



DAZN

CANADA OVERVIEW

PREPARED FOR:

iab.canada

ADVANCED TV WEEK

WHO WE ARE



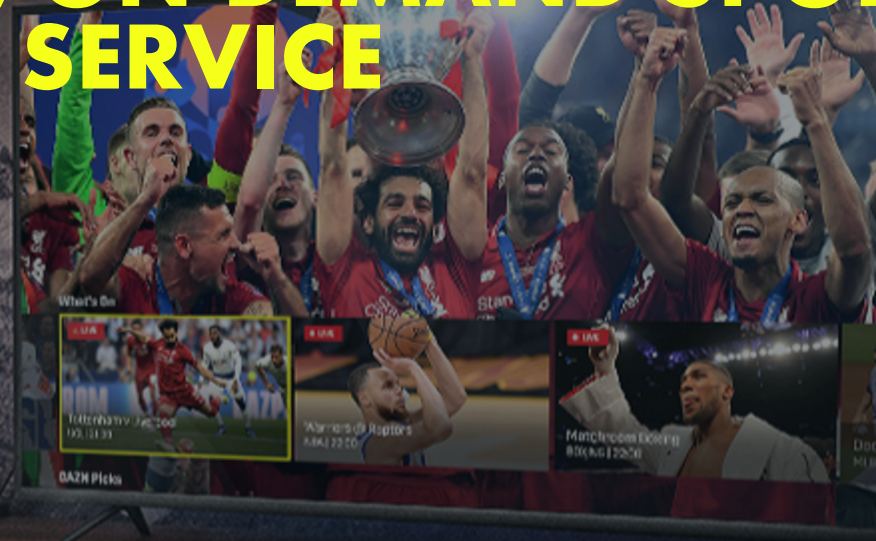


THE WORLD'S FIRST LIVE & ON-DEMAND SPORTS STREAMING SERVICE

Launched in 2016 in Germany, Switzerland and Austria, DAZN is now live in 9 markets, including USA, Canada, Italy, Japan, Spain & Brazil with more coming soon.

In 4 short years, DAZN has become a marquee rightsholder in some of the biggest sports consumption markets around the world.

Available on all devices with a low-cost, cancel anytime subscription model DAZN is the platform that's made for fans



**A MARKET LEADING PRODUCT
AVAILABLE ON 99% OF DEVICES**

THE WORLD'S FIRST & LARGEST LIVE & ON-DEMAND SPORTS STREAMING SERVICE

200M+ HOURS | 25K+ LIVE EVENTS





**IN 2017, DAZN RECOGNIZED
AN UNDERSERVED CONSUMER
IN A MARKET WITH AVID
FANS...**

CREATED A DESTINATION FOR CANADIAN SPORTS FANS

PLATFORM RIGHTS:



DIGITAL RIGHTS:



SOCIAL RIGHTS:





**DAZN GIVES SPORTS FAN
CHOICE, FLEXIBILITY,
AND MULTI-PLATFORM ACCESS**

**WE DELIVER FANS THE BEST
CONTENT WHEREVER THEY ARE**

WITH THE ABILITY TO INTEGRATE YOUR BRAND AGAINST THE AUDIENCE YOU CARE ABOUT

INVENTORY

- ✓ Video
- ✓ High Impact Display
- ✓ Desktop & Mobile Display
- ✓ Takeovers
- ✓ Programmatic Guaranteed
- ✓ Tent Pole Event Packages

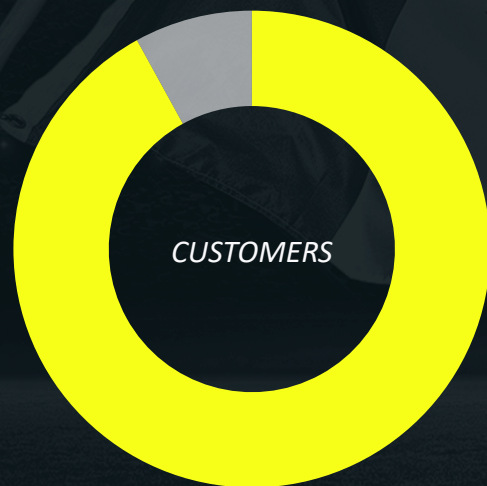
TARGETING

- ✓ Age & Gender
- ✓ Location
- ✓ Sport, Team, & Player
- ✓ 1st Party Data Segments
- ✓ Viewability
- ✓ VCR

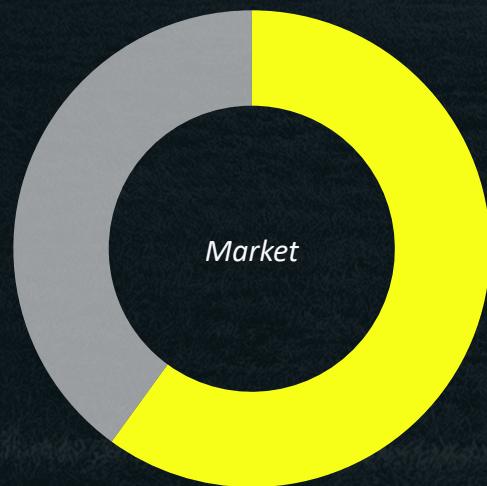


DEMOGRAPHICS

DAZN customers skew heavily male, English speaking, and younger vs. market

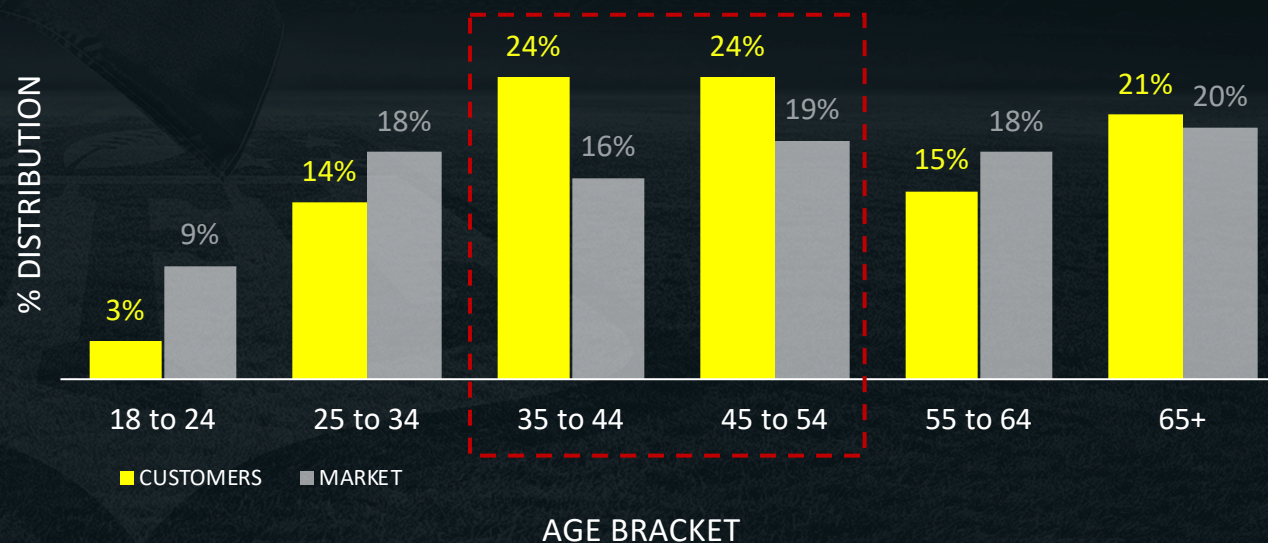


92% MALE
8% FEMALE



60% MALE
40% FEMALE

*DAZN Customers Skew Younger Than
Avg. Canadian Sports Fan for Key Demographics*

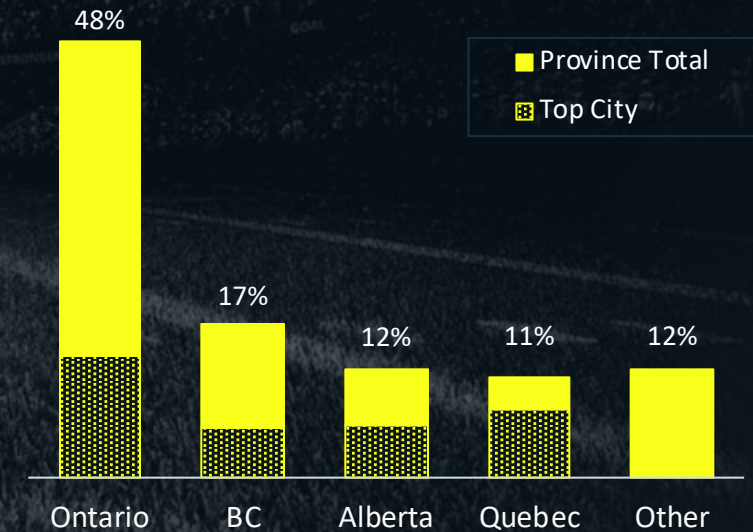


FOCUSING ON MARKETS WE CAN AND NEED TO WIN

2019 Streaming Time Per City



% of Total Streaming Time by Province










Top Streaming City
In Each Province
% Of Total
Streaming Hours

Toronto	Vanc.	Calgary	Montreal
13%	6%	6%	8%

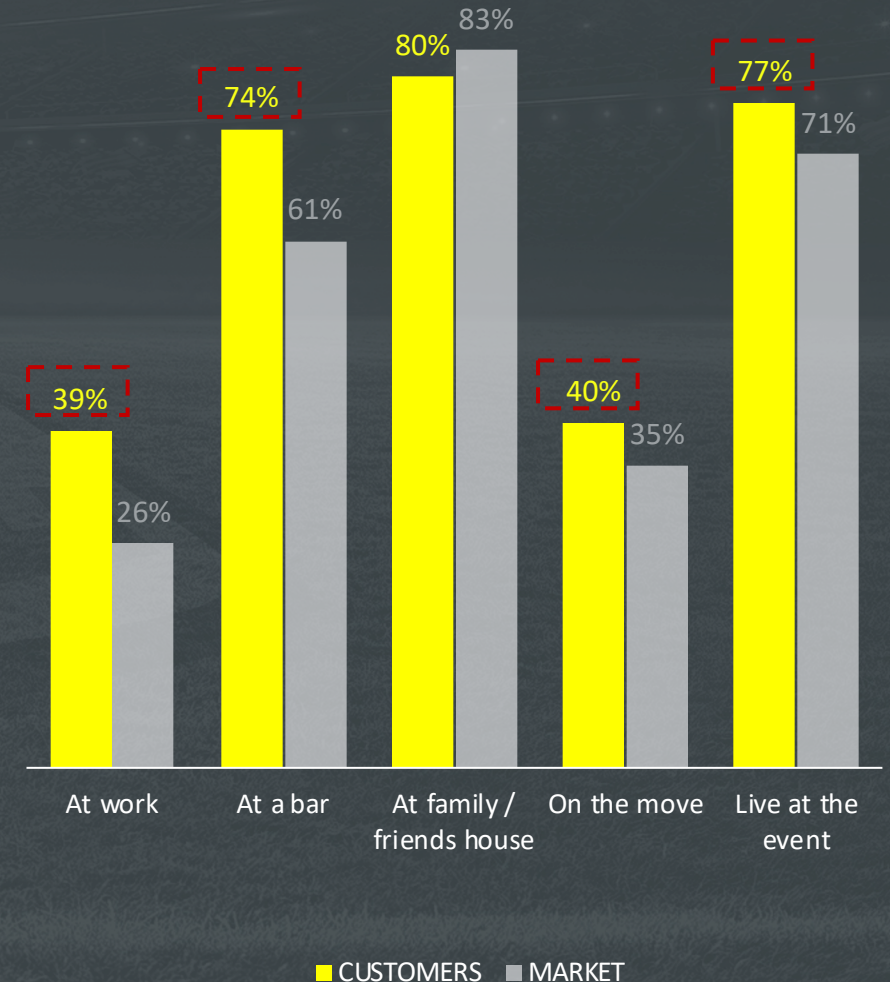
WATCHING SPORT

Our customers watch across a variety of devices and in more locations outside the home

Devices Used to Watch Sports

		Customers	Market
	SMART TV	82%	78%
	NORMAL TV	48%	75%
	PC/LAPTOP	32%	36%
	SMARTPHONE	29%	28%
	TABLET	23%	26%
	GAME CONSOLE	19%	22%
	TV STREAMING STICK	67%	46%

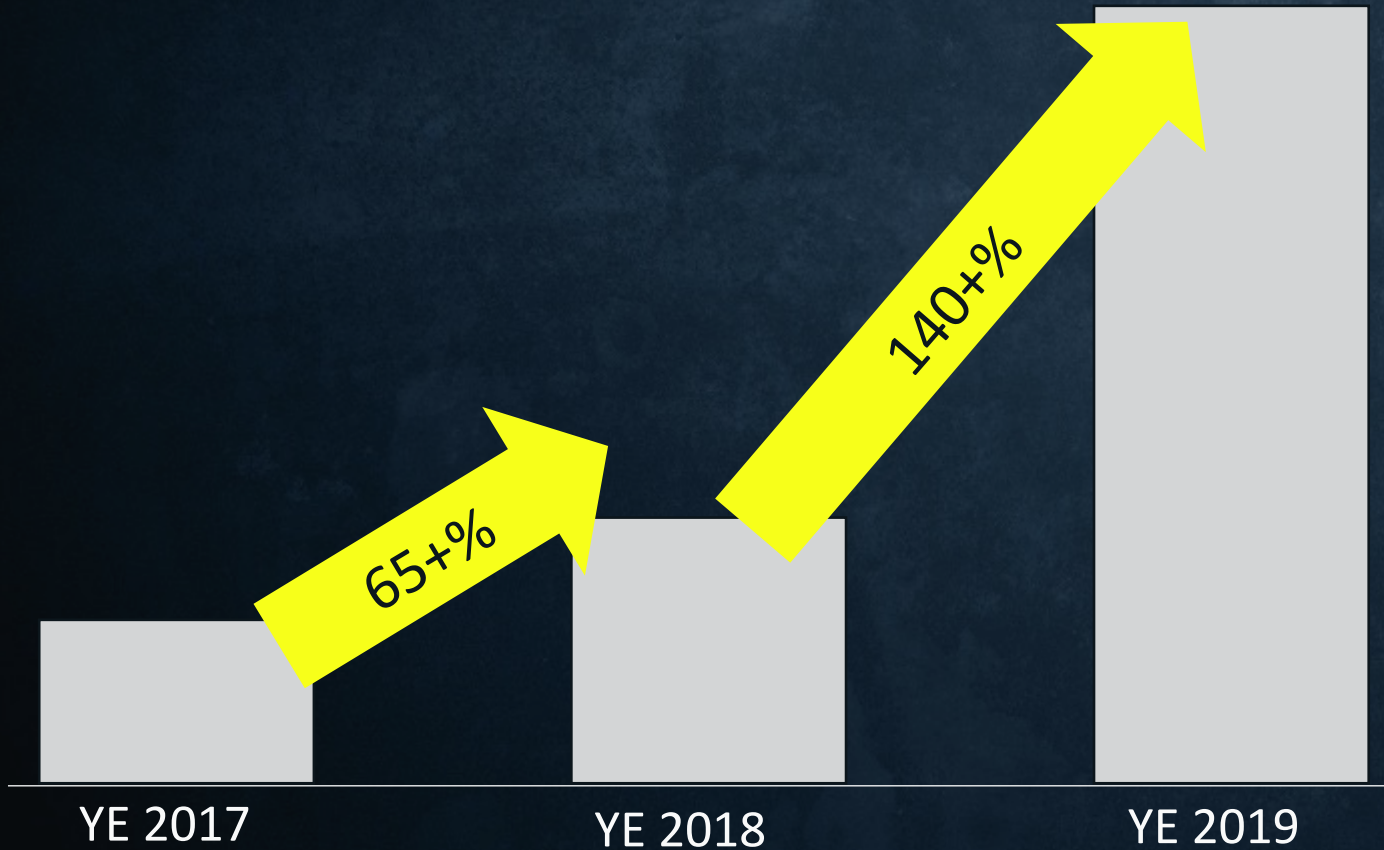
Locations Where Watch Sports



DAZN SUCCESS IN CANADA



DAZN CANADA'S SUBSCRIBER BASE HAS GROWN DRASTICALLY OVER THE LAST 3 YEARS



+40 million
Streaming Hours '20 YTD
+190% YoY

2x+
YoY Growth in
brand awareness¹

¹ Represents YoY growth in brand awareness amongst NFL and Soccer fans in Canada, from Oct-18 (earliest data is available) to Aug-19

DRIVING ENGAGEMENT ACROSS OUR DAZN ECOSYSTEM

2019-20 PLATFORM RESULTS

#1

SPORTS STREAMING APP

+90%

MONTHLY SUBSCRIBER
ENGAGEMENT

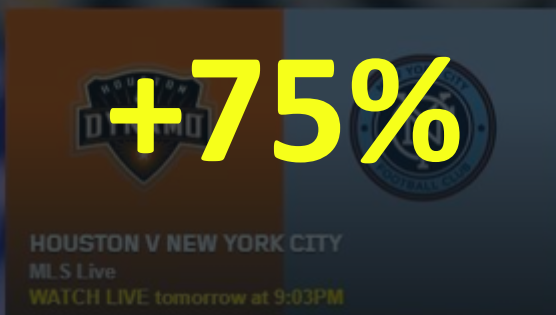
CATCH UP



ATLANTA V NY RED BULLS (DELAYED)
MLS Live | Last Tuesday

DALLAS V VANCOUVER (DELAYED)
MLS Live | Last Monday

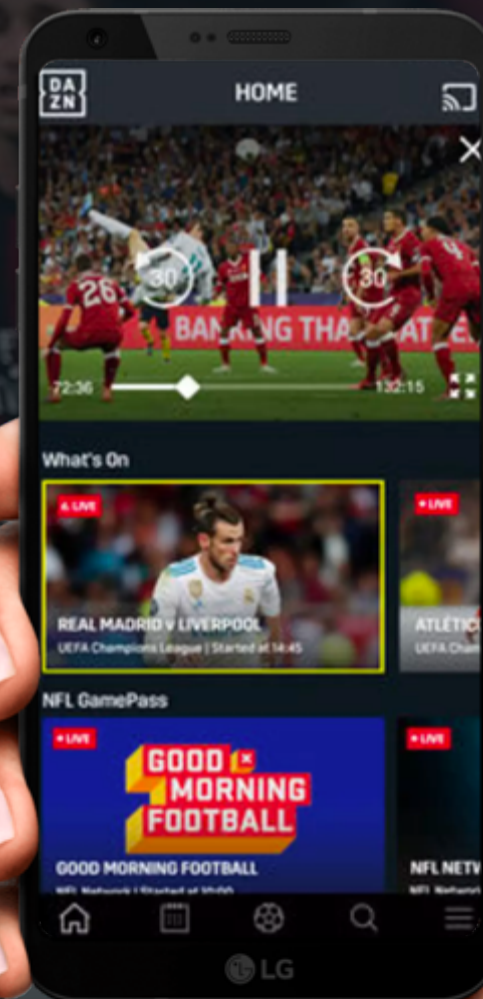
COMING UP



SUBSCRIBERS ENGAGE
WITH 3 OR MORE SPORTS

LA GALAXY V SAN JOSE
WATCH LIVE tomorrow at 11:08PM

PLAYOFF FINAL: ASTON VILLA V FULHAM
WATCH LIVE Saturday at 12PM



NFL GamePass

GOOD MORNING
FOOTBALL

GOOD MORNING FOOTBALL

MLS Matchday | Kickoff at 10:00

NFL NETV

MLS Matchday

ATLETICO MADRID
LaLiga - beIN Sports
Only

NY RED BULLS
WATCH LIVE Saturday

ENHANCING THE USER EXPERIENCE



MULTI-VIEW

Never miss a game, even when they clash.
Watch up to four events simultaneously



KEY MOMENTS

Jump straight into the action, when a game-changing moment occurs



ALERTS

Never miss a goal again!
Get in-app alerts for your favorite events

BREAK STRUCTURE: LIVE & CATCH-UP MATCHES

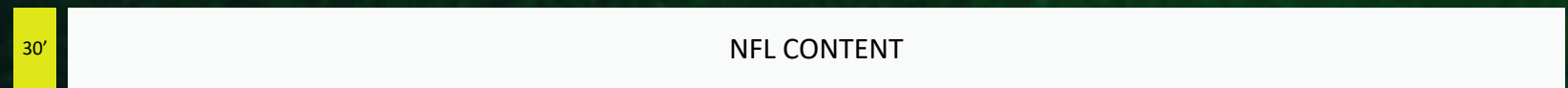
LIVE & CATCH-UP MATCHES – EPL & UCL (Example Included)

Brand creative will be placed within 2-minute ad pods at key times before match play resumes



LIVE & CATCH-UP CONTENT – NFL

Brand creative will run once per user session when a user has initiated to watch live or catch-up NFL programming



User Initiated
Ad Pod

SPONSORSHIPS AND BRAND INTEGRATIONS

BRINGING BRANDS CLOSER TO OUR FANS



SURROUND THE BIGGEST
GAMES



DURING LIVE
FOOTBALL MATCHES



YOUTUBE &
DAZN PLAYER



PRODUCTION &
DISTRIBUTION



INTEGRATION INTO
SOCIAL CONVERSATION

WITH PREMIUM ON-PLATFORM OTT INTEGRATIONS

LIVE CONTENT

Traditional Ad Formats
(:15/:30)

Break Bumpers (:07)

ON-DEMAND CONTENT

Traditional Ad Formats
(:15/:30)

Original Programming

Highlights

CUSTOM INTEGRATION

Branded Content Segments

Product/ Brand Integration

PLATFORM

Incentive Bundling

Loyalty / Rewards
Promotion

Product Innovation

THANK YOU



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