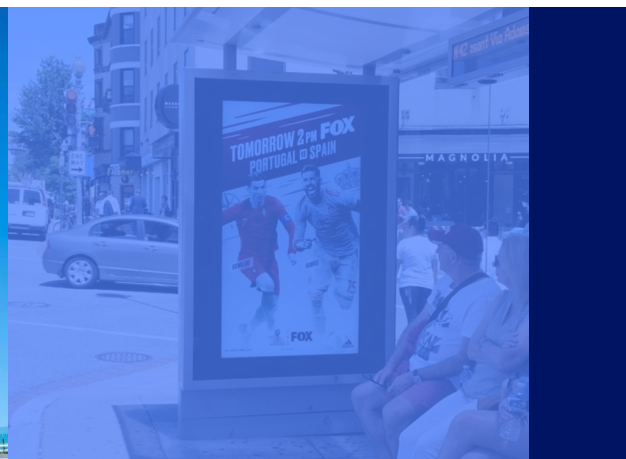




Score Big with Programmatic OOH During Sporting Events

Capitalize on fan frenzy leading up to 2027'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.

\$2.8 billion

spent on 2026 FIFA world cup sponsorships¹

2.6 billion

people followed the 2026 Winter Olympics²

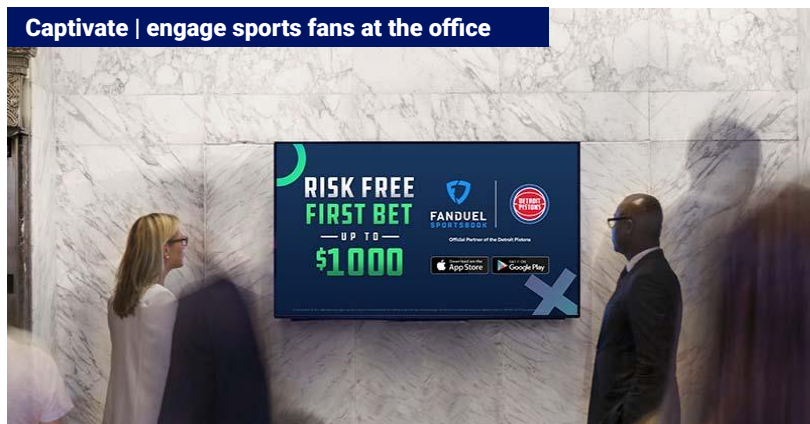
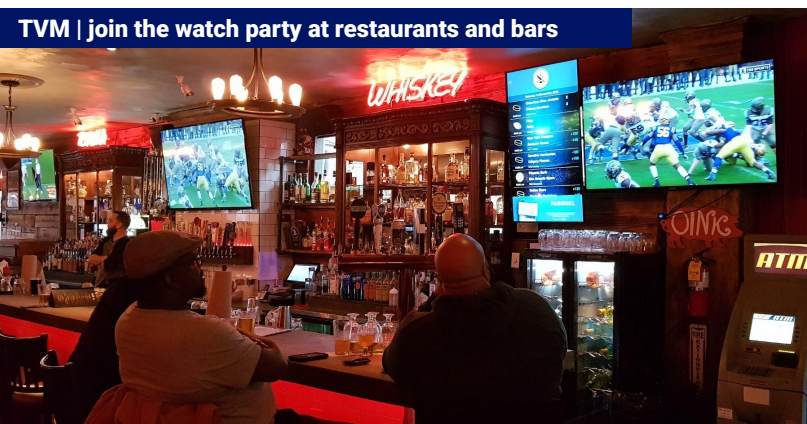
59%

of the global population regularly follow sports³

\$668 billion

spent on sports betting in the US since it became legalized⁴

Source: ¹Sportsvalue, 2026, ²Olympics.com, 2026, ³TGM Research, 2025, ⁴Front Office Sports, 2026



Target by Location & Audience

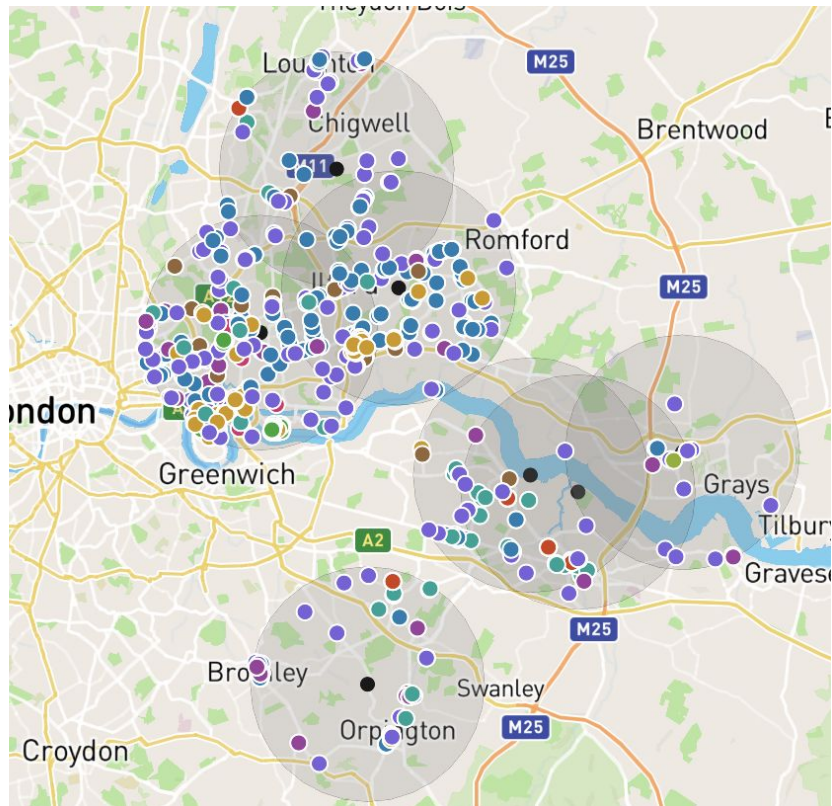
POI: Premier League Stadiums

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

- Total Screens: **1,307**
- Impressions (4-week): **684M**

Publisher Screens

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



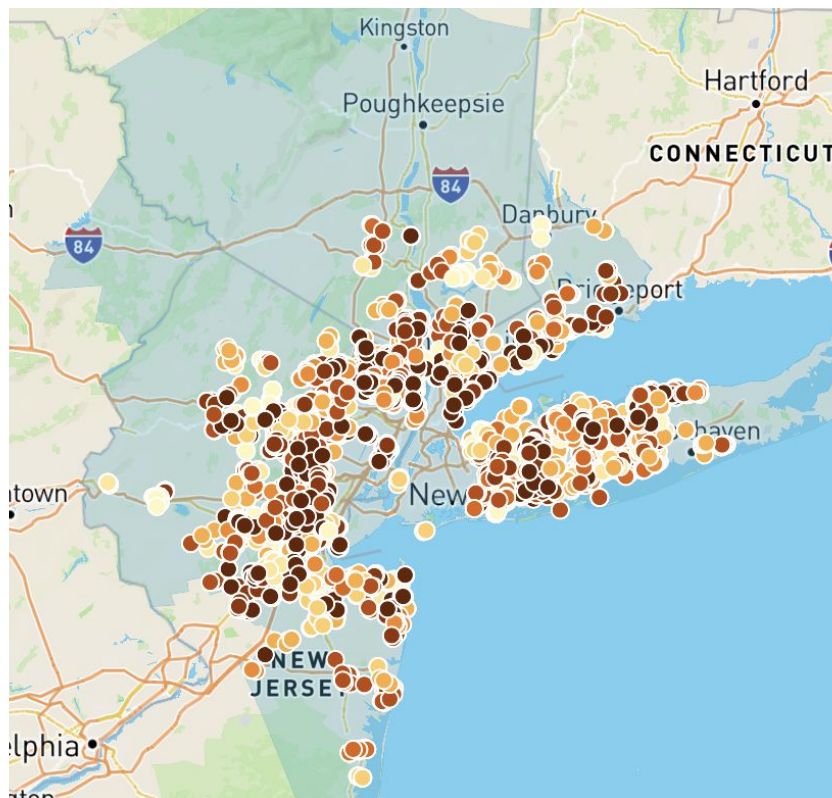
Audience: Sports Betting Enthusiasts

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

- Total Screens: **7,504**
- Impressions (4-week): **971M**

Screen-level Index

131-132	●
132-133	●
133-135	●
137-139	●
139-142	●
142-146	●
146-152	●
152+	●



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

Contact us-programmatic-sales@broadsign.com to learn more