



Score Big with Programmatic OOH During Sporting Events

Capitalize on fan frenzy leading up to 2025's major sporting events by leveraging Place Exchange's global footprint of premium digital OOH inventory with coverage of all major cities and markets, across all major venues and formats.

145 million

fans attended a baseball, basketball, hockey, or Premier League game in 2023¹

\$105 billion

spent globally on sports sponsorships in 2023²

67%

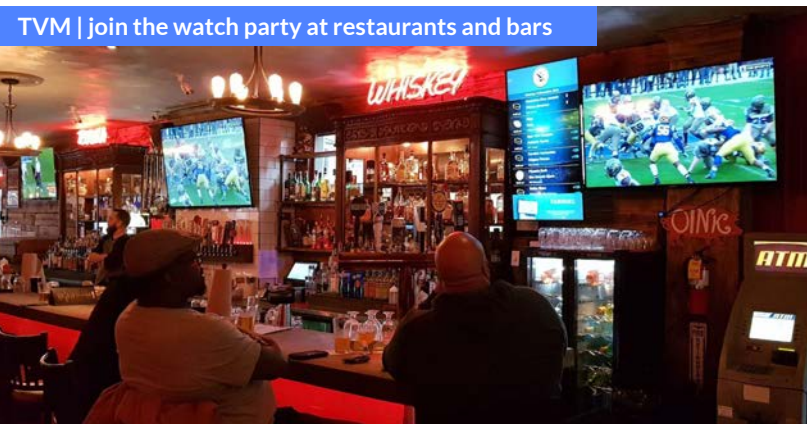
of the global population regularly follow sports³

\$242 billion

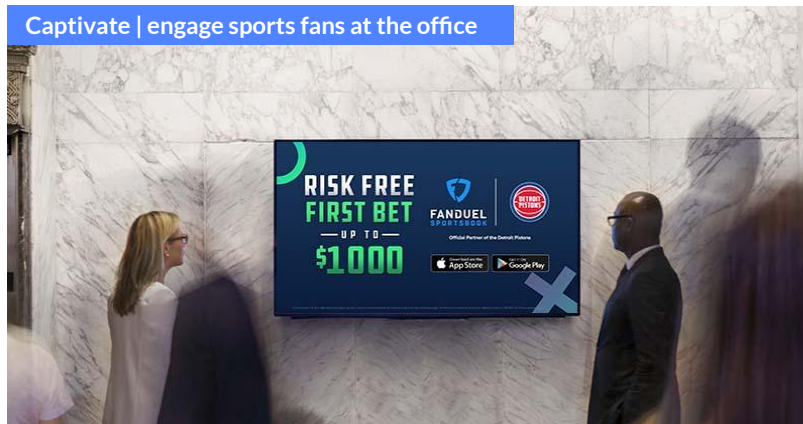
spent on legal sports betting in 2023²

Source:¹Front Office Sports, 2023, ²Statista, 2024, ³YouGov, 2023

TVM | join the watch party at restaurants and bars



Captivate | engage sports fans at the office



Vast Global Reach at Scale



Connect with sports enthusiasts of all nationalities through unmissable spectacles and billboards, or reach fans around stadiums and arenas, at bars watching the game, or stocking up at grocery stores for watch parties, and build on the excitement, locally or nationally.

OOH allows advertisers to put their message in brand-safe physical environments, with complete viewability, across the consumer’s daily journey, directly in the path to purchase.



Target by Location & Audience

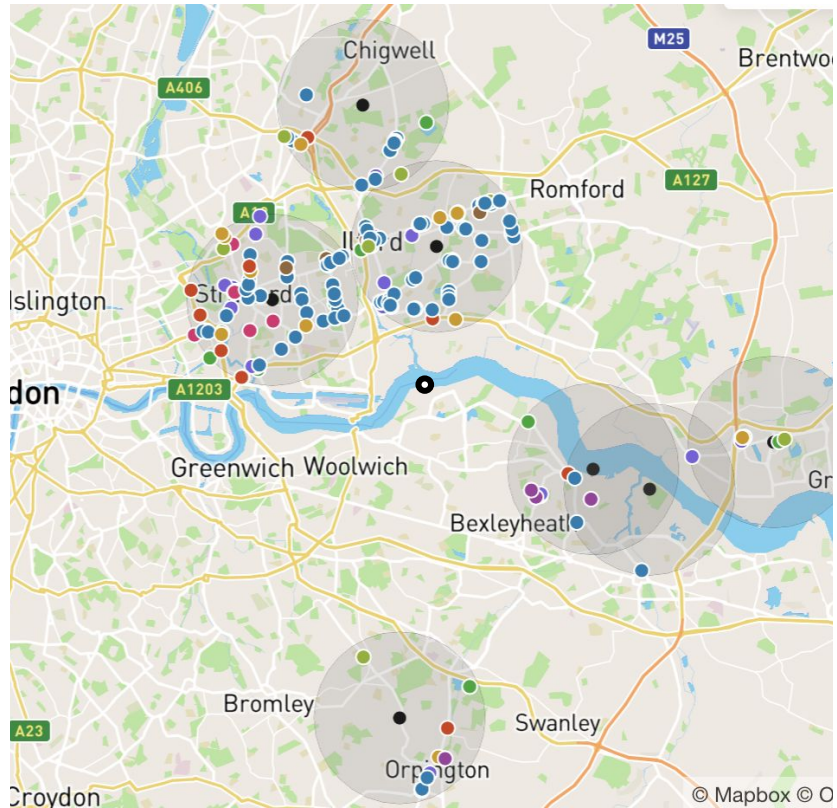
POI: Premier League Stadiums

Map showing sample inventory within 2-miles of the Premier League Stadiums in London.

- Total Screens: **288**
- Impressions (4-week): **34.5M**

Publisher Screens

Urban Panels	●
Gyms	●
Billboards	●
Bars and Pubs	●
Malls	●
Transit - Subway	●
Train Stations	●
Grocery Retail	●
Other	●
Premier League Stadiums	●



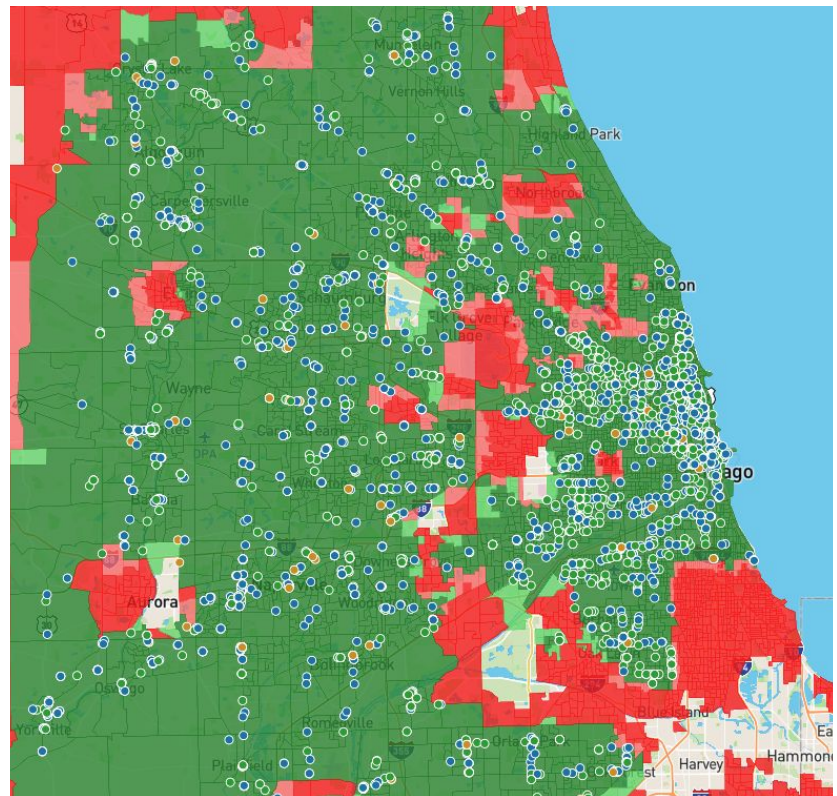
Audience: Sports Betting Enthusiasts

Map showing sample restaurant & bar inventory in areas with a high concentration of sports betting enthusiasts in the Chicago DMA.

- Total Screens: **4,444**
- Impressions (4-week): **3.8B**

Publisher Screens

Casual Dining	●
Bars	●
Fast Casual Restaurants	●
High Indexing Population	■
Low Indexing Population	■



Place Exchange enables targeting by location at any level of granularity, as well as by physical contexts, and 1st and 3rd party audiences.

Contact sales@placeexchange.com to learn more