

DIRECTV
ADVERTISING

SPORTS ARE IN SEASON AT DIRECTV!

DIRECTV VIEWERS ARE THE #1 SPORTS WATCHERS

Compared to other Pay TV providers DIRECTV viewers come in **first** for total minutes watched during the most popular sports seasons.



NFL

**55.9
BILLION**
MINUTES WATCHED
DURING THE 2023
SEASON



COLLEGE FOOTBALL

**31.7
BILLION**
MINUTES WATCHED
DURING THE 2023
SEASON



OLYMPICS

**24.7
BILLION**
MINUTES WATCHED
DURING THE 2024
PARIS GAMES

JOIN DIRECTV FOR THE NBA ACTION

NBA REGULAR SEASON

In-game inventory in **100+** top nationally televised games throughout the '24-'25 season.



NBA PLAYOFFS

In-game Inventory in **100+** of the play-in games all the way to the conference finals.



+38%

**A25-54 TIME
SPENT VIEWING**
A25-54 vs. non-DIRECTV

NFL DRAFT OPPORTUNITIES WITH DIRECTV

ESPN

ESPN 2



APRIL 24-26

In 2024 DIRECTV had a **98% ratings advantage** and our viewers watched **100% more minutes** than the total U.S.

2025 ACTIVATION:



LIVE DRAFT COVERAGE
ACROSS LINEAR AND
STREAMING



EXTEND REACH WITH
PAUSE ADS

2025 WOMEN'S SPORTS PACKAGE

DIRECTV Advertising is the place to reach audiences who are watching women's sports events throughout the entire year!



WNBA, LPGA, National Women's Soccer League, Women's Tennis Championships, College Softball, and more!



Curated linear packages and programmatic deals are available year-round for live, in-game impressions in women's sports.

84%

of sports fans are interested in watching women's sports¹

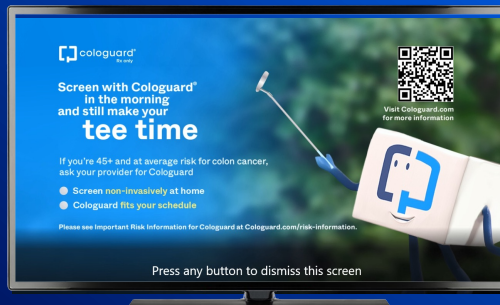
+82%

A25-54 Time Spent Viewing vs. non-DIRECTV²

SURROUND TENTPOLE SPORTS WITH UNIQUE BRAND ACTIVATIONS

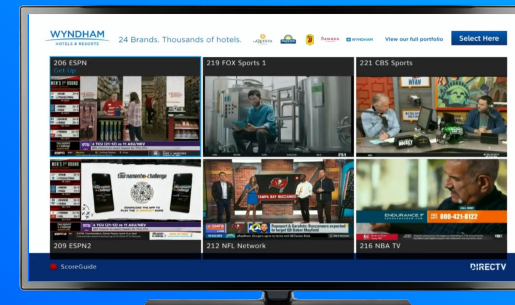
DIRECTV PAUSE ADS

Utilize DIRECTV's Pause Ad, a dynamic, non-intrusive ad format to engage with viewers whenever they pause their TV during key sports moments.



DIRECTV SPORTS MIX

Sponsor DIRECTV's Sports Mix channel to reach dedicated sports fans as they watch up to six simultaneous sports events in this unique viewing experience.



JUMPSTART 2025 WITH MARQUEE SPORTS EVENTS

THE BIG GAME
FEBRUARY 9

MARCH MADNESS
MARCH-APRIL

MLB OPENING DAY
MARCH 27

THE MASTERS
APRIL 10-13

PREMIER LEAGUE
AUGUST-MAY