



# SPORTS

May 2026

PGA  
ANDY WEISSINGER

www.titles

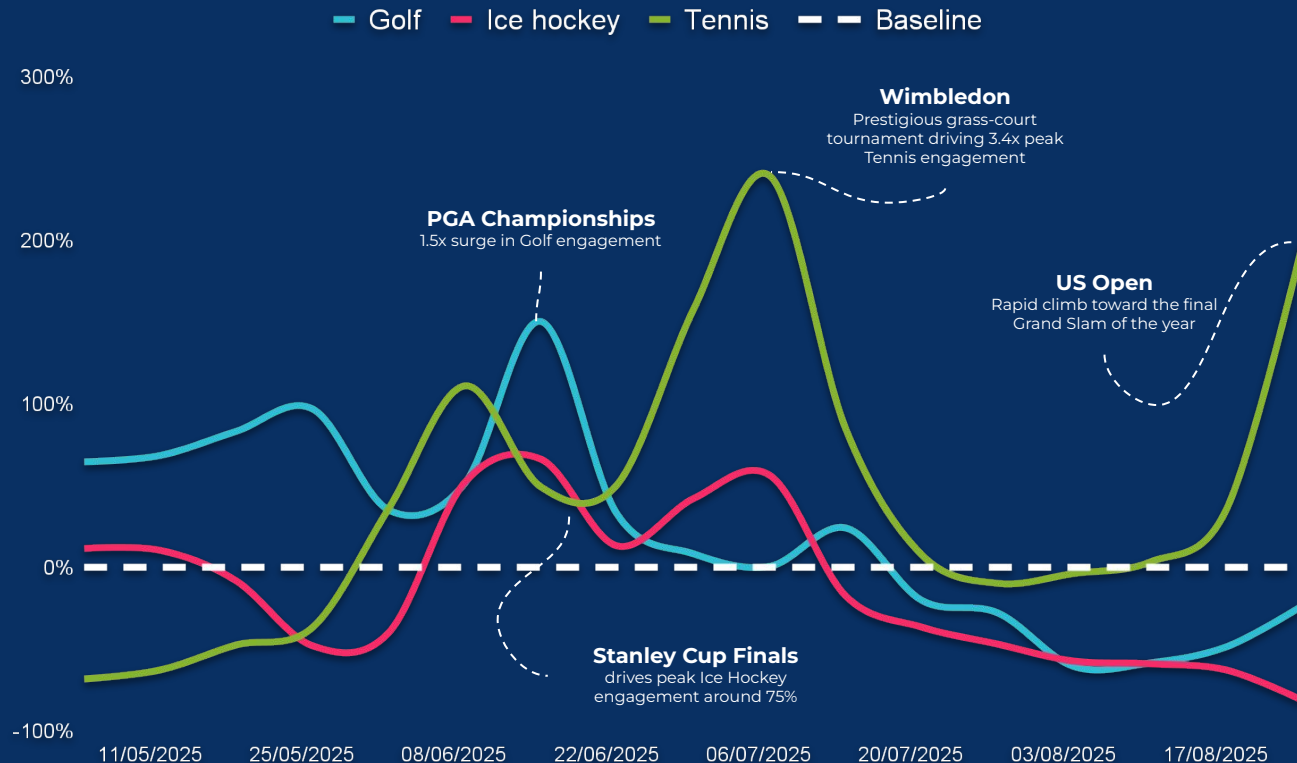
## Reach over 160m Sports users

Our **Golf** and **Tennis** audiences show explosive growth during major tournament windows.

Engagement with **Golf** peaks at nearly 2.5x during the back-to-back excitement of the PGA Championship and US Open, while **Tennis** sees a sustained triple-threat surge from Wimbledon through to the US Open Tennis championships.

Meanwhile, **Ice Hockey** engagement remains resilient, peaking during the high-stakes Stanley Cup Finals in June.

## Seasonal sports milestones drive massive engagement



Reach  
**164m**  
Sports  
users

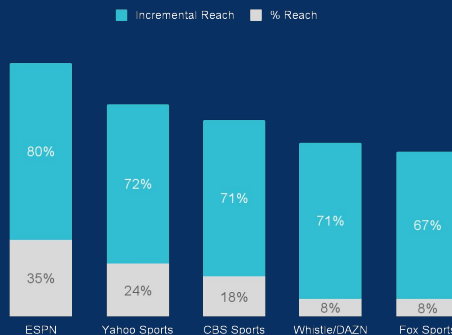
**21m**

**GOLF USERS**

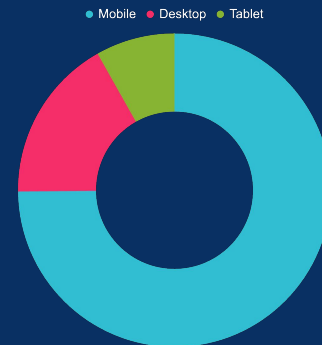
**40m**

**ICE HOCKEY USERS**

## 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