

The logo for theTradeDesk, featuring a stylized circular icon with a vertical line through it, followed by the text "theTradeDesk" in a sans-serif font.

theTradeDesk®

PREMIUM MOMENTS AT SCALE

How digital advertising
wins with live sports

February 2026



Today's Program

01

The warm-up

Canada's biggest sports year and how
The Trade Desk gets you in the game

02

The home run

Strategies that win you the game and
how to get started

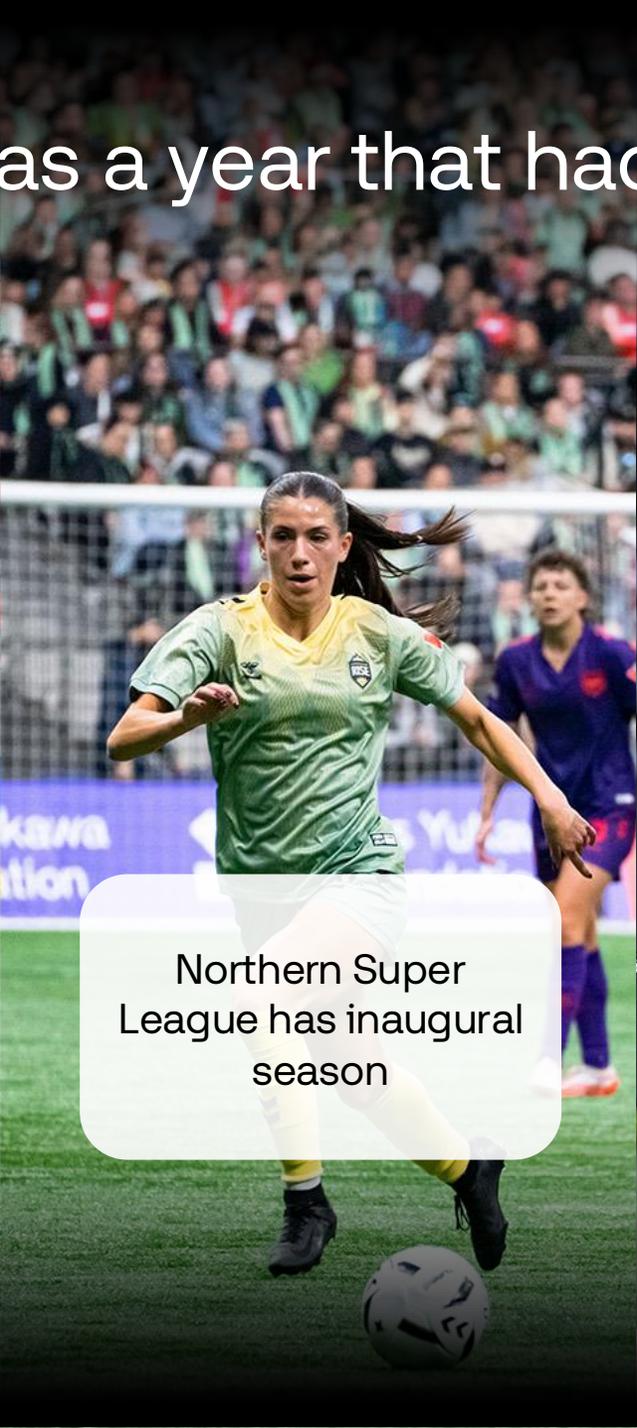
The sports world
has shifted -
culturally,
commercially, and
technologically



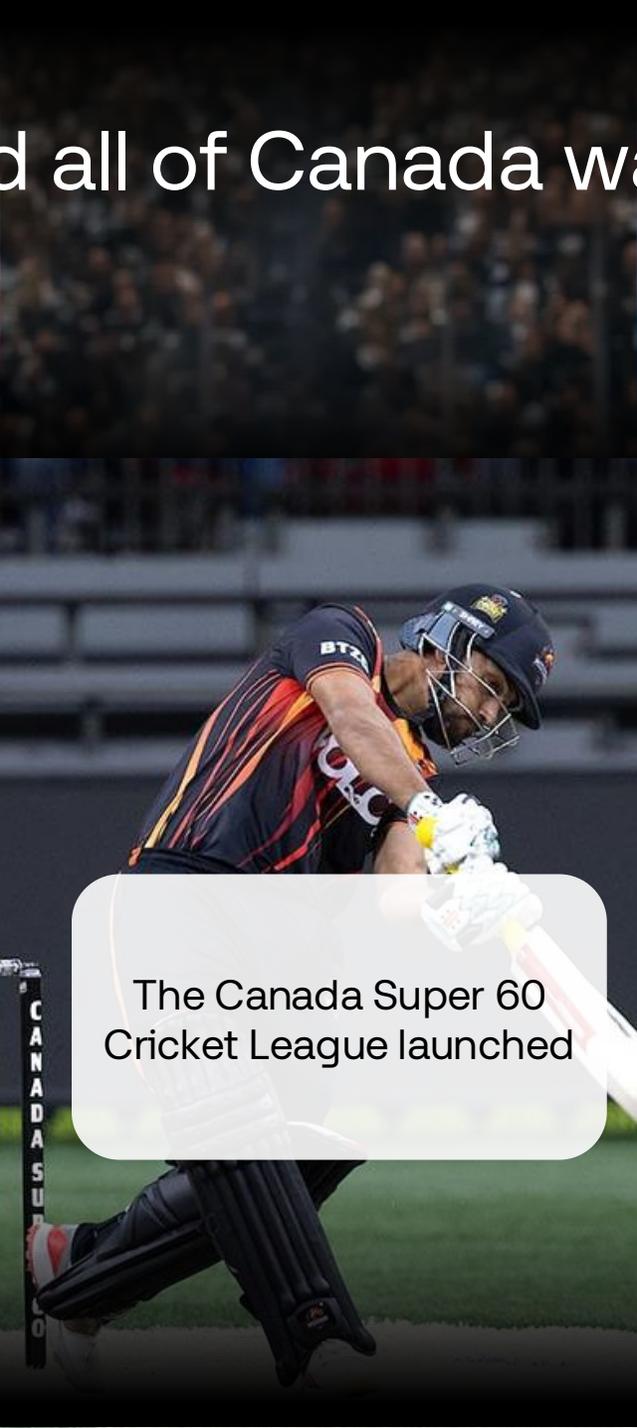
2025 was a year that had all of Canada watching



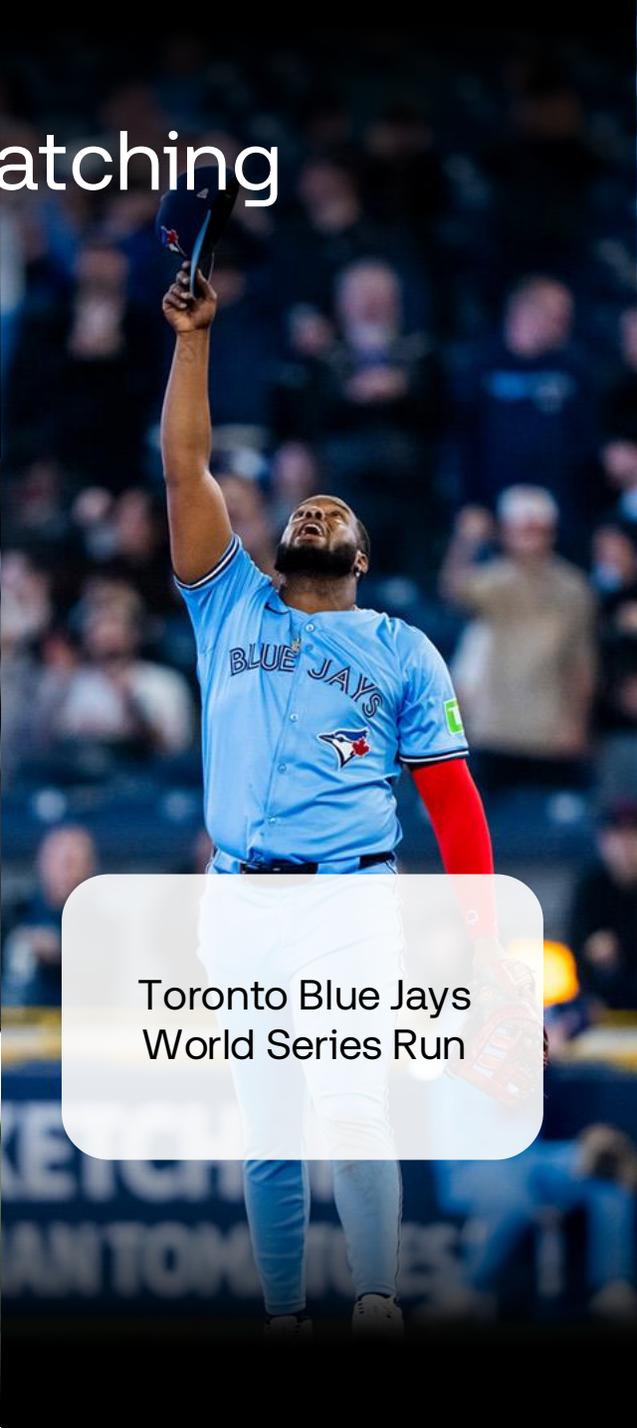
Four Nations Hockey tournament



Northern Super League has inaugural season

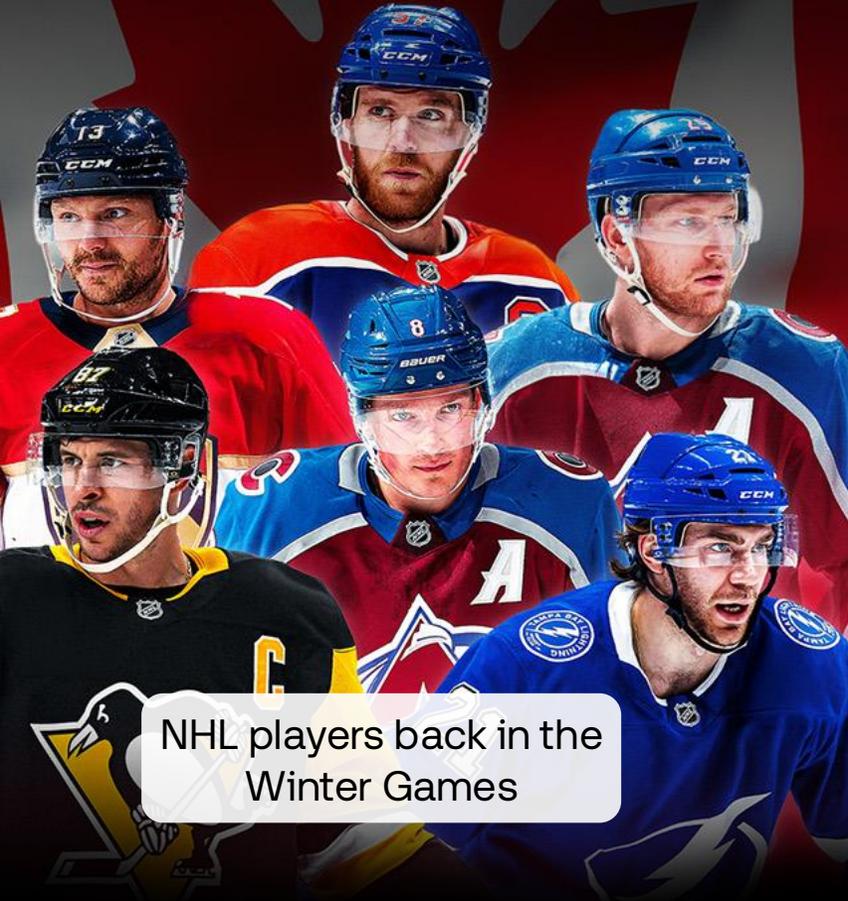


The Canada Super 60 Cricket League launched

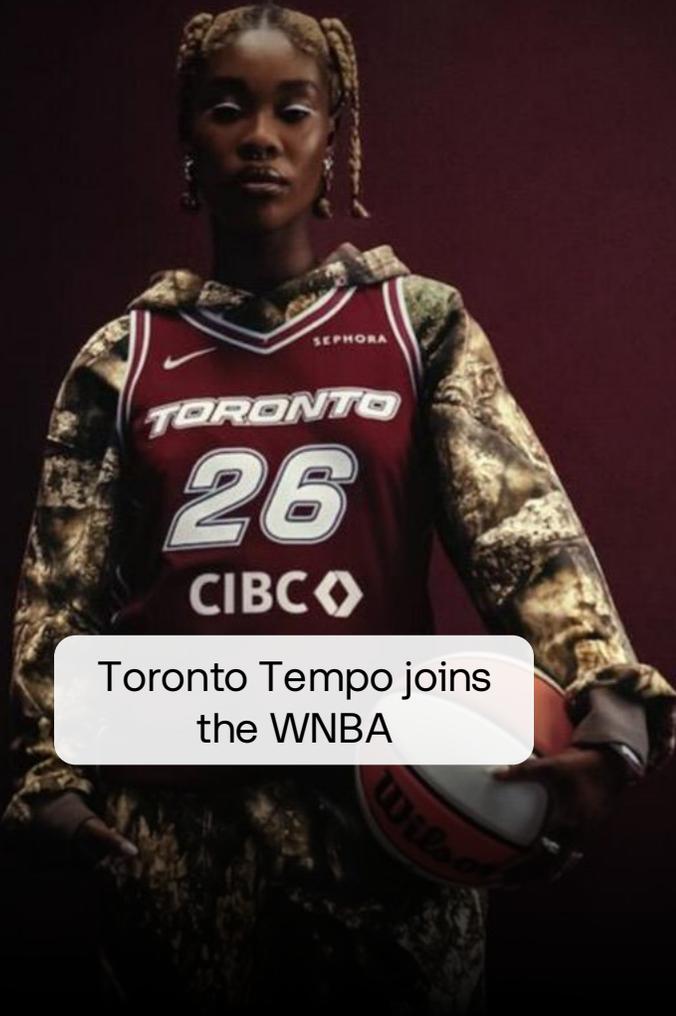


Toronto Blue Jays World Series Run

...and 2026 will build on Canada's sports momentum



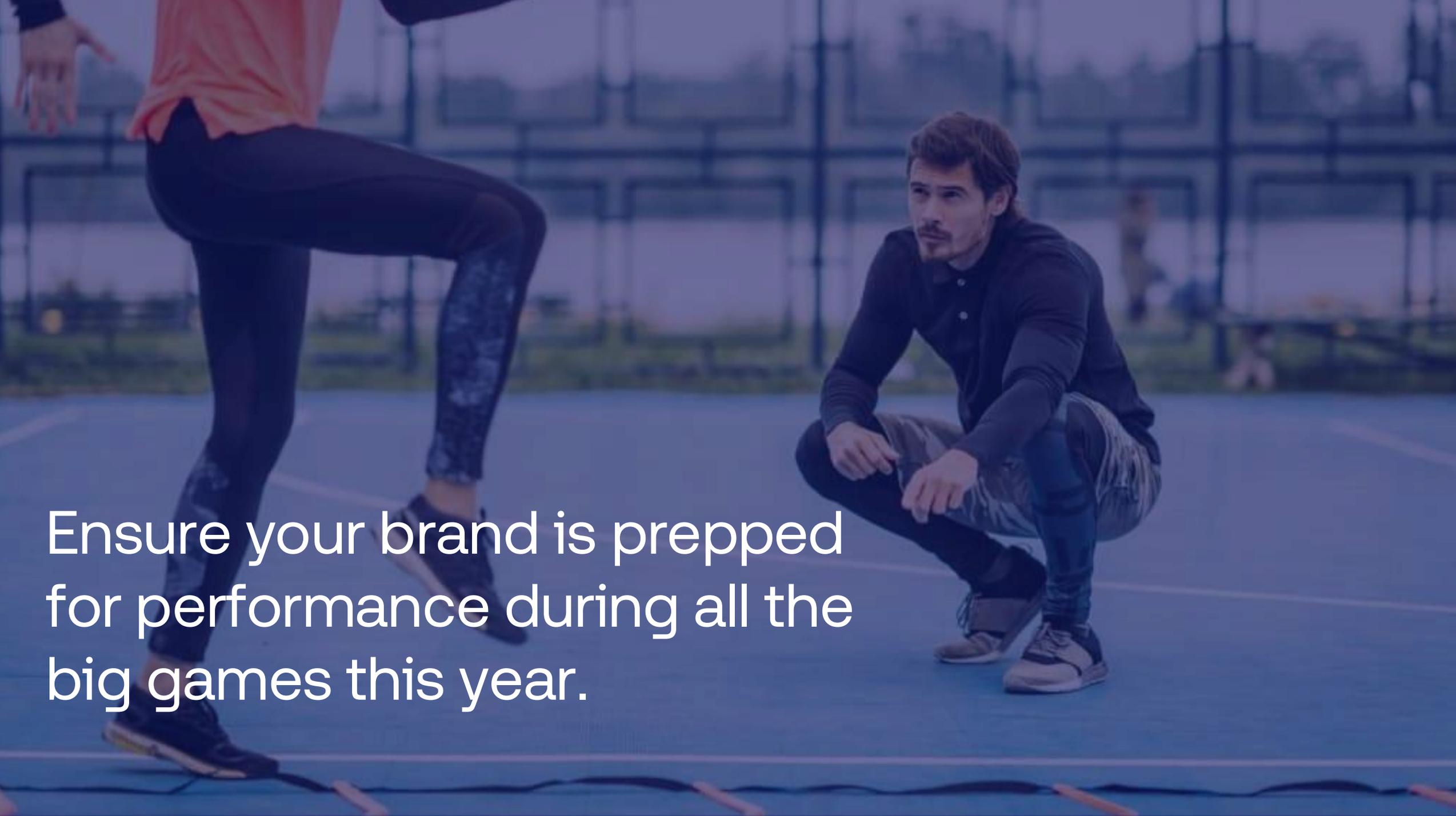
NHL players back in the Winter Games



Toronto Tempo joins the WNBA



International soccer matches hosted in Toronto & Vancouver



Ensure your brand is prepped for performance during all the big games this year.

The Trade Desk's top priority is to help you win



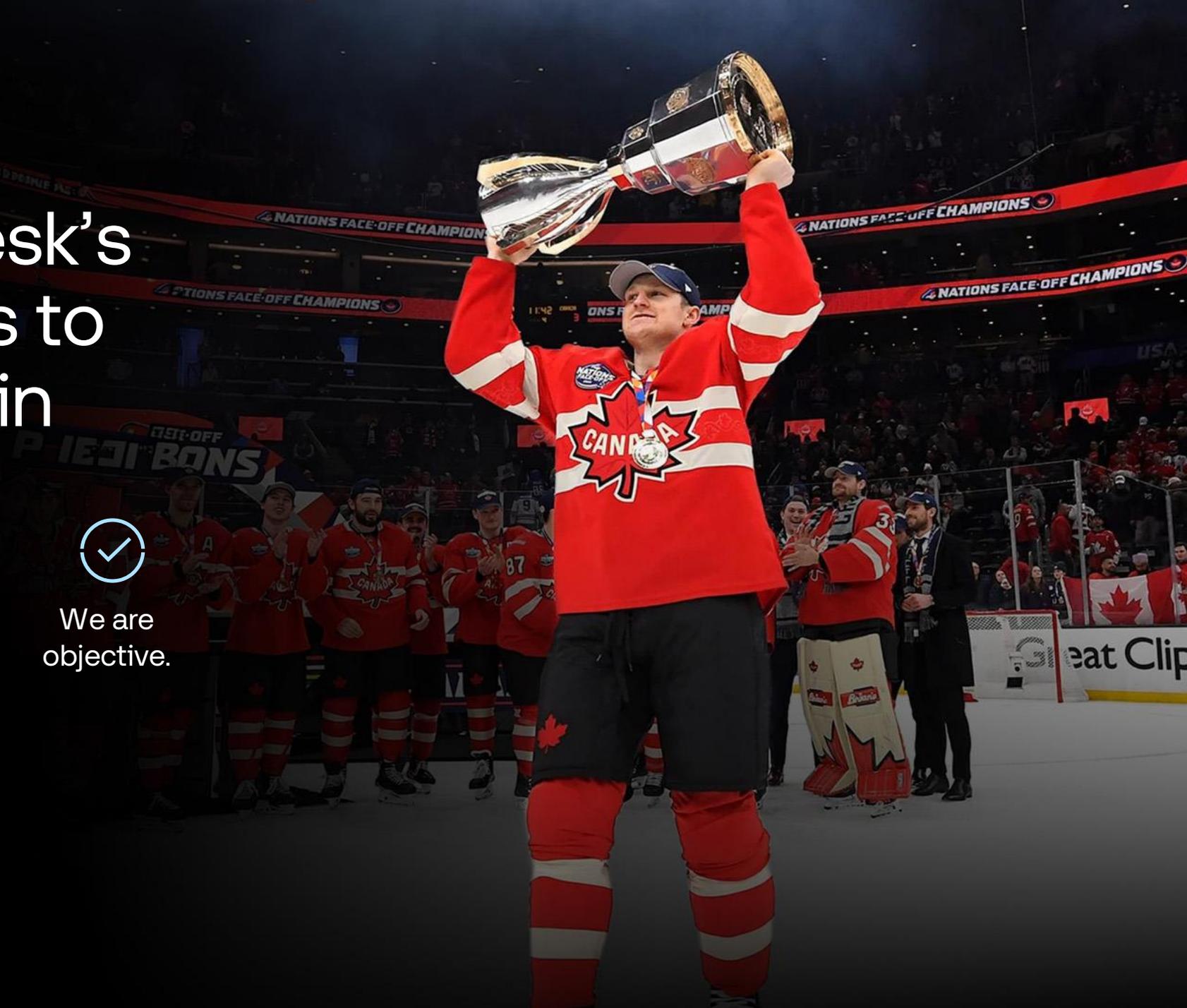
We don't own
inventory.



We don't
own data.



We are
objective.



Our Bench is Stacked in your Favour



Partnerships

We partner with Canada's most premium publishers so you can buy everything in one place.



Product

We've built tools that make activation flexible and execution seamless.

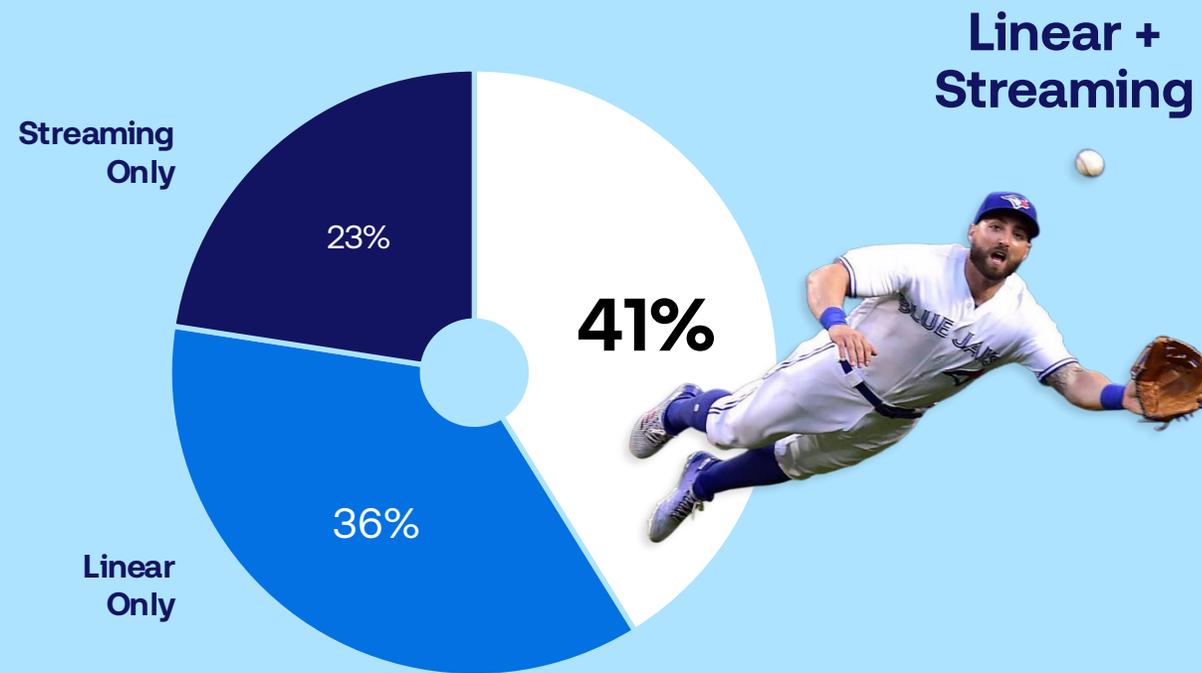


Support

Best-in-class service to help you plan, activate, and measure performance every step of the way.

Reaching Canada's Sports Fans takes a Cross-Platform Playbook

Sports Fans Combine Linear TV and Streaming to Get Their Live Sports Fix



- Linear & Streaming
- Linear Only
- Streaming Only

% of Live Sports viewers in Canada on how they watch live pro sports events

PARTNERSHIPS

Premium Sport Publishers that Deliver Scale and Quality

The Trade Desk Bench



H1 2026 CANADA LIVE SPORTS

In-game, Live Sports access with The Trade Desk

FEBRUARY

MARCH

APRIL

MAY

JUNE

TENTPOLES

 Super Bowl LX
(Pre-Game Coverage)

 Winter Games

 All-Star Weekend

 ICC Men's T20
World Cup

 March Madness

 ICC Men's T20
World Cup

 Stanley Cup Playoffs

 NBA Playoffs

 Masters Tournament

 Stanley Cup Playoffs

 PGA Championship

 PWHL Playoffs

 Stanley Cup Playoffs

 2026 World Cup

 Wimbledon

ALWAYS ON



Access the most impactful creative formats in Live Sports through The Trade Desk

% of fans that notice sponsor logos or ads while watching/attending/following sports



Q: Where do you notice sponsor logos or ads while watching/attending/following sports?

SOLUTIONS FROM THE TRADE DESK

Stretch your **Social Creative** further during Sports' Biggest Moments

Streaming and TV



High impact display



Measure the impact of your **Live Sports** ads in real time



Brand Lift

How are my live sports ads driving lift in key branding metrics?



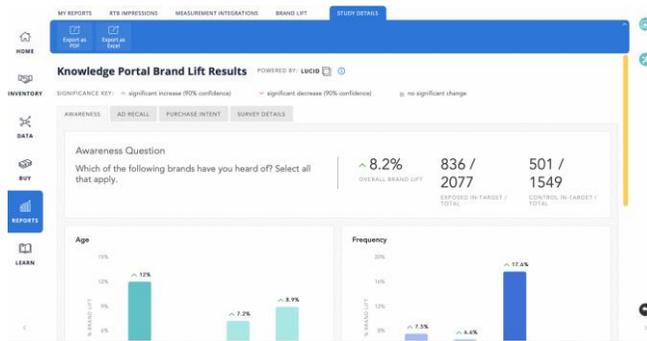
Brand Impact

Are my live sports ads influencing consumers to learn more about my product or service?



Brand Sentiment

How has the sentiment toward my brand and competitors changed throughout the season?



Before

Analyze browsing behavior an hour before



Ad exposure

User sees brand ad on live sports content

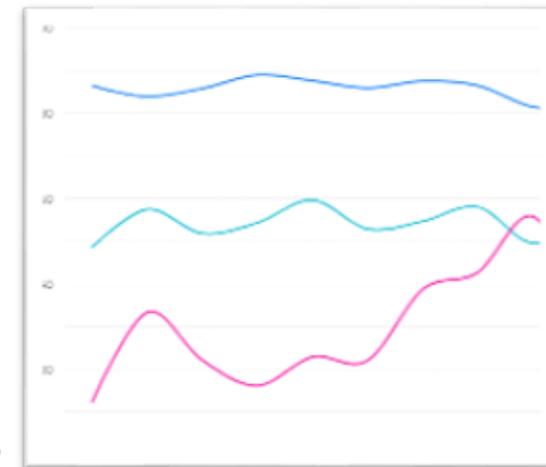


After

Compare browsing behavior an hour after

Positive

Negative



The Home Run

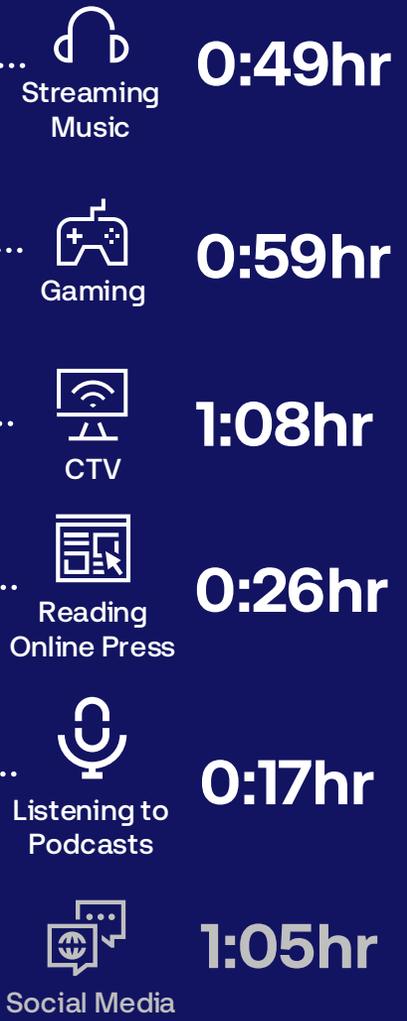


A sports strategy
isn't just tentpole
events anymore



it's 24/7
fandom
across all
channels

The Trade Desk connects brands to where Canadians spend **70% of their time online**



70% of time spent on The Trade Desk accessible channels

LET'S GET STARTED

A proven playbook to drive success with the Live Sports Before, During and After the Excitement



PLAY 1
The Main Event

Reach consumers live throughout the live event.



PLAY 2
Surround Sound Engagement

Maximize the moment across the full omnichannel journey before, during, and after the live event.

Set up and optimization support available from your The Trade Desk client service team



PLAY 1
The Main Event

theTradeDesk®

Be in the Game

NHL
ROGERS.

NBA
TSN SN

adidas
BellMedia



Leverage PG or PMP deals with publishers to deliver high-impact CTV placements during live events.

Benefits of Programmatic Execution:



Access to full measurement suite



Re-engage exposed users in another channel



Holistic frequency



Set up support + post-campaign analysis

theTradeDesk®

Maximize Impact throughout the Sports Journey

MAY/JUNE

Leading up to the Event



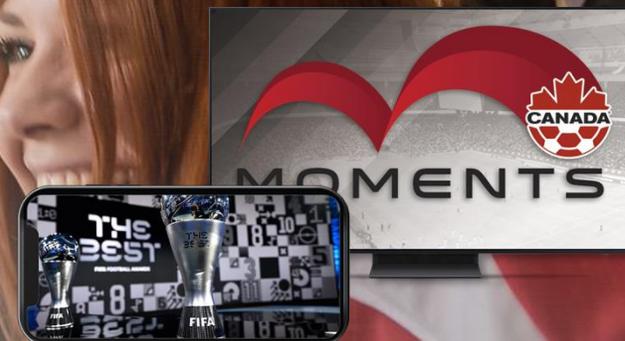
JUNE/JULY

During the Event



JULY

After the Event



Recommended Budget & Objective

25%



Objective:

Drive awareness and consideration of your brand while audiences are getting ready for the games

55%



Objective:

Maximize impact during peak fan attention and engagement

20%



Objective:

Extend reach and drive efficiency after peak moments

Stand Out with Audiences Built Just for You

MAY/JUNE

Leading up to the games



JUNE/JULY

Surrounding the games



JULY

Post games



**Soccer
Researcher**



Sports Enthusiasts



Trending Content



Location-Based



**Main Event
Exposures**

...and there's more!

Maximize your live sports investment with **complimentary** managed service or insights from The Trade Desk in 2026



Be the **first to know** what's next in Live Sports!



Scan the QR code above to be added to our Early Access List and receive a personalized follow up from The Trade Desk



 theTradeDesk®

Thank you for tuning in!

