



Live Sports Activation Guide

Getting started with live sports

Overview

Consumers who stream live sports are highly engaged with TV advertisers. Almost 50% of live sports streamers agreed with the statement “TV ads are an important part of my TV watching experience” and 62% of live sports streamers said they had discovered new products as a result of watching ads on streaming services.*

Leverage Amobee’s DSP to reach those highly engaged customers and drive optimum performance for your next live sports event advertising opportunity. Activate your campaigns in the Amobee DSP to access always on PMP deals for live MLB, NHL and NBA events.



Live Sports Activation Guide

Live Streaming Sports

Access live streaming sports via the Amobee Preferred Library PMP deals for the MLB, NHL and NBA leagues.



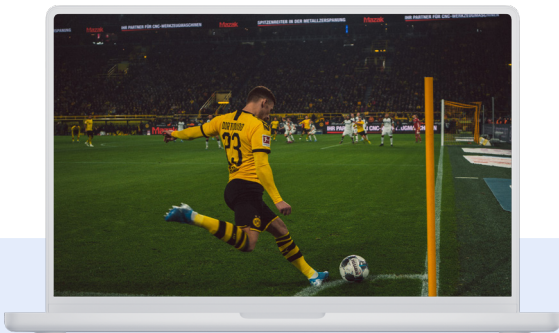
Premium Publishers



Targeting

When it comes to the set-up and targeting for Live Event audiences, less is more. To ensure the greatest success in reaching your desired goals, follow these simple tips to drive performance:

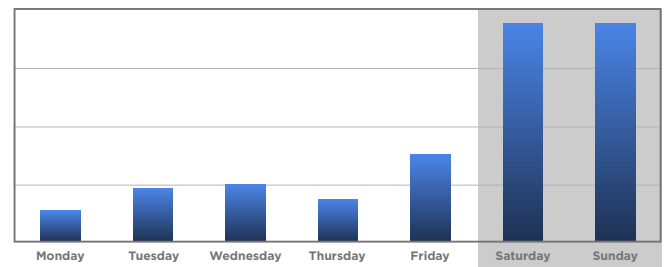
- Apply minimal targeting to achieve maximum reach & scale.
- Disable viewability measurement to avoid potential filtering.
- Consider interval flighting in addition to/or as a replacement for hard frequency capping.



Dayparting

Until recently, dayparting has been predominantly associated with purchasing TV inventory. With the advent of connected TV, dayparting is more relevant than ever. Here's how it can assist you in delivering engagements at the right time:

Streaming Spikes on the Weekends



Consider these live streaming trends when applying dayparting settings:

- Live sports streaming spikes on the weekend.
 - 56% of all live sports streaming occurs on Saturday and Sunday.**
- MLB is played daily.
 - Bid requests will be even throughout the day.
 - There are, of course, plenty of daytime baseball games, but sometimes DSPs struggle to read the trends as delivery can pace ahead during the day before the evening games are played.
- NHL and NBA are typically played on weeknights.
 - A majority of the ad requests will be delivered in the evenings.
- Option to apply dayparting in the Amobee DSP at the creative level for additional control.
 - Creative dayparting is based on market-level time zone.
 - Note: Dayparting at the creative level will apply to all line items/packages targeting that creative ID. Consider duplicating creative as a workaround as needed.

- Do not use dayparting in the Amobee DSP at the line item level.
 - Daypart settings on the line item are applied to the user’s local time zone, which is not conducive to live event air time. These settings can cause campaign underspend and severely hinder reach against large geographic areas.
 - For example, if the event airs from 6-9 p.m. EST / 3-6 p.m. PST, requests would not be available for users on PST with a daypart of 6-9 p.m. local time applied.

Inventory Management

To reach the right audience, you need to secure the right media. Live Event inventory is a premium buy and can rarely be found on the open exchange. Amobee curated and packaged inventory by league/sporting event, to aid in the discovery and activation of your campaign. Deals have been curated and packaged into deal lists by league/sporting event.

Select the most relevant Deal List by League:

- Amobee Preferred_Live Sports_NBA
 - -230MM bid requests/month
- Amobee Preferred_Live Sports_NHL
 - -81MM bid requests/month
- Amobee Preferred_Live Sports_MLB
 - -736MM bid requests/month

Pacing

Live events typically have a fixed schedule. Keep this in mind when creating pacing priorities. The last thing any advertiser wants is leftover impressions that equate to squandered investment. Here are some pointers to follow:

- Pace aggressively. Live event viewership fluctuates.
- Leverage ASAP settings in the DSP to take advantage of inventory spikes throughout the event (exciting 4th quarter, overtime, etc.)
- Daily budget caps ensure that you don’t exceed what you’re willing to spend within a given event/game.

- Line Item Budget best practices: Delivery: “ASAP Within Day” + “Pacing Type: Daily”

BUDGET PACING	BUDGET TYPE	DELIVERY
Daily <input type="text"/>	<input type="checkbox"/> Designated Budget	<input checked="" type="checkbox"/> ASAP within day

- Option to apply “Pacing Type: ASAP” for large budgets with short flights (i.e. one day).
- Note: This setting will override daily caps at the line item and could result in full delivery of the budget assigned at the package level.
- Reminder, live sports pacing will be reflective of game schedules.
 - For example, NFL bid requests will be sent on Mondays, Thursdays and Sundays only.

Pricing

With any type of premium inventory, budgets can fade quickly. Understanding what you’re buying for the bottom-line price upfront can guarantee that you’re celebrating a victory instead of having an awkward conversation with your client. Here are some guidelines to consider:

Recommended set up:

Flat Bidding (CPM)

Bidding & Goals
BID METHOD Flat Bidding <input type="text"/>

Enable Publisher Bid CPM

PRIVATE DEALS
<input type="checkbox"/> Add Deal Name / ID
<input checked="" type="checkbox"/> Enable Publisher Bid CPM

- For PA deals, bid above the floor price and increase as necessary to achieve your desired win-rate.



* Source: Magnite

** Source: ESPN

Getting started is easier than you think!

For questions reach out to
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