



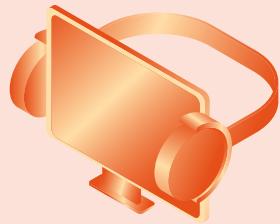
INVENTORY PACKAGE: MARCH MADNESS

SUMMARY

Get in the game this March Madness with CTV and Audio campaigns that reach fans as they rally behind every buzzer-beater! Engage viewers and listeners from tip-off to the Final Four, aligning your brand with the excitement, passion, and energy of one of the biggest sports events of the year. With precise targeting, you'll build brand loyalty and drive engagement as fans stay tuned to every shot and celebration, keeping your brand top-of-mind during all the thrilling moments.

\$1.3B worth of media spent during March Madness

STREAMING RADIO



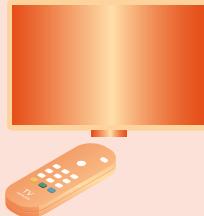
DOOH AUDIO



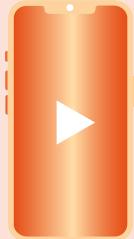
PODCAST



CONNECTED TV



MOBILE



MONTHLY AVAILS

Total Avails: 2B+

Audio: 5MM

CTV: 2B



TARGETING OPTIONS

- Category/Genre
- Bundle/Publisher
- Daily Caps
- Frequency Caps
- Country
- DMA/ZIP
- Data/Semcasting
- Language
- White/Black List
- Device Type
- Age/Gender
- Operating System (CTV Only)
- Player Size (CTV Only)