

LiveScore™

IT'S MORE THAN A SCORE

ACTION • STATS • ANALYSIS

# LIVESCORE - WHO ARE WE?

**LiveScore** - global sports media business, real-time sports updates provider and live streaming service

**40m+**

Global unique reach

**200**

territories

**25**

years in the market

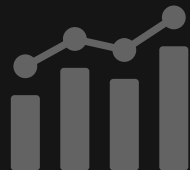
**7.5m**

Global downloads last year

## WHAT DO WE DO?



Scores



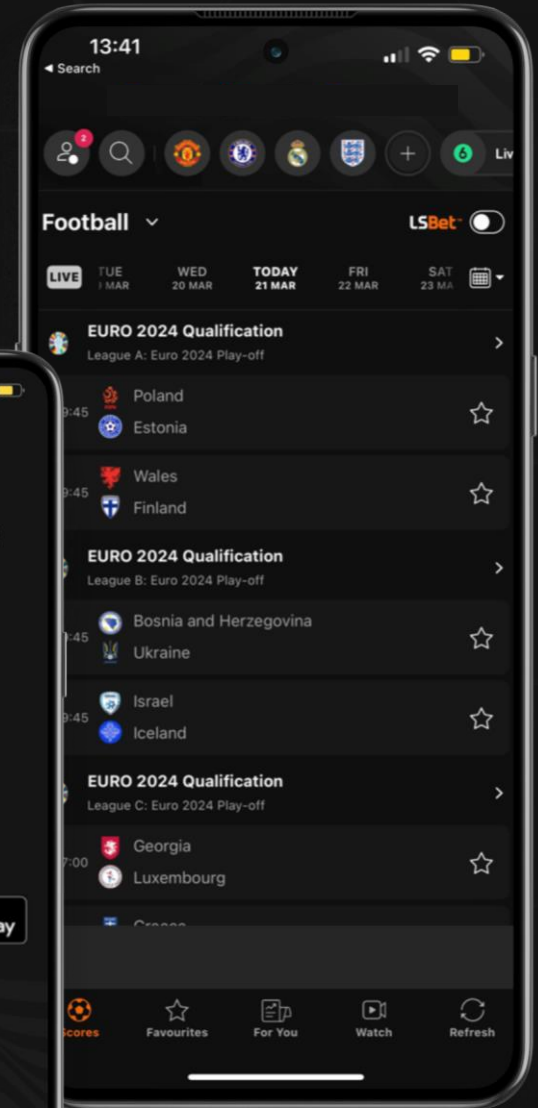
Stats



News



Audio



# LIVESCORE - WHO ARE WE?



## FOOTBALL

Although we have a wide offering, our approach is Football First, we give our users what they want

## LIVE

LiveScore is on the pulse, with a scores & insights offering faster than any of our competitors

## SIMPLICITY

Our platform is easy to use, providing scores, stats, news, video & info that is clear for our users

## INSIGHT

Our fans leave LiveScore with more knowledge than they had before

# WHY LIVESCORE?

**40m+**

Global monthly unique reach, generating **5 billion** Page Views, across the LiveScore app and website

**2.4m**

UK Monthly unique reach, generating **700m** Page Views



**99%**

Of users follow football

**1.5m**

1.5m UK football fans engage with us every week

**92%**

Specialised audience - 92% male

**68%**

Younger audience - 2/3+ Gen Z/Millennial

# WHERE WE SIT IN THE MARKET

2<sup>nd</sup>

**to Live TV** - in a user's Sports Media mix, scores providers are the supplementary to Live TV.\*

3<sup>rd</sup>

**most used sports media brand** amongst UK football fans, behind only Sky Sports & the BBC.\*\*

**LiveScore™**

BBC  
SPORT  
sky  
sports

ESPN  
FLASHSCORE  
The Athletic  
FOTMOB



# NOT TO MENTION OUR **10 MILLION** SOCIAL AUDIENCE...



5.8m



3.4m



1.8m



422k



515k

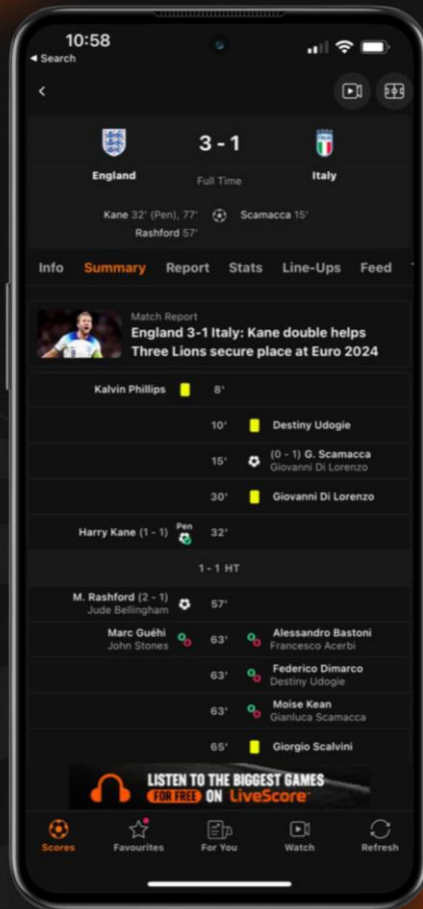


462k

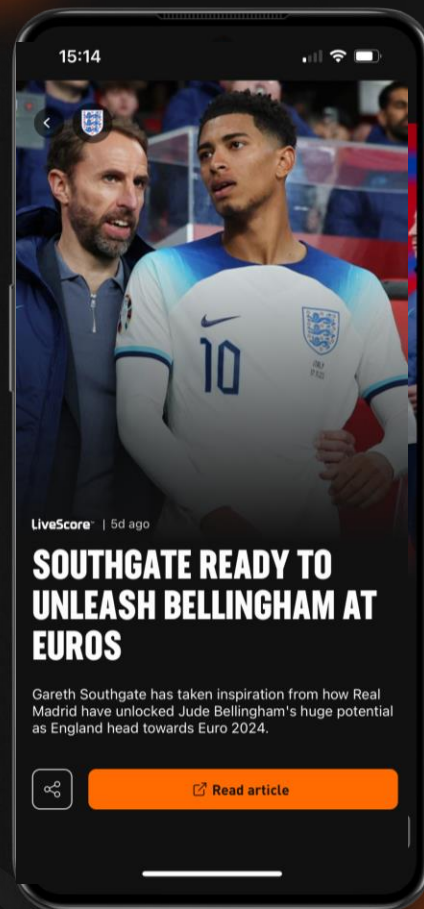


# CONTENT OPPORTUNITIES WITH LIVESCORE

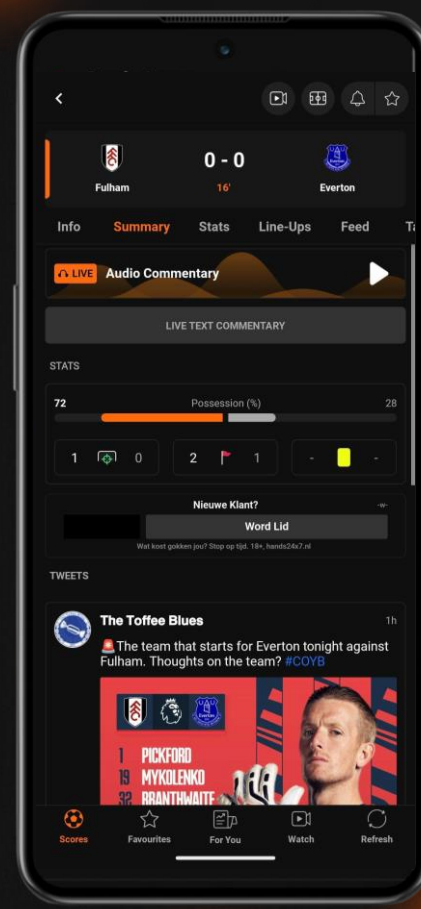
## SCORES & STATS



## NEWS



## AUDIO



## SOCIAL



# KEY DEMOGRAPHIC INSIGHTS



**92%**

Male



**68%**

Gen Z and Millennial



**50%**

More likely to earn  
£50k+



**36%**

Live in London and the  
South













**OnTarget is LiveScore's brand new audience targeting and data platform.**

OnTarget offers advertisers unprecedented access to our vast, demographic, profile, interest and intent based audiences by precisely segmenting and targeting desired users.



## Tap into a huge range of valuable audience segments:

-  Demographic
-  Profiles
-  Engagement
-  Interest
-  Football
-  Custom
-  Intent
-  Sports

## Go one step further with our insight-led research:

Campaign measurement

Users research

Brand lift study

One question snapshot

Campaign insights & PCA

# KEY PURCHASE INSIGHTS

Here we show how many times more likely our users are to engage in the following categories vs the UK average...



**3.6x** stream live events every week (79%)



**2.9x** attend live matches (69%)



**1.8x** regularly purchase tech (66%)



**1.7x** regularly stay active/keep fit (57%)



**1.7x** purchase a car in the next 12M (17%)



**1.6x** bought fashion online last 6M (59%)



**1.6x** be a console gamer (44%)



**1.5x** visit restaurants/pub monthly (72%)



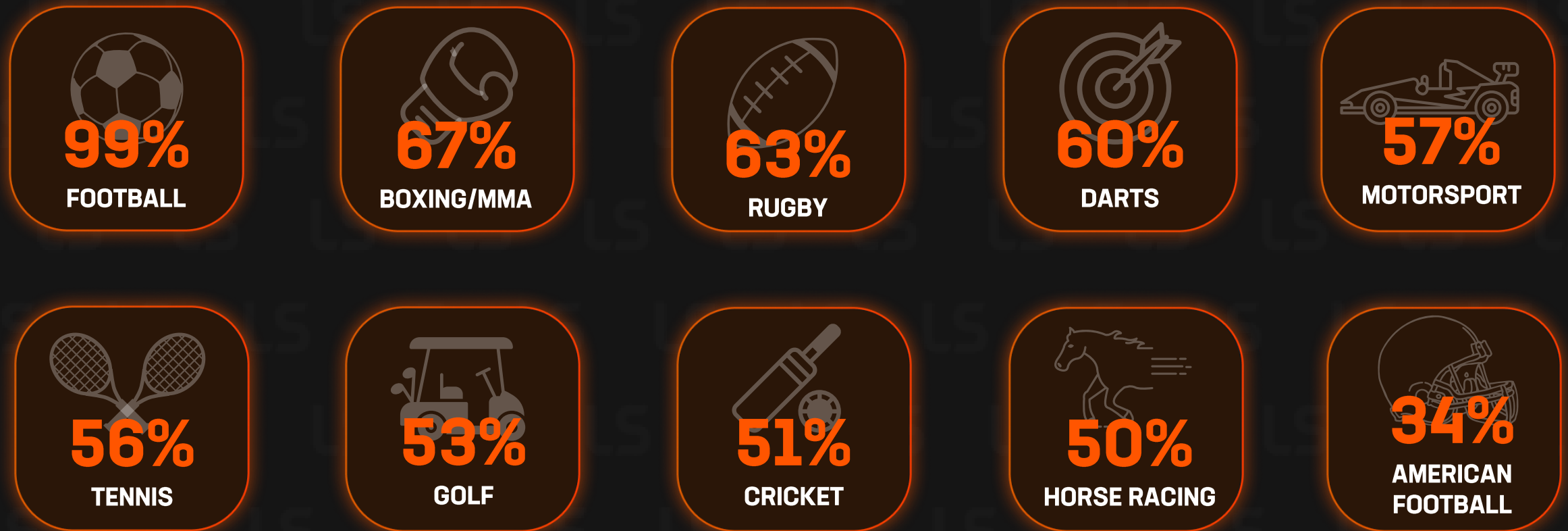
**1.4x** order delivery at least monthly (44%)



**1.3x** go on holiday in the next 12M (77%)

# SPORTING INTERESTS

At LiveScore, we harness a sports obsessed audience, which is far reaching, although football is by far and above the area of passion within our audience



# THE FASTEST GROWING AREA OF THE GAME...

Over the past couple of years it is fair to say we have experienced never before engagement with Women's Football on LiveScore...

**51%**

of LiveScore users **visited a WWC match page** on LiveScore during the period of the 2023 WWC.

**400% +**

**growth in WSL page views** during the season following the Lionesses' Euro's triumph

At LiveScore we are committed to driving attention to the Women's game, as seen by our recent collaboration with Fara Williams during the 2023 WWC





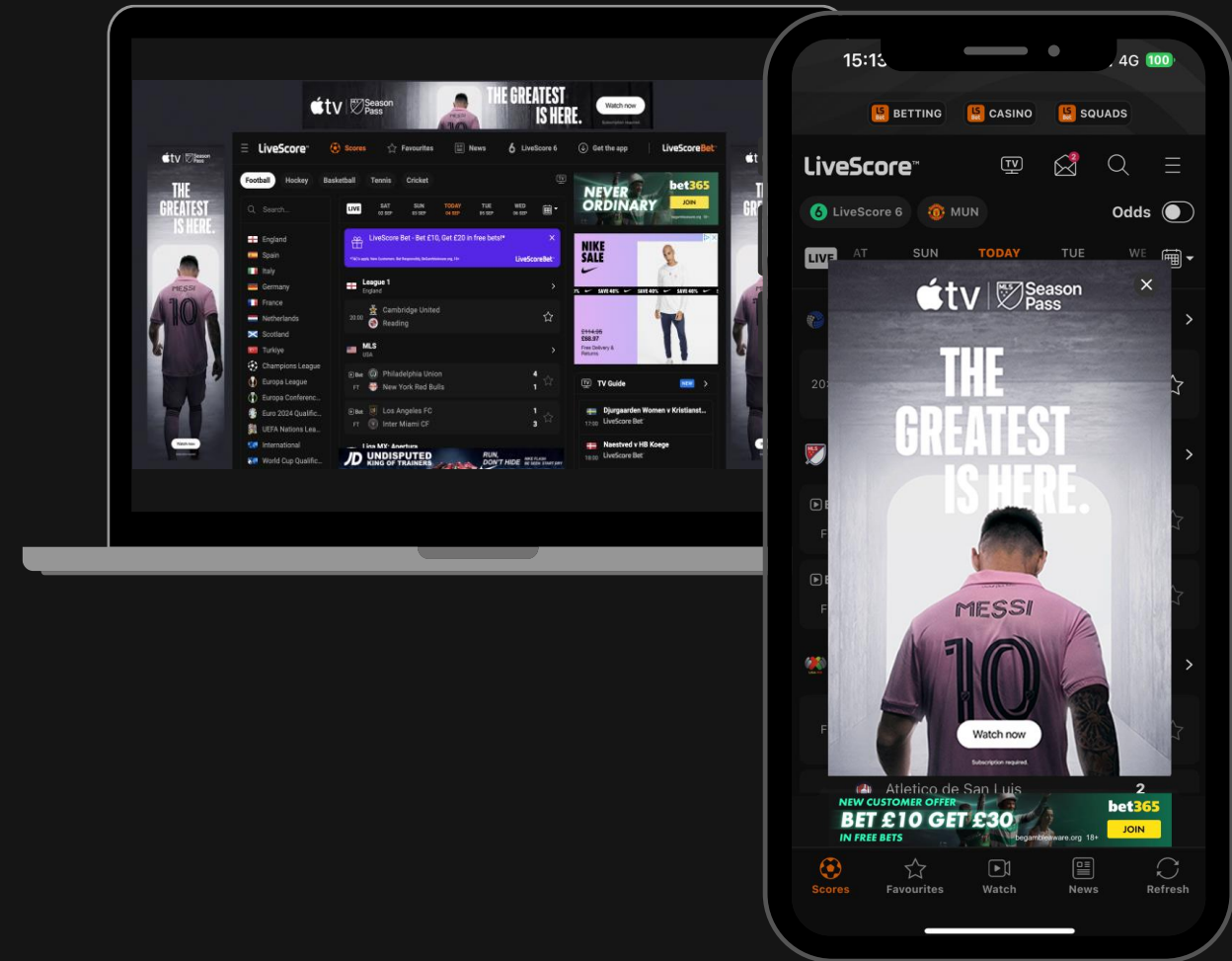
# WE HAVE THE TOOLS TO ENGAGE YOUR AUDIENCE

## PREMIUM DIGITAL DISPLAY

- Drive audience awareness with our full suite of IAB endorsed ad-units, utilising our world class 1<sup>st</sup> party data targeting
- Generate a deeper level of engagement from LiveScore users with rich media ad units: countdown timers, polls, shoppable, gamification, units utilising SeenThis technology, new Desktop skins, or Mobile Interstitial

## VIDEO & AUDIO

- Deliver your HD video creative as premium pre-roll, unlocking first-class inventory
- Short form, sustainable advertising, HD video served via display using “Adaptive Streaming”
- Reach our ‘Audio Attendants’ segment with in-app audio commentary sponsorships & packages



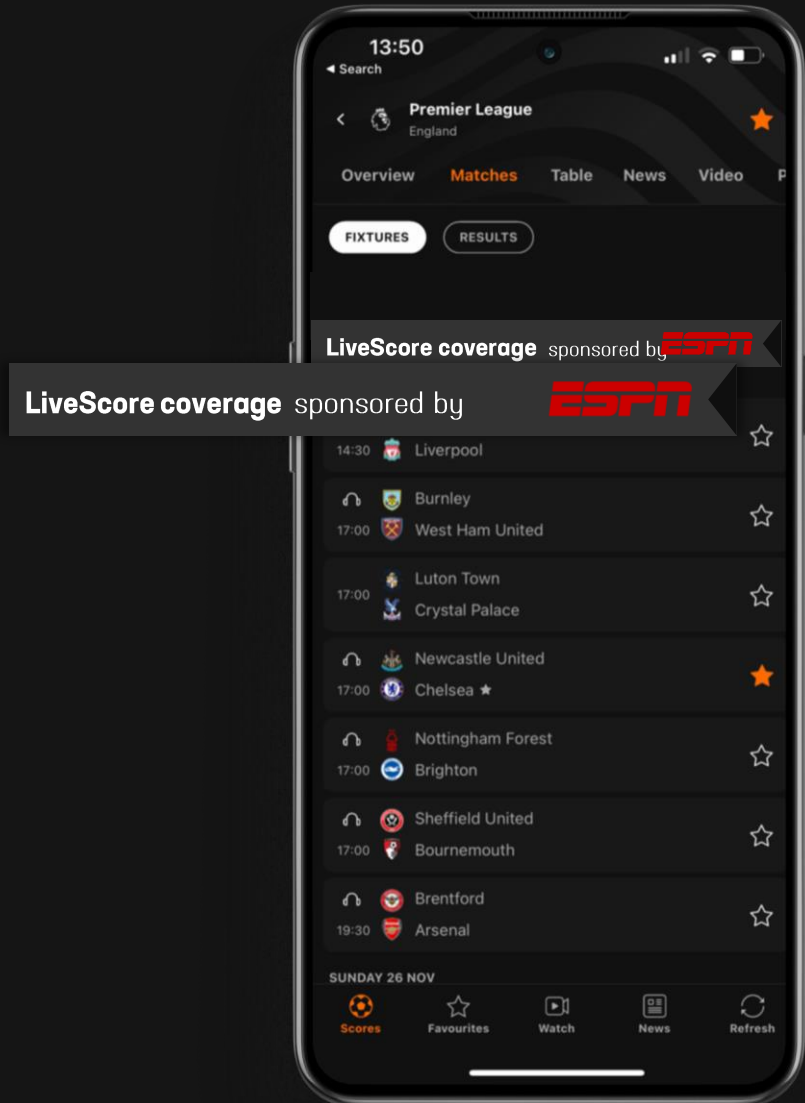
# CUSTOM CONTENT & BRAND SOLUTIONS

## CONTENT, EDITORIAL & BRANDING

- Leverage our audience insight and social media team to drive distribution of branded content to our 50+ million users
- Work with our creative team to produce editorial, video and social content to reach our engaged fans at scale

## BRAND SPONSORSHIPS

- Place your brand at the heart of our football community with integrated sponsorships on our best performing content
- Utilise our new placements which allows for your brand to appear natively across specific pages & competitions



# CASE STUDY

## THE CHALLENGE



- Increase brand awareness of NOW's English Premier League coverage in Ireland
- Driving new subscribers and sign-ups to the NOW platform.

## INSIGHTS - WHY?

- LiveScore has **430k+** monthly users in Ireland
- **99%** of them watch sports on TV.

## RESULTS

Over **7.7** million high quality impressions delivered in the lead up to each game



- To increase awareness and funds
- To change the face of men's health on a global scale.

- **2M** of monthly male UK audience
- **55%** of our male users had given to charity in the last year

**7.4%** social engagement rate  
**9.2m** delivered display impressions



- To increase awareness of TNT Sports' Premier League and Champions League coverage in the UK,
- Driving new subscribers and sign-ups to the platform.

- LiveScore has **2.4m+** monthly users in the UK
- **97%+** of users watch football at least weekly.

**59%** Increase in campaign CTR

**16%** Increase in viewability

[GET IN TOUCH FOR MORE DETAIL...](#)

# GO ONE STEP FURTHER WITH BESPOKE BRAND RESEARCH



## CAMPAIGN MEASUREMENT

Our Insight Team can help measure your campaign goals, be it awareness, brand salience or purchase intent, we have a range of tools for precise measurement.



## FLEXIBILITY

Depending on the type of research you would like to carry out, we can be flexible and deploy research at any stage of the campaign process, which can be tailored towards your campaign goals.



## BRAND SPECIFIC STUDY

We include a brand specific study in any campaigns worth £30k+. We can also build them into smaller campaigns with a small cost attached to the project.



# CONTACT US

We bring our audiences closer than ever to the sports they love. With our reach, influence and engagement capabilities we then place brands at the heart of sport culture.

Get in touch with us, contact details below.

**Partnership & advertising opportunities:**  
[agencysales@livescore.com](mailto:agencysales@livescore.com)

**Sportsbook opportunities:**  
[sportsbooksales@livescore.com](mailto:sportsbooksales@livescore.com)

