

PROGRAMMATIC SIGNAGE WILL CHANGE EVERYTHING YOU KNOW ABOUT THE SPONSORSHIP GAME **PG. 8**



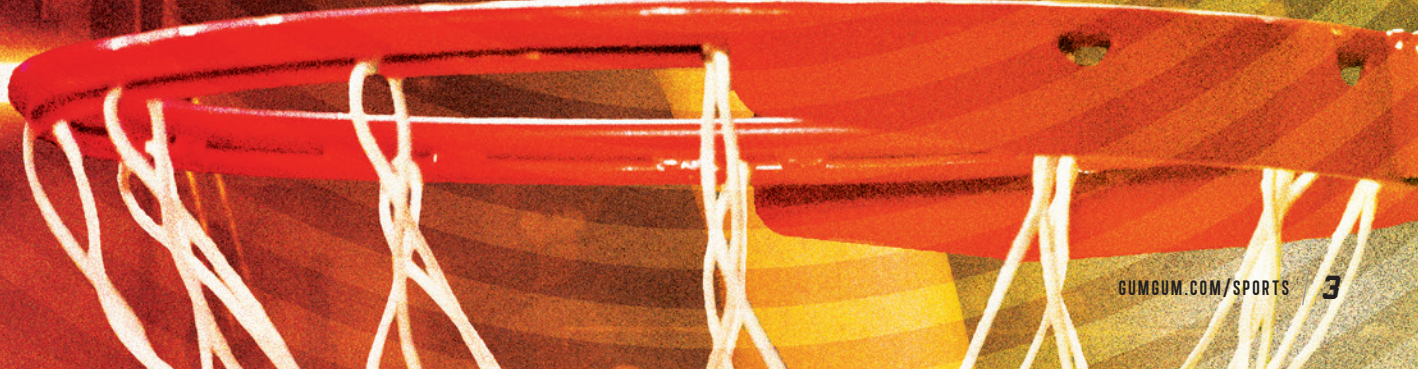
**ENTER THE
SPORTS EXCHANGE**

THE SIGNAGE

THE VALUE OF VIRAL **PG. 10**

THE MOMENTARY MARKETPLACE **PG. 12**

THE NEXT-GEN FAN EXPERIENCE **PG. 14**



—Michael Neuman,
Founder, EVP & Managing Partner
Scout Sports & Entertainment

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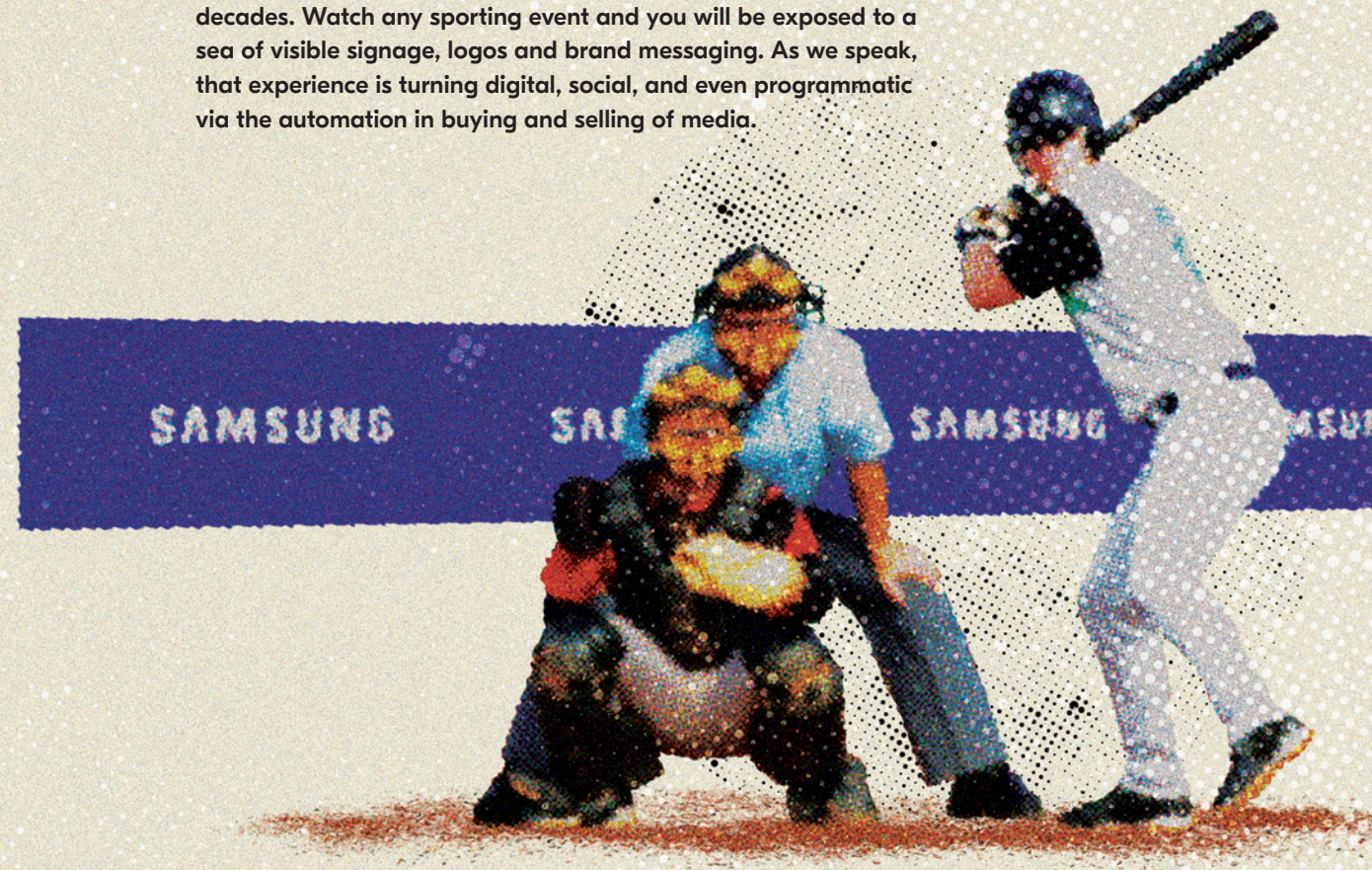
Illustrations by John Devolle & Nathan Walker
Layout & design by Weather the Norm

PROGRAMMATIC SIGNAGE WILL CHANGE EVERYTHING YOU KNOW ABOUT THE SPONSORSHIP GAME



BID ON THE MOMENT

TV-visible sponsor signage has been part of the fan experience for decades. Watch any sporting event and you will be exposed to a sea of visible signage, logos and brand messaging. As we speak, that experience is turning digital, social, and even programmatic via the automation in buying and selling of media.



According to eMarketer, programmatic accounted for

4% of U.S. digital display ad spending back in 2010.

In 2019, it's on track to make up a massive

85% (roughly \$60B).

Even digital out-of-home inventory has started to sell programmatically.

With the advent of digital LEDs, TV-visible signage is transforming from static to dynamic. Teams and leagues are able to showcase more sponsors than ever before with dynamic LED inventory.

However, the logic that governs signage creative and sponsor display is still in its infancy. Visible real estate in stadiums is often sold as one element of a larger sponsorship package for a company before the start of a season. Most locations are static for now, but rotating LEDs are becoming more commonplace for key locations. They're often included in season packages as 30-second increments, guaranteeing that amount of visibility for each game.

The digital advertising market has used programmatic real-time bidding for over a decade. This has automated the ability to execute and traffic campaigns, minimizing human error and enabling a mechanism to automatically buy and sell inventory in an auction format. Ultimately, this enables brands to efficiently target their desired audience and helps publishers maximize their inventory yield.



All of this begs the question: Why hasn't the sponsorship industry embraced programmatic real-time bidding for TV-visible signage?

Every Channel, Every Moment, Any Time

The sports marketer's programmatic playbook

The game is changing before our eyes. The world of TV sponsorship is adapting to the digital world, which means sponsors and rights holders will be able to make smarter decisions that lead to more effective partnerships. In this section, we've outlined four ways that in-stadium channels are evolving for the better.

The Value of Viral



What does the sports sponsorship exchange look like?



1 Not every impression is created equal

During a traditional TV environment, audience size usually doesn't fluctuate enough to have one exciting play materially impact a sponsor's media value. In the digital world, however, a video of Steph Curry hitting a game-winning shot can spread through social media like wildfire, which can throw off the even distribution of media value across all sponsors. Until GumGum Sports, no company has been able to capture and report on these viral moments in real-time. But now, brands can analyze the value they get from placing a higher bid than the standard market rate.

2 Score the social buzzer beater

Would Pepsi pay the same amount for 30 seconds of airtime during a blowout as it would pay for 30 seconds during the last two minutes of a tie game? Can't-miss clips get posted to social media accounts like House of Highlights, Bleacher Report, NBA and others with massive reach often averaging over 1M views and 200K engagements per post. Ultimately, brands will have the ability to pay more to have their TV-visible signage present during such pivotal sports moments. GumGum Sports is the pioneer of capturing and quantifying the value of highlight-worthy moments as they spread across social media.



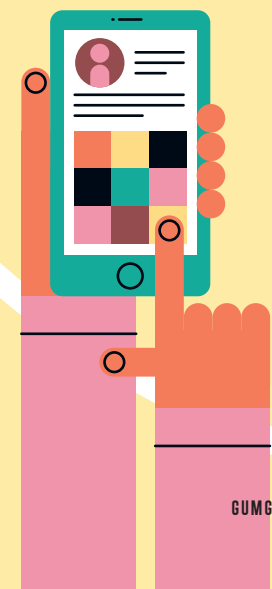
3 The data-driven, in-stadium marketplace

Official sponsorships are sacred relationships. As a result, rights holders will establish a private marketplace where approved bidders (such as official sponsors) are able to use bid logic to programmatically place their signage during high-potential moments. These partners could get a first look before the inventory gets released to other bidders. GumGum's advertising division has been working closely with its sports division to apply digital ad tech best practices that inform the evolution of sports signage to a programmatic marketplace.



4 New meaning to the term "momentary marketing"

To justify higher price points for these "high-potential moments," GumGum Sports will provide reporting on the media value during key viral points in the game. Each bidder will get near real-time media value reporting across TV, streaming, digital, piracy and social media. Historical data will help determine which moment is expected to become a winner.



HOME

20

GUEST

20

The Momentary Marketplace

HERE ARE SOME SCENARIOS THAT COULD REVOLUTIONIZE CONTEXTUAL ADVERTISING AND SPORTS SPONSORSHIPS

Brands already use many data sources to decide where, when and how much they should bid on digital ads. But what data can brands use for their TV-visible signage bids?

Real-time league and player data from providers like Sportradar represent a great first step in adding a layer of intelligence for brands to predict the likelihood of a moment becoming highlight-worthy. Below are some potential bidding rules that rights holders and sponsors could use when pricing out and purchasing inventory:

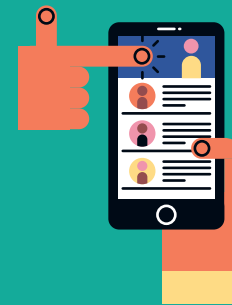


IF THE SCORE IS WITHIN X POINTS

IF A GAME HAS LESS THAN X MINUTES LEFT



IF A PARTICULAR PLAYER IS IN THE GAME OR THAT PLAYER IS "TRENDING" ON SOCIAL MEDIA



IF YOU WANT TO FOLLOW A SPECIFIC PLAYER (OR GROUP OF PLAYERS)

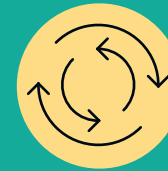


IF A PLAYER OR TEAM IS CLOSE TO BREAKING A RECORD OR SURPASSING A MILESTONE

e.g. The game where Dirk passed 30K points drove over \$2.6M in social media value for key sponsors

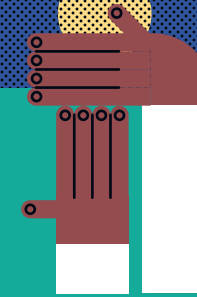


IF A GAME HAS MORE THAN 10 LEAD CHANGES



IF IT'S DURING GAMEPLAY OR NOT

e.g. During a timeout, signage is not likely to be associated with a game highlight



IF A GAME GOES INTO OVERTIME



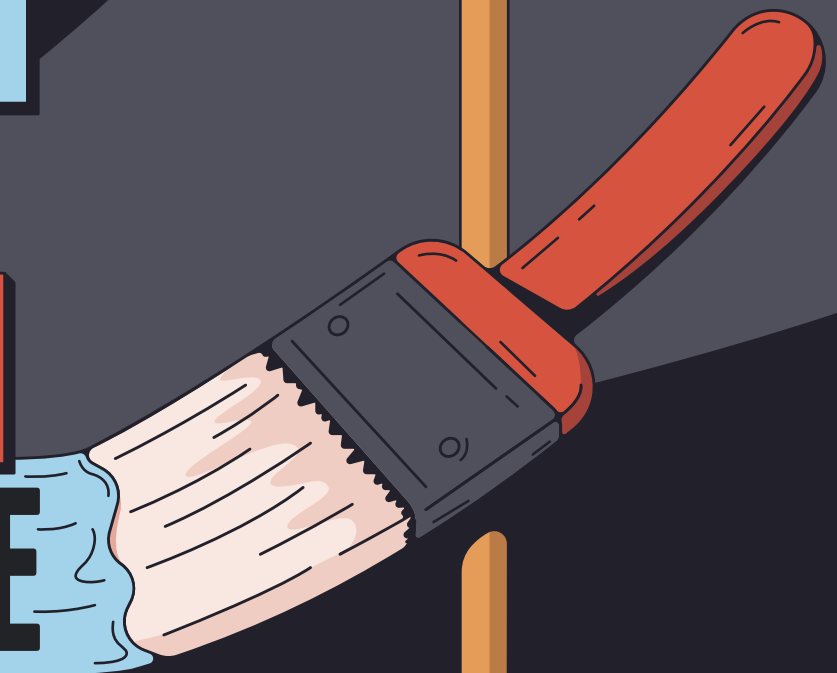
IF A SUSTAINED DECIBEL LEVEL EXCEEDS X

CREATING CONTEXT

WITH

INTELLIGENT

CREATIVE




THE NEXT- GEN FAN EXPERIENCE



FANS ARE SO ACCUSTOMED TO HAVING TV-VISIBLE SIGNAGE IN VIEW WHEN WATCHING LIVE SPORTS THAT SOMETIMES IT IS DIFFICULT TO STAND OUT AND GET NOTICED, ESPECIALLY WHEN MOST ARE MERELY GENERIC LOGOS.

Sponsors should be able to tailor their messaging to better connect their brand to any given moment in sport. The following types of customization could help a sponsor cut through the noise to drive up brand recall (and maybe even purchase intent).

Take a look at in-stadium ads of the future. 

H
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ALBERT PUJOLS PASSING 660 HOME RUNS

Albert Pujols has 647 career home runs, just 13 away from passing Willie Mays for fifth place on the all-time leaderboard. T-Mobile may consider bidding on the home plate rotational and outfield LEDs for when Pujols is at 659 and 660 home runs and can tie and break the record.

The T-Mobile creative could say “Congrats Albert Pujols for Connecting on Your 659th Home Run!” which plays on T-Mobile’s tagline of “Now connecting 99% of Americans.”

CLOSE GAME

On May 3, 2019, the Portland Trailblazers played the Denver Nuggets in Game 3 of the NBA Western Conference Semifinals. The game was tied with one minute remaining, which could have triggered a bid for a potential sponsor like Mars, Inc. to place a sign saying, “Feeling Anxious? Grab a Snickers.”



PLAYER PERFORMANCE

On March 17, 2019, NBA MVP Giannis Antetokounmpo had a career-high 52 points. KIA, an NBA official sponsor, may have considered placing a bid when any player—in this case Giannis—passes 30, 40 or 50 points, saying “Congrats Giannis! KIA 50-Point Performance.”



Enter the Sponsorship Signage Exchange

Stadium signage has been a part of the experience for decades. With the rise of digital signage, that experience is about to change. Because highlights spread across social media like wildfire, sports signage is more valuable than ever.

Digital signage is exploding, enabling brands to adjust their messaging based on what's actually happening in the game in real time. Not only that, but curated data points can now predict which moments might go viral. It's a whole new world, a dynamic one filled with opportunities. Check out the video to see the future of programmatic signage.

For more info, contact sportsinfo@gumgum.com.



Check out the video at
gumgum.com/signage-exchange



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SPORTS

GumGum.com/Sports
sportsinfo@gumgum.com