
Turner Sports Launches “Turner Sports Live” Ad Solution, First-of-Its-Kind Premium, Live Sports Sponsorship Marketplace

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New offering empowers brand advertisers to efficiently engage with the more than 51 million fans reached across Turner Sports’ digital portfolio of premium, live sports -- including NBA, MLB, NCAA, PGA of America, ELEAGUE, UEFA and B/R Live

Turner Sports is stepping up to the plate and delivering a powerful sponsorship offering for brand advertisers who want to take advantage of the massive and passionate engagement that live sports delivers. Available today, the Turner Sports Live network brings together the division’s unparalleled digital footprint across the sports ecosystem in the form of a single ad buy, targeted towards the specific audience(s) marketers want to reach.

“Sports continues to be the preeminent content category driving live video engagement, and you would be hard-pressed to find a media company with the depth and breadth of owned and operated sports intellectual property than Turner Sports,” said Seth Ladetsky, senior vice president of sales for Turner Sports. “We know there are an increasing number of crazy gimmicks and plenty of digital transparency issues that marketers are faced with every day. With the Turner Sports Live network, we are making it very simple for an advertiser to come in and tap into some of the most valuable audiences available anywhere.”

Advertisers can now more efficiently reach sports fans who seek out premium live games and tournament action around the biggest tent poles and seasons in sports. Inventory available at any given moment in the calendar year will depend on what seasons are currently in play. However, all of the ad placements will be within premium live video, and the network taps into all of Turner Sports’ digital sports properties, including:

- NBA: NBA.com, TNT Overtime, NBA League Pass and authenticated TNT streaming
- NCAA: NCAA.com, NCAA March Madness Live
- UEFA Champions League and UEFA Europa League: B/R Live and authenticated streaming for Turner networks
- MLB: Authenticated TBS streaming
- ELEAGUE: Twitch and authenticated TBS streaming
- B/R Live: Thousands of live sporting events including UEFA Champions League and UEFA Europa League, NBA League Pass, 65 NCAA Championships, PGA Championship, National Lacrosse League, The Spring League, World Surf League, World Arm Wrestling League and more
- PGA of America: PGA.com, PGACHampionship.com, RyderCup.com and authenticated TNT streaming

Whether through an integrated partnership powered by Turner Ignite Sports, or now with unprecedented brand alignment delivered through Turner Sports Live, Turner is providing advertisers with more flexibility in getting into the game or expanding on existing sponsorship positions with premium live digital video.

About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content

across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, ELEAGUE and professional golf, along with the UEFA Champions League and UEFA Europa League beginning in Summer 2018. The company also manages some of the most popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, NCAA.com and the critically-acclaimed NCAA March Madness Live suite of products, PGA.com and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, NBA.com, NBA LEAGUE PASS, the NBA App and NBAGLEAGUE.com. Turner Sports recently launched B/R Live, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The new streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

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