

KICK THE YEAR OFF RIGHT WITH DIRECTV



GET YOUR LINEUP READY!

Don't fumble and miss out on the action. Reach engaged sports fans during **March Madness** and beyond to NBA, NHL and more. Guarantee your brand exposure with in-game impressions during top sporting events wherever fans are watching – at home, or on the go.

 **100%**
PREMIUM, IN-VIEW
CONTENT

 **98%**
IMPRESSIONS
DELIVERED ON TV

 **0%**
AD FRAUD

TAKE OVER THE TV SCREEN AND GET 100% SOV WITH PAUSE ADS TAKEOVERS

Cut through the madness and team up with DIRECTV Advertising to engage with consumers every gameday, including the **Final Four** and **NCAA Championship Game**. Take over a viewer's TV screen with this dynamic ad format, whenever and wherever viewers pause the TV.



CUSTOMIZE YOUR CREATIVE
to maximize impact towards
specific brand initiatives



UTILIZE QR CODES
to continue the conversation with
consumers and drive conversion



CONTACT YOUR DIRECTV ADVERTISING REPRESENTATIVE TODAY!