

Tubi's GAMERS SPONSORSHIP



Reach incremental gaming audiences with Tubi's targeted **Gamer** sponsorship.

By targeting users streaming Tubi content on the hottest gaming consoles, combined with different data sources, Tubi's **Gamers** sponsorship reaches these specific audiences through a rich ad experience, unique to Tubi.

24M

Tubi Streamers own at least one video game console.

35%

Tubi Streamers are 35% more likely to agree with the statement "I see myself as a gamer."

22M

Tubi Streamers list playing games as a daily activity done on a mobile device.

SPONSORSHIP ELEMENTS:

Co-branded 0:06 Billboard + Prime Pod Sponsorship on console devices

Premium video targeted to audiences viewing on video game consoles