

MARKET SNAPSHOT

# Sports on Social Video

With the Olympics coming up and games resuming in stadiums, sports is back from a pandemic-induced break - on the field and on social video.

In this market snapshot, we take a look at the top Sports creators, content opportunities, and Sports categories that advertisers were most interested in for April 2021.

## The Leading Sports Creators On Social Video

These 10 leagues and teams dominated the Sports landscape on social video.

TOP 10 GLOBAL TEAMS/LEAGUES BY CROSS-PLATFORM GLOBAL UNIQUE REACH (APRIL 2021)



Tubular Labs | Audience Ratings | De-Duplicated Cross-Platform Unique Viewers on Facebook and YouTube (based on 30-sec quality views) | Global Sports Leagues & Teams | Property and Creator level | Global Audience P13+ | April 2021

Sports media & broadcasters also reached broad global audiences.

TOP 10 GLOBAL SPORTS BROADCASTERS/MEDIA COMPANIES BY GLOBAL UNIQUE REACH (APRIL 2021)

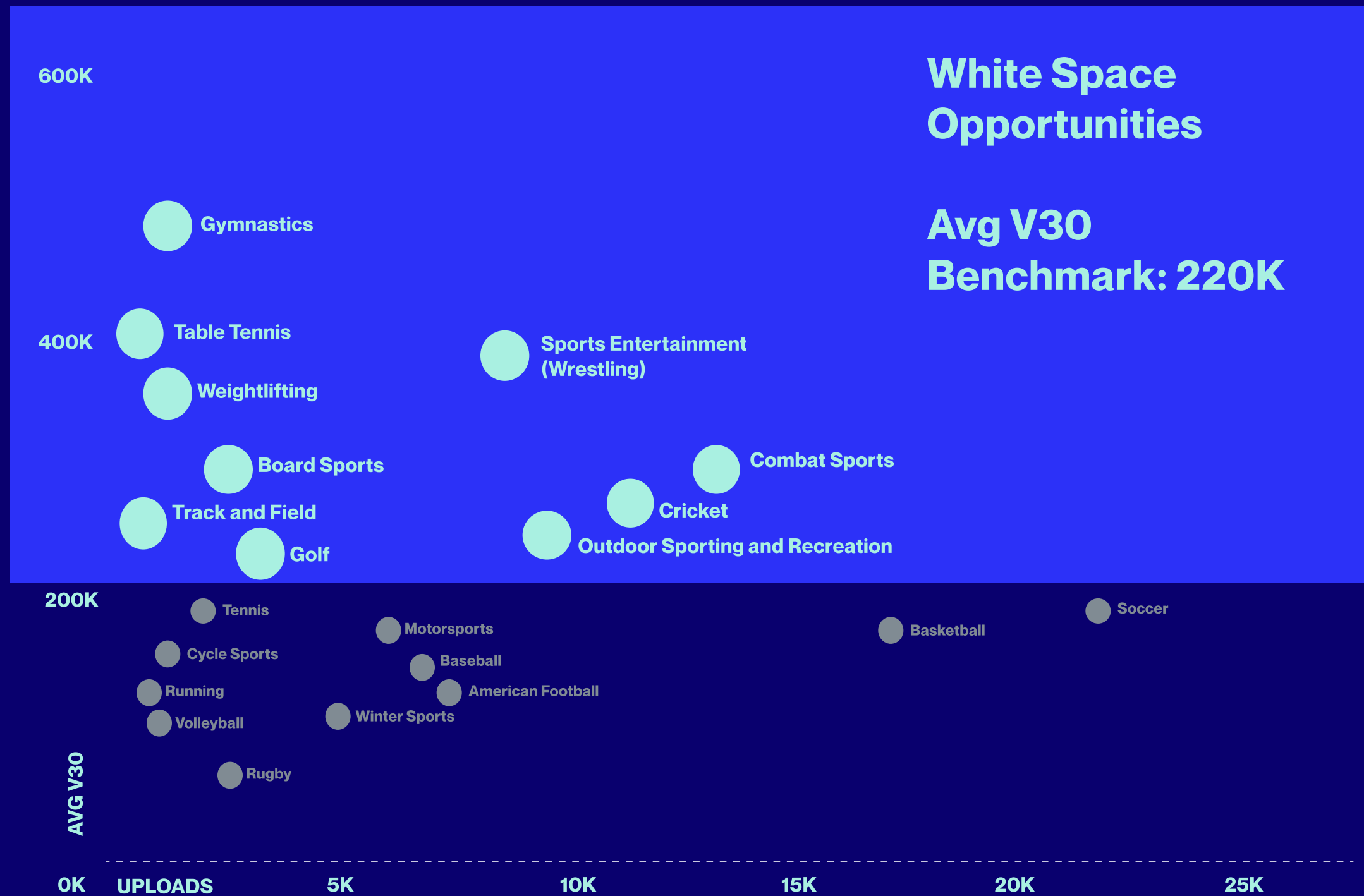


Tubular Labs | Audience Ratings | De-Duplicated Cross-Platform Unique Viewers on Facebook and YouTube (based on 30-sec quality views) | Global Sports Creators - Industry: Broadcasters, Media, and Digital First | Creator Level | Global Audience P13+ | April 2021

# What Content To Create and Who To Work With

Sports may seem crowded, but white space opportunities exist (for example, gymnastics gets high average views but few video uploads).

SPORTS CONTENT CATEGORY PERFORMANCE, LAST 90 DAYS ON FACEBOOK - AVG V30 VIEWS AND UPLOADS



Tubular Labs | Video Intelligence | Facebook | Global Media & Ent. Sports Creators | Video Category Sports | Uploads and Avg V30 Views | Videos Uploaded Last 90 Days | Data as of May 2021

Athletes are also making engaging content on social video, like these top five on YouTube.

TOP 5 ATHLETES ON YOUTUBE BY AVG V30 VIEWS - LAST 90 DAYS

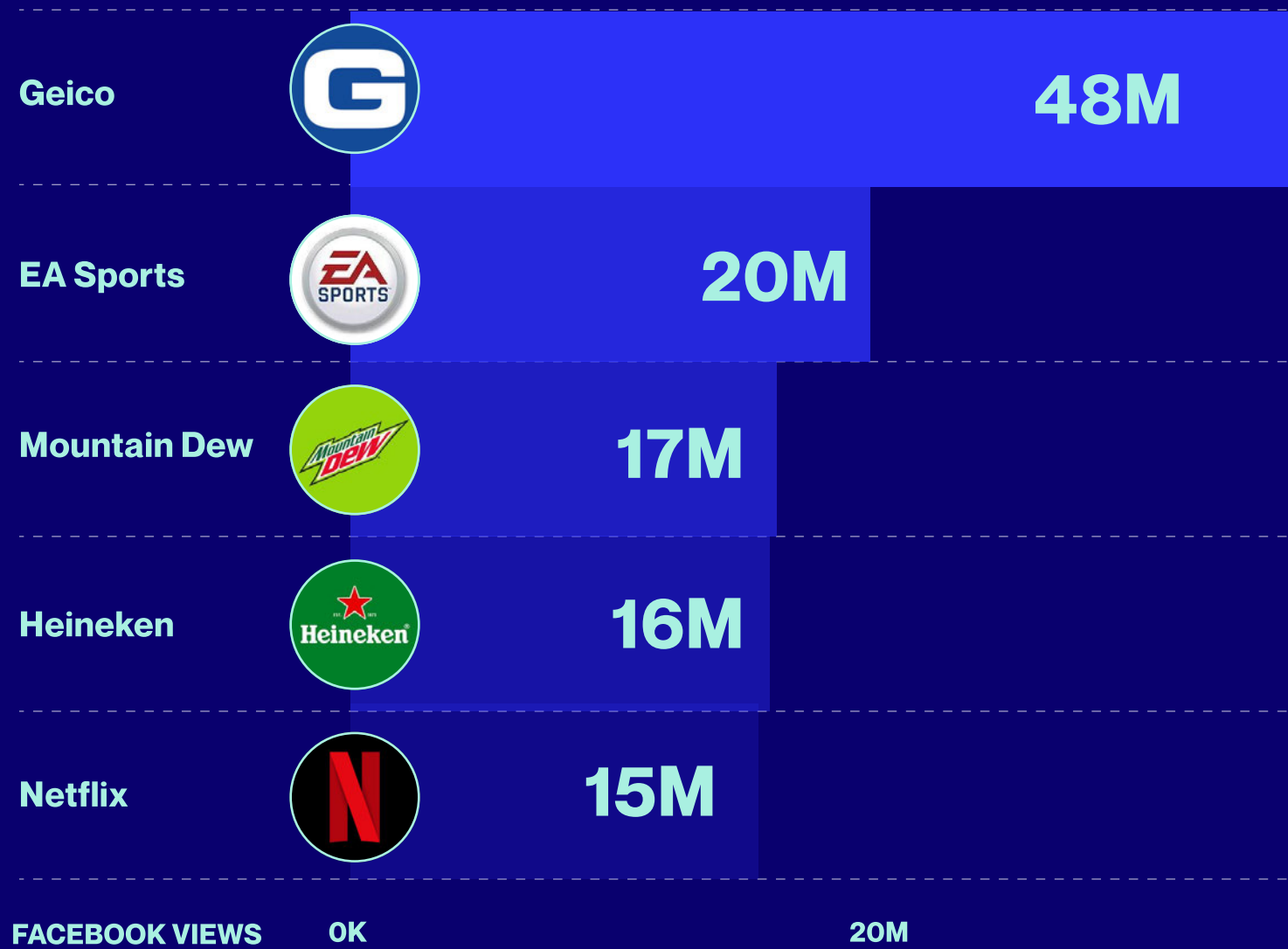


Tubular Labs | Video Intelligence | YouTube | Top Athletes (Entity Classification in Beta) | Global Sports Media & Ent. Creators | Sports Video Category | Avg V30 Views | Videos Uploaded Last 90 Days | Data as of May 2021

# How To Monetize Sports Content

**Sponsorship opportunities are huge in sports, as they are on social video. These five sponsors made it to the top on Facebook.**

TOP 5 SPONSORS BY SPONSORED VIEWS ON FACEBOOK FOR THE SPORTS GENRE



TOP CAMPAIGN



Tubular Labs | Dealmaker | Facebook | Global Sponsors | Partner Content Genre: Sports | Partner Type: Media & Ent. | Creator Level | Ranked by Sponsored Views | Videos Uploaded Last 90 Days | Data as of May 2021

**When it comes to monetizing sports content, College Basketball content delivered the highest avg. CPM, followed closely by NASCAR and WNBA videos.**

SPORTS CATEGORIES BY GLOBAL FACEBOOK CPM (APRIL 2021)



Tubular Labs | Intelligence | Avg. CPM | April 2021 | Facebook | Global | Sports

**Want more Sports insights?**  
Stay tuned for our upcoming, more detailed report.

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