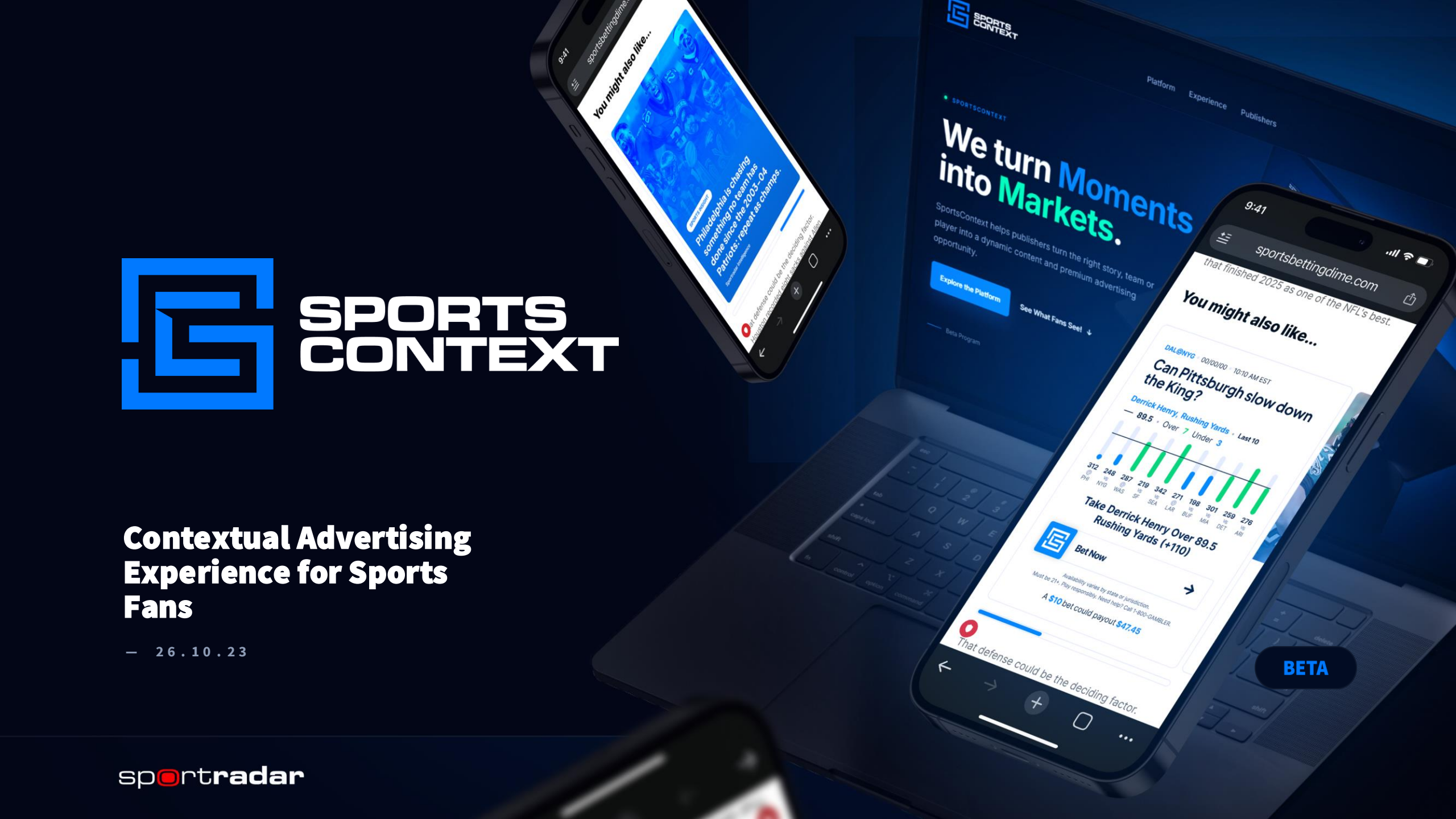



# SPORTS CONTEXT

## Contextual Advertising Experience for Sports Fans

— 26.10.23

sportradar

SPORTRADAR AFFILIATE SOLUTIONS

# WHAT IS SPORTSCONTEXT?

SportsContext helps publishers turn the right story, team or player into a dynamic content and premium advertising opportunity. SportsContext interprets your content directly to surface highly relevant engagement opportunities where it matters most, for your reader, in the right place, at the right time.

Our lightweight AI enabled web components allow publishers and operators to add betting CTAs that are tightly aligned with the surrounding content to any article, preview, or data page.

sportradar SPORTS CONTEXT

# Sports Content Advertising is broken...

**Monetizing your sports content is difficult and users are increasing frustrated.**

- Higher ads loads to offset revenue/CPM pressure lead to degradation of user experience
- Users are trained to look past and ignore ads leading to poor performance and monetization
- A lose-lose scenario for publishers.

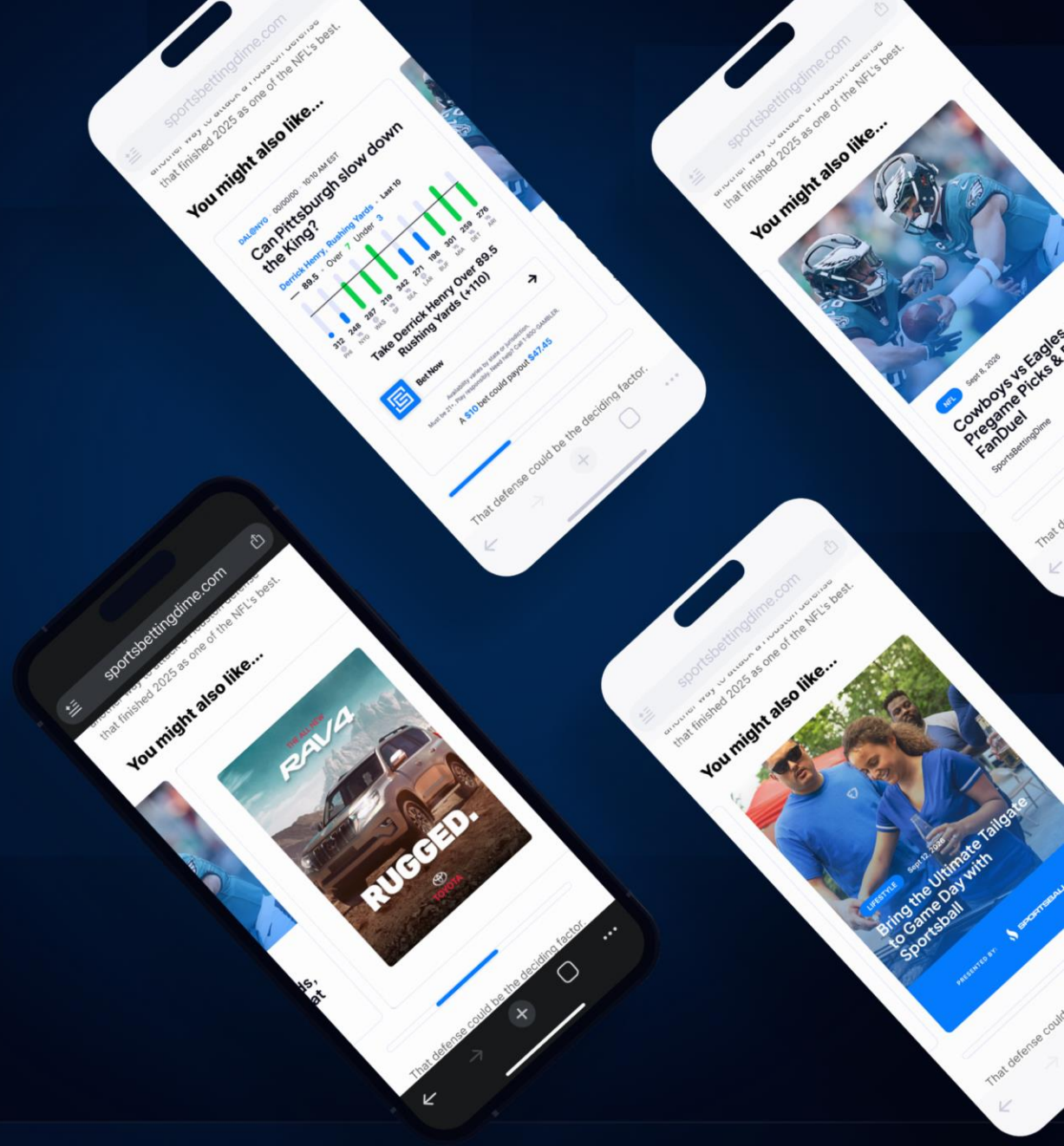
**We're doing something different.**



# A new way to monetize sports content … as only Sportradar can do.

## The only digital advertising platform that integrates sports data, insights, content & advertising.

- Monetize your sports content
- Engage your users and increase dwell times
- Reduce the tension between ad load & user experience
- Participate in the full stack of sports content monetization across programmatic, sponsorship & affiliate

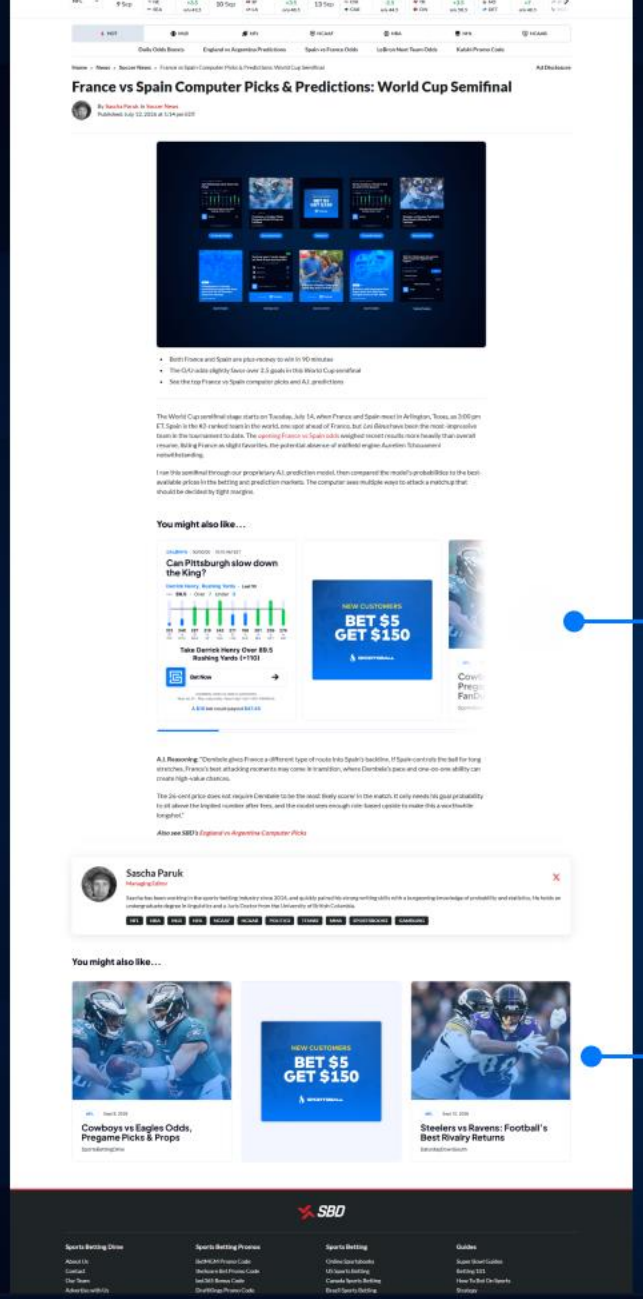


SPORTS CONTEXT

# Placement Options

- **Mid Article**
- **Post Article** (Soon)

**Choose the one that best fits your site. Or choose both to maximize the opportunity.**




P1 — MID.

P2 — POST.

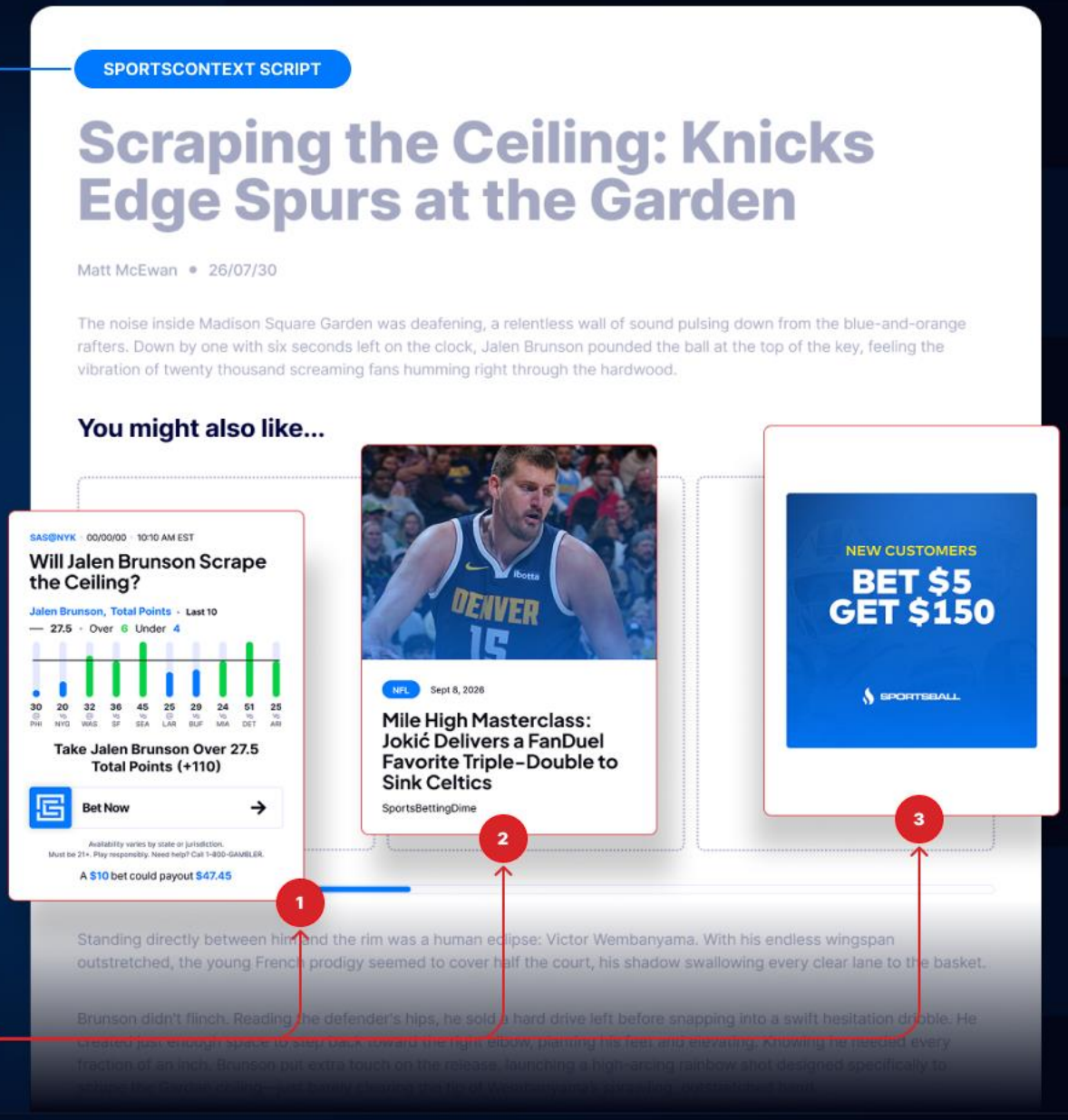
# AI-Powered Contextualization

**SportsContext Platform** AI

Interpret and analyse the content to establish context .

NBA | Performance | Spurs | Knicks | Jalen Brunson | Total Points

1. **Build SportsContext Widget** — Jalen Brunson | Total Points
2. **Identify & Target Related Content** — Recent | NBA
3. **Retrieve Targeted Ad** — SSP / DSP
4. **Delivery Service** — OPERATIONS API



SPORTSCONTEXT IS

# A dynamic, component-based system that engages sports fans.

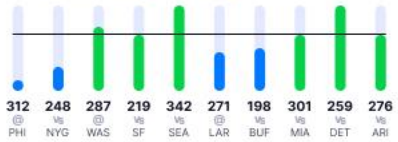
**Player Props**

DAL@NYG · 00/00/00 · 10:10 AM EST

Can Pittsburgh slow down the King?

Derrick Henry, Rushing Yards · Last 10

— 89.5 · Over 7 Under 3




Take Derrick Henry Over 89.5 Rushing Yards (+110)

Bet Now →

Availability varies by state or jurisdiction.
Must be 21+. Play responsibly. Need help? Call 1-800-GAMBLER.

A $10 bet could payout $47.45

**Related Content**



NFL Sept 8, 2026

Cowboys vs Eagles Odds, Pregame Picks & Props

SportsBettingDime

**Display Position**




**Awards Futures**

OFFENSIVE ROOKIE OF THE YEAR

The Race to Become the NFL's Next Star at FanDuel

| # | TYPE | ODDS |
|---|---|---|
| 1 | Jeremiyah Love | +500 |
| 2 | Carnell Tate | +575 |
| 3 | Jadarian Price | +650 |

Take Jeremiyah Love, Offensive Rookie of the Year

Bet Now →

Availability varies by state or jurisdiction.
Must be 21+. Play responsibly. Need help? Call 1-800-GAMBLER.

A $10 bet could payout $60.00

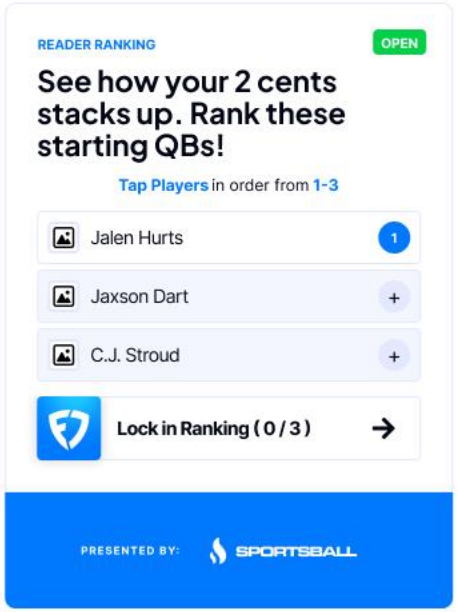
SPORTSCONTEXT IS

# Rapidly expanding our library of contextual content opportunities.

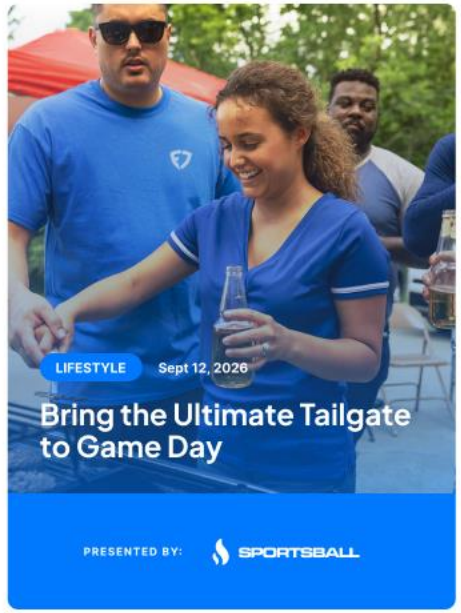
## Sports Insights



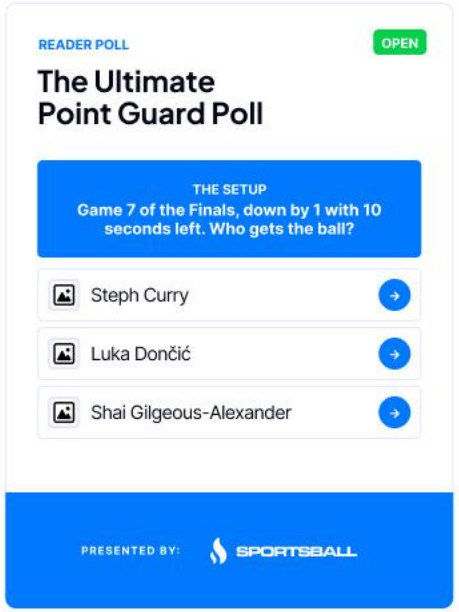

## Reader Rankings




## Sponsored Content

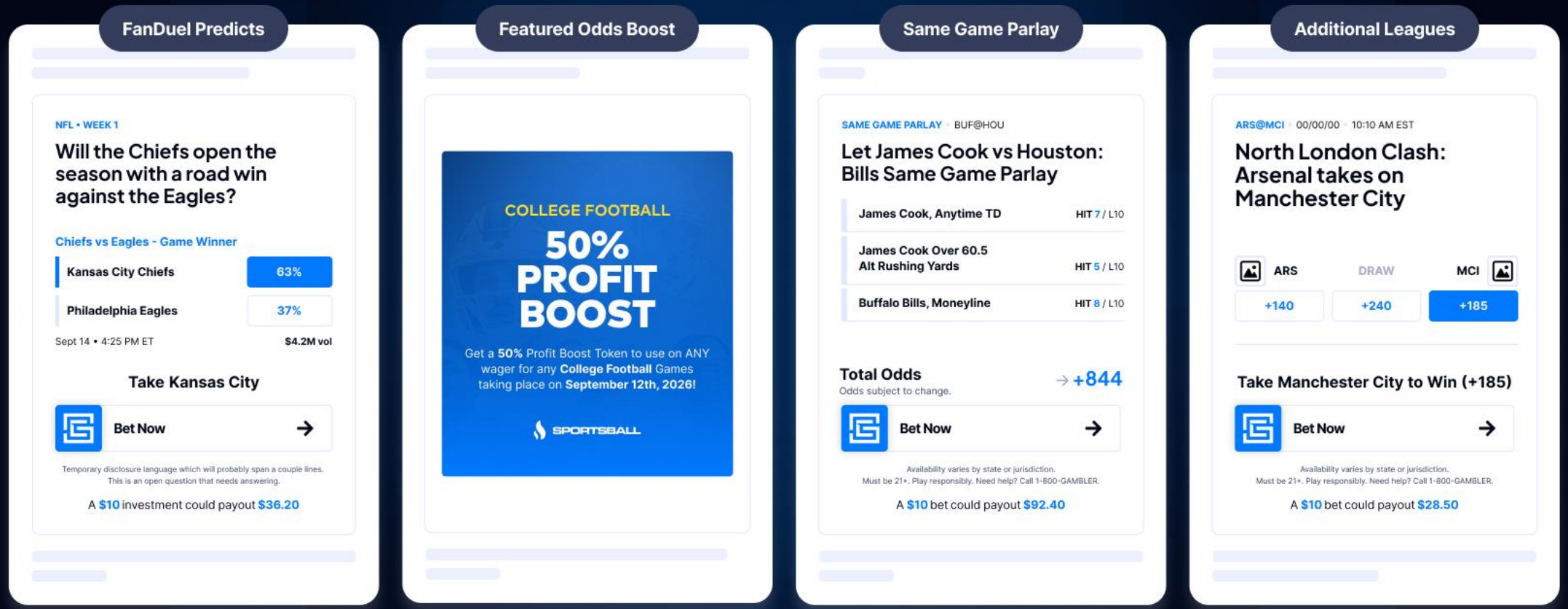



## Reader Polls



SPORTSCONTEXT IS

# Ready to create rich content cards for FanDuel



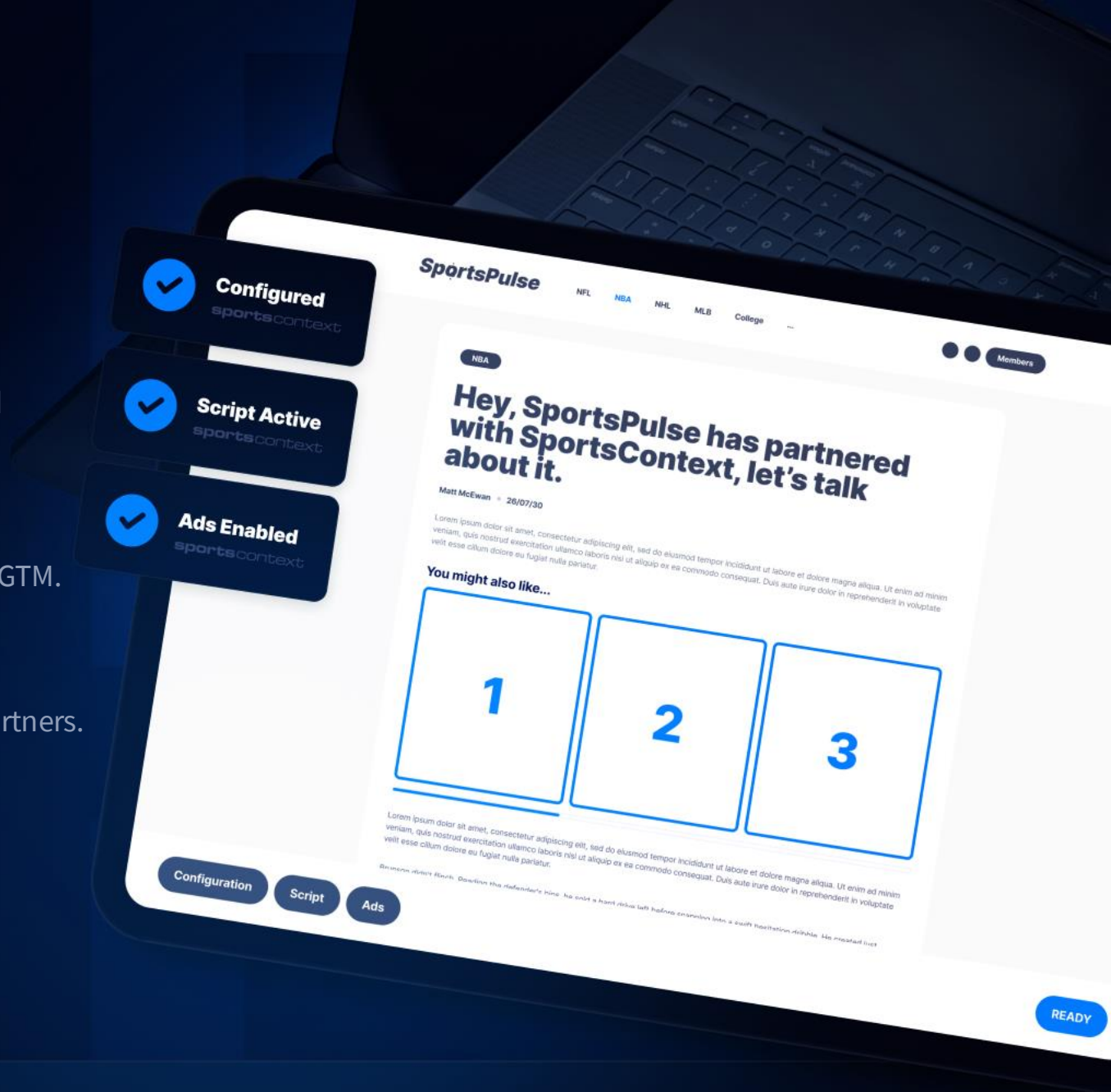
# Integration Steps

**1 — Configure your experience**
Work with your Customer Success Manager to define site configuration, including sitemaps, content targeting, and placement.

**2 — Install the SportsContext script**
Add the lightweight script to your site header or through GTM.

**3 — Enable advertising demand**
Update ads.txt to authorize SportsContext advertising partners.

**4 — Monitor Reporting & Optimization**
Review performance and refine configuration to improve results over time.



SPORTRADAR AFFILIATE SOLUTIONS

# GET IN TOUCH


**Matt McEwan**
Head of Sports Betting Affiliate Content
m.mcewan@sportradar.com

**Dylan Markley**
Senior Partnerships Manager
d.markley@sportradar.com


sportradar SPORTS CONTEXT