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

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

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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.*

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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

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