

# Reach a Tech-Savvy Audience

fuboTV households buy electronics

|                                  | Index |
|----------------------------------|-------|
| Interest in Video Games          | 140   |
| High Tech Living                 | 137   |
| Upscale Living                   | 129   |
| Interest in Consumer Electronics | 123   |



## Purchase

|                                | Index |
|--------------------------------|-------|
| Home Theater System            | 259   |
| Television Products            | 214   |
| Home Audio System              | 201   |
| Personal/Portable Audio Player | 175   |
| Electronic Accessories         | 175   |
| Electronic Gadgets             | 162   |
| Video Games                    | 153   |
| Electronics                    | 147   |

## Spending\*

|                     | Index |
|---------------------|-------|
| Sony                | 236   |
| PlayStation Network | 225   |
| Xbox Live           | 207   |
| Microsoft           | 185   |
| GameStop            | 169   |
| Shop Nintendo       | 164   |
| Apple Stores        | 161   |
| Best Buy            | 154   |

## The fuboTV Advantage

100% Authenticated – 100% HH addressable – 100% Brand Safe  
94% Viewed on a CTV device

For information, contact your fuboTV sales rep, or email [advertising@fubo.tv](mailto:advertising@fubo.tv)

Source: Acxiom, June 2021; Purchases occurred within the last 24 months

\*Spending data based on Cardlytics, July 2020 – June 2021

How to read: fuboTV subscribers are 2.36x more likely to shop at Sony than the average consumer