

Marketers Spend on Live Sports Ads

AUDIO |

Ross Benes, Eric Haggstrom and Oscar Orozco

eMarketer senior analyst Ross Benes, forecasting analyst Eric Haggstrom and senior forecasting analyst at Insider Intelligence Oscar Orozco discuss the gradual return of sports audiences and how advertisers are viewing these marketing opportunities. They then talk about Facebook halting political ads after the election, Twitch selling inventory on Amazon's advertising platform, and out-of-home advertising in Q2.

Plans for Allocated Sports Ad Spending with Events Being Canceled/Postponed due to the Coronavirus According to US Agencies and Brand Marketers, June 2020

% of respondents

Pulling the funds and not allocating them for spending right away

38%

Keeping the funds with the same media company and shifting to sports programming later in the year

36%

Keeping the funds with the same media company during the same time period but shifting to different, nonsports programming

30%

Keeping the funds with the same media company but not allocating them at the moment

25%

Keeping the funds with the same media company but shifting them to different, nonsports programming later in the year

23%

Moving the funds to a different media company

14%

*Note: among respondents planning to advertise on sports in coming weeks
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 6," July 13, 2020*

256915

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

During a time of unprecedented disruption, we could all use a bit of guidance. Join Neustar for Brave New Worlds 2020, a new, annual summit where we'll tackle some of today's toughest marketing challenges and learn what it takes to be a truly high impact, future-forward brand. Register for free at bravenewworlds.neustar/eMarketer.