

# A Detailed Overview of the Early Opportunity with Amazon's Sports Streaming

By Claire McBride // September 11, 2024 // Briefings, Research, Webinars

September 11, 2024

**TL;DR:** Amazon's sports streaming provides a white space opportunity for brands to reach incremental audiences, engage in new ways with the consumer, and access robust reporting compared to linear TV. It opens the door for smaller and emerging brands to access what was historically exclusive, coveted ad inventory.

3 minute read

Amazon's aggressive moves into sports streaming provides meaningful opportunities for brands looking to reach new audiences, access coveted TV inventory that was historically more restricted and expensive, and lead the way with a white space opportunity.

During this webinar, Joe O'Connor of Tinuiti shared how live sports is increasingly shifting to streaming TV platforms, the details on Amazon's sports streaming initiatives, Tinuiti's observations from its early investments into this space, and how brands can best capitalize on the opportunity.

## The presentation agenda included:

1. The broad-based shift from linear to streaming TV and how live sports advertising buying is changing
2. A timeline of Amazon's live sports deals and 2023 growth metrics for Thursday Night Football
3. Insights into cost savings versus linear TV, what types of brands are investing to date, and where budgets are coming from
4. The different ways to buy Amazon's sports streaming inventory and pros and cons for each
5. Tactical best practices spanning creative, targeting, measuring, and retargeting to make the

most of your investments

THIS IS A GATED ARTICLE JUST FOR MEMBERS

# Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)