

Sports Events 2026: Turn Fans into Customers

Explore High-Intent Sports Events Audiences

OnAudience provides dedicated New Year's Resolution audience segments to reach consumers who are turning "New Year, new me" into concrete purchases, from gym memberships and meal kits to courses, apps, and financial tools.

Use these segments to improve precision, performance, and efficiency in your programmatic campaigns for Q1 and beyond.

Explore High-Performing Audience Segments for Sports Events ↴

World Cups & International Championships

- FIFA World Cup
- ICC Men's T20 World Cup
- World Baseball Classic
- Men's European Volleyball Championship
- Women's European Volleyball Championship

Leagues

- Top European football leagues
- (Premier League, LaLiga, Bundesliga, Serie A, etc.)
- NFL (Super Bowl)
- NBA

Annual Circuits & Tours

- Formula 1 World Championship
- Tennis Grand Slams
- Tour de France

Multi-Sport Global Games

- Olympics
- Winter Olympics
- Winter Paralympics

Reach Your Audience Precisely on the Grounds of ↘



Sport Interest

- Broad sports audience: casual fans to enthusiasts
- Follow multiple sports disciplines
- **Keep up with:**
 - Latest developments and news
 - Scores and results
 - Players and teams



Live Events Participants

- Highly engaged sports fans who attend games and tournaments in person
- Plan trips around key events and match dates
- **Search for and book:**
 - Tickets
 - Accommodation
 - Transport (flights, trains)
 - Car rentals
- Motivated by the live stadium atmosphere and in-person experience



CTV Watchers

- Sports fans who consume sports primarily on Connected TV
- Aim to stay up-to-date across different sports
- **Enjoy a variety of content, including:**
 - Live sports events
 - Highlights and recaps
 - Sports talk shows and analysis



Past Sport Events

- Seek to own or experience sports memorabilia and historic moments
- Sports history enthusiasts & collectors
- **Interested in:**
 - Collectible tickets / event keepsakes
 - Celebrating iconic matches, milestones, and legacy events

Our data lets you engage sports fans seamlessly across:

Mobile | Desktop/Laptop | CTV/ OTT devices

Why OnAudience?

+200

global market coverage



AI-technology for custom segments creation

Proprietary In-house technology for full data control



Privacy-safe

& high quality data capabilities

Own taxonomy & data standards

Turn Data into Measurable Performance

+25B

devices

+50B

profiles

+3,900

segments

Need a custom audience?

Use our AI Audiences tool to build tailored segments — fast, free, and ready to upload.

Sport fans who search for and book flights, hotels, and short-term stays around major sporting events, tournaments, and away games.

Awareness

Consideration

Conversion

Reach engaged fans with data-driven segments across devices and markets

Contact our team at contact@onaudience.com