

# SLING TV puts Magnite's Live Stream Acceleration Into Play and Sees 47% Lift in Ad Conversions

## Raising the Bar for Live CTV Monetization



THE  
LEADER  
IN LIVE

Live sports programming is expected to be a key growth area for media owners in 2022, providing fresh opportunities for advertisers to connect with highly engaged consumers – resulting in live sports accounting for 22% of total ad spend (Standard Media Index).

However, without a sophisticated tech stack in place, it will be particularly challenging to effectively monetize the opportunity. Live sports audience volumes are unpredictable and the timing of ad breaks may occur during unexpected moments (e.g. when a coach calls a time out, or a play is reviewed by the referees). Media owners need a way to manage the bursts of ad requests they receive from spikes in viewership while ensuring that ads are served in a timely manner.

Magnite developed Live Stream Acceleration (LSA) to improve time out and ad response time, thereby helping publishers optimize the amount of ad break time they have to monetize.



By leveraging LSA for live sports over a five week period, SLING saw a 47% lift in ad conversions compared to the previous five weeks.



Efficiencies via LSA implementation allowed for ad delivery which otherwise would have been lost (i.e. timed out) – which is equivalent to 51 seconds of advertising air time on a standard 1 hour live event.



Live CTV is a key differentiator for SLING, there is no better or more valuable medium for advertisers to reach highly engaged viewers, in real time, with personalized, relevant messaging. Utilizing LSA allowed us even greater, more efficient, deliveries of live-viewing audiences to our advertisers, while simultaneously delivering an enhanced experience for our customers, all while maintaining the highest privacy standards.

JESSICA DUFRESNE, HEAD OF AD OPS AND DIGITAL AD TECH, DISH MEDIA



In addition to helping CTV publishers more effectively monetize their supply, LSA brings significant benefits to the wider advertising ecosystem as well. LSA enables publishers to better handle bursts of supply, regulating the overall QPS to get more requests to the buy-side, which results in less throttling and more fill.

With Magnite's cloud-based SSP, CTV publishers like SLING are able to process large volumes of complex decisioning in a short time frame without interruption, a necessity for live content where unexpected ad breaks can occur.

Missed opportunities in live CTV are especially wasteful because it's a critical moment to engage with an audience that cannot be repeated, like an airplane taking off with empty seats. Magnite developed LSA to help CTV publishers earn the full value of their live content in a way that respects the viewer experience.

**For more information please reach out to your Magnite account manager or [contact@magnite.com](mailto:contact@magnite.com)**

**Keep time-outs on the courts and monetization in play.**

→ **Regulate QPS from elevated audience spikes**

→ **Improve fill rates and reduce waste**

→ **Complements existing Server-Side Ad Insertion**

→ **Increases monetization**