

Football audiences



The cost of advertising during popular football games continues to rise, with the average 30-second TV ad during the 2023-24 Sunday Night Football season priced at \$882K, and a 30-second Super Bowl spot reaching \$7 million in 2024. Despite the steep costs, in-game advertising offers unparalleled opportunities, with most slots selling out and being reserved well before the end of summer.

With record viewership at the College Football Playoff, as well as the Super Bowl drawing in 123.7 million average viewers, the largest TV audience on record. Whether you advertise on TV during these games or not, brands are exploring alternative mediums to reach audiences and maximize their investment with ad slots selling out and costs rising.

When you choose Experian, you gain access to:

- Syndicated audiences powered by marketing data ranked [#1 in accuracy by Truthset](#)
- 2,400+ audiences across 15 verticals, with identity solutions embedded in partner platforms to achieve higher match rates and better addressability
- Identity-driven solutions integrated across 30+ activation platforms and 200+ media partners, ensuring addressability and reach across the full U.S. population

Here are multiple syndicated audiences to help reach football watchers with targeted messaging and retargeting. You can find the complete audience segment name (taxonomy path) in the [appendix](#).

▶ Sports enthusiasts

NFL Enthusiasts

This segment contains consumers who are likely to be NFL enthusiasts.

Football (FLA / Fair Lending Friendly)¹

This segment contains consumers who are likely interested in "Sports/ Football" based on internet activity in the last 90 days.

Sports Enthusiast

This segment contains consumers who are likely to be sports enthusiasts.

NFL Stadium Visitors

This segment contains consumers who are likely to visit NFL Football Stadiums.

Professional Sports Event

This segment contains consumers who are likely to enjoy professional sports events when traveling.





College football fans

College Football Stadium Visitors

This segment contains consumers who are likely to visit College Football stadiums.

College Football Bowls

This segment contains consumers who are likely interested in College Football, reachable during radio, TV, and online broadcasts for college football games.

College Students

This segment contains consumers who are likely to be college students.

College Sport Venues

This segment contains consumers who are likely to visit college sports venues.



Beer drinkers

Imported Light Beer Enthusiasts

This segment includes consumers who are likely to drink imported light beer.

Domestic/Imported Beer

This segment contains consumers who have a higher propensity to purchase domestic and/or imported beer.



 TV viewers

Football games attract some of the most engaged and diverse TV audiences, making them a prime opportunity for advertisers to reach highly attentive viewers. By understanding the nuanced behaviors of these TV viewers, brands can craft strategies that resonate with the full spectrum of football fans.

Cable Satellite or Streaming Network Subscribers

This segment contains consumers in households that are likely to subscribe to paid linear TV services such as cable, satellite, and/or virtual MVPD (e.g. YouTube TV, Sling, Hulu+LiveTV).

Streaming Video: High Spenders

This segment contains consumers who are likely high spenders of streaming video services (e.g. Vudu, Hulu, Netflix).

Cord Cutters

This segment contains consumers who prefer alternative Internet-based or wireless services (streaming) instead of cable TV.

Cable and Streaming TV Service Subscribers

This segment contains consumers who utilize both cable TV and or visual streaming services, blending traditional television with modern streaming for a comprehensive entertainment experience.

Paid TV High Spenders

This segment contains consumers who are likely watching traditional cable, satellite, and various streaming services and have watched two or more TVs in the past seven days. These households are hard-core TV watchers/enthusiasts willing to spend money.

Screen Size – Large

This segment contains consumers in households with a high probability of watching television on large screen televisions only.

Co-Watchers

This segment contains consumers in households with a high probability of watching television with others. These consumers watch television with others at least 60% of the time.



Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)



For a full list of Experian's syndicated audiences and activation destinations, [download our syndicated audiences guide.](#)

Appendix

Sports enthusiasts

Lifestyle and Interests (Affinity) > Activities and Entertainment > NFL Enthusiasts

Lifestyle and Interests (Affinity) > Sports and Recreation > Sports Enthusiast

Mobile Location Models > Visits > NFL Stadium Visitors

Lifestyle and Interests (Affinity) > Sports > Football (FLA / Fair Lending Friendly) Travel Intent > Activities > Professional Sports Event

College sports fans

Mobile Location Models > Visits > University Stadium College Football Visitor

Lifestyle and Interests (Affinity) > Sports > College Football Bowls

Mobile Location Models > Visits > College Students

Mobile Location Models > Visits > College Sport Venues

Beer drinkers

Lifestyle and Interests (Affinity) > Activities and Entertainment > Imported Light Beer Enthusiasts

Lifestyle and Interests (Affinity) > In-Market > Domestic/Imported Beer

TV viewers

Television (TV) > Household/Family Viewing > Cable Satellite or Streaming Network

Retail Shoppers: Purchase Based > Entertainment > Streaming/Video/Audio/CTV/Cable TV: Streaming Video: High Spenders

Television (TV) > Household/Family Viewing > Cord Cutters

Television (TV) > Household/Family Viewing > Cable and Streaming Service Subscribers

Television (TV) > TV Enthusiasts > Paid TV High Spenders

Television (TV) > Viewing Device Type > Screen Size – Large

Television (TV) > Household/Family Viewing > Co-Watchers

Footnotes

1. "Fair Lending Friendly" indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender. Experian's provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise assures your compliance with the FHA, ECOA, or any other applicable laws. Clients should seek legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.

