



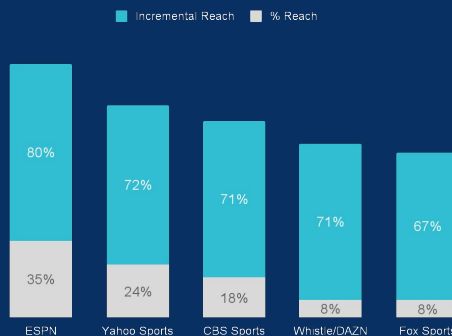
Sports

August 2026

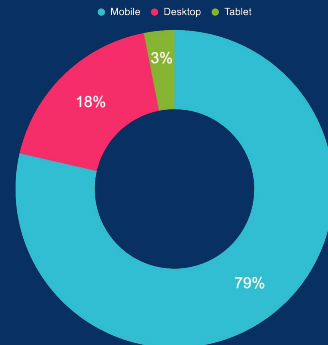
Reach
127m
Football
users

GET TO KNOW OUR US FOOTBALL AUDIENCE

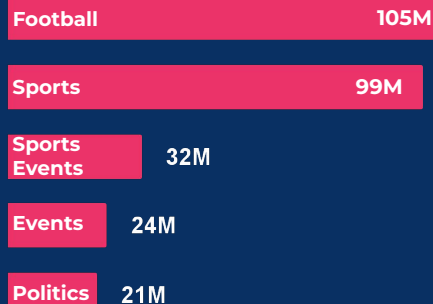
Incremental Sports reach



Device usage



Top five key moment categories



Highest indexing behaviours



Early-season gridiron opportunity

Don't wait for February's Big Game to reach passionate sports fans.

Football engagement surges as early as September and stays high all fall long.

Engagement with **Sports TV** spikes early in September as fans tune in for season openers, broadcast slates, and college kickoff games.

As the season unfolds, interest in **Football** builds steadily through October and November, driven by high-stakes conference rivalries, fantasy lineups, and key match-ups.

With **Football** engagement well above baseline throughout Q4, early fall offers brands an immediate, high-intent window to capture fan attention long before championship season.

Beyond the Big Game: Football interest lifts now

