



fubo^{TV}

Creative Advertising Solutions

The Power of fuboTV

Premium Live CTV Viewing Experience, 100% Addressable Audience

fuboTV is the leading sports-first live CTV streaming platform with the greatest breadth of premium sports & entertainment content and interactivity.



Top-Rated Programming & Rapid Growth:

- 170+ live sports, news, entertainment networks
- 50,000+ live sporting events per year
- Only live TV streaming platform with every Nielsen-rated sports channel
- More regional sports networks than any other vMVPD in the marketplace

*Source: fuboTV data, 4Q21 & 1Q22, Viewers based on HH size of 2.7 Persons

1.1M+

FUBOTV SUBSCRIBERS
(AS OF Q1 2022)

95%

OF HOURS VIEWED ARE ON
A CONNECTED TV DEVICE

88%

OF ALL VIEWING
HOURS ARE LIVE

3M+

MONTHLY VIEWERS
(AS OF Q1 2022)

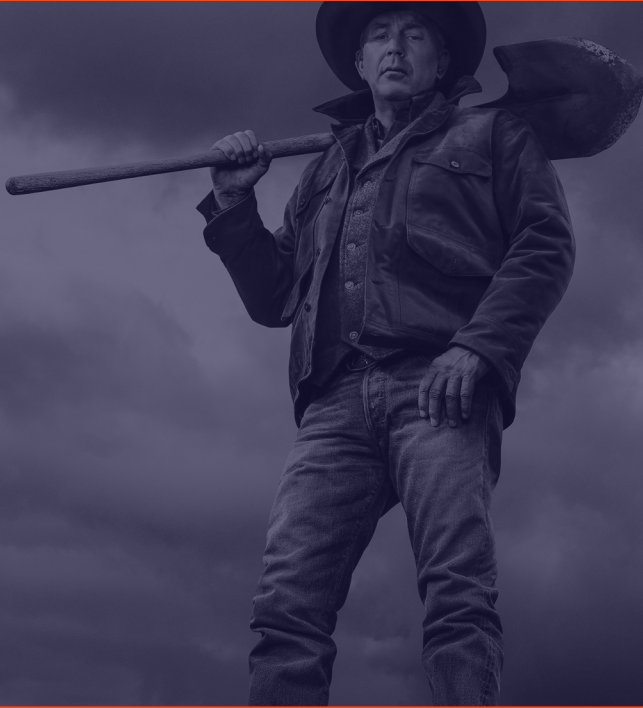
106%+

YOY SUBSCRIBER
GROWTH

130

MONTHLY VIEWING
HOURS

Triple Threat Opportunity



PREMIUM CTV ADDRESSABLE VIDEO

Leverage fuboTV's first-party addressable data to reach an incremental target audience



TURNKEY BANNER INTEGRATIONS

Align your brand with the biggest events in sports & entertainment via high-impact display placements



EXCLUSIVE LIVE SPORTS & ORIGINAL CONTENT

Custom sponsorship integrations within the exclusive live rights and original programming of **fubo Sports**



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**SURROUND TENTPOLE SPORTS,
LEAGUES, AND EVENTS**



Premium Live Sports Access

fuboTV is the Ultimate Destination for Live Sports Fans

fuboTV can target contextually across the top live sports events and leagues in the world, from the NFL and NBA to the World Cup to college football and more.



Ad-Insertable Network Partners:



Top News & Entertainment

Our Subscribers Come for the Sports but Stay for the Entertainment

We deliver an array of premium entertainment networks that can be targeted contextually – catering to all lifestyle tastes – including news, movies, competition, dramas, comedies, reality television and more.



Ad-Insertable Network Partners:



Reach a Hispanic Audience

Connect with fuboTV's Highly-Engaged Base of Latino Subscribers

Brands can target two subsets of a Latino audience with fuboTV – Hispanic subscribers watching English-Language programs or overall users watching Spanish-Language television.



AD-INSERTABLE NETWORK PARTNERS



BY THE NUMBERS

13% HISPANIC COMPOSITION	64% MALE COMPOSITION	41 \$67K MEDIAN AGE AND HHI OF LATINO SUBSCRIBERS
3.7M TOTAL HOURS WATCHED	305K AVERAGE MONTHLY HOURS WATCHED	43% 25% ENTERTAINMENT AND SPORTS HOURS WATCHED

*Sources: fuboTV internal data, CY21; includes subscribers who view 5+ hours of Spanish-Language content; Acxiom, February 2022- based on those who identify as Hispanic indexed against US Hispanics

Always-On Calendar – 2022 Tentpoles



Premier League Season

College Basketball **NCAA**

MLB Season (Playoffs = October - November)



NBA & NHL Seasons (Playoffs = April-June)



MLS Season



NFL & College Football



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC



FIFA WORLD CUP Qatar 2022



BOWL SEASON





fubo^{TV}

Premium CTV Addressable Video

Premium CTV Addressable Video

- Placements in Traditional TV Commercial Pods
- :15s, :30s, :60s Available
- Ads are Non-Skippable
- No Bots | DAI Ad Inserted | Full-IFA Compliant
- Activate via PG, PMP, or DirectIO



FUBOTV WORKS WITH TOP DSPs



FLEXIBLE TARGETING SOLUTIONS VIA TOP THIRD-PARTY DATA PROVIDERS

FIRST-PARTY	CONTEXTUAL	DEMOGRAPHIC
✓	✓	✓
VIEWERSHIP	BEHAVIORAL	RUN-OF-NETWORK
✓	✓	✓



Premium CTV Addressable Video

Big Screen Viewing, Living Room Environment, Advanced Targeting Capabilities

100%
VIEWABLE

100%
AUTHENTICATED

100%
BRAND-SAFE

94%
VIEWED ON CTV



FIRST-PARTY ADDRESSABLE

fuboTV leverages first-party subscriber data across its partners to create custom audience segments



INCREMENTAL REACH

Our audience is completely unique and can't be reached on linear TV or through other vMVPDs



TRANSPARENT TARGETING

fuboTV provides complete network-level transparency in a 100% brand-safe environment



MEASUREMENT & ATTRIBUTION

fuboTV measures the results of addressable campaigns and leverages data partners for third-party attribution studies

*Source: fuboTV data, 4Q21 & 1Q22, Viewers based on HH size of 2.7 Persons



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Turnkey Tentpole Integrations

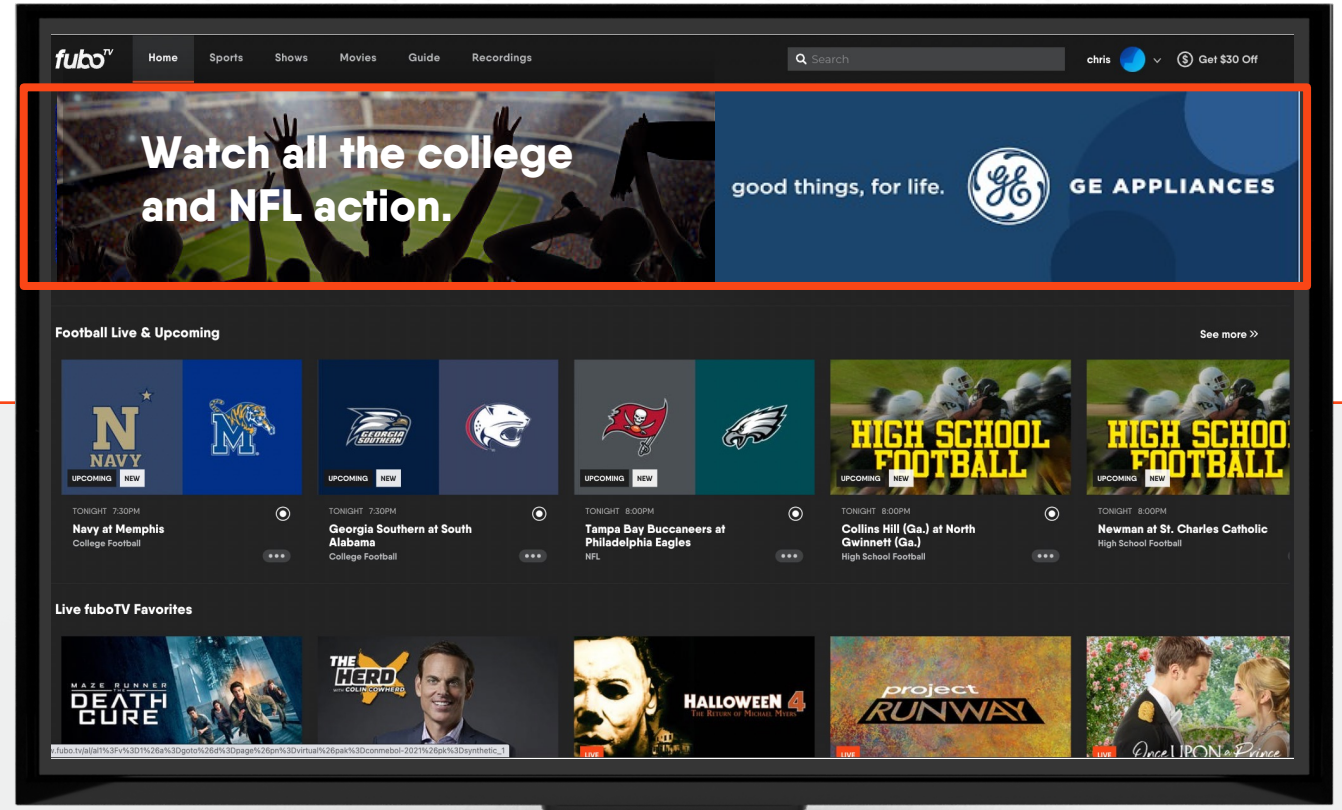
Homepage Takeover Banner Sponsorship

Drive viewers to all the action and excitement through a turnkey, high-impact banner ad on the homepage.

fuboTV homepage is prime real estate adjacent to the EPG surrounding sports and entertainment content.

Sponsorship Overview:

- Incorporates Client Brand Messaging
- Exclusive Sponsor During Flight
- Adjacent to fuboTV Programming Guide
- Includes Logo and Tagline, or “Presented by...”
- 3rd-Party Trackable
- Viewable on CTV, Desktop, and Mobile



2.5M IMPRESSIONS PER DAY

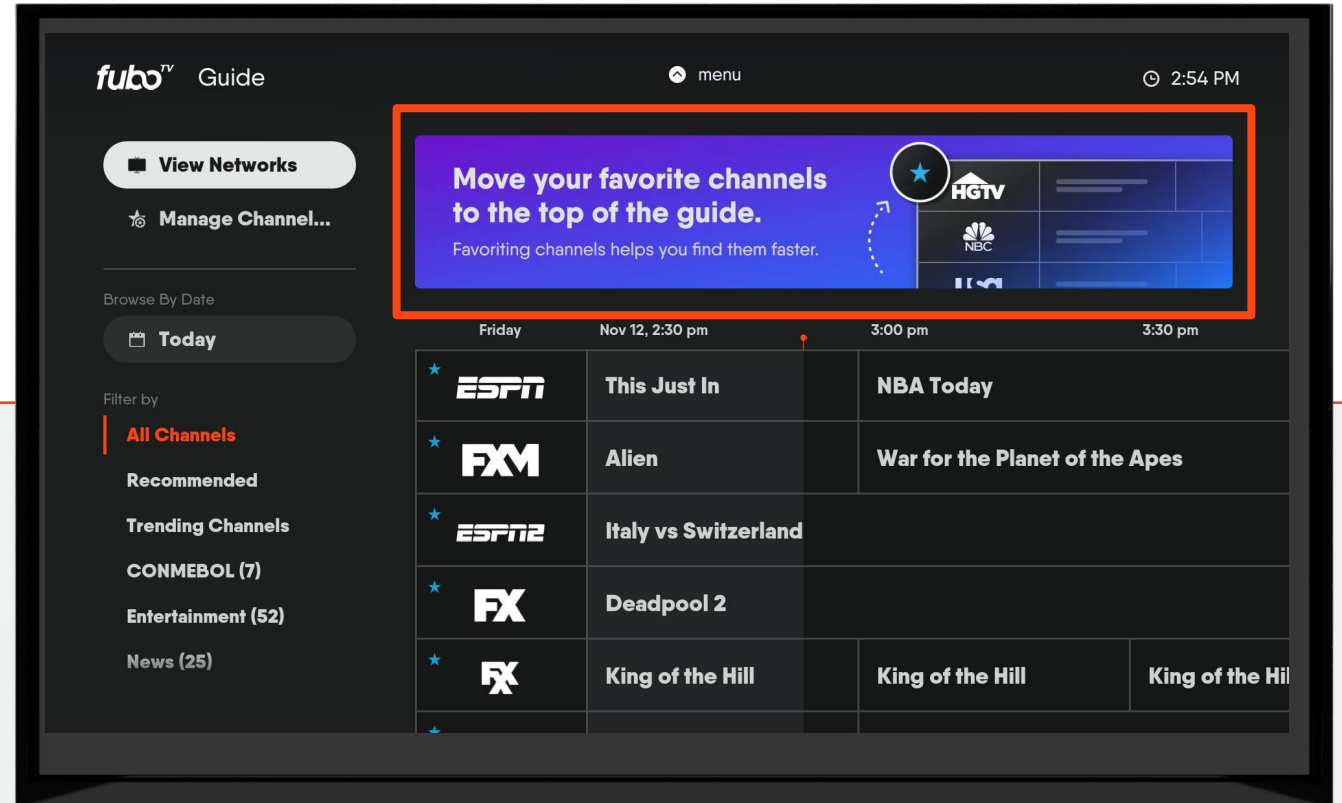
Guide Banner Sponsorship

Deliver your brand creative to users as they scroll through the TV Guide to decide what they're watching.

Package with the homepage takeover to take advantage of multiple touchpoints within fuboTV's interface.

Sponsorship Overview:

- Incorporates Client Brand Messaging
- Exclusive Sponsor During Flight
- Located Within fuboTV Programming Guide
- Includes Logo and Tagline, or "Presented by..."
- Viewable on CTV, Desktop, and Mobile
- Unit Size: 1262 x 236



Roku

CURRENTLY AVAILABLE ON ROKU ONLY

fuboTV

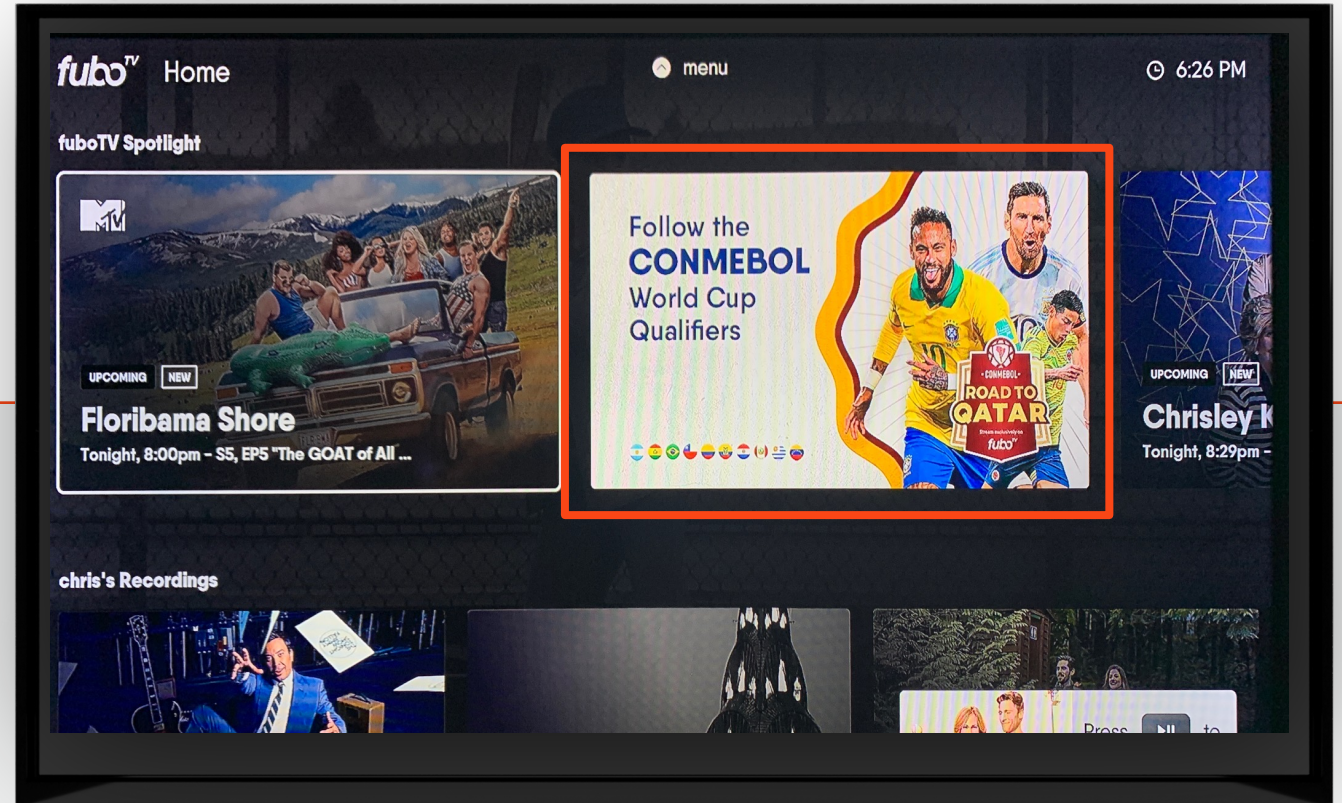
Spotlight Tile Sponsorship

Integrate your message within our Spotlight Tile on fuboTV's home page promo carousel.

The Promo Carousel promotes our marquee sporting & entertainment events airing in the next 24hrs.

Sponsorship Overview:

- Extend Media Campaign With Custom Integration Within High-Traffic Positioning
- 100% SOV in Promo Carousel
- Messaging Tie-in to Upcoming Programming
- Include Logo and Tagline, or "Presented By..."
- Unit Size: 740 x 416

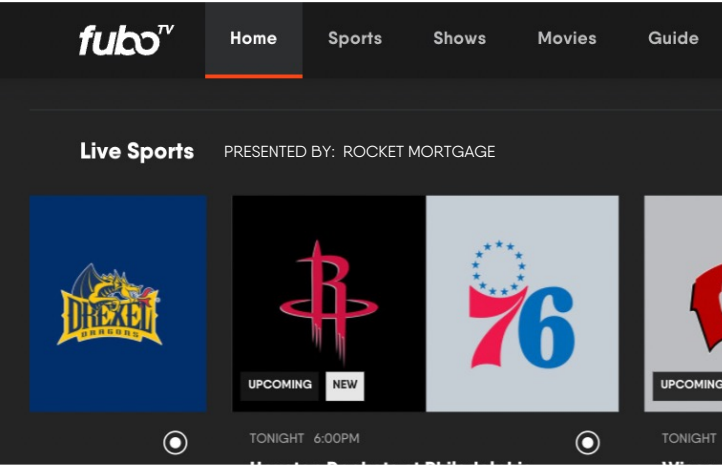
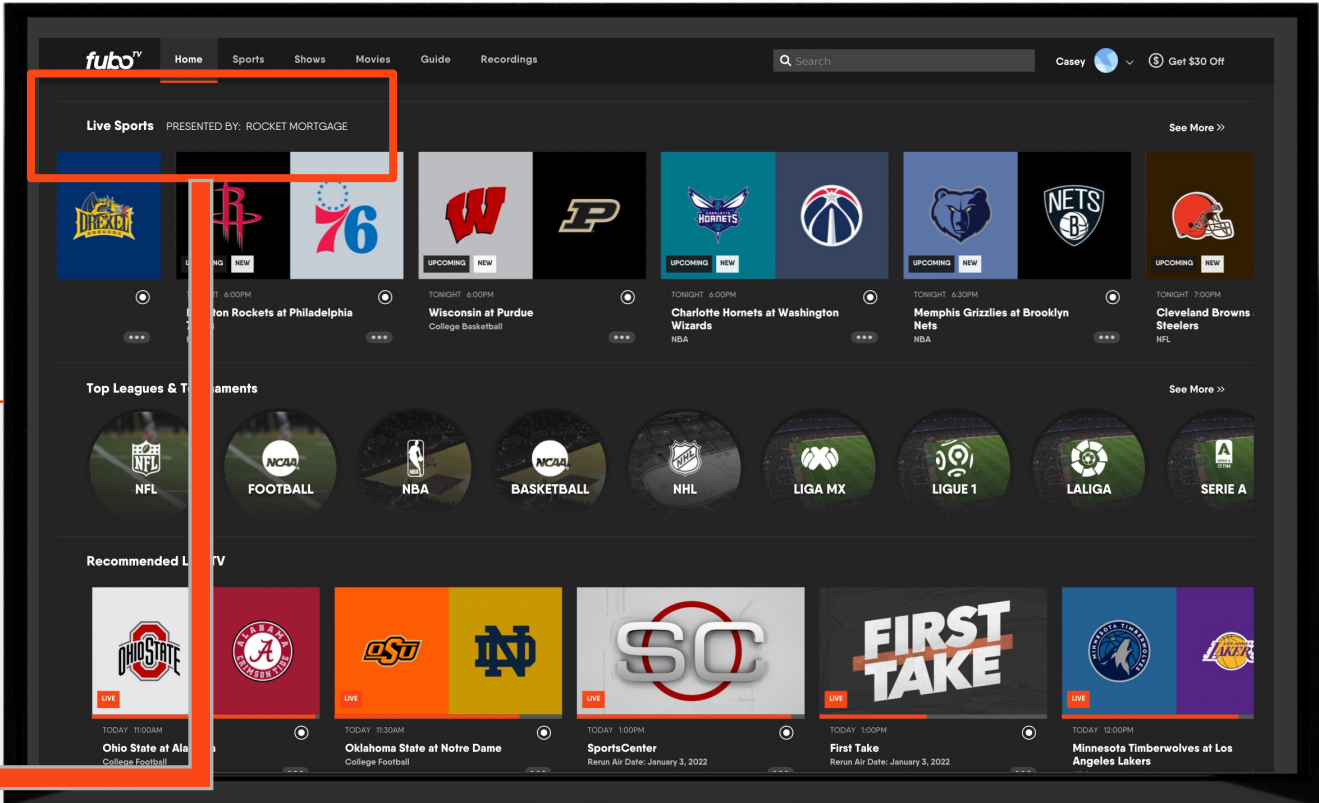


SPOTLIGHT YOUR BRAND ALONGSIDE SPECIFIC PROGRAMMING

Carousel Sponsorship

Align your brand with a specific carousel on fuboTV's homepage to strengthen association with that programming.

“Presented by” text is viewable on CTV, desktop, and mobile and can be packaged with banner placements.



ABILITY TO CREATE CUSTOM CAROUSEL FOR RELEVANT CONTENT

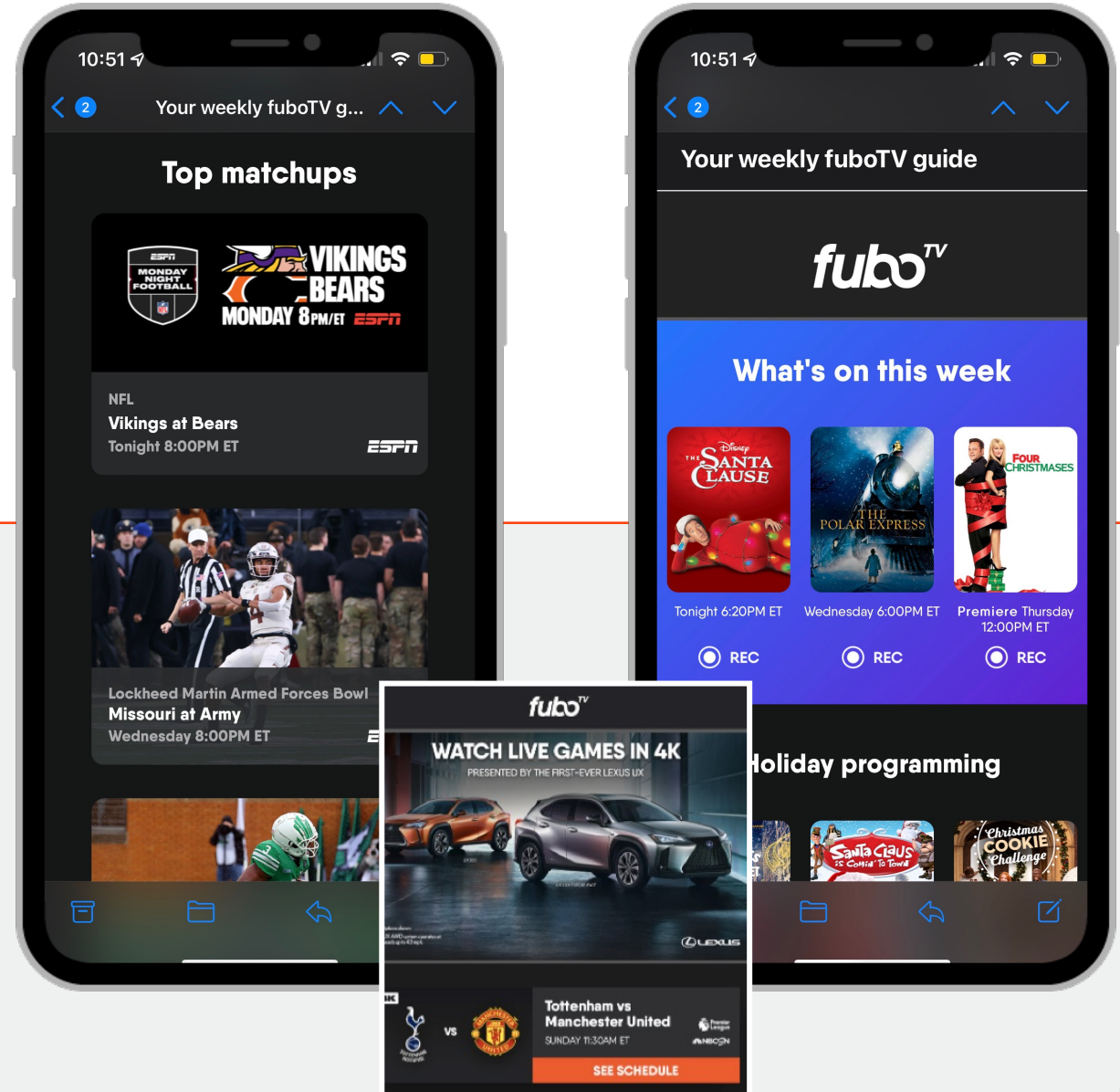
Subscriber E-Blast

Be apart of our weekly or in-season, sport-specific emails, updating our authenticated users on what's coming up in the week on fuboTV.

This high impact opportunity will feature your brand front and center, bringing the upcoming content to our subscribers.

Sponsorship Overview:

- High-Impact Banner Ad within Newsletter
- Messaging Tie-in to Upcoming Programming
- 3rd Party Trackable
- Unit Size: 700x427
- Ability to Own Sport-Specific Newsletters All Season-Long (e.g. NBA, NFL, Soccer)



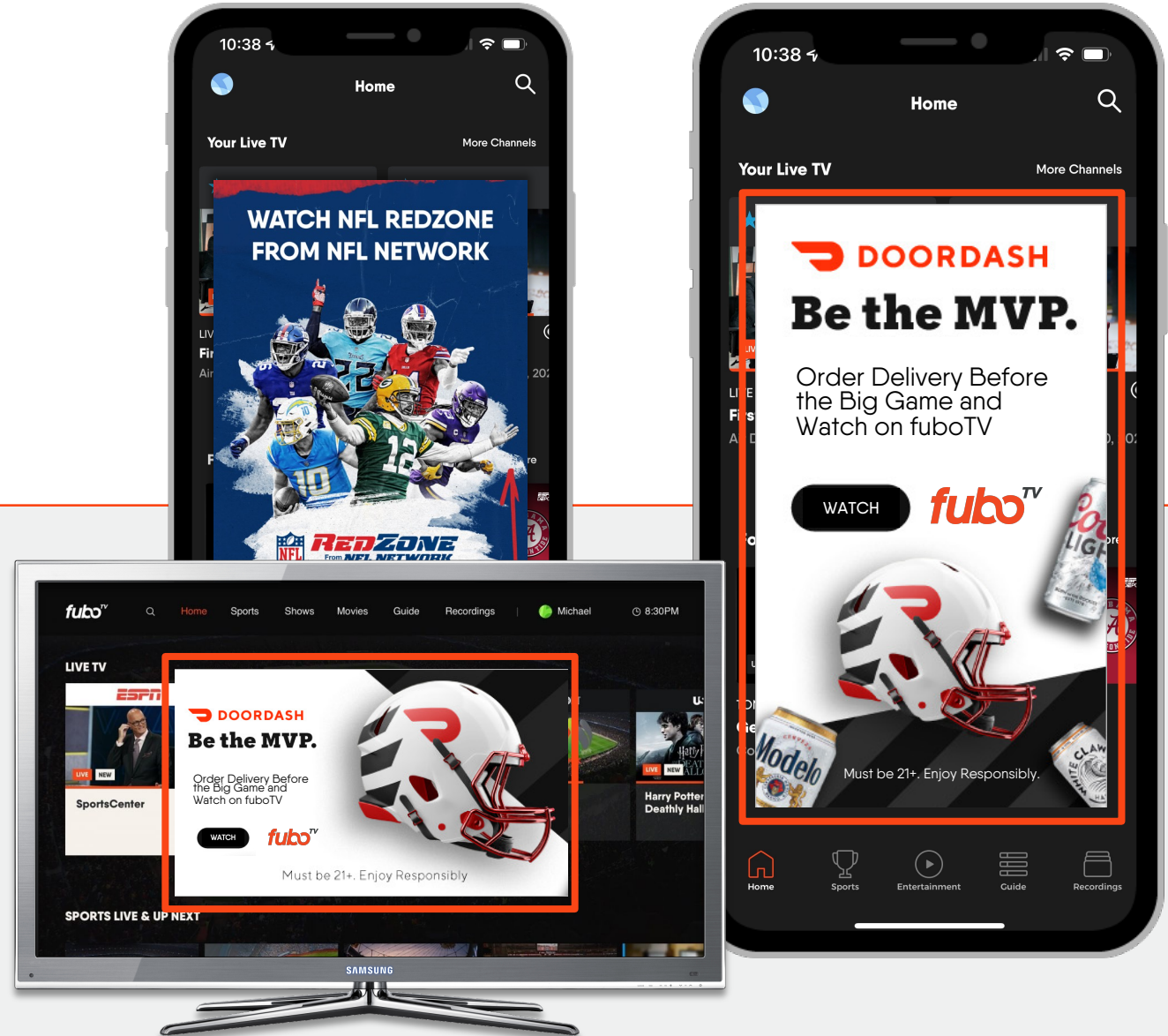
In-App Pop-Ups

High impact pop-up banner when a fuboTV subscriber launches the fuboTV app on their phone or Connected TV.

Align your brand with specific content and promote tune-in with a strategic co-branded pop-up.

Sponsorship Overview:

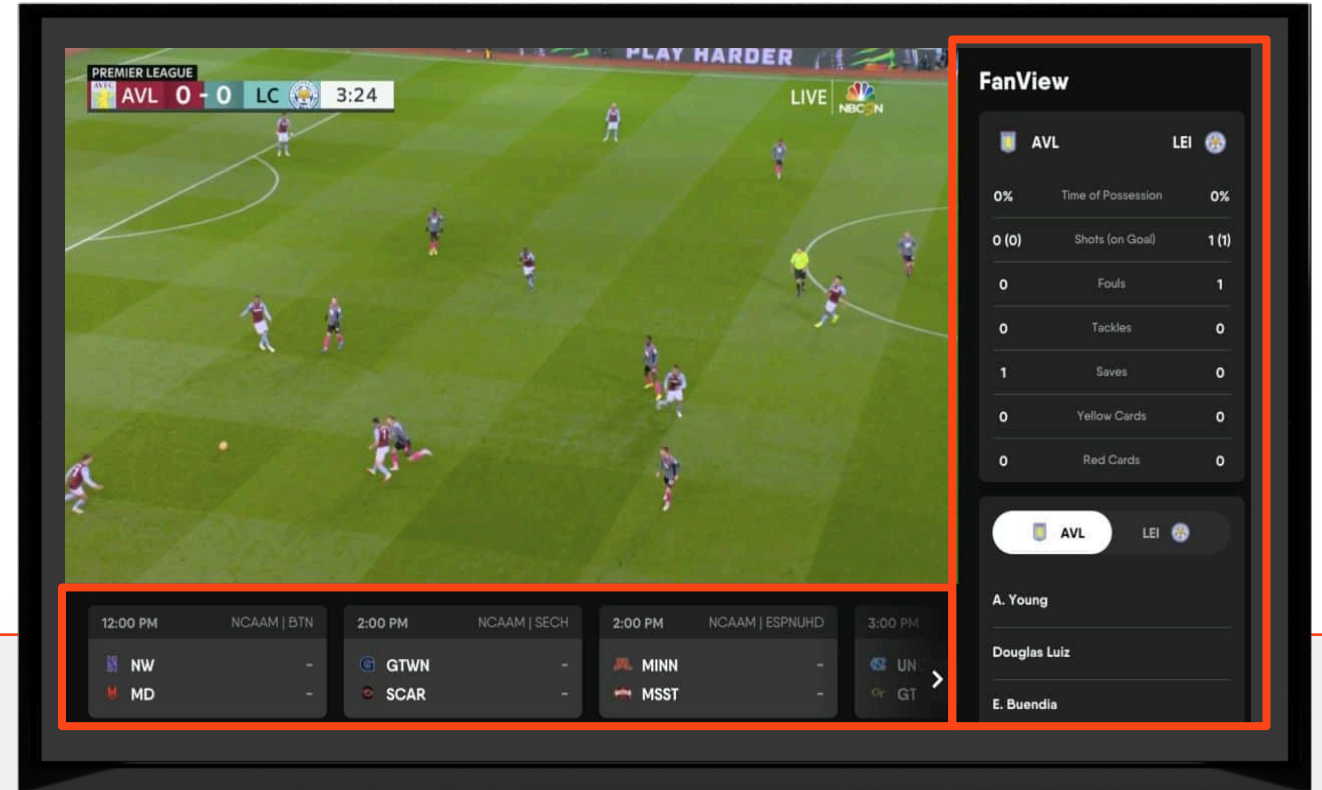
- High-Impact Pop-Up Ad within fuboTV App
- Messaging Tie-in to Upcoming Programming
- TV Unit Size = 2560 x 1600
- Mobile Unit Size = 1400 x 1800
- Ability to Package with Other Banner Placements Across CTV/Mobile



FanView

A New Way to Watch Live Sports on fuboTV

fuboTV subscribers can use FanView to monitor stats and scores next to and under a reduced-size video player and play free predictive games - all on one screen.



FanView Overview:

- Launched in September 2021
- Play Integrated Predictive, Free-To-Play Games and View the Latest Scores and In-Depth Stats
- Available Across Mobile, Desktop, and CTV Devices
- Available for CONMEBOL, EPL, Champions League, MLB, NHL, NBA, College Football/Basketball

Samsung
SMART TV

ROKU

LG

androidtv

amazon fireTV

VIZIO

XBOX

fuboTV

Free-To-Play

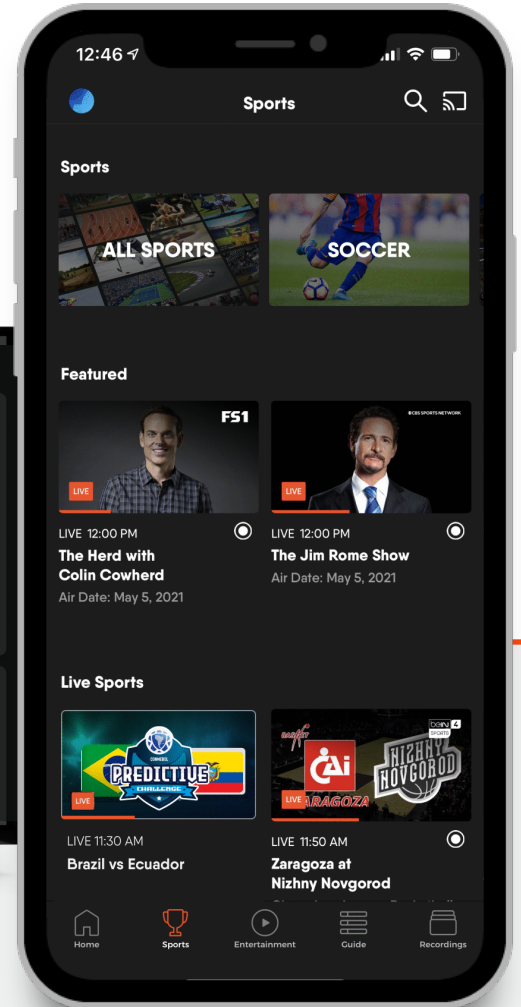
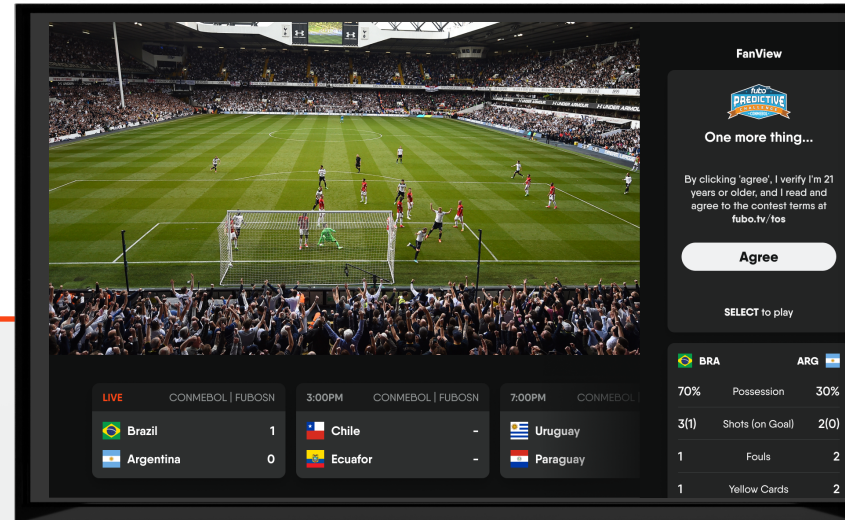
FTP is a unique interactive user experience within FanView that allows viewers to be a part of the action while their favorite games are on live!

Play directly on your TV or on your cell phone for immediate chances to win fuboTV or sponsor prizes.

Partnership Opportunities:

- Exclusive Sponsor of Predictive Challenge
- Logo Inclusion in Predictive Challenge
- Ability to Provide Prizing to FTP Winners
- Social and Email Promotion + Press Release
- In-App Pop-Ups
- Verbal Mentions in Broadcasts/Programming

Click [HERE](#) to Experience Free-To-Play on fuboTV!



Current Free-To-Play Partners:



Free-To-Play

Reach passionate sports fans when they're most engaged as a sponsor of this interactive feature.



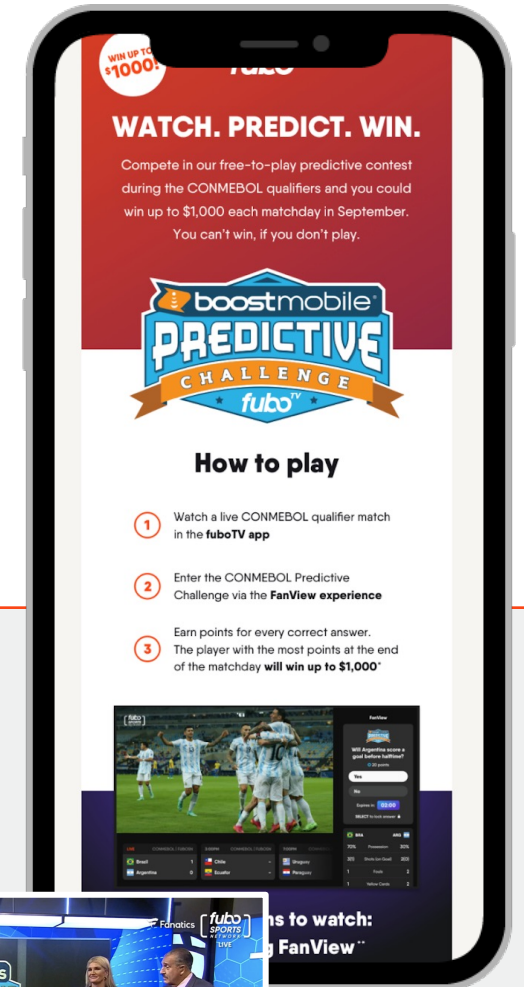
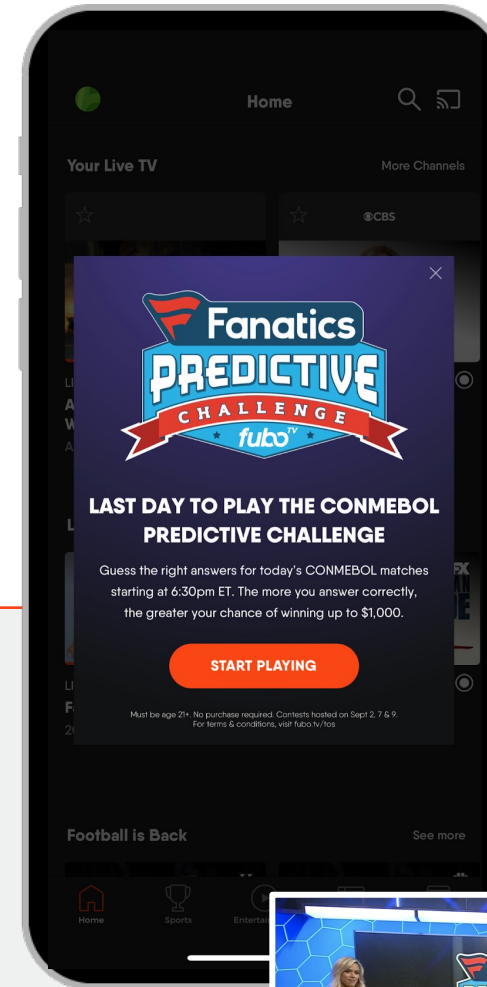
By The Numbers:

20,000+ FTP Participants Since June (CONMEBOL & LXF)

+45% Longer Viewing Sessions

Avg. of 8 Questions Answered

30% Player Retention



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