

# fubo<sup>TV</sup> + SPOTX

## SCORE BIG WITH SPORTS FANS & FAMILIES

fuboTV is the leading sports-first live TV streaming service, providing the largest bundle of premium sports networks over-the-top, including all major sports leagues.

Sports are always in-season, but fuboTV provides content packages designed to delight the entire family. Built to target households wanting to cut the cord, fuboTV encompasses all genres of content - including 100+ channels via CTV, desktop, and mobile.



Audiences are shifting in the way they watch TV - especially Millennials. **Only 10% of the 18-34 age group are traditional TV-only viewers<sup>1</sup>** - meaning advertisers wanting to reach this demo need to explore other ad-supported viewership platforms, including OTT.

# SPOTX IS THE #1 VIDEO AD ECOSYSTEM<sup>2</sup>

Providing inventory across all screens accessible through the Open Marketplace or Private Marketplaces - including Automated Guaranteed.

With SpotX and fuboTV you can reach highly desired TV audiences who have chosen to move away from cable, including...



**MILLENNIALS**



**SPORTS FANS**



**FAMILIES**



**ALL DEVICE TYPES, LIVE AND VOD.**



**1:1  
PUBLISHER DIDS**



**CURATED  
MARKETPLACES**

**Contact SpotX or fuboTV today for more information.**

**Ask us about how you can activate first-party segments on fuboTV via Krux.**

**SPOTX** + **fubo<sup>TV</sup>**

\*Source: <sup>1</sup>IAB report, Ad Receptivity, and the Ad-Supported OTT Viewer. <sup>2</sup>comScore (Video Metrix Report - video ad ecosystem).