



theTradeDesk®

# DON'T MISS THE MOMENT

Winter Sports Global Tournament  
Activation Package

# Connect with Canadians during the most anticipated event of the winter



of all Canadians plan to follow the upcoming winter games in some way



say they are more likely to notice a brand if they sponsor or advertise with their favourite team or athlete



will tune into Sports News outside of the live winter games events

# Hockey Heats Up: NHL Players Rejoin the winter games after a 12-Year Break



Fans will be tuning into more than just the winter games live:

HIGHLIGHTS



67%

SPORTS NEWS



51%

RELAY GAMES



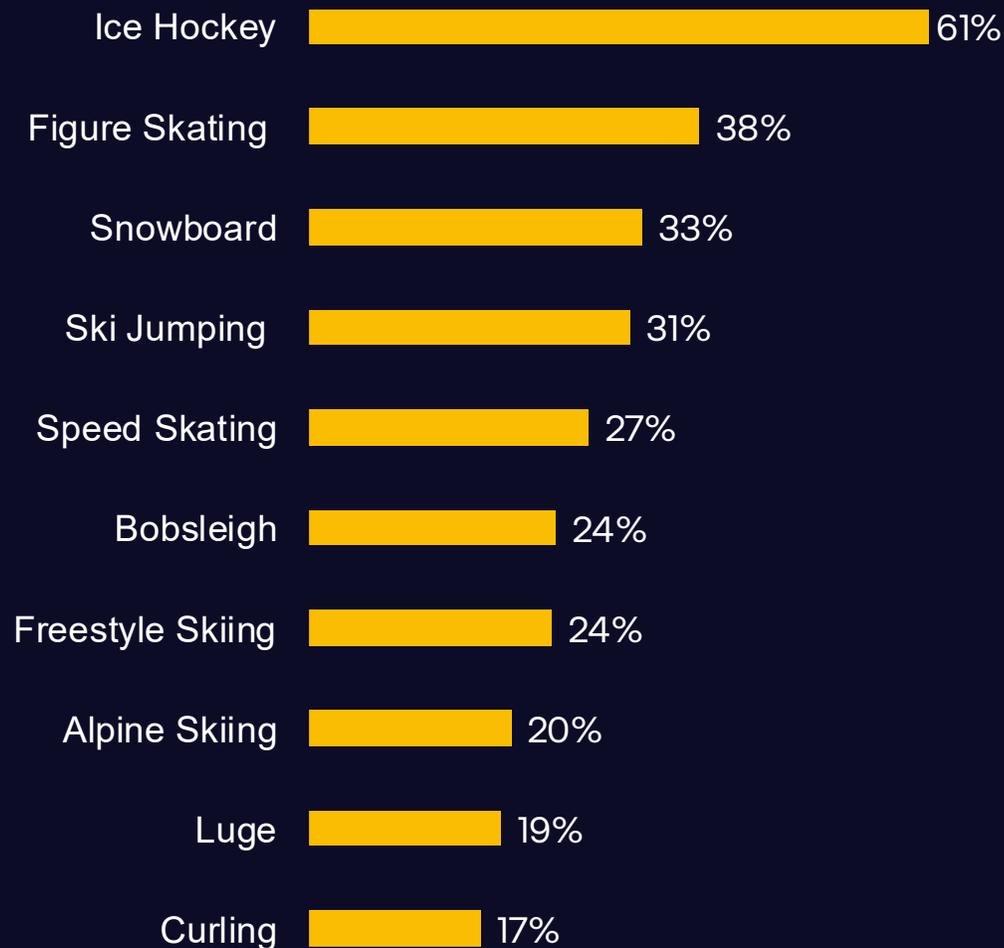
33%

DISCUSSION FORUMS



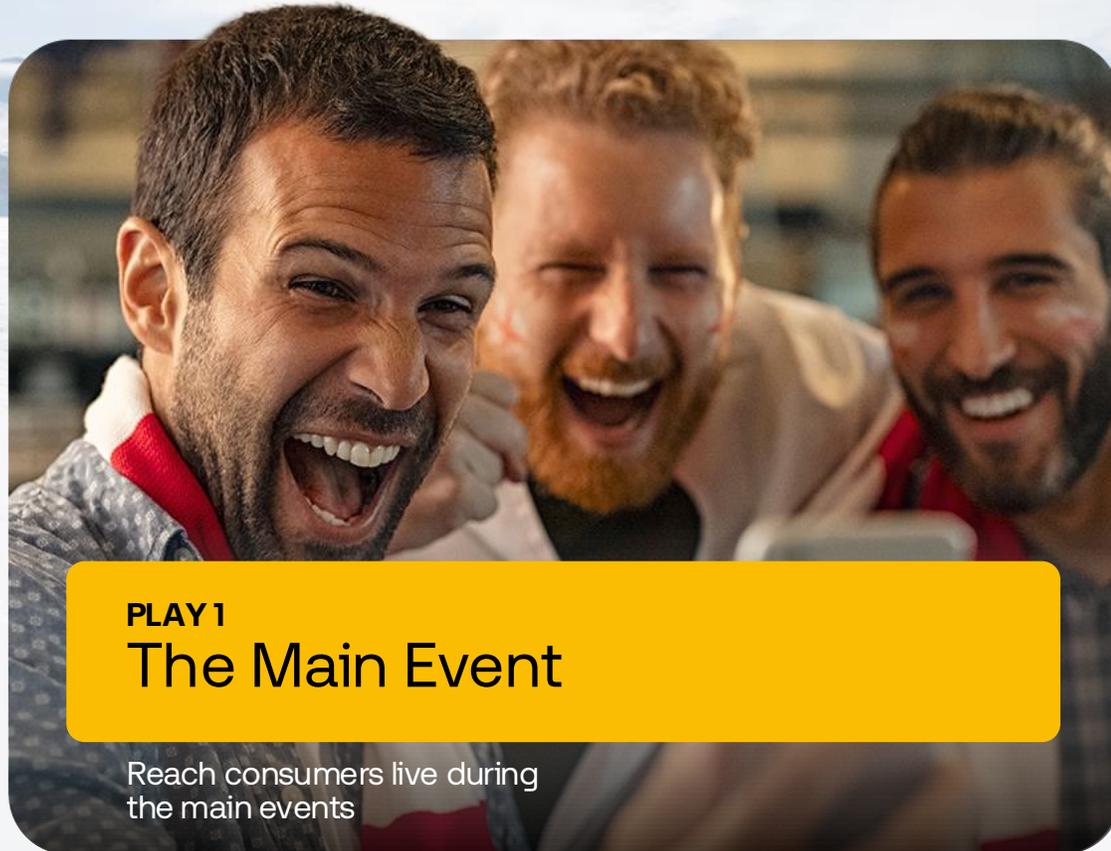
11%

## Top events Canadians are planning to watch:



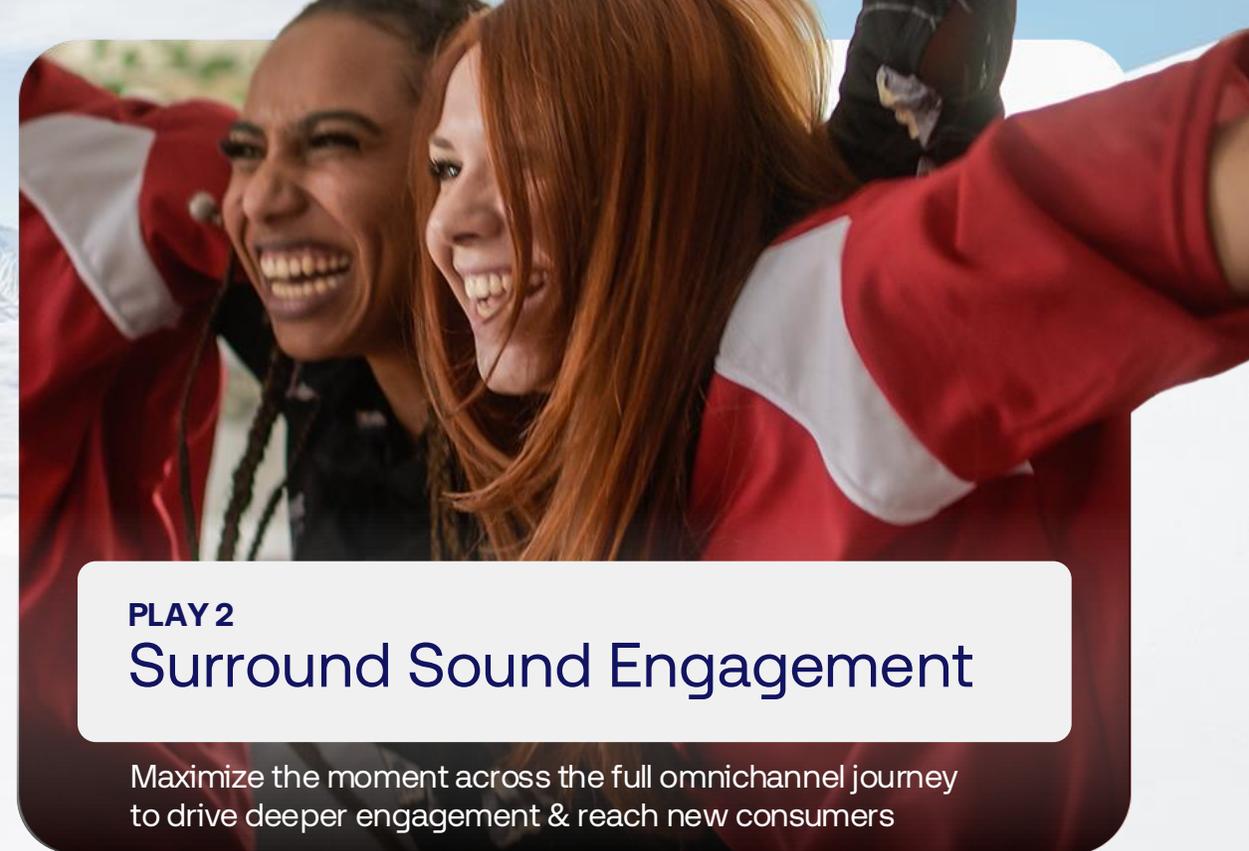
LET'S GET STARTED

# A proven playbook to drive success with the winter games Pre, During, and Post Games



**PLAY 1**  
**The Main Event**

Reach consumers live during the main events



**PLAY 2**  
**Surround Sound Engagement**

Maximize the moment across the full omnichannel journey to drive deeper engagement & reach new consumers

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

PLAY 1  
The Main Event

# Reach consumers live during the main events

 theTradeDesk®



CBC Winter Games Programmatic Guarantees can run on The Trade Desk. Please connect with your CBC rep for more details on securing inventory.



Access to full measurement suite



Re-engage live event exposures with another message after



Holistic frequency insights



Set up support + post-campaign analysis included

# Maximize the moment across the full omnichannel journey to drive deeper engagement & reach new consumers

JANUARY

Leading up to the games



FEBRUARY

Surrounding the games



MARCH

Post games



- CTV, OLV, Mobile, Audio – contextual and audience targeting to capture those interested in the event/consuming relevant content
- DOOH – geo-target cities or areas near the event + major cities

- CTV, OLV, Mobile, Audio – contextual targeting program (ex. Winter Games keywords) and third-party data to reach sports-focused audiences during the live-event timeframe

- CTV, OLV, Mobile, Audio – contextual and audience targeting to capture those interested in the event/consuming relevant content (i.e. post-game wrap ups, highlights, podcasts, etc.)
- Retarget those who have seen your ad during the event or engaged with relevant content

# Advanced Audience + Content Targeting that gives you the Advantage

JANUARY

Leading up to the games

FEBRUARY

Surrounding the games

MARCH

Post games



## Winter Games Researcher Audience:

Users researching the Winter Games 3+ times per week leading up to the games.

## Sports Enthusiasts:

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

## Social Extension: Content Play

use trending Winter Games hashtags to reach consumers engaging with the same content across the open web.

## Creative Play

scale social/influencer Winter Games assets across the open internet

## Winter Games Content

Get your message on Winter Games content using custom keyword targeting.

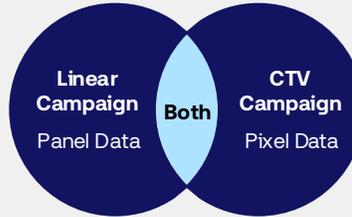
## Main Event Exposures:

Retarget users who saw your ads during live Winter Games coverage after the games to re-enforce your message.

# Measure for impact

## Incremental Reach

Demonstrate the percentage of households that were only reached by CTV and not reached by linear TV



## Brand Lift

Understand how 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

Measure if your audience is researching content related to your brand immediately after seeing your ad



## 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 Winter Games Activation?

- 🏆 The Trade Desk connects brands to the open internet where Canadians spend 80% of their time online
- 🏆 CBC Winter Games Programmatic Guarantees can run on The Trade Desk
- 🏆 Keep your brand top of mind between the live events by leveraging custom Winter Games audience and content strategies unique to The Trade Desk
- 🏆 **ADDED VALUE:** Free managed service is available
- 🏆 **ADDED VALUE:** Post-campaign wrap up report and insights provided at the end of the flight





 theTradeDesk®

**GO TEAM  
CANADA!**