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

Source: YouGov, Jan 2023