

It's a Slam Dunk: Examining Amazon's Sports Streaming Ad Potential

By Claire McBride // August 7, 2024 //

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As Amazon expands into sports streaming, brands have a unique opportunity to leverage this platform for advertising. Streaming TV is one of the fastest-growing segments of Amazon advertising budgets inside brands as it presents a dynamic avenue for reaching audiences.

Join Claire McBride from Stratably and Joe O'Connor from Tinuiti as they delve into the evolving landscape of sports rights, Amazon's strategic moves in this space, and the opportunities for brands.

This session will provide:

1. **Overview of Sports Rights Evolution:** Understand the broader trends in sports streaming.
2. **Amazon's Initiatives:** Discover Amazon's specific efforts and achievements in sports streaming.
3. **Activation Options:** Learn about the various ways to engage with live sports streaming on Amazon.
4. **Data Insights:** Explore the data advertisers can access to optimize their campaigns.
5. **Funding Departments:** Identify which internal departments are driving these advertising investments.
6. **Performance Analysis:** Review the results and effectiveness of current strategies.
7. **Strategic Ideas:** Gain insights into innovative strategies to unlock maximum value from Amazon's sports streaming advertising.

This webinar will equip you with the knowledge and strategies needed to capitalize on Amazon's expanding sports streaming platform.

Don't miss this chance to stay ahead of the curve and drive your advertising success.

Register now to join this insightful session!

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

[Recap and Replay Here](#)
