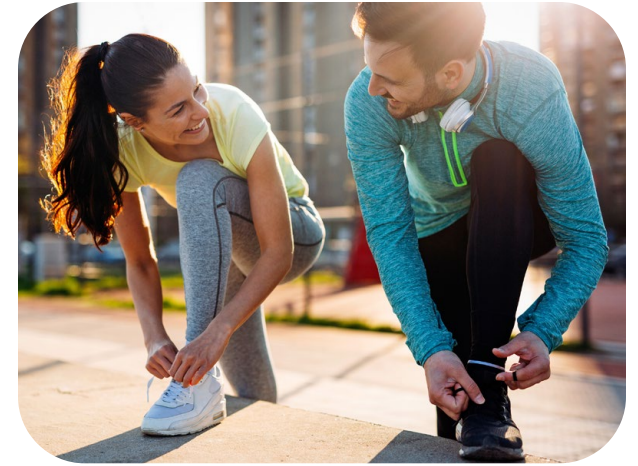
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Whether your objective is precision targeting or building brand awareness at scale, Eyeota's Sports Audience Guide helps you reach highly engaged sports audiences during key moments throughout the year.

Built with audience data from trusted partners, these segments enable you to connect with fans who actively follow major sporting events, consume live and on-demand sports content, participate in sports, and engage with sports culture year-round.

Explore our curated selection of audience segments, powered by interest and intent signals, media consumption behaviors, event engagement, and more. Activate these segments seamlessly across all major demand-side and supply-side platforms to identify, reach, and engage sports audiences on audio, connected TV, display, digital out-of-home, mobile, and social channels.

How to Target Sports Audiences



Global sports ad spend will surpass \$1 trillion in 2026

The Olympics and FIFA World Cup are driving a record year for sports advertising, making 2026 one of the most competitive years for brand attention.

Source: eMarketer, Jan 12, 2026



37% of U.S. consumers expect increased interest in soccer ahead of 2026

Momentum around major global events like the FIFA World Cup is expanding sports fanbases and advertiser opportunity.

Source: Nielsen, Tops of Sports 2026



60% of fans use a second screen while watching sports

Most sports fans now engage across TV, mobile, and social simultaneously—boosting recall and purchase intent when brands show up across screens.

Source: Teads Global Sports Study, 2026



Sports Extend Beyond Game Day

Sports increasingly intersect with entertainment, culture, and commerce—creating always-on opportunities beyond live events alone.

Source: Deloitte, 2026 Sports Industry Outlook

Target Sports Fans

Audiences who have demonstrated interest in sports across major leagues, teams, and types of activities.

Global

- Eyeota - Entertainment - Interest - Sports
- Eyeota - Sports - Interest - American Football
- Eyeota - Sports - Interest - Baseball
- Eyeota - Sports - Interest - Basketball
- Eyeota - Sports - Interest - Cricket
- Eyeota - Sports - Interest - Cycling
- Eyeota - Sports - Interest - Football / Soccer
- Eyeota - Sports - Interest - Golf
- Eyeota - Sports - Interest - Horse Racing
- Eyeota - Sports - Interest - Ice Hockey
- Eyeota - Sports - Interest - Motorsport
- Eyeota - Sports - Interest - Rugby
- Eyeota - Sports - Interest - Running
- Eyeota - Sports - Interest - Tennis
- Eyeota - Sports - Interest - Water Sports
- Global Affinity Answers - Interest - Websites - Sports
- Global Affinity Answers - Interest - Sports
- Global Experian Worldview - Lifestyle - Interests - Sports
- Global ShareThis - Sports
- Global TL1MKT - Interest - Sports



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Mobile



Display



Audio



CTV



Gaming



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Target Sports Fans

APAC

- AU Digifish - Sports - Purchased - Leagues & Clubs
- AU Dynata - Interest - Sports - Cricket
- AU Experian - Interest - Sports - AFL
- AU Interplay Media - Interest - Sport - AFL
- AU Nielsen CMV - Sports - Interest - Soccer
- AU smrtr - Sports - Basketball fans
- ID Dynata - Interest - Sport - Football (Soccer)
- ID YouGov - Sports followed - Motorsport
- IN Dynata - Interest - Sport - Cricket
- IN YouGov - Sports followed - Kabaddi
- JP Dynata - Interest - Sport - Baseball
- MY YouGov - Lifestyle - Sports Lover
- NZ Dynata - Interest - Sport - Netball
- NZ Nielsen - Sports - General Interest - Rugby Superfan
- PH Nielsen - Sports - General Interest - The Ring Warriors (Boxing Fans)
- PH Nielsen - Sports - General Interest - The Speed Demons (Motorsports Fans)
- PH YouGov - Sports Followed Core - Basketball
- SG Dynata - Interest - Sports - Tennis
- TH YouGov - Sports followed - Football
- TW OneDATA - Interest - Sports - Basketball

EMEA

- DE GDR - Topics browsed on internet - Regularly - Sport
- DE Kantar Media - Interests - Sports & Leisure - Sports addicts
- DE Schober - Media - Sports Magazines
- DE YouGov - Personas - Sports Mad
- ES YouGov - Sports Followed Core - Basketball
- ES YouGov - Sports Followed Core - Cycling
- ES YouGov - Sports Followed Core - Football
- ES YouGov - Sports Followed Core - Gymnastics
- ES YouGov - Sports Followed Core - Motorsport
- ES YouGov - Sports Followed Core - Swimming
- ES YouGov - Sports Followed Core - Tennis
- FR GDR - Interests & activities - Interests - Sports
- IT GDR - Interests - Sports
- UK CACI - Ocean - Interests: Exercise / Sports
- UK CACI - Ocean - Magazines Read: Sport
- UK Data Locator (DLG) - Lifestyle - Sports Enthusiasts
- UK EQ Data - Interests - Sports
- UK Goldfish Ads - Interest - Sports
- UK Starcount - Sports
- UK Starcount - Sports Fans

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Target Sports Fans

US

- US 9D - Enthusiast - Sports & Healthy Living - Visitors to MLB Stadiums
- US 9D - Enthusiast - Sports & Healthy Living - Visitors to NBA Arenas
- US 9D - Enthusiast - Sports & Healthy Living - Visitors to NFL Stadiums
- US Acxiom - Travel - Likely Activity - Professional Sports Event
- US AnalyticsIQ - TV Viewership - Programming & Content Preferences - Live Sports
- US Claritas - Sports Entertainment - Attends - Events Recently Attended - College Football Game
- US Claritas - Sports Entertainment - Attends - Events Recently Attended - Tennis Match Game
- US Factus - Intent - In-market Purchase - Purchase Data - Frequent Purchasers - Sports & Entertainment Restaurants
- US IXI (Equifax) - Retail & Shopper Behaviors - Live Events: Entertainment & Sports Frequenters
- US Stirista - Seasonal - Special Events - SXSW Gaming & Esports
- US Webbula - Interest & Brand Preferences - Brand - Restaurant - Buffalo Wild Wings
- US Webbula - Interest & Brand Preferences - Events & Attractions - Sporting Events



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Active Lifestyle Enthusiasts

Audiences who actively prioritize fitness and wellness, demonstrated through regular exercise, gym and workout engagement, fitness app usage, and interest in health, training, and active lifestyles.

Global

- Eyeota - Health & Fitness - Interest - Fitness
- Global Affinity Answers - Intent - Health & Fitness - Gyms
- Global Affinity Answers - Intent - Health & Fitness - Online Workouts Programs
- Global Affinity Answers - Interest - Influencers - Fitness
- Global Experian Worldview - Lifestyle - Health & Fitness - Work out regularly
- Global Experian Worldview - Lifestyle - Hobbies - Exercising indoors
- Global Experian Worldview - Lifestyle - Hobbies - Exercising outdoors
- Global ShareThis - Beauty & Fitness - Fitness - Bodybuilding
- Global ShareThis - Beauty & Fitness - Fitness - Fitness Equipment & Accessories
- Global ShareThis - Beauty & Fitness - Fitness - Gyms & Health Clubs
- Global ShareThis - Beauty & Fitness - Fitness - Home Exercise
- Global ShareThis - Beauty & Fitness - Fitness - Yoga & Pilates
- Global TL1MKT - Interest - Health & Fitness - Exercise



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Active Lifestyle Enthusiasts

APAC

- AU Digifish - Health & Fitness - Intent - Brand - F45 Training
- AU Digifish - Sport - Intent - Fishing Equipment
- AU Experian - Behaviour - Daily Mobile Phone Activities - Sports Tracking
- AU Nielsen CMV - Lifestyle - Intent - Gym
- AU RDA Research - Intent - High Intensity Workouts / Exercise
- AU Roy Morgan - Intent - Active & Fitness-Focused Individuals
- ID YouGov - Hobbies - Playing Sports
- ID YouGov - Work out frequency - Everyday
- IN Affle - Health & Wellness - AppUsage - Health & Fitness
- IN Affle - Health & Wellness - Intent - Health & Fitness
- IN Audience Logic - Interest - Apps - Health & Fitness Apps
- IN YouGov - Hobbies - Exercising Outdoors
- JP Dynata - Interest - Type - Training / Exercise
- NZ Dynata - Leisure & Interests - Sports Participation - Running
- PH Nielsen - Health & Fitness - General Interest - The Fitness Aspirants
- SG Nielsen - Consumer Electronics - Product Ownership - Fitness Tracker
- SG Nielsen - Health & Fitness - Lifestyle - Yoga / Pilates
- SG Nielsen - Sports - General Interest - Gym Goers
- TH Nielsen - Health & Fitness - General Interest - The Regular Exerciser

EMEA

- DE Kantar - Consumer Electronics - Connected Devices - Fitness tracker / Smart bracelet owners
- DE Kantar Media - Purchase Behaviour - Fitness or activity tracker owners
- DE Schober - Interest - Fitness
- DE YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- DE YouGov - Christmas - Holiday Attitudes - Fitness Enthusiast
- ES GDR - Interests - Practicing sports / exercise minimum monthly
- ES GDR - Sports - Exercising
- FR YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- FR YouGov - Christmas - Holiday Attitudes - Fitness Enthusiast
- IT Dynata - Interest - Type - Group Fitness Classes
- IT Dynata - Interest - Type - Training / Exercise
- UK CACI - Ocean - Interests : exercise / sports
- UK CACI - Ocean - Takes regular exercise
- UK Experian - Interest (Affinity) - Lifestyle behaviours - Exercise once a week
- UK Starcount - Fitness Fanatics
- UK Starcount - Health & Fitness - Fitness
- UK Starcount - Mindset - Fitness Fanatics

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Active Lifestyle Enthusiasts

US

- US Anteriad - B2C - Interest - Health & Fitness - Exercise
- US Claritas - Health & Wellness - Behavior - Fitness & Exercise Enthusiast
- US Data Axle (fka Infogroup) - Consumer - Interests - Health, Beauty & Personal Care - Health & Fitness - Fitness
- US Data Axle (fka Infogroup) - Consumer - Living the New Normal - Fitness Lovers
- US Epsilon - Sports - Fitness & Exercise Enthusiasts
- US Experian - Lifestyle & Interests (Affinity) - Health & Fitness - Fitness Enthusiast
- US Experian - Lifestyle & Interests (Affinity) - Moms, Parents, Families - Fitness Mothers
- US Experian (via geo) - Reach - Propensity Models - Hobbies & Interest - Sports - Fitness Enthusiasts
- US Factus - Intent - In-market Purchase - Fitness Enthusiasts
- US Goldfish Ads - Interest - Sports - Physical Fitness
- US Katalyst - In-Market Shoppers - Sporting Goods - Exercise & Fitness
- US MARS Consumer Health - Diet & Exercise - Fitness Fanatics
- US Starcount - Health & Fitness - Fitness
- US Stirista - B2C - Social - Young Professionals - Fitness Interests
- US Stirista - Interest - Physical Fitness Enthusiasts
- US Stirista - Lifestyles - Fitness Enthusiasts



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Active Sports Participants

Audiences who actively participate in sports, demonstrated through regular engagement in individual and team sports, recreational activities, and athletic pursuits.

Global

- Global Experian Worldview - Lifestyle - Hobbies - Playing sports



APAC

- AU Digifish - Sport - Intent - Squash Court Hire
- AU Digifish - Sport - Intent - Ten Pin Bowling
- AU Dynata - Leisure & Interests - Sports Participation - Cricket
- AU Experian - Behaviour - Sports - Played Last 12 Months - Golf
- AU Experian - Behaviour - Sports - Played Last 12 Months - Netball
- AU Experian - Behaviour - Sports - Played Last 12 Months - Surfing
- AU Experian - Behaviour - Sports - Played Last 12 Months - Swimming
- AU Nielsen CMV - Sports - Intent - Play Soccer / Football
- AU RDA Research - Lifestyle - Intent - Playing Sport
- AU YouGov - Sports - Sports Played - Football
- AU YouGov - Sports - Sports Played - Tennis
- ID YouGov - Hobbies - Playing Sports
- IN Dynata - Leisure & Interests - Sports Participation - Basketball
- JP Dynata - Leisure & Interests - Sports Participation - Baseball
- NZ Dynata - Leisure & Interests - Sports Participation - Rugby
- SG Dynata - Leisure & Interests - Sports Participation - Badminton
- SG Nielsen - Sports - General Interest - Rock Climbing
- SG Nielsen - Sports - General Interest - Tennis
- TH Nielsen - Health & Fitness - General Interest - The Regular Exerciser

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Target

Active Sports Participants

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- DE GDR - Participation in Sports & Leisure Activities - Football
- DE GDR - Participation in Sports & Leisure Activities - Handball
- FR YouGov - Christmas - Hobbies - Playing sports
- FR YouGov - Sports - Sports Played - Cycling
- FR YouGov - Sports - Sports Played - Football
- FR YouGov - Sports - Sports Played - Running / Marathon
- FR YouGov - Sports - Sports Played - Swimming
- FR YouGov - Sports - Sports Played - Tennis
- IT GDR - Sports - Playing basketball
- IT GDR - Sports - Playing football
- IT GDR - Sports - Playing golf
- IT GDR - Sports - Plays high end sports (sailing, hunting, horseback riding, golf, tennis)
- IT GDR - Sports - Plays tennis
- IT GDR - Sports - Plays volleyball
- UK Dynata - Leisure & Interests - Sports Participation - Cycling
- UK Dynata - Leisure & Interests - Sports Participation - Football (Soccer)
- UK Dynata - Leisure & Interests - Sports Participation - Golf
- UK Dynata - Leisure & Interests - Sports Participation - Running
- UK Dynata - Leisure & Interests - Sports Participation - Tennis
- UK Dynata - Leisure & Interests - Sports Participation - Rugby

US

- US Dynata - Leisure & Interests - Sports Participation - American Football
- US Dynata - Leisure & Interests - Sports Participation - Baseball
- US Dynata - Leisure & Interests - Sports Participation - Basketball
- US Dynata - Leisure & Interests - Sports Participation - Football (Soccer)
- US Dynata - Leisure & Interests - Sports Participation - Golf
- US Dynata - Leisure & Interests - Sports Participation - Ice Hockey
- US Dynata - Leisure & Interests - Sports Participation - Motorsports
- US Dynata - Leisure & Interests - Sports Participation - Running
- US Dynata - Leisure & Interests - Sports Participation - Skiing
- US Dynata - Leisure & Interests - Sports Participation - Tennis
- US Experian (via geo) - Hobbies and Interest - Sports - Avid Runners
- US Experian (via geo) - Hobbies and Interest - Sports - Plays Golf
- US Experian (via geo) - Hobbies and Interest - Sports - Plays Hockey
- US Experian (via geo) - Hobbies and Interest - Sports - Plays Soccer
- US Experian (via geo) - Hobbies and Interest - Sports - Plays Tennis
- US YouGov - Sports - Sports Played - Basketball
- US YouGov - Sports - Sports Played - Football NFL
- US YouGov - Sports - Sports Played - Golf
- US YouGov - Sports - Sports Played - Running/Marathon
- US YouGov - Sports - Sports Played - Soccer

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Target Sports & Activewear Shoppers

Audiences who are actively shopping for sporting goods, apparel, and equipment, demonstrated through in-market retail intent, past purchase behavior, and engagement with sports and outdoor retailers.

Global

- Eyeota - Retail - Intent - Shopping - Sports & Outdoors
- Global Affinity Answers - Intent - Retail - Sporting Goods - Burton
- Global Affinity Answers - Intent - Retail - Sporting Goods - Decathlon
- Global Affinity Answers - Intent - Retail - Sporting Goods - Fitness
- Global Affinity Answers - Intent - Retailers - Sporting Goods
- Global ShareThis - Intent - Shopping - Sports & Outdoors
- Global ShareThis - Sports - Sporting Goods
- Global ShareThis - Sports - Sporting Goods - American Football Equipment
- Global ShareThis - Sports - Sporting Goods - Bowling Equipment
- Global ShareThis - Sports - Sporting Goods - Combat Sports Equipment
- Global ShareThis - Sports - Sporting Goods - Equestrian Equipment & Tack
- Global ShareThis - Sports - Sporting Goods - Golf Equipment
- Global ShareThis - Sports - Sporting Goods - Hockey Equipment
- Global ShareThis - Sports - Sporting Goods - Ice Skating Equipment
- Global ShareThis - Sports - Sporting Goods - Skateboarding Equipment
- Global ShareThis - Sports - Sporting Goods - Sports Memorabilia
- Global ShareThis - Sports - Sporting Goods - Winter Sports Equipment

EMEA

- DE Kantar Media - Interests - Sports & Leisure - DIY enthusiasts & DIY or gardening stores shoppers
- DE Schober - Shopping - Sports Equipment Buyer
- UK EQ Data - Retail - Sports & Leisure
- UK Experian - Intent (Purchase) - Retail - Fashion - Sportswear



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Target Sports & Activewear Shoppers

US

- US Acxiom - Retail - Apparel - Likely Retailer - Dicks Sporting Goods
- US Acxiom - Retail Purchases - Categories - Std Specialty - Sporting goods
- US Adstra - In-Market Lifestyle & Interests - Sporting Goods - Football
- US Affinity Solutions - Intent - In-Market - Dick's Sporting Goods Shoppers
- US Alliant - Big Spenders by Brand - Sporting Goods Big Spender Propensity
- US Alliant - Brand Propensities - Sporting Goods - Cabela's Buyer Propensity
- US AnalyticsIQ - In Market - Online Shoppers - Shops for Sporting Goods Primarily Online
- US Claritas - Retail - In-Store Buyer - Any Sporting Goods Store
- US Claritas - Retail - Sports & Outdoor - Shops At - REI
- US Claritas - Retail - Sports & Outdoor - Shops At - Walmart for athletic goods
- US Facteus - Intent - In-market Purchase Frequent Purchasers - Sporting Goods Retailers
- US Facteus - Purchase History - Athletics Equipment - All Shoppers
- US inMarket - Past Purchase - Retail - Sporting Goods
- US Katalyst - In-Market Shoppers - Sporting Goods - Outdoor Recreation
- US ShareThis - Affinity Solutions - Sporting Goods & Activewear - Dick's Sporting Goods Shoppers
- US Wiland Ultimate - Intent to Buy - Sporting Goods



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Target Tentpole Sports Event Fans

Audiences who actively follow and engage with the world's largest sporting events, demonstrated through interest in tentpole competitions, seasonal moments, and globally recognized sports tournaments.

Global

- Eyeota - Sports - Interest - Events - FIFA World Cup
- Eyeota - Sports - Interest - Events - Rugby World Cup
- Eyeota - Sports - Interest - Events - Summer Olympics
- Eyeota - Sports - Interest - Events - Super Bowl
- Eyeota - Sports - Interest - Events - Winter Olympics
- Global Affinity Answers - Interest - Events - Sports - Australian Open
- Global Affinity Answers - Interest - Events - Sports - French Open
- Global Affinity Answers - Interest - Events - Sports - PGA Tour
- Global Affinity Answers - Interest - Events - Sports - Tour De France
- Global Affinity Answers - Interest - Events - Sports - US Open (Tennis)
- Global Affinity Answers - Interest - Events - Sports - Wimbledon
- Global Affinity Answers - Interest - Events - Sports - World Series
- Global ComScore - Seasonal - Holidays & Events - FIFA World Cup
- Global ComScore - Seasonal - Holidays & Events - Super Bowl
- Global ComScore - Sports Fans - NBA Fans
- Global ComScore - Sports Fans - NFL Fans
- Global ShareThis - Seasonal - World Cup



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Target Tentpole Sports Event Fans

APAC

- AU Dynata - Sporting Events Followed - AFL (Australian Rules Football)
- AU Dynata - Sporting Events Followed - FIFA World Cup
- AU Dynata - Sporting Events Followed - Australian Open
- AU Dynata - Sporting Events Followed - NBA Playoffs
- AU Dynata - Sporting Events Followed - Rugby World Cup
- ID Dynata - Sporting Events Followed - FIFA World Cup
- ID Dynata - Sporting Events Followed - ICC Cricket
- ID Dynata - Sporting Events Followed - NBA Playoffs
- IN Dynata - Sporting Events Followed - ICC Cricket
- IN Dynata - Sporting Events Followed - FIFA World Cup
- IN Dynata - Sporting Events Followed - Summer Olympics
- JP Dynata - Sporting Events Followed - FIFA World Cup
- JP Dynata - Sporting Events Followed - NBA Playoffs
- JP Dynata - Sporting Events Followed - Wimbledon
- NZ Dynata - Sporting Events Followed - Rugby World Cup
- NZ Dynata - Sporting Events Followed - Summer Olympics
- SG Dynata - Sporting Events Followed - UEFA Champions League
- SG Dynata - Sporting Events Followed - Formula One
- TW OneDATA - Interest - Sports - World Sports Competition

EMEA

- UK Dynata - Sporting Events Followed - Australian Open
- UK Dynata - Sporting Events Followed - Bundesliga
- UK Dynata - Sporting Events Followed - FIFA World Cup
- UK Dynata - Sporting Events Followed - French Open
- UK Dynata - Sporting Events Followed - ICC Cricket
- UK Dynata - Sporting Events Followed - La Liga
- UK Dynata - Sporting Events Followed - MLB World Series
- UK Dynata - Sporting Events Followed - NBA Playoffs
- UK Dynata - Sporting Events Followed - PGA / PGA European Tour
- UK Dynata - Sporting Events Followed - Rugby World Cup
- UK Dynata - Sporting Events Followed - Stanley Cup
- UK Dynata - Sporting Events Followed - Summer Olympics
- UK Dynata - Sporting Events Followed - Tour de France
- UK Dynata - Sporting Events Followed - US Open
- UK Dynata - Sporting Events Followed - Wimbledon
- UK EQ Data - Special Occasions - Olympic Fantatics
- UK EQ Data - Special Occasions - Wimbledon
- UK Experian - Interest (Affinity) - Interests & Hobbies - FIFA World Cup

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Target Tentpole Sports Event Fans

US

- US Acxiom - Retail - Seasonal - Super Bowl Activity - High Spender
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Purchase Decorations
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Purchase Furniture
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Purchase TV to View
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Watch the Commercials
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Watch the Game
- US Acxiom - Retail - Seasonal - Super Bowl Activity - Watch the Half Time Show
- US Anteriad - B2C - Seasonal - Super Bowl
- US Claritas - Sports Entertainment - Sport Fan - Any - Olympics
- US Dynata - Sporting Events Followed - FIFA World Cup
- US Dynata - Sporting Events Followed - NFL Superbowl
- US Dynata - Sporting Events Followed - Rugby World Cup
- US Dynata - Sporting Events Followed - Summer Olympics
- US Dynata - Sporting Events Followed - Winter Olympics
- US Media Source Solutions - Interest - Location Based - Superbowl Enthusiast
- US Stirista - Seasonal - Special Events - NFL Super Bowl
- US Webbula - Holidays & Seasonal Events - Super Bowl



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Sports TV & Streaming Viewers

Audiences who regularly watch live and on-demand sports content across television and streaming platforms, including leagues, events, sports networks, and sports-focused programming.

Global

- Eyeota - Entertainment - TV viewership - Sports
- Eyeota - Entertainment - TV viewership - Sports - MLB Baseball
- Eyeota - Entertainment - TV viewership - Sports - NBA Basketball
- Eyeota - Entertainment - TV viewership - Sports - NFL Football
- Eyeota - Entertainment - TV viewership - Sports - NHL Hockey
- Global Affinity Answers - Interest - TV - ESPN - SportsCenter
- Global Affinity Answers - Interest - TV - Fox Sports 1 - Golden Boy Boxing
- Global Affinity Answers - Interest - TV - Sports Shows
- Global Affinity Answers - Interest - TV - Sports Talk & News
- Global ComScore - Interest - TV Genre - Sports
- Global ComScore - Interest - TV Network - FOX Sports 1
- Global TL1MKT - Interest - Arts & Entertainment - TV - Sports TV



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Target Sports TV & Streaming Viewers

APAC

- AU Experian - Behaviour - Internet Activities - Accessing News / Sports Websites
- AU Experian - Media - Sports Media Consumption Method - Live Online
- AU Experian - Media - Sports Media Consumption Method - Live TV
- AU Experian - Media - Sports Media Consumption Method - Mobile App
- AU Experian - Media - Sports Media Consumption Method - Social Media
- AU Nielsen CMV - Entertainment - Interest - TV Genre - Australian Sport
- AU Nielsen CMV - Entertainment - Interest - TV Genre - International Sport
- AU YouGov - Sports - Sports Watched - Cricket
- AU YouGov - Sports - Sports Watched - Football AFL
- AU YouGov - Sports - Sports Watched - Rugby League
- AU YouGov - Sports - Sports Watched - Tennis
- ID YouGov - TV Program Genres - Sports
- IN Affle - Entertainment - AppUsage - Sports Content
- IN Audience Logic - Interest - Apps - Sports Apps
- PH Nielsen - Lifestyle - Media Consumption: Radio - The Armchair Athletes (Sports Radio Listeners)
- SG Nielsen - Sports - General Interest - Sports Viewers - Cricket
- SG Nielsen - Sports - General Interest - Sports Viewers - Soccer
- TW OneDATA - Interest - News - Sports

EMEA

- DE YouGov - Sports - Sports Watched - Athletics
- DE YouGov - Sports - Sports Watched - Biathlon
- DE YouGov - Sports - Sports Watched - Football
- DE YouGov - Sports - Sports Watched - Motorsport
- DE YouGov - Sports - Sports Watched - Tennis
- FR YouGov - Sports - Sports Watched - Cricket
- FR YouGov - Sports - Sports Watched - Football
- FR YouGov - Sports - Sports Watched - Motorsport
- FR YouGov - Sports - Sports Watched - Rugby
- FR YouGov - Sports - Sports Watched - Tennis
- UK YouGov - Sports - Sports Watched - Cricket
- UK YouGov - Sports - Sports Watched - Football
- UK YouGov - Sports - Sports Watched - Motorsport
- UK YouGov - Sports - Sports Watched - Rugby
- UK YouGov - Sports - Sports Watched - Tennis

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Target Sports TV & Streaming Viewers

US

- US Acxiom - Media - TV - Likely to View Pay-Per-View - Sports in the Last 12 Months
- US Adstra - Consumer - Interests - TV, Sports Spectator
- US Adstra - Orbits - Daytime TV & Sports Fan
- US Alliant - Interest Propensities - TV & Movies - Sports TV
- US Claritas - Telco - Cable & Satellite - Cable TV Feature - Sports TV
- US Claritas - Telco - Cable & Satellite - Fiber Optic TV Feature - Sports TV
- US Claritas - Telco - Cable & Satellite - Satellite Dish Feature - Sports TV
- US Data Axle (fka Infogroup) - Consumer - TargetReady - Arts & Entertainment - Pay-per-view Sports
- US MARS Consumer Health - Media & Entertainment - TV & Video Services - Sports Live Events Watchers
- US MARS Consumer Health - Media & Entertainment - TV & Video Services - Sports Non Live Events Watchers
- US Sovrn - Arts & Entertainment - TV - Sports
- US TVision - TV Tuning - Heavy MLB or Baseball Watcher
- US TVision - TV Tuning - Heavy NBA or Basketball Watcher
- US TVision - TV Tuning - Heavy NFL or Football Watcher
- US TVision - TV Tuning - Heavy NHL or Hockey Watcher
- US TVision - TV Tuning - Heavy PGA or Golf Watcher
- US TVision - TV Tuning - Heavy Sport Watchers



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Target Sports Gamers & eSport Fans

Audiences engaged with sports gaming and eSports through gameplay, fantasy sports, and sports video game interest.

Global

- Eyeota - Entertainment - Interest - eSports
- Global Affinity Answers - Intent - Mobile Apps - Sports & Recreation Games
- Global Affinity Answers - Intent - Video Games (Gaming) - EA Sports FIFA
- Global Affinity Answers - Intent - Video Games (Gaming) - EA Sports Madden NFL
- Global Affinity Answers - Intent - Video Games (Gaming) - Sports Games
- Global Affinity Answers - Interest - Sports - eSports
- Global ShareThis - The Changing Consumer - Gaming & eSports
- Global TL1MKT - Interest - Technology & Computing - Sport Video Games
- Global TL1MKT - Mobile - Game Categories - Game - Sports

APAC

- AU Experian - Behaviour - Sports - Played Last 12 Months - eSports
- AU Experian - Behaviour - Video Games - Genres Played - Sports
- AU Experian - Interest - Sports - eSportss
- AU Nielsen CMV - Consumer Electronics - Intent - Gaming - Watch or Follow eSports
- AU smrtr - Electronics & Computers - eSports Enthusiasts
- ID Audience Logic - Interest - Smartfren Telco - Gamers - Sport Gamer
- ID YouGov - Sports followed - eSports
- IN Audience Logic - Interest - Real Money Gaming - Fantasy Sports
- MY YouGov - Sports followed - eSports
- SG Nielsen - Sports - General Interest - eSports - Attended Live Event
- SG Nielsen - Sports - General Interest - eSports - Participated in Event
- SG Nielsen - Sports - General Interest - eSports - Viewer
- TW OneDATA - Interest - Games - eSports
- TW OneDATA - Interest - Games - Sports Games

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Target Sports Gamers & eSport Fans

EMEA

- UK Starcount - Gaming - eSports
- UK Starcount - Gaming - Sports Games
- UK Starcount - Mindset - Esports Fans



US

- US Adstra - Consumer - In-Market Lifestyle & Interests - Gambling - Fantasy Sports
- US Alliant - Interest Propensities - Activities & Interests - Fantasy Sports Propensity
- US Data Axle (fka Infogroup) - Consumer - Interests - Internet & Online Activities - Fantasy Sports - Baseball
- US Data Axle (fka Infogroup) - Consumer - Interests - Internet & Online Activities - Fantasy Sports - Basketball
- US Data Axle (fka Infogroup) - Consumer - Interests - Internet & Online Activities - Fantasy Sports - Football
- US Data Axle (fka Infogroup) - Consumer - TargetReady - Sport & Outdoor Activities - Fantasy Sports
- US Media Source Solutions - Browser Activity - Football - Fantasy Football
- US Media Source Solutions - Location Based - Fantasy Baseball Players
- US Media Source Solutions - Location Based - Fantasy Basketball Players
- US Media Source Solutions - Location Based - Fantasy Football Players
- US Media Source Solutions - Location Based - Fantasy Soccer Players
- US Plunge Digital - Seasonal - Special Events - Fantasy Football
- US Stirista - Interest - Fantasy Sports

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Target Sports Bettors

Audiences who have demonstrated interest in sports betting and gambling, identified through wagering activity, betting-related content consumption, and engagement with sports gambling platforms.

Global

- Global TL1MKT - Interest - Sports - Poker & Professional Gambling

APAC

- AU YouGov - Gambling Type - Sports Bet
- AU smrtr - Consumer Spending - Gambling - Sportsbet
- NZ Roy Morgan - Lifestyle - Gambling & Sports Betting
- AU Digifish - Entertainment - Purchased - Online Casinos - Sportsbet

EMEA

- UK Data Locator (DLG) - Lifestyle - Sports Betting
- UK GDR - Betting & Lotto - Sports betting
- UK Kantar Media - Purchase Behaviour - Football gamblers
- UK Kantar Media - Purchase Behaviour - High street gamblers
- UK Kantar Media - Purchase Behaviour - Horse racing gamblers
- UK Starcount - Mindset - Sports Bettors
- DE GDR - Sports - Watching, Reading, Browsing - Games & Betting
- DE GDR - Sports & Leisure Activities - Games & bettings - Casinos
- DE GDR - Sports & Leisure Activities - Games & bettings - Football pools
- DE GDR - Sports & Leisure Activities - Games & bettings - Lottery
- DE GDR - Sports & Leisure Activities - Games & bettings - Poker
- DE Kantar - Sports & Leisure - Sports - Watching, Reading, Browsing - Games & Betting
- ES GDR - Betting & Lotto - Sports betting
- FR GDR - Expenditure - Betting & Lotto - Sports betting
- IT GDR - Betting & Lotto - Sports betting

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Target Sports Bettors

US

- US Alliant - Big Spenders by Brand - DraftKings Big Spender Propensity
- US Adstra - In-Market Lifestyle & Interests - Gambling - Fantasy Sports
- US Adstra - In-Market Lifestyle & Interests - Gambling - Sports
- US Epsilon - Future Online Sports Betting Consumers - Highly Likely
- US Epsilon - Future Online Sports Betting Consumers - Likely
- US Epsilon - High Dollar Online Sports Betting Consumers - Highly Likely
- US Epsilon - High Dollar Online Sports Betting Consumers - Likely
- US Epsilon - Multi Online Sports Betting Consumers - Highly Likely
- US Epsilon - Multi Online Sports Betting Consumers - Likely
- US Epsilon - Online Sports Betting Consumers - Highly Likely
- US Epsilon - Online Sports Betting Consumers - Likely
- US Epsilon - Online Sports Betting Enthusiasts - Highly Likely
- US Epsilon - Online Sports Betting Enthusiasts - Likely
- US Media Source Solutions - Browser Activity - Gambling - Sports Betting
- US Media Source Solutions - Browser Activity - Gambling - Bet 365
- US Media Source Solutions - Browser Activity - Gambling - Draft Kings



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Target World Cup Sponsor Interests

Audiences who have demonstrated interest in and purchase intent toward official FIFA World Cup sponsor brands across apparel, payments, travel, technology, and beverages.

Global

- Global Affinity Answers - Intent - Apparel & Accessories - Adidas
- Global Affinity Answers - Intent - Apparel & Accessories - Adidas Originals
- Global Affinity Answers - Intent - Consumer Electronics - Laptops - Lenovo
- Global Affinity Answers - Intent - Food & Beverage - Soft Drinks & Soda - Coca-cola (Coke)
- Global Affinity Answers - Intent - Food & Beverage - Soft Drinks & Soda - Diet Coke
- Global Affinity Answers - Intent - Travel - Airlines - Qatar airways

EMEA

- DE Dynata - Financial Services - Credit Cards in your Name - Visa
- DE YouGov - Current Customer - Fashion - Adidas
- ES Dynata - Financial Services - Credit Cards in your Name - Visa
- FR Dynata - Financial Services - Credit Cards in your Name - Visa
- IT Dynata - Financial Services - Credit Cards in your Name - Visa
- UK Dynata - Financial Services - Credit Cards in your Name - Visa
- UK IRI - IRI ProScores FMCG Store Segments - Impulse - Carbonates - Diet Coke
- UK Kantar - Consumer Packaged Goods - Beverages - Any Coke Drinkers
- UK Kantar - Consumer Packaged Goods - Beverages - Coke Zero Drinkers
- UK Kantar - Consumer Packaged Goods - Beverages - Diet Coke Drinkers
- UK Starcount - Open Banking Spend - Airline - Qatar Airways
- UK Starcount - Open Banking Spend - Clothing & Footwear - Adidas
- UK YouGov - Current Customer - Credit Cards & Payment Services - Visa
- UK YouGov - Current Customer - Sports - Adidas

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Target World Cup Sponsor Interests

US

- US Acxiom - Retail - Apparel - Likely Retailer - Adidas Outlet
- US Adstra - Consumer - Financial - Credit Cards - Visa Regular
- US Alliant - Performance - Card Holders - Visa Card Holder
- US AnalyticsIQ - Credit Cards - MasterCard or Visa (Gold or Premium)
- US AnalyticsIQ - Finance - Credit Cards - MasterCard or Visa (Regular)
- US AnalyticsIQ - FLA Friendly - Finance - Credit Cards - Visa (Premium)
- US AnalyticsIQ - FLA Friendly - Finance - Credit Cards - Visa (Regular)
- US Anteriad - B2C - Demographic - Finances - Credit Cards - Visa
- US Dynata - Financial Services - Credit Cards in your Name - Visa
- US Epsilon - Credit & Debit Cards - Visa Cardholders
- US Experian - Financial FLA Friendly - Payment Uses Visa Checkout
- US Facteus - Purchase History - Clothing - ADIDAS - All Shoppers
- US Facteus - Purchase History - Clothing - ADIDAS - Lapsed Shoppers
- US Facteus - Purchase History - Clothing - ADIDAS - Large Spender
- US Facteus - Purchase History - Clothing - ADIDAS - Low Spender
- US Plunge Digital - Credit Card Owners - Visa User
- US SMS-INC - Personal Finance - Credit Card Holder - Visa
- US Webbula - Interest & Brand Preferences - Brand - Adidas
- US Webbula - Interest & Brand Preferences Electronics - Lenovo



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Target Wimbledon Sponsor Interests

Audiences who have demonstrated interest in and purchase intent toward official Wimbledon sponsor brands across luxury apparel, watches, and premium financial services.

Global

- Global Affinity Answers - Intent - Apparel & Accessories - Ralph Lauren
- Global Affinity Answers - Intent - Apparel & Accessories - Rolex
- Global TL1MKT - Brands - Clothes & Apparel - RALPH LAUREN
- Global TL1MKT - Brands - Clothes & Apparel - Rolex
- Global TL1MKT - Brands - Financial Services - American Express



EMEA

- DE Dynata - Credit Cards in your Name - American Express
- ES Dynata - Credit Cards in your Name - American Express
- FR Dynata - Credit Cards in your Name - American Express
- IT Dynata - Credit Cards in your Name - American Express
- UK Dynata - Credit Cards in your Name - American Express
- UK Data Locator (DLG) - Financial - Credit Card Barclaycard
- UK Starcount - Open Banking Spend - Clothing & Footwear - Ralph Lauren
- UK Starcount - Open Banking Spend - Credit Card - American Express
- UK Starcount - Open Banking Spend - Credit Card - Barclaycard
- UK Starcount - Open Banking Spend - Mortgage & Rent - Barclays Mortgages
- UK Starcount - Open Banking Spend - Personal Loan - Barclays Partner Finance
- UK Starcount - Open Banking Spend - Universal Finance Provider - Barclays
- UK YouGov - Current Customer - Banks & Building Societies - Barclays
- UK YouGov - Current Customer - Credit Cards & Payment Services - Barclaycard

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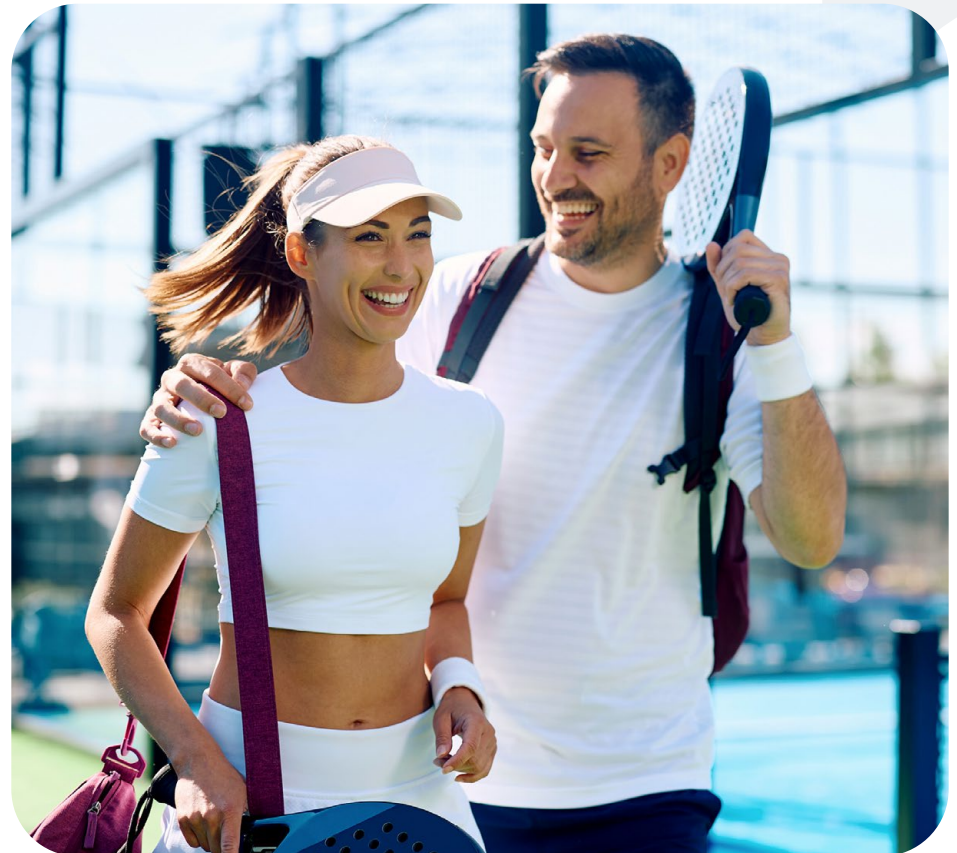


DOOH

Target Wimbledon Sponsor Interests

US

- Global Affinity Answers - US - Intent - Financial Services - American Express
- US Acxiom - Retail - Accessories - Likely Brand - Polo Ralph Lauren
- US Adstra - Consumer - In-Market Brands - American Express
- US Adstra - Wealth - In-Market - Luxury Brands - Rolex
- US Affinity Solutions - Intent - In-Market - Ralph Lauren Shoppers
- US Alliant - Performance - Card Holders - American Express Card Holder
- US AnalyticsIQ - FLA Friendly - Finance - Credit Cards - American Express (Premium)
- US Anteriad - B2C - Demographic - Finances - Credit Cards - American Express
- US Dynata - Financial Services - Credit Cards in your Name - American Express
- US Plunge Digital - Credit Card Owners - American Express User
- US ShareThis - Affinity Solutions - Apparel & Accessories - Ralph Lauren Shoppers
- US SMS-INC - Buyer - Credit Cards - American Express
- US Webbula - Interest & Brand Preferences - Brand - Polo Ralph Lauren
- US Webbula - Interest & Brand Preferences - Brand - Rolex



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Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



Unlock the Power of Global Audience Data



B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies



Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ



Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more



Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

120+ premium online data providers

180 countries worldwide

60+ DSPs, SSPs, and social channels

Our Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.



Eyeota Audience Marketplace

Eyeota collaborates with 70+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



Activate **Sports** Audiences for Your Campaign!

Sports Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

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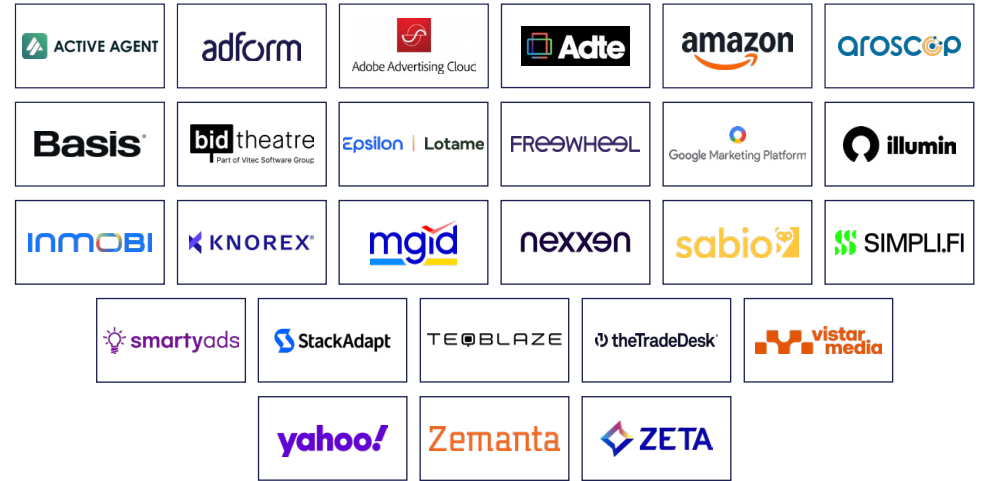


Connect with our Audience Specialists for support.

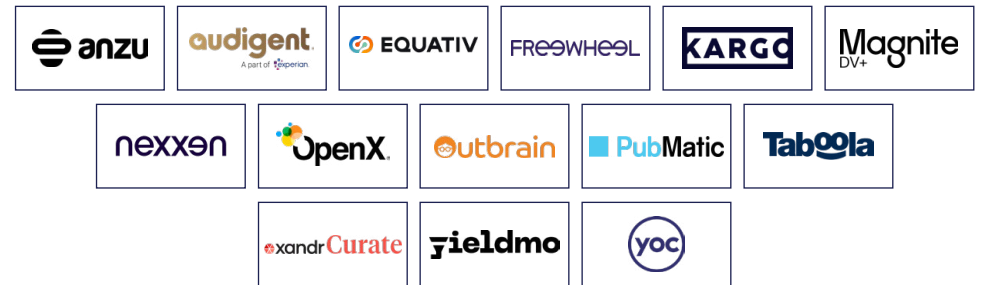
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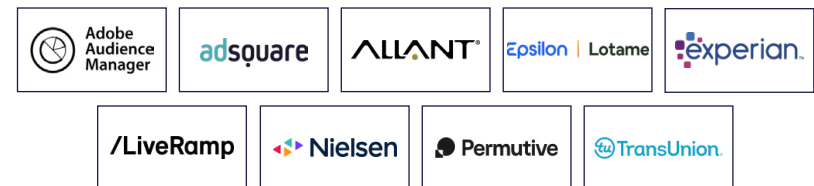
Demand Side Platforms



Supply Side Platforms



Data Management Platforms



Social Networking Platforms

