

OnAudience

# 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



## 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



## 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



## 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

Proprietary  
In-house  
technology for  
full data control



**Privacy-safe**

& high quality  
data capabilities



AI-technology for  
custom segments  
creation



Own taxonomy &  
data standards

## Turn Data into **Measurable Performance**

**+25B**

devices

**+50B**

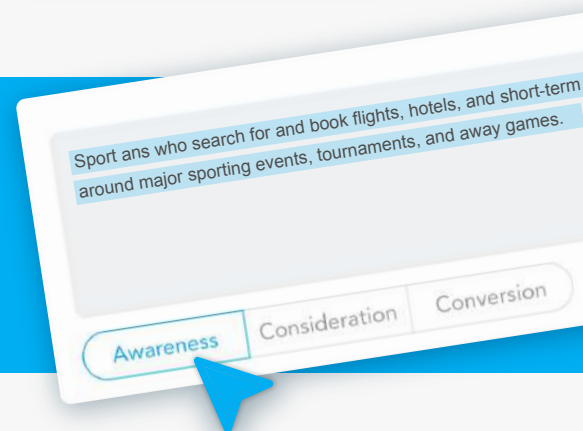
profiles

**+3,900**

segments

## Need a custom audience?

Use our [AI Audiences](#) tool to build tailored segments  
— fast, free, and ready to upload.



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

Contact our team at [contact@onaudience.com](mailto:contact@onaudience.com)