

# Reach Affluent Credit Cards Users

fuboTV households utilize credit cards

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Recently Issued Bank Card	154
Presence of Bank Card	132
Credit Card Owner	114

## Credit Cards in HH

Travel & Entertainment Card	161
Upscale Dept. Store Card	128
Premium Card	125
Gas/Department/Retail Card	121
Bank Card	118



## Use “Regular” Card

American Express	163
Discover	135
Gasoline or Retail	128
Mastercard	126
Visa	126

## Use “Gold/Premium” Card

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American Express	141
Gasoline or Retail	128
Mastercard	124
Visa	124
Discover	116

## 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)