



Sports USA

Tip-off, touchdown and hit a home run with Ozone during the biggest moments in American Sports

2026



The year in Sports with the Ozone platform

Super Bowl

NFL/American Football hits 4.5x-5x baseline

Selection Week

College Baseball hits 13x vs. baseline

World Series

Baseball peaks at 2.6x the annual average

The Masters

Golf peaks at 4.5x-5x baseline engagement

Football Kickoff

NFL Pre-season and College Football return

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Kentucky Derby

Horse Racing peak at 7x baseline

US Open

Tennis peaks with over 4x engagement growth

March Madness

College Basketball peaks to 7.5x growth

Soccer majors

Look out for 2.5x annual average growth

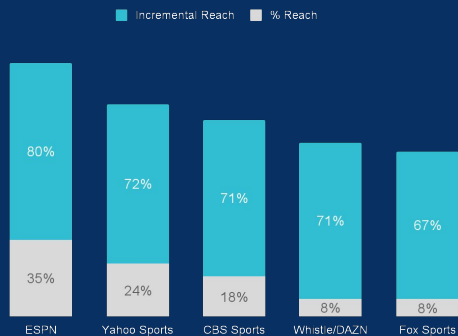
CFB Championships

College Football spikes to 4.8x growth

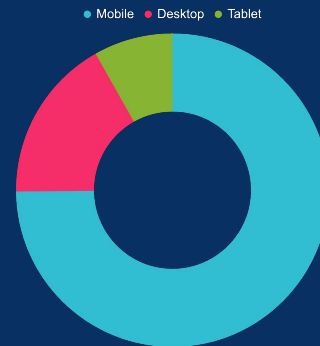
Reach
164m
Sports
users

**WE KNOW
THE SPORTS
CATEGORY**

Incremental Sports reach



Device usage



Top categories driving Sports engagement

News & Politics

Events

Tech

Television

Education

Highest indexing behaviours

Video Gaming
i123

Automotive
i118

Careers
i116

Personal Finance
i114

Hobbies & Interests
i112

Sports

Whether it's the **Big Game** peak, the spring drive of **March Madness** and **The Masters**, or summer's soccer tournaments and **Wimbledon**, sports audiences surge around every major moment on Ozone's **Audience Connection Platform**.

Reach 8 in 10 Sports users with Ozone

Audiences surge and engage more around key Sports events

