



 theTradeDesk®

DON'T MISS THE MOMENT

North American Pro Leagues' Playoffs
Activation Package

2026 PLAYOFFS

Connect with fans during the most intense stretch of the playoff season

33%

of all Canadians watch live sports weekly during the playoffs

+15%

incremental lift in **ad recall** during playoffs (vs regular season)

+7%

incremental lift in **brand consideration** during playoffs (vs regular season)

14.1M

Canadians are interested and follow the NHL

9.4M

Canadians are interested and follow the NBA

The Playoffs present an always-on, surround sound opportunity for attention



Why Playoffs Matter



4-6x viewership increase vs regular season



2-3x viewership increase vs regular season

~300% surge in local audiences when a Canadian team advances

Content Consumption Habits



50-70%
co-viewing
during playoffs



70%
second-screen
during games

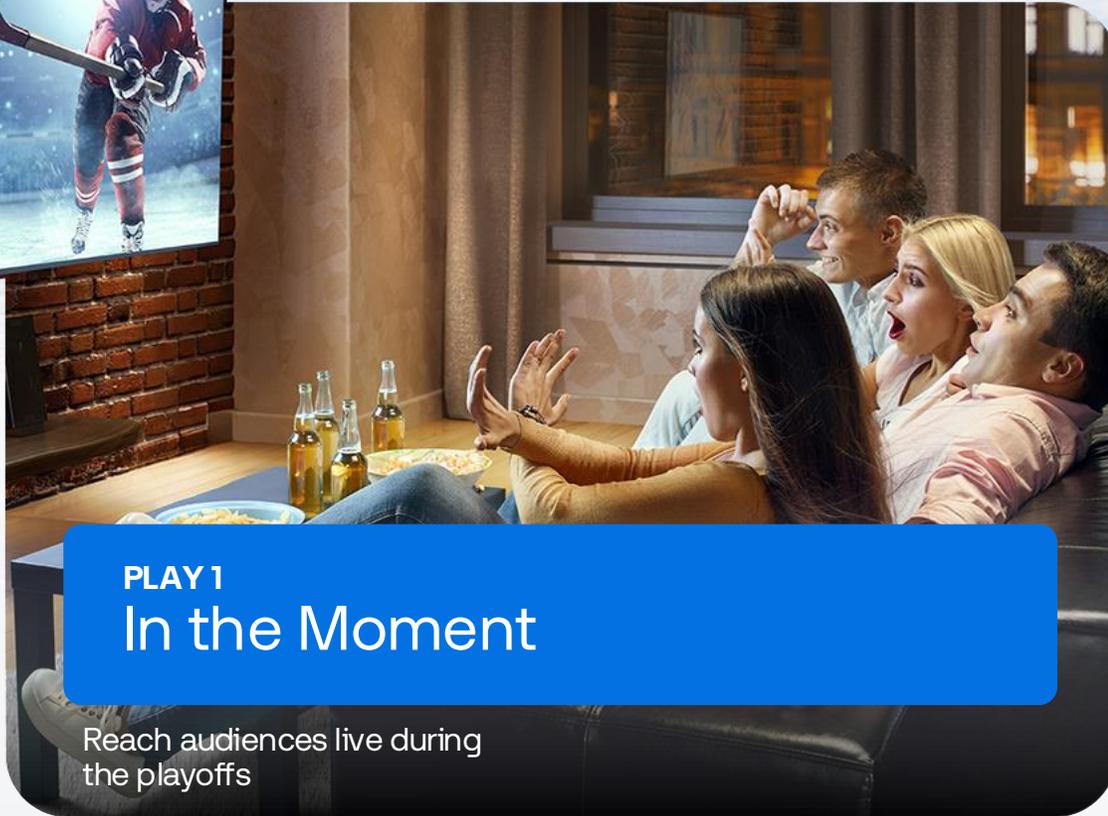
What this means for advertisers

The playoffs concentrate **attention**, **emotion**, and **cross-platform activity**, making them one of the **most efficient** opportunities for brands to break through.

LET'S GET STARTED

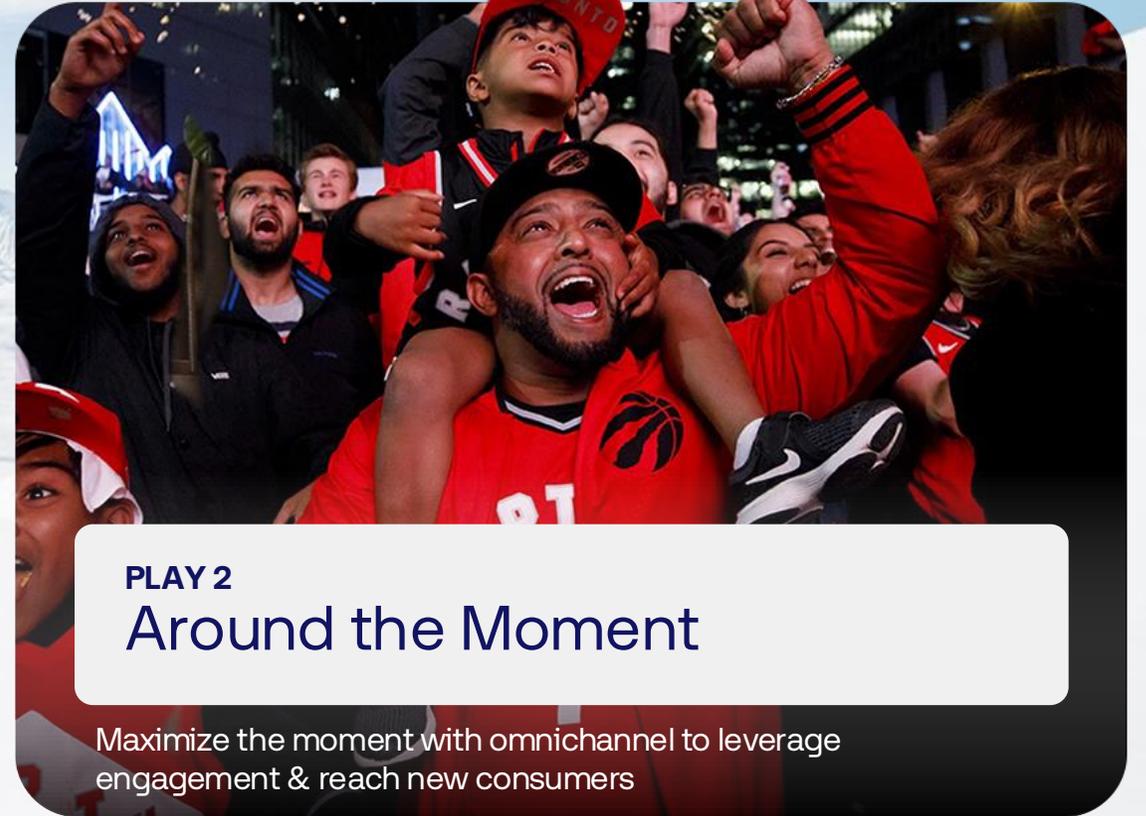
High-Attention Moments. Multiple Opportunities to Win

Before the puck drops, through every quarter and beyond the game buzzer



PLAY 1 In the Moment

Reach audiences live during the playoffs



PLAY 2 Around the Moment

Maximize the moment with omnichannel to leverage engagement & reach new consumers

Campaign setup and optimization support available from your *The Trade Desk* client service team



PLAY 1
In the Moment

Reach audiences live during playoffs



Programmatic Guarantees can run on The Trade Desk. Please connect with your publisher rep for more details on securing inventory via The Trade Desk.



Minimums apply



Access to full measurement suite



Re-engage live event exposures with subsequent messaging



Holistic frequency insights



Set up support + post-campaign analysis included

2026 Playoffs

Maximize the moment with omnichannel to leverage engagement & reach new consumers

MARCH

Leading up to the playoffs



APRIL/MAY

Surrounding the playoffs



JUNE

Post playoffs



Recommended Budget & Activation Framework

25%



Objective:
Secure efficient access to playoff-interested audiences

Channels:
CTV, OLV, Mobile & Audio

Targeting:
3PD audience targeting across channels
Contextual KW targeting for OLV & Mobile

55%



Objective:
Maximize impact during peak fan attention and engagement

Channels:
CTV, DOOH, OLV, Mobile & Audio

Targeting:

- High-impact placements during game days across CTV, DOOH and Audio
- Audience targeting for OLV and Mobile

20%



Objective:
Extend reach and drive efficiency after peak moments

Channels:
OLV, Display & Mobile

Targeting:

- Retarget audiences exposed during playoff moments

Advanced Audience + Content Targeting that gives you the Advantage

MARCH Leading up to the playoffs> APRIL/MAY Surrounding the playoffs> JUNE Post playoffs



Playoff Researcher Audience:

Users researching the playoffs 3+ times per week leading up to the series.

Sports Fans:

Reach avid sports fans as they consume their regular news, forums and podcasts leading up to the playoffs.

Social Extension: Content Play

Use trending playoff hashtags to reach consumers engaging with the same content across the open web.

Creative Play

Scale social/influencer assets across the open internet

Playoff Content

Get your message on relevant content using custom contextual targeting.

Main Event Exposures:

Retarget users who saw your ads during live playoff coverage after the series to re-enforce your message.

CTV: Reach fans when attention is highest

PLAY 1: In the Moment

Leverage Programmatic Guaranteed deals to deliver high-impact CTV placements live during the playoffs.

Contact your publisher rep for more detail on inventory availability.



• ROGERS



• TSN SN

PLAY 2: Around the Moment

Utilize pre-negotiated, always-on PMP deals to reach sports fans through third-party and custom audience targeting across premium CTV inventory before, during and after playoff games:

3PD Segments: Interest & Affinity (Sports, NBA, NHL...)

Historic Footfall: Frequently visited NBA/NHL arenas

Retail Data: Have recently purchased NBA/NHL merch

Site & App Data: Frequently visit NBA/NHL/sports apps and sites

HIGHLIGHTS &
COMMENTARY



38%

of sports fans watch supplemental sports content during the playoff season



Capture and re-engage exposed audiences with Player-Event Retargeting

DOOH: Drive real-world visibility

PLAY 1: In the Moment

Capture fans in the real world with premium DOOH partners and publishers across Canada



PLAY 2: Around the Moment

Activate across programmatic deals spanning premium DOOH inventory across Canada's most impactful real-world environments

Stadiums: Reach fans in and around live sporting venues during peak event moments.

High foot traffic locations: Deliver scale in high-density environments like Transit, Downtown cores, etc.

Sports Bars/Entertainment: Engage audiences in social viewing and entertainment environments

Audience Targeting: Target billboards and locations that index high towards sports fans

DOOH



74%

of Canadians recall OOH advertising, second only to TV in overall ad awareness.



Capture and re-engage exposed audiences with Player-Event Retargeting

Audio: Capture engaged listeners

PLAY 2: Around the Moment

Amplify your messaging and maximize reach with net-new users on premium audio inventory



Utilize different market type deals to reach sports fans and playoff viewers by targeting third-party/custom audiences, relevant podcasts and exposed users:

Podcast targeting: Sports fans are 2.55x more likely to stream podcasts. Target podcasts related to Sports, Playoffs, Fantasy, etc.

Audience targeting: Interest & Affinity (Sports, NBA, NHL...), Historic Footfall, Retail Data and Site/App data

PODCASTS



20%

of sports fans listen to sports-related podcasts during the playoff season



Capture and re-engage exposed audiences with Player-Event Retargeting

OLV/Display: Extend reach across the open internet

PLAY 2: Around the Moment



Activate across the open exchange, SP500+ and our pre-negotiated PMP deals, spanning premium Canadian publisher inventory across devices

3PD Audience targeting: Interest & Affinity (Sports, NBA, NHL...)

Contextual/Custom targeting: Target audiences based on content consumption habits related to sports-content (KW lists available)

Custom audiences: Historic footfall at stadiums, Retail purchase data and frequent Site & App visitation

DISCUSSION FORUMS



24%

of sports fans consume sports-related content across the open internet during the playoff season

SPORTS NEWS



18%

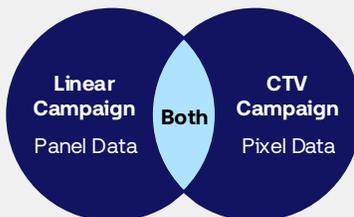


Capture and re-engage exposed audiences with Player-Event Retargeting

Measure for impact

Incremental Reach

Demonstrate the percentage of households that were only reached by CTV and not reached by linear TV. Measure incremental HH reach through Audio as well



Brand Lift

Understand how your campaigns are driving awareness, consideration, purchase intent, ad recall and favorability



Business Outcomes

Leverage your IPD to understand the impact on your KPIs, including sales lift, ROAS, CPA and more



Inferred Brand Intent & Pulse Monitoring

IBI: Measure if your audience is researching content related to your brand immediately after exposure



Pulse: Monitor brand sentiment based on content being consumed. Analyze how your brand and competitors are perceived (negative, neutral, positive).



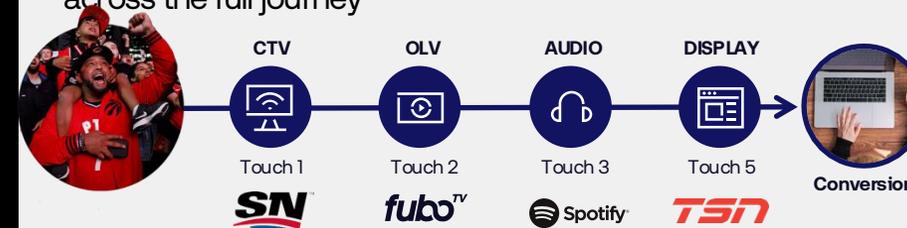
Retail Sales

Connect campaigns to online and in-store sales with closed loop measurement with Loblaws



Path to Conversion

Understand channel effectiveness in driving conversions across the full journey



Why The Trade Desk for your 2026 Playoffs Activation?

-  Leverage Player-Event Retargeting to re-engage fans across household devices
-  Access Playoff inventory via Programmatic Guaranteed and always-on PMP deals
-  Target custom Playoff audience segments and content strategies unique to The Trade Desk
-  **ADDED VALUE:** Free managed service available
-  **ADDED VALUE:** Post-campaign wrap up report and insights provided at end of the flight



Activate today



CTV



3PD Segments:

Interest & Affinity (Sports, NBA, NHL...)

Historic Footfall:

Frequently visited NBA/NHL arenas

Retail Data:

Have recently purchased NBA/NHL merch

Site & App Data:

Frequently visit NBA/NHL/sports apps and sites



AUDIO



Podcast targeting:

Target podcasts related to Sports, Playoffs, Fantasy, etc.

Audience targeting:

Interest & Affinity (Sports, NBA, NHL...)

Historic Footfall:

Sport fans who have been to stadiums and games

Retail Data:

Audiences purchasing relevant merch/products

Site/App data:

Frequently visit related apps and sites



DOOH



Radius-targeting Stadiums:

Reach fans in and around live sporting venues

High foot traffic locations:

Deliver scale in high-density environments

Sports Bars/Entertainment:

Engage audiences in social environments

3PD Audience Targeting:

Target billboards and locations indexing high towards sports fans



OLV/DISPLAY



3PD Audience targeting:

Interest & Affinity (Sports, NBA, NHL...)

Contextual/Custom targeting:

Target audiences based on content consumption habits related to sports-content (KW lists available)

Custom audiences:

Historic footfall
Retail data
Site & App Data

Player-Event Retargeting: Capture and retarget exposed audiences

Incremental Reach

Brand Lift

Business Outcomes

IBI & Pulse Monitoring

Retail Sales Attributions

Path-to-conversion



 theTradeDesk®

EMBRACE THE PASSION!