



Score Big with Programmatic OOH During Sporting Events

Capitalize on fan frenzy leading up to 2026's major sporting events by leveraging Place Exchange's global footprint of premium digital OOH inventory with coverage of all major cities and markets, across all major venues and formats.

292
million

fans attended a US sporting event in 2024¹

\$114
billion

spent globally on sports sponsorships in 2024²

59%

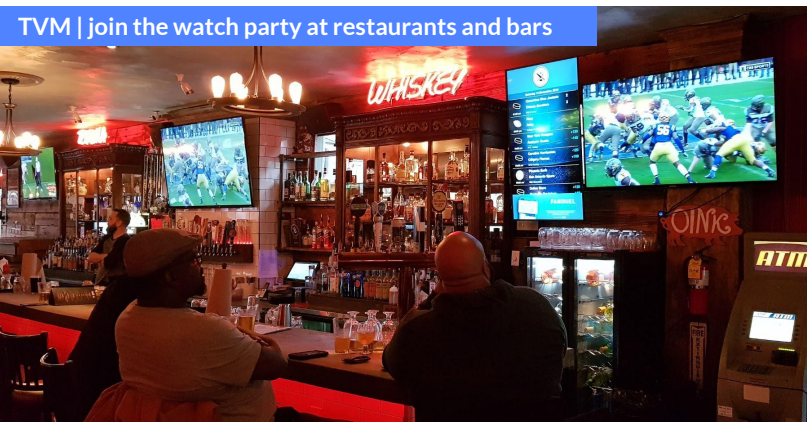
of the global population regularly follow sports³

\$554
billion

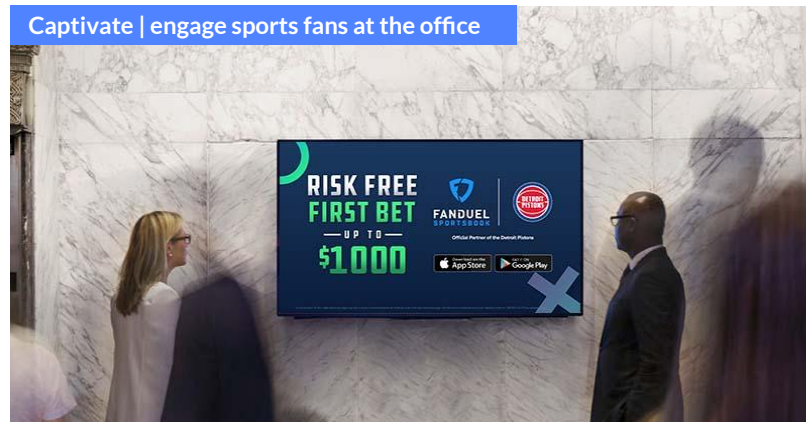
spent on sports betting in the US since it became legalized in various states⁴

Source:¹Two Sports, 2025, ²360iResearch, 2025, ³TGM Research, 2025, ⁴Legal Sports Report, 2025

TVM | join the watch party at restaurants and bars



Captivate | engage sports fans at the office



Contact sales@placeexchange.com to learn more

Target by Location & Audience

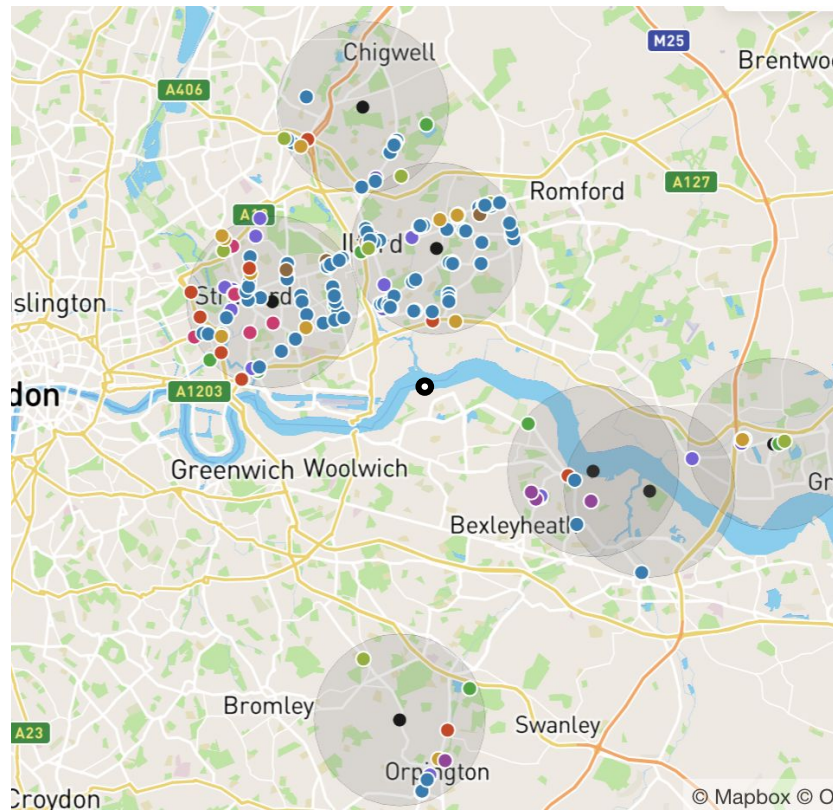
POI: Premier League Stadiums

Map showing sample inventory within 2-miles of the Premier League Stadiums in London.

- Total Screens: **288**
- Impressions (4-week): **34.5M**

Publisher Screens

Urban Panels	●
Gyms	●
Billboards	●
Bars and Pubs	●
Malls	●
Transit - Subway	●
Train Stations	●
Grocery Retail	●
Other	●
Premier League Stadiums	●



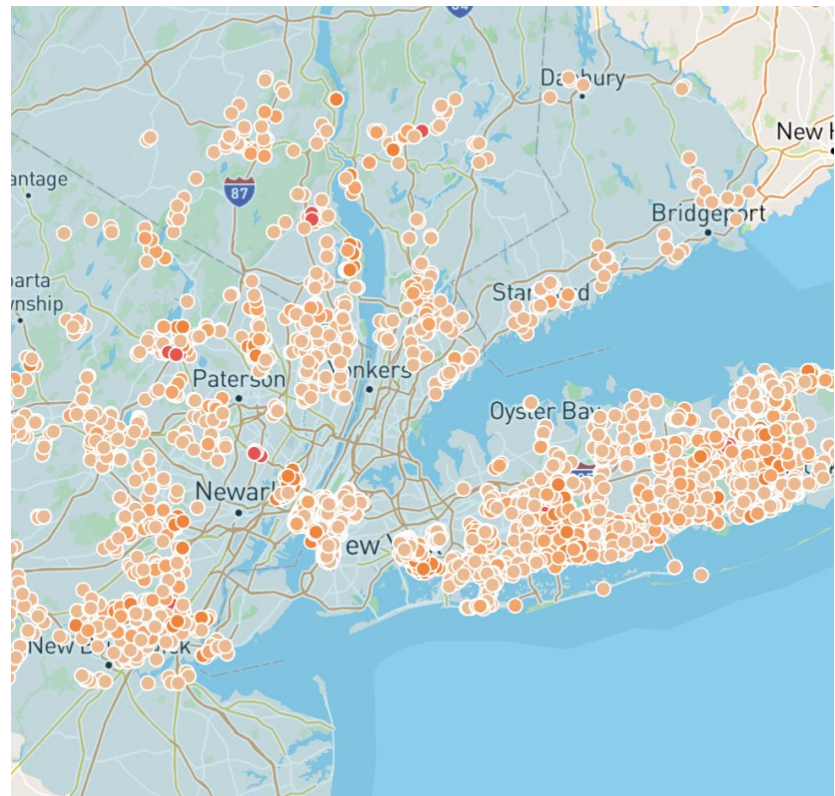
Audience: Sports Betting Enthusiasts

Map showing sample inventory in areas with a high concentration of sports betting enthusiasts in the New York DMA.

- Total Screens: **6,302**
- Impressions (4-week): **1.2B**

Screen-level Index

110-120	●
120-130	●
130-140	●
140-150	●
150-160	●
160-170	●
170-180	●
180+	●



Place Exchange enables targeting by location at any level of granularity, as well as by physical contexts, and 1st and 3rd party audiences.

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