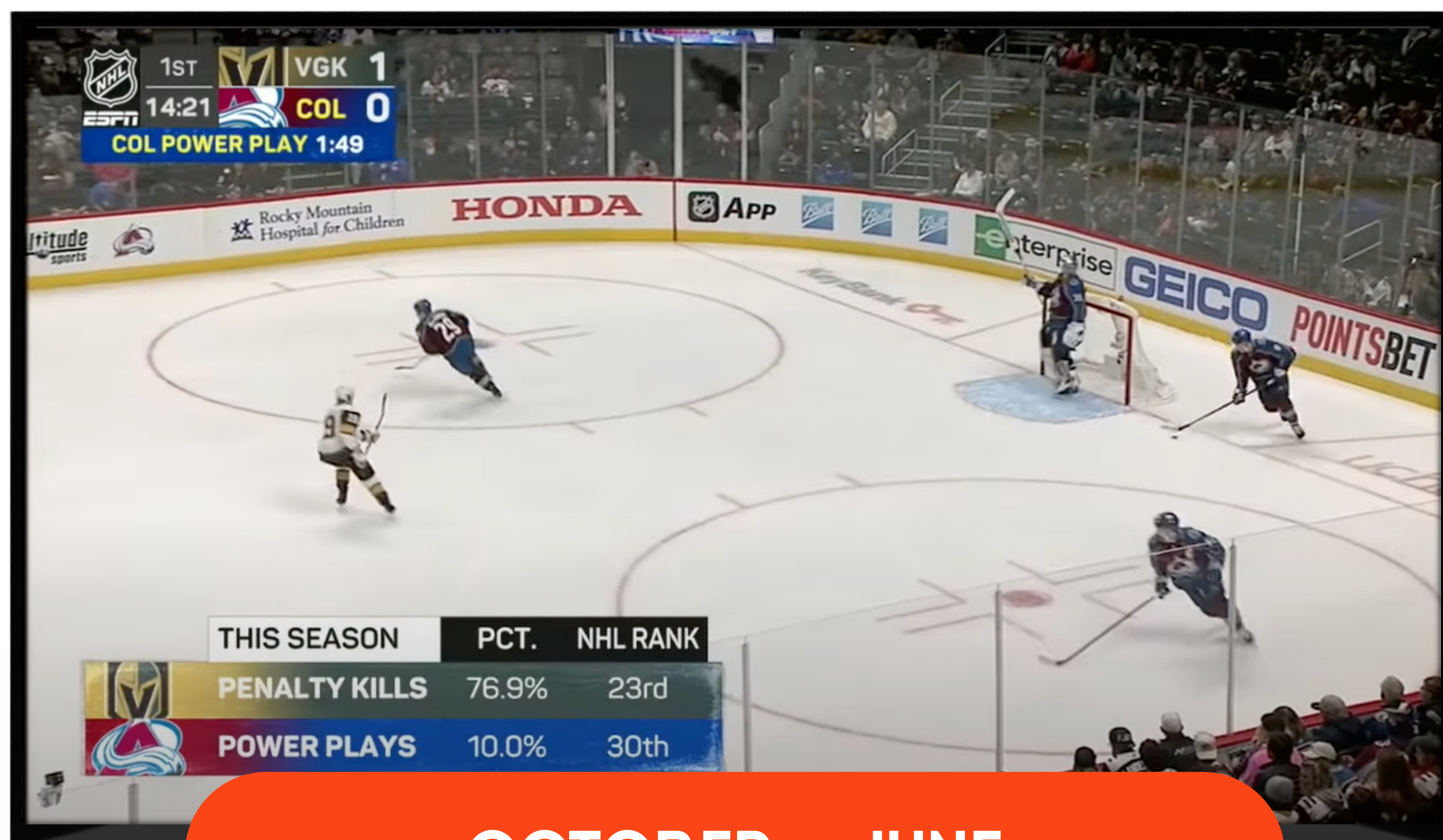


# Surround the NHL All-Season Long

Connect with hockey enthusiasts during all the live action, coverage and analysis throughout the season.



**OCTOBER – JUNE**

## AFFLUENT NHL AUDIENCE\*

**41.7**  
**Avg Age**  
 (fuboTV avg. 42.7)

**67%**  
**Male**  
 (fuboTV avg. 60%)

**\$99.1K**  
**Avg Income**  
 (fuboTV avg. \$87.5K)

**60%**  
**Married**  
 (fuboTV avg. 55%)

**45%**  
**Have Children**  
 (fuboTV avg. 43%)

**45%**  
**College Educated**  
 (fuboTV avg. 44%)



## KEY 2022-23 DATES

- Regular Season: Oct – Apr
- All-Star Game: Feb 3-4
- Playoffs: May 1 – June 30

### Premium CTV Video:

- ✓ Big Screen, Live Viewing
- ✓ Traditional TV Pods (:15s/:30s)
- ✓ Addressable & Contextual Targeting
- ✓ Activate via PG, PMP, or DirectIO
- ✓ Work with Top DSPs
- ✓ Ads are Non-Skippable

### High-Impact Sponsorships:

- ✓ High-Traffic Home Screen Banners
- ✓ Sponsored Carousels
- ✓ Branded Gaming Experiences
- ✓ In-App Pop-Ups
- ✓ Custom Content Integrations
- ✓ Social/Newsletter Extensions

## **The fuboTV Advantage\*\***

100% Authenticated – 100% HH Addressable – 100% Brand-Safe – 95% Viewed on CTV

For more information, visit us at [advertising.fubo.tv](https://advertising.fubo.tv) or email us at [advertising@fubo.tv](mailto:advertising@fubo.tv)