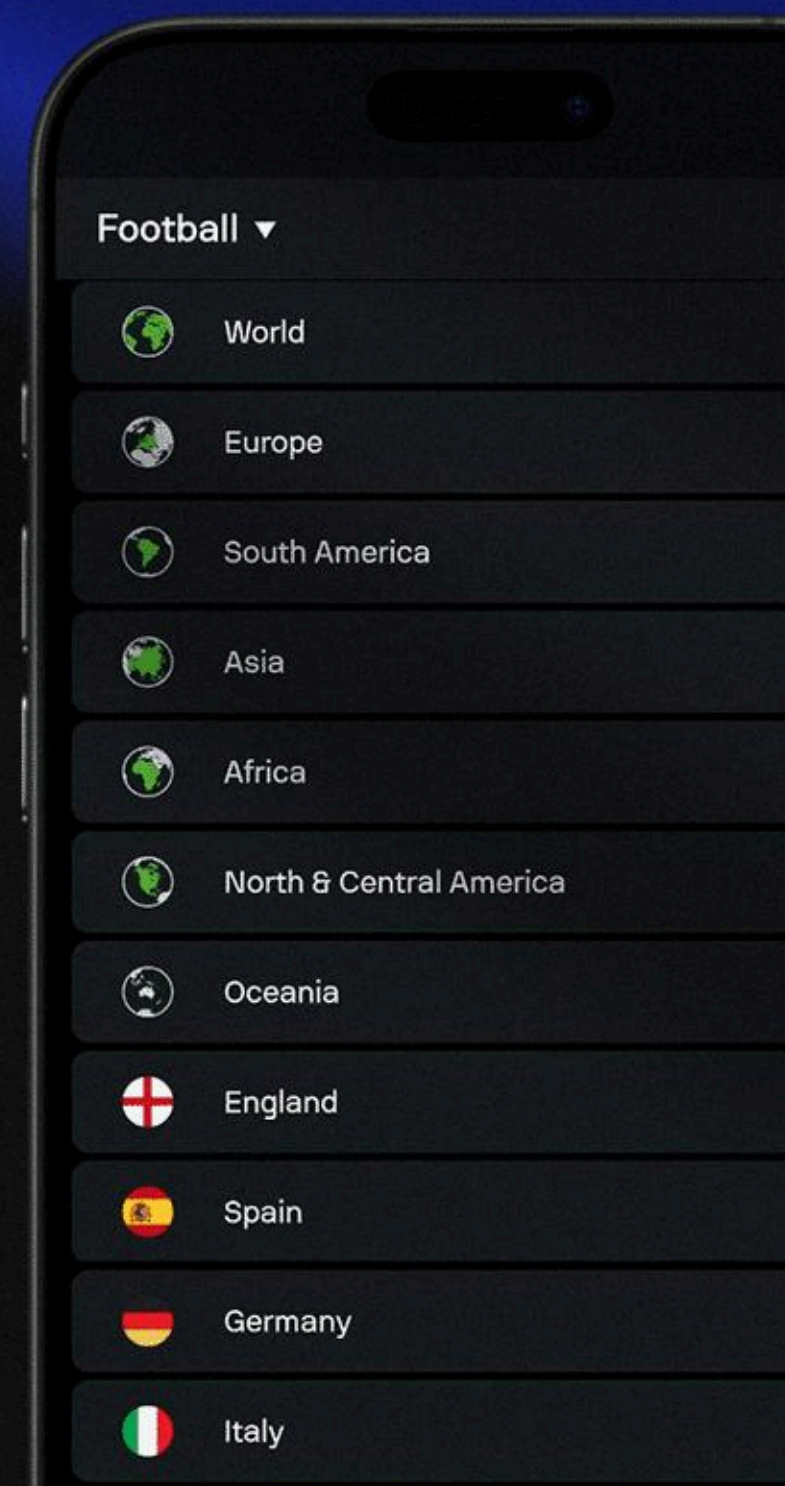




- One app. Infinite love of the game.



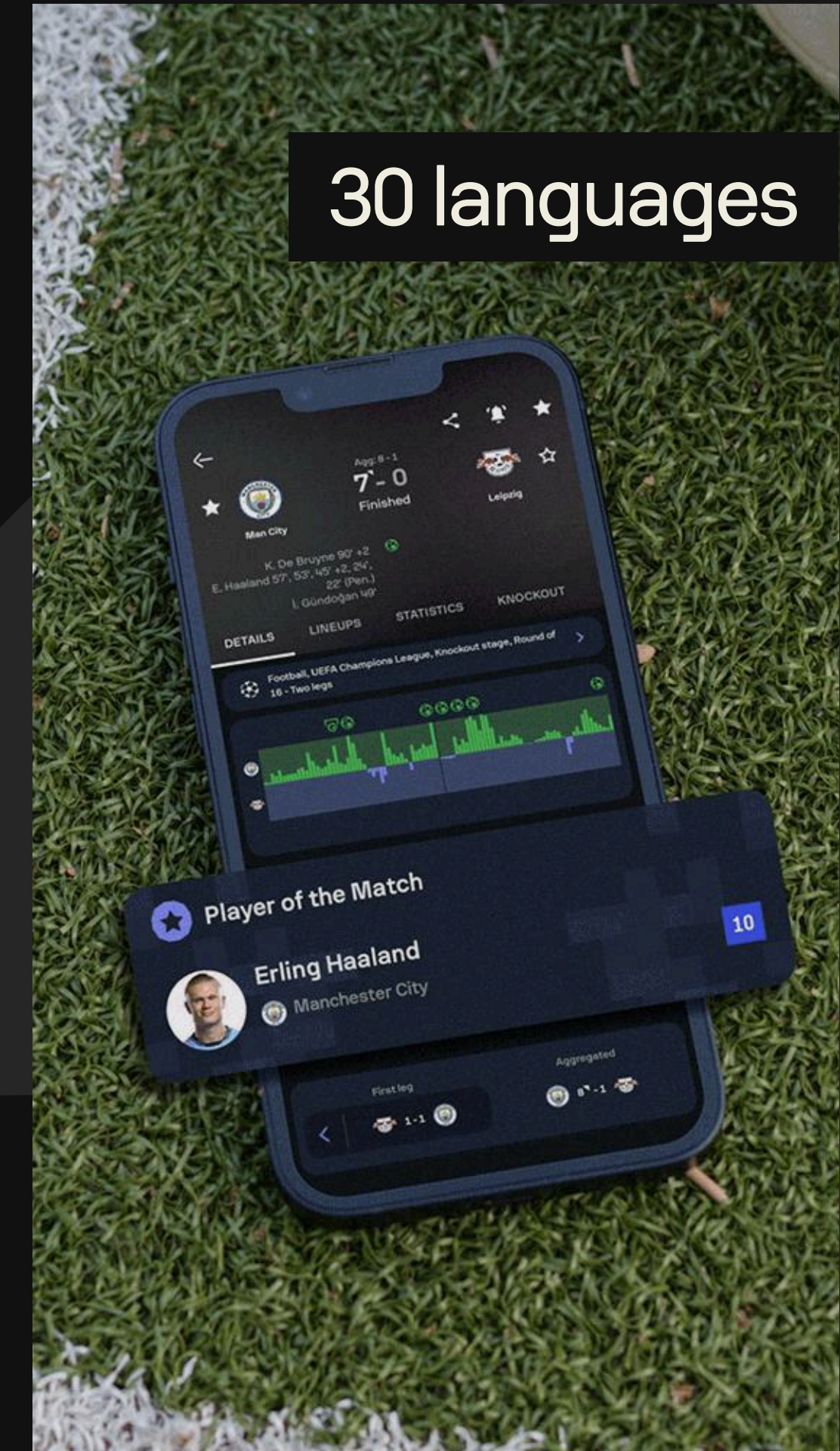
2300+ leagues



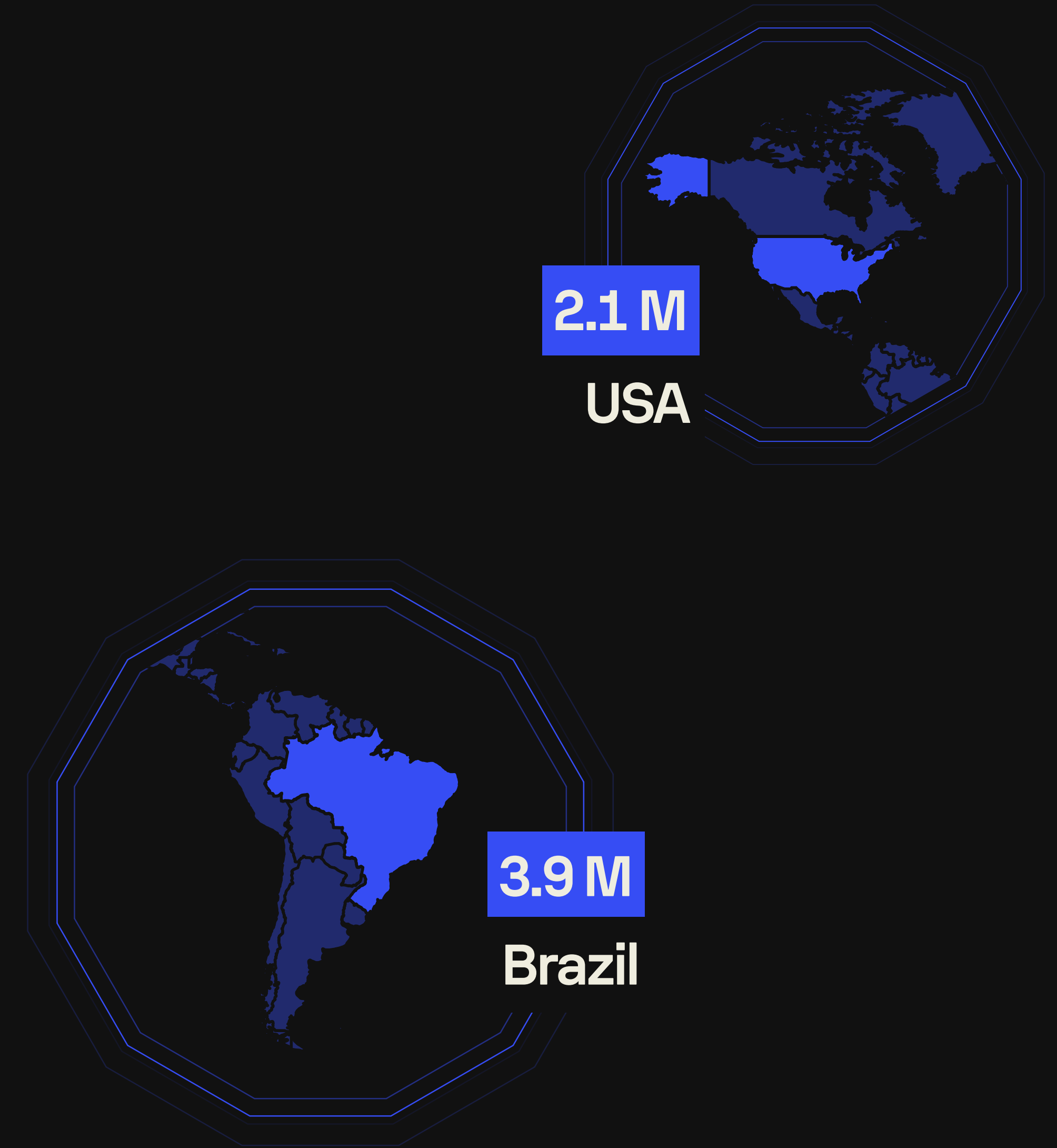
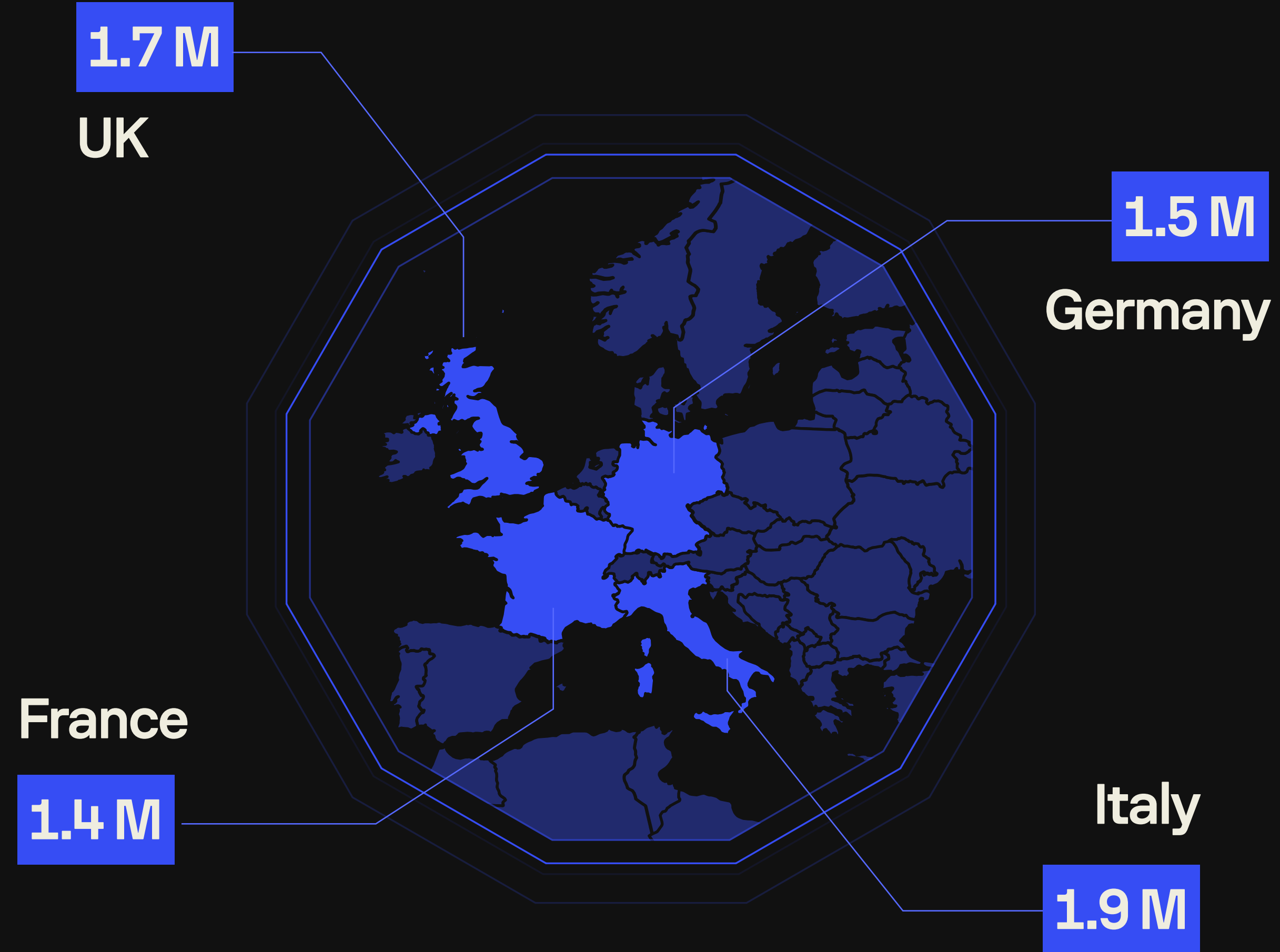
30M+ MAU



30 languages



- We cover every corner of the world.



■ Ad Formats

APP BANNERS
MOBILE WEBSITE BANNERS
DESKTOP WEBSITE BANNERS

- Join the world's largest stadium.

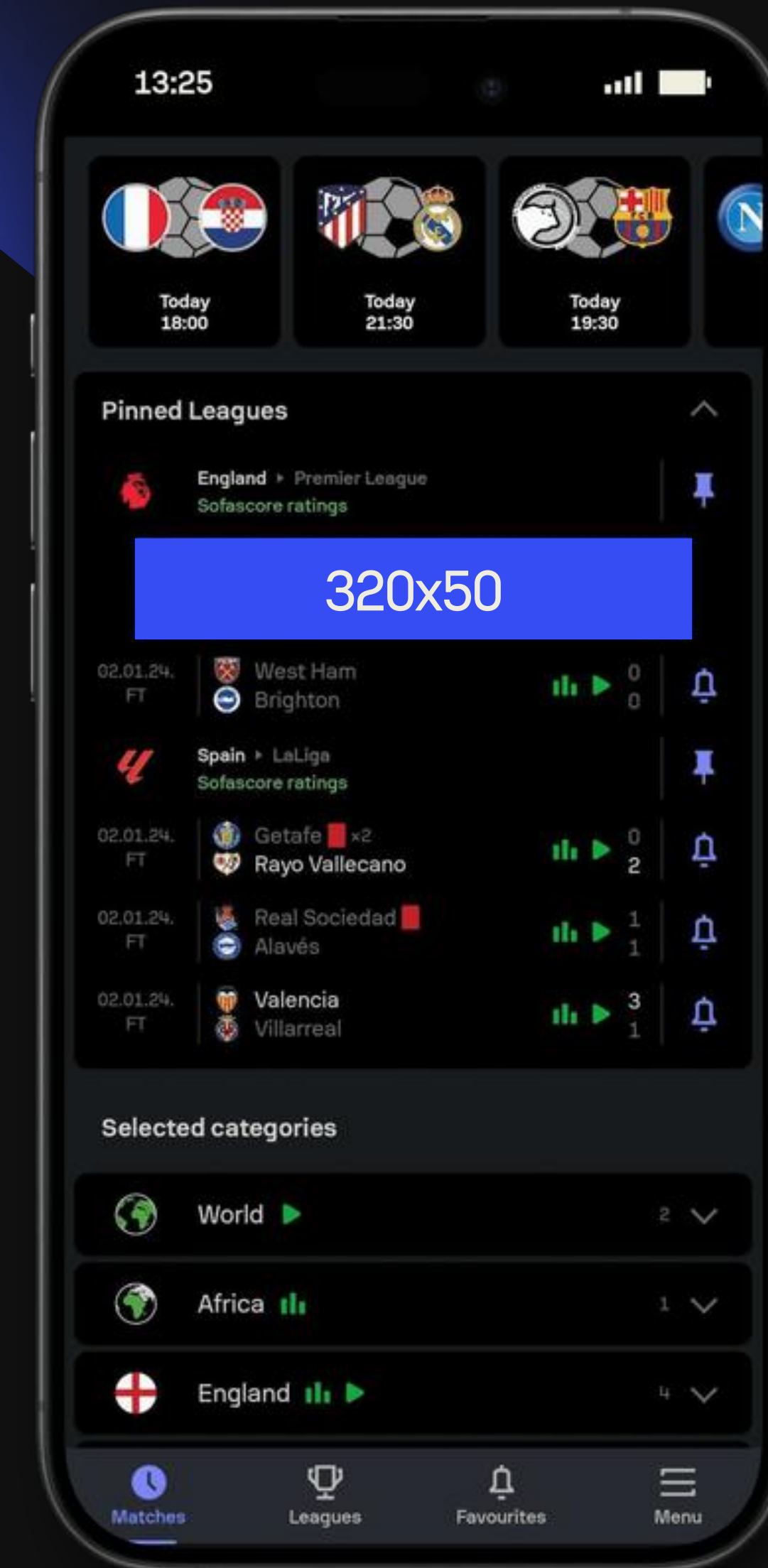
APP Banners 320x50

PAGES /// SCREENS

Homepage, Match screen, Team screen,
Tournament screen, Player screen

POSITION ON SCREEN

Bottom Sticky, In-feed



- Join the world's largest stadium.

APP Banners

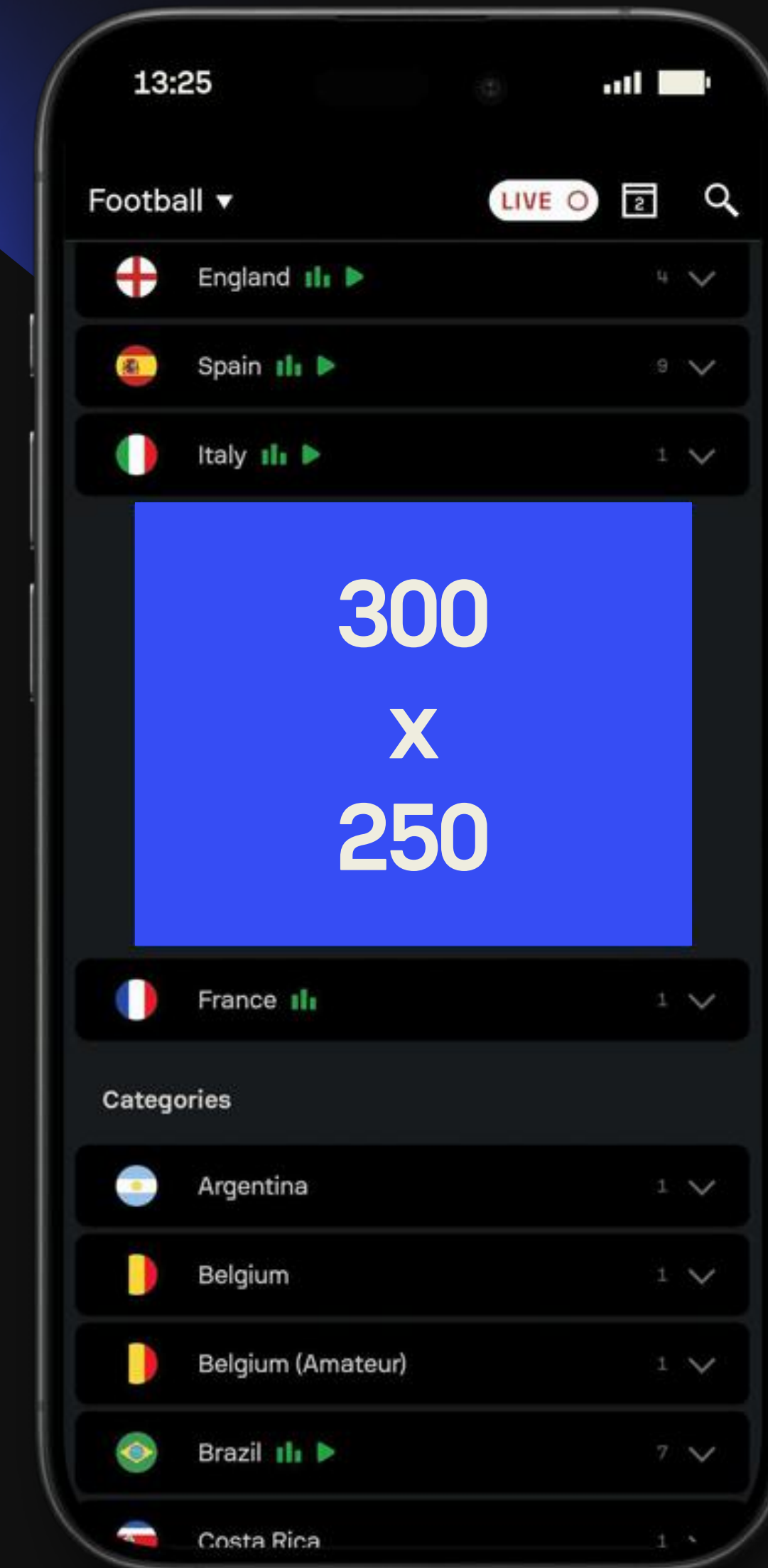
300x250

PAGES /// SCREENS

Homepage, Match tab, Leagues Tab,
Favorites Tab

POSITION ON SCREEN

In-Feed, Second scroll



- Join the world's largest stadium.

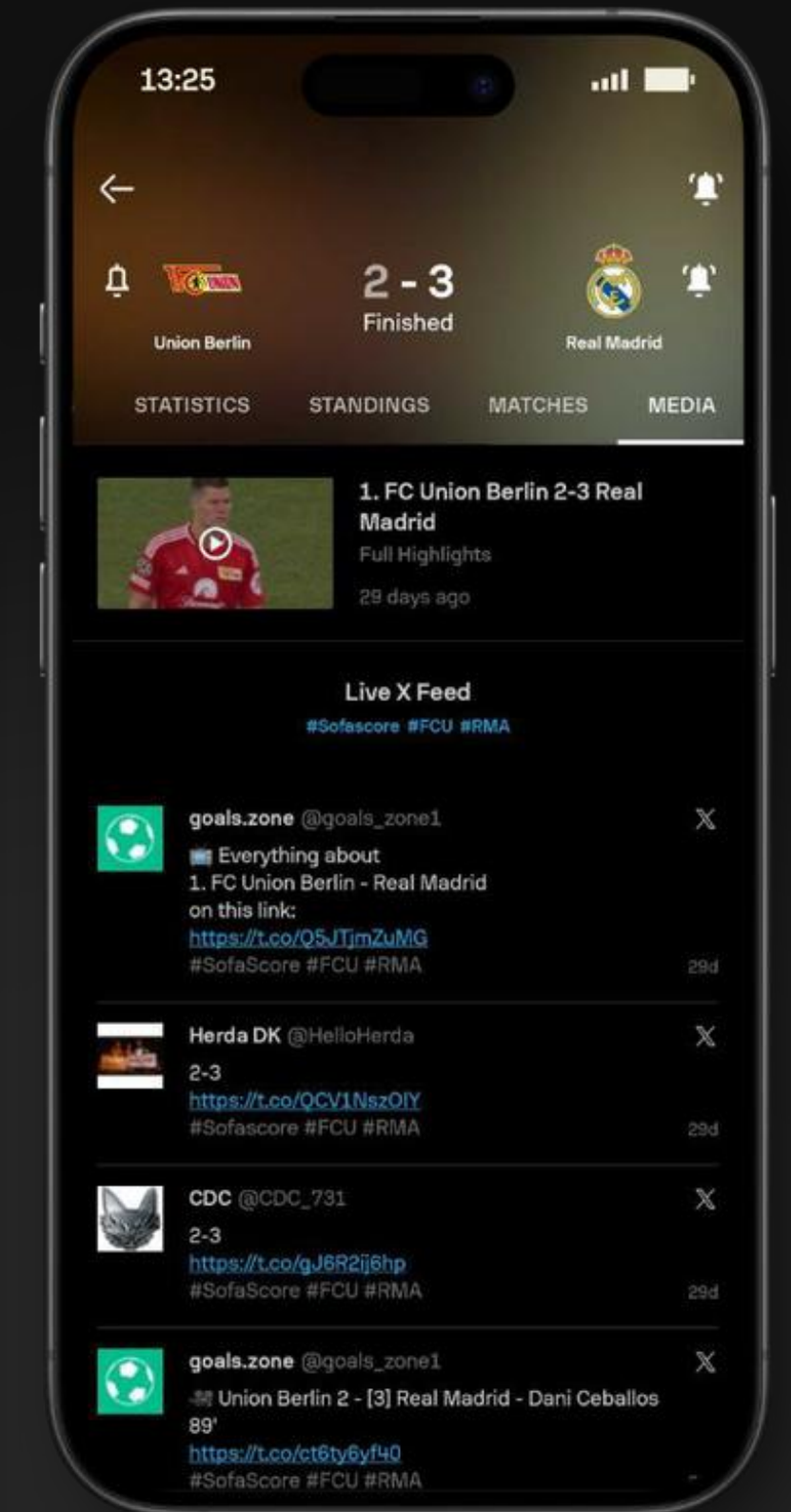
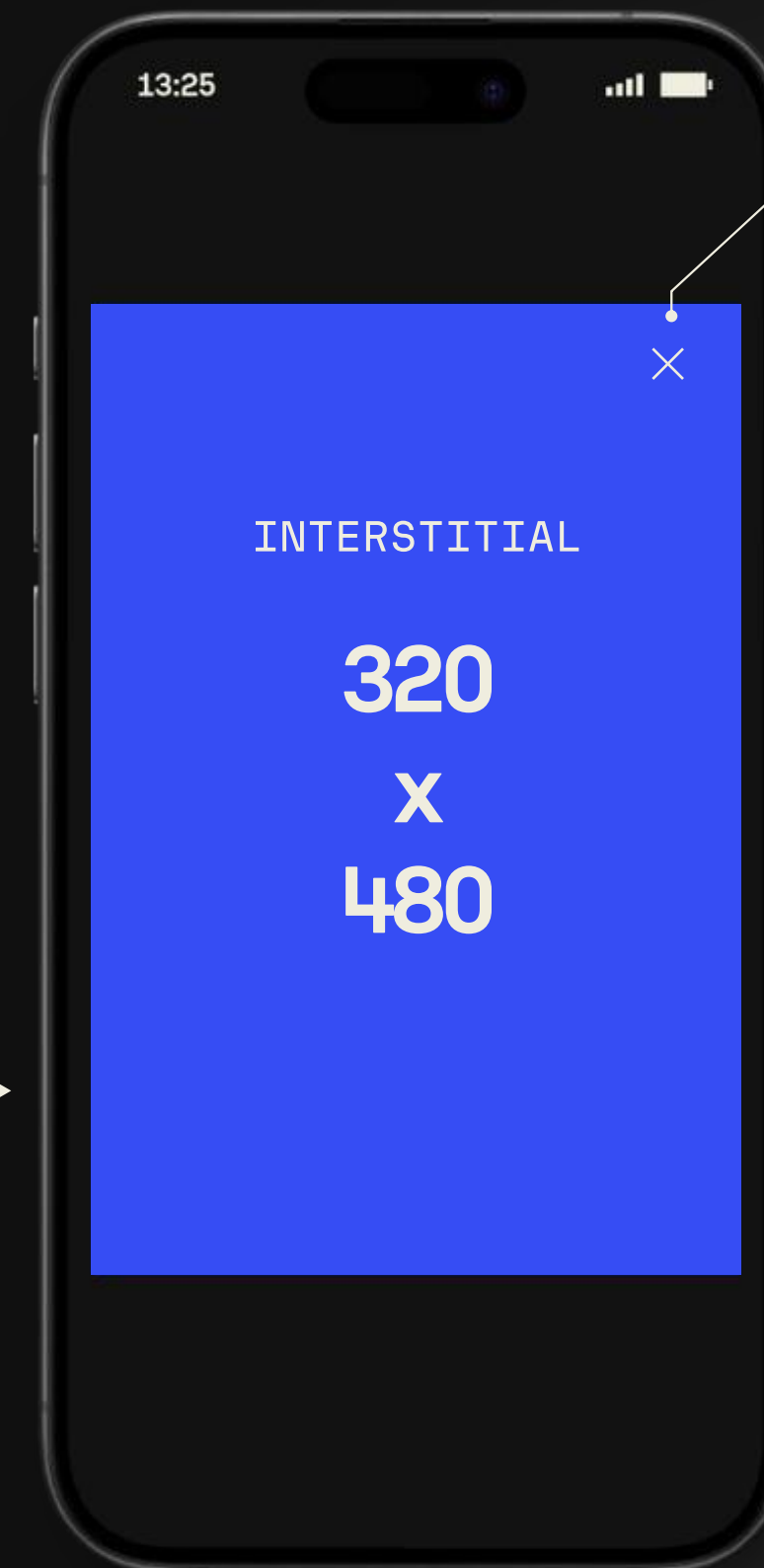
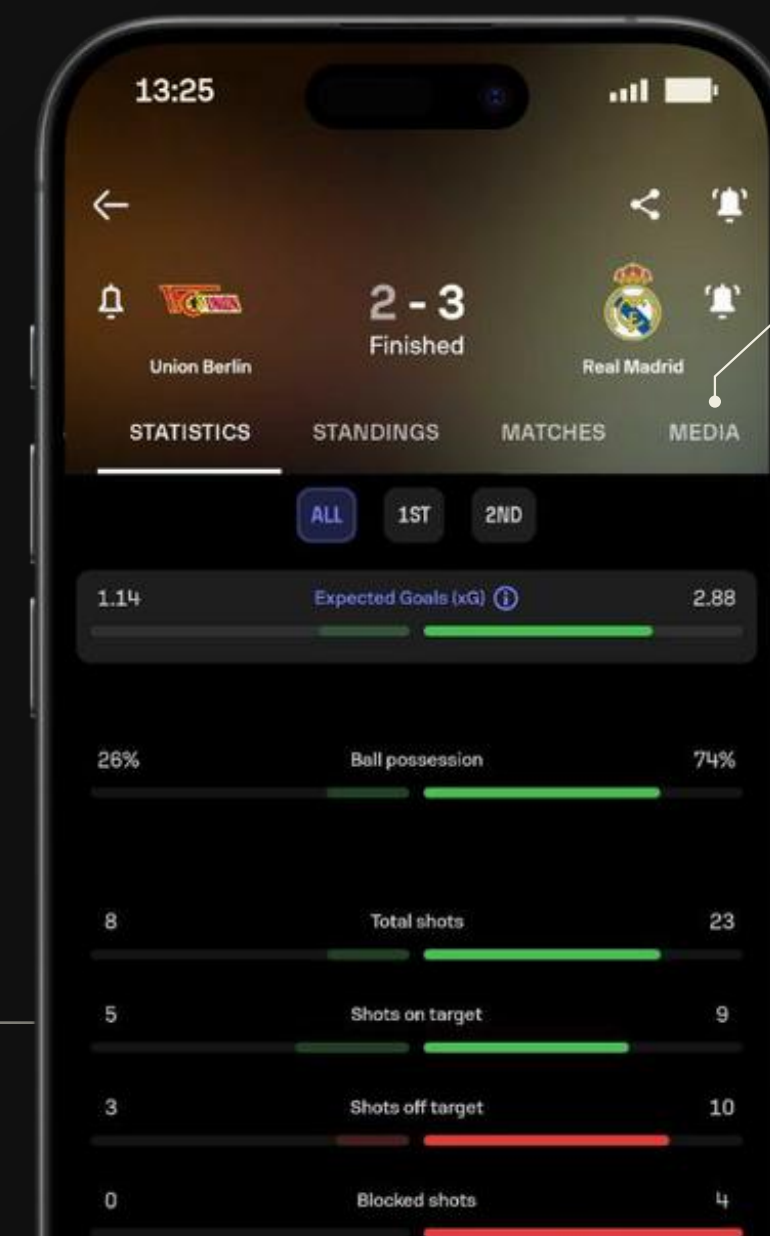
APP Banners 320x480 / 480x320 (Interstitial)

PAGES /// SCREENS

Match screen

POSITION ON SCREEN

When navigating to Media tab
on the Match screen



- Join the world’s largest stadium.

APP Banners

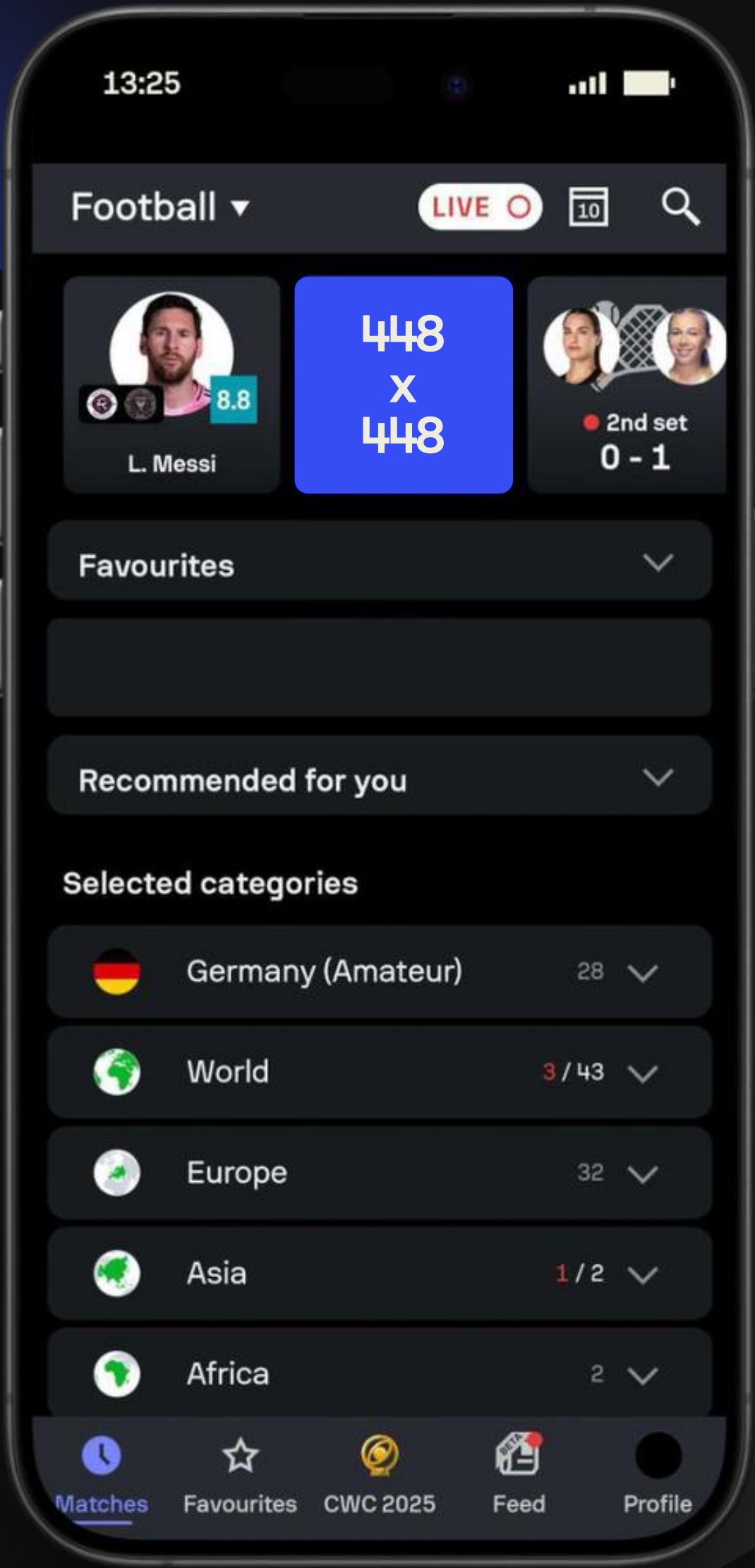
448x448 (Buzzer Tile)

PAGES///SCREENS

Homepage

POSITION ON SCREEN

Top of the Homepage



- Join the world's largest stadium.

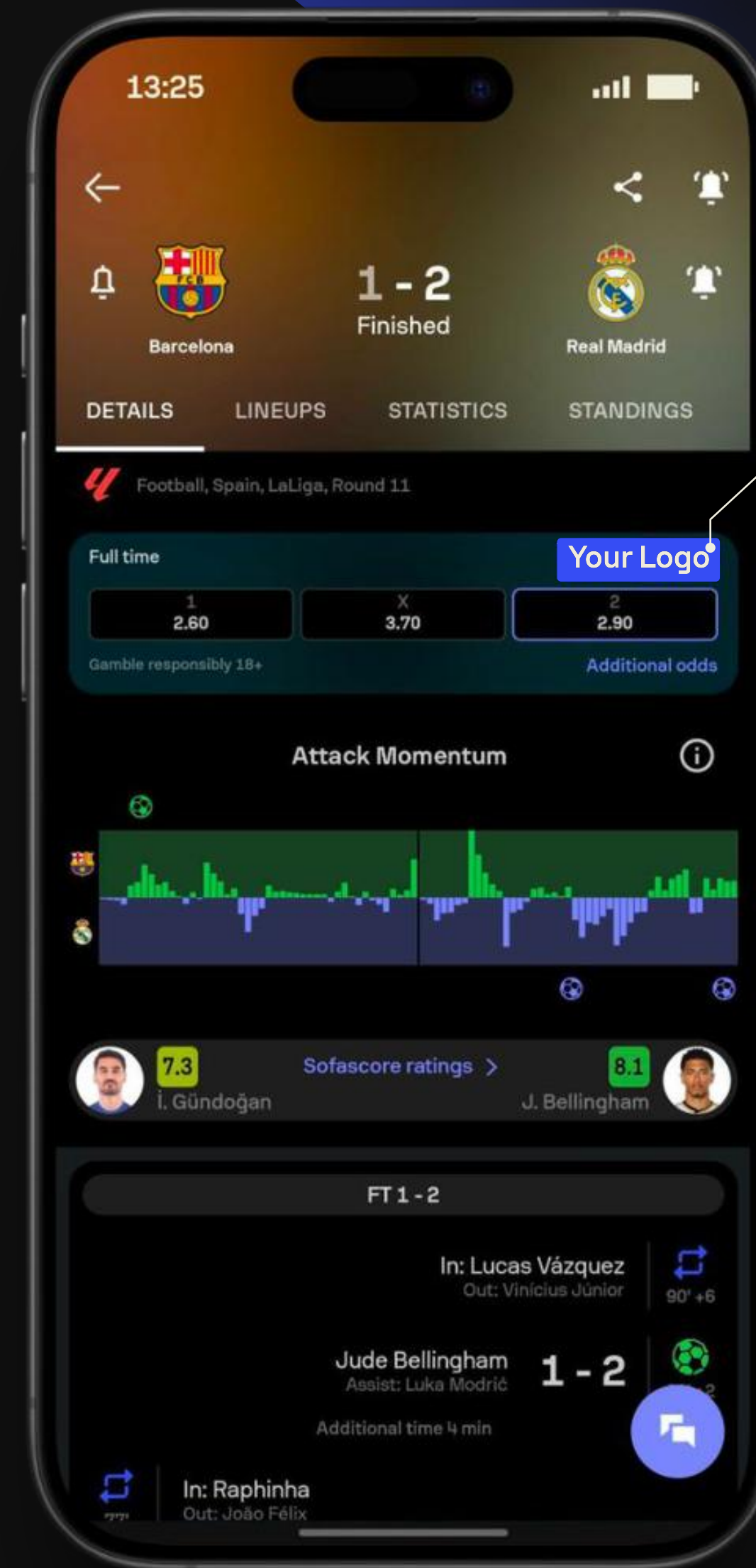
APP Banners Odds

PAGES /// SCREENS

Match screen

POSITION ON SCREEN

Top of the Match Screen



Your Logo

- Join the world's largest stadium.

APP Banners

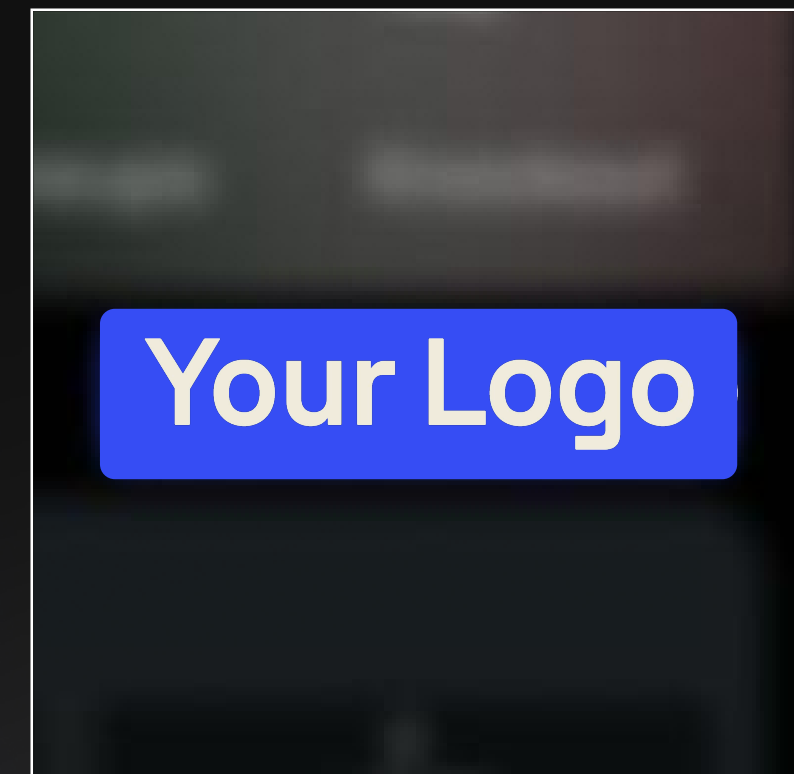
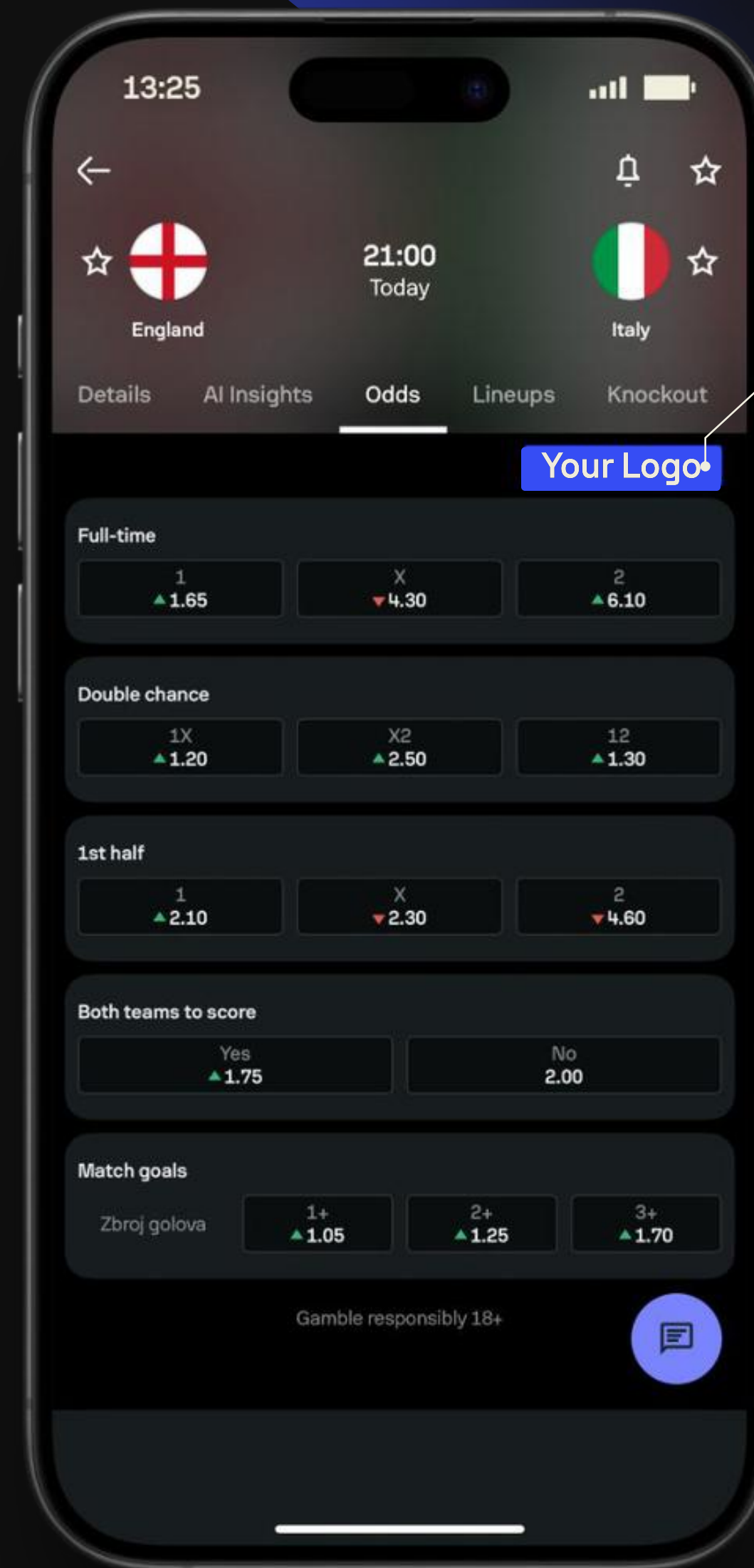
Odds Tab

PAGES /// SCREENS

Match screen

POSITION ON SCREEN

When navigating to Odds tab
on the Match screen



- Join the world's largest stadium.

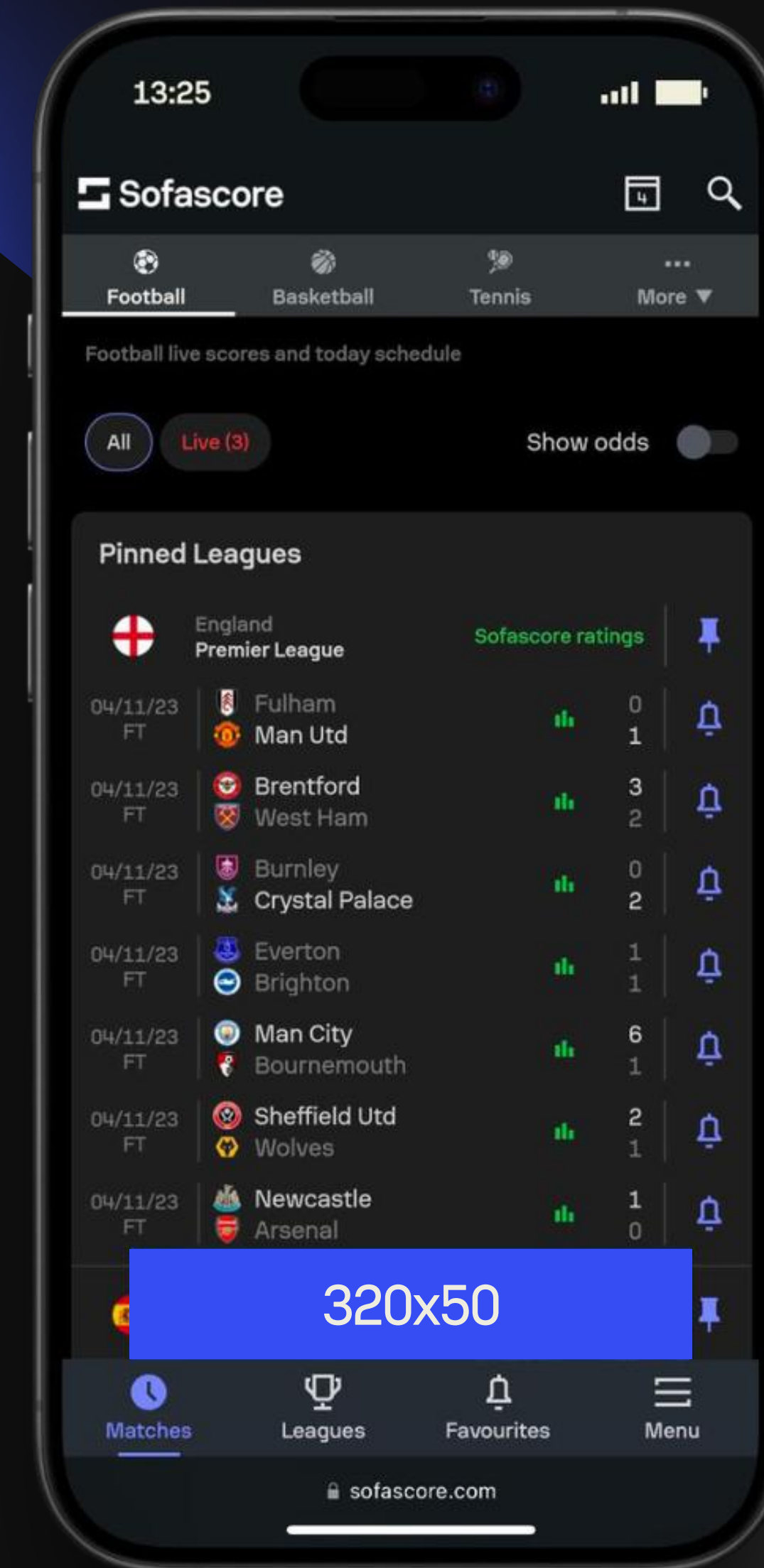
Mobile web Banners 320x50

PAGES /// SCREENS

Homepage, Match screen, Team screen,
Tournament screen, Player screen

POSITION ON SCREEN

Bottom Anchor, In-feed



■ Join the world's largest stadium.

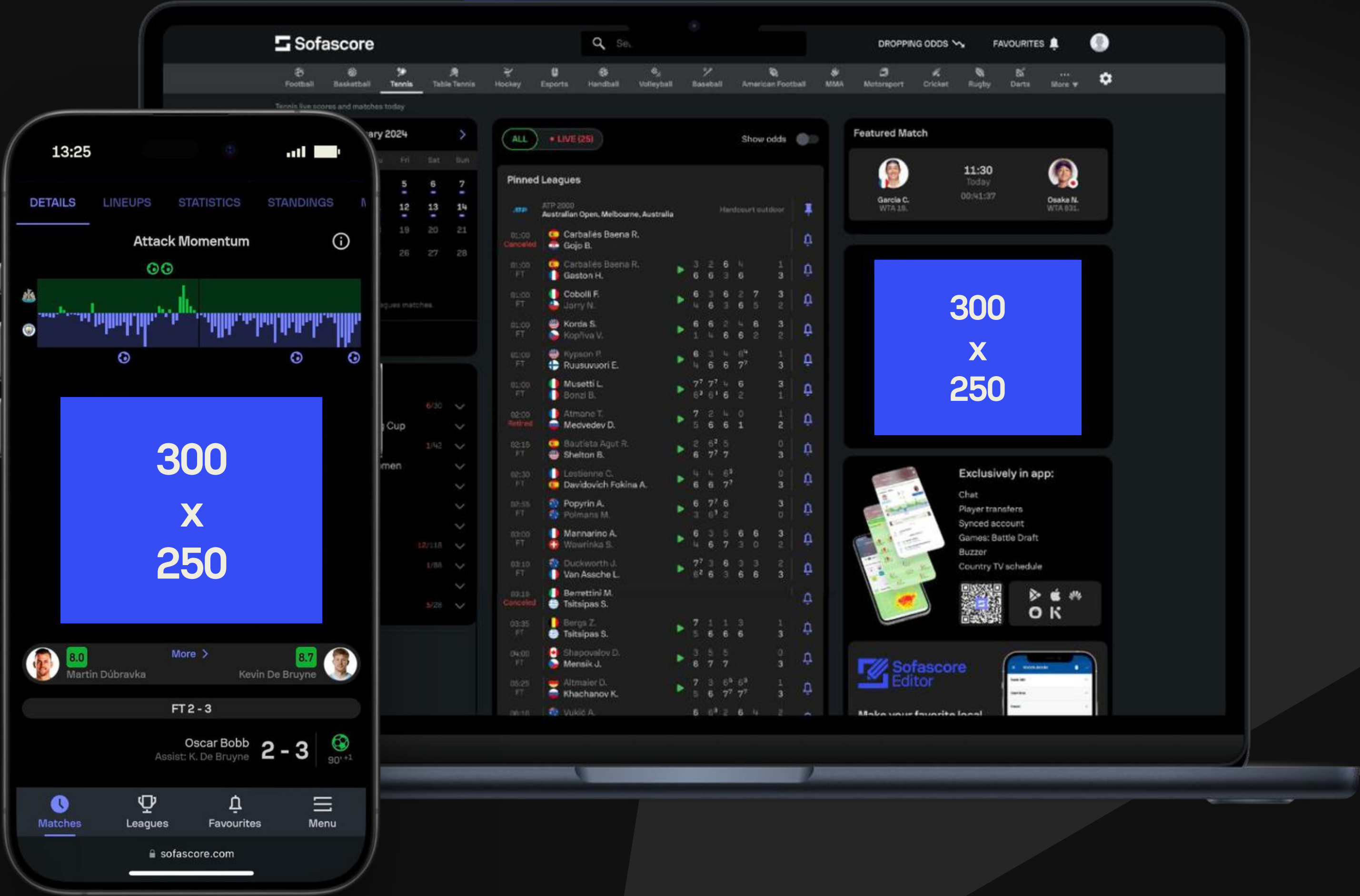
Mobile/Desktop web Banners 300x250

PAGES///SCREENS - MOBILE
Homepage, Event page,
Team page, Tournament page

POSITION ON SCREEN - MOBILE
In-feed

PAGES///SCREENS - DESKTOP
Every web screen

POSITION ON SCREEN - DESKTOP
Top right



- Join the world's largest stadium.

Desktop web Banners

300x600

PAGES /// SCREENS

Every web screen

POSITION ON SCREEN

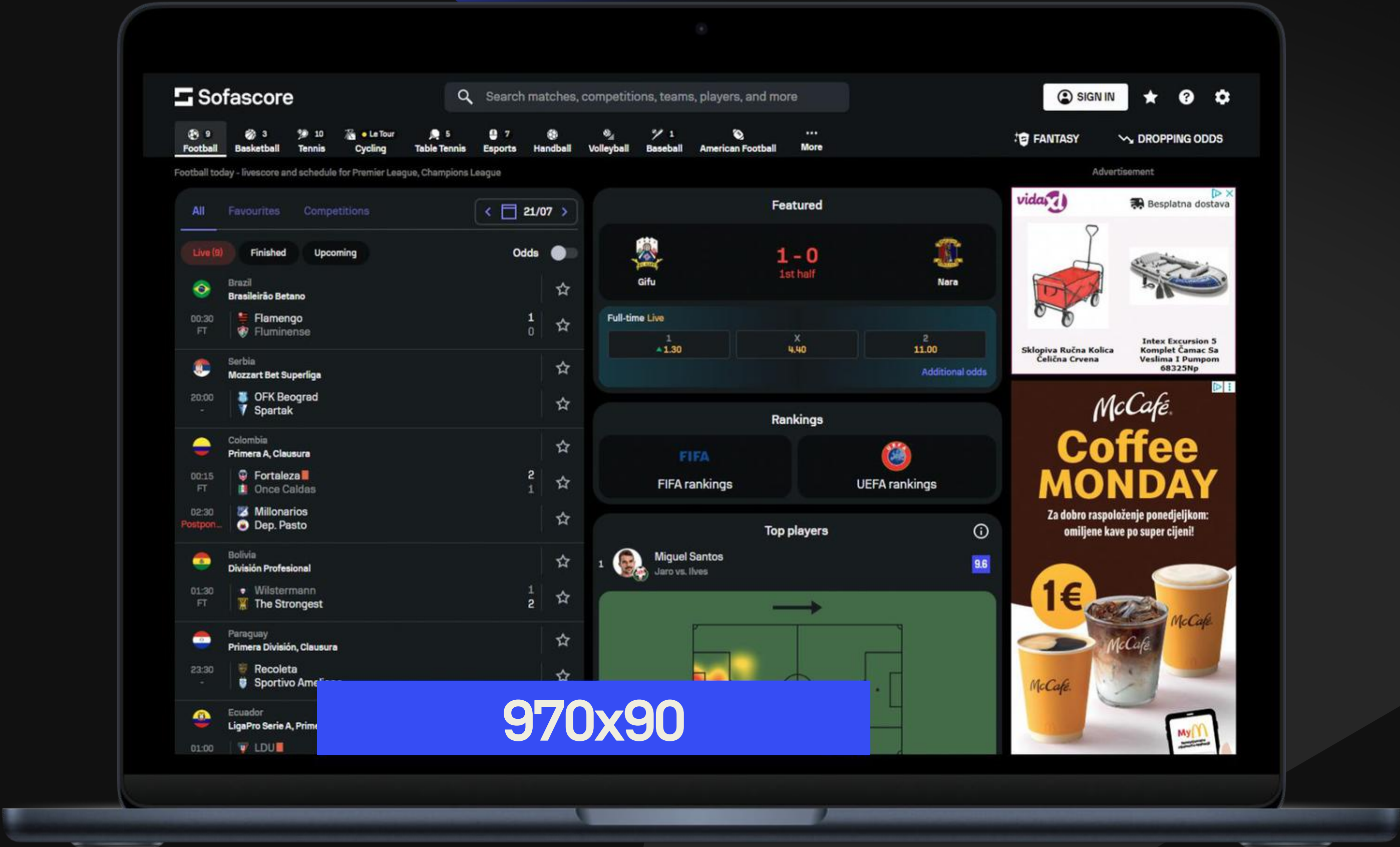
Right Sticky



- Join the world's largest stadium.

Desktop web Banners 970x90

PAGES /// SCREENS
Every web screen
POSITION ON SCREEN
Bottom Sticky



- Join the world's largest stadium.

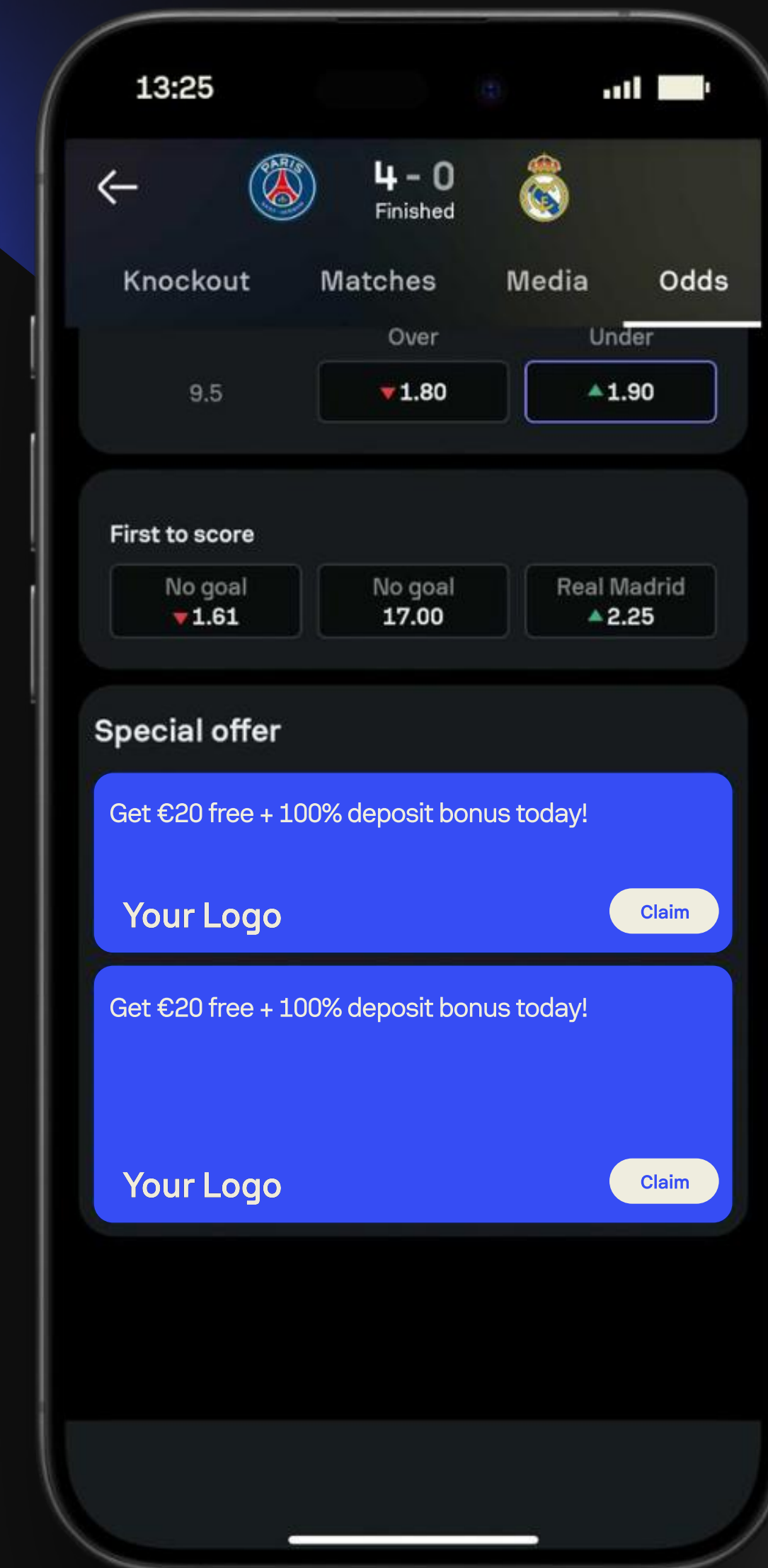
APP/Web Banners Special offer

PAGES///SCREENS

Match screen

POSITION ON SCREEN

When navigating to the bottom of
the Odds tab on the Match screen



- Join the world's largest stadium.

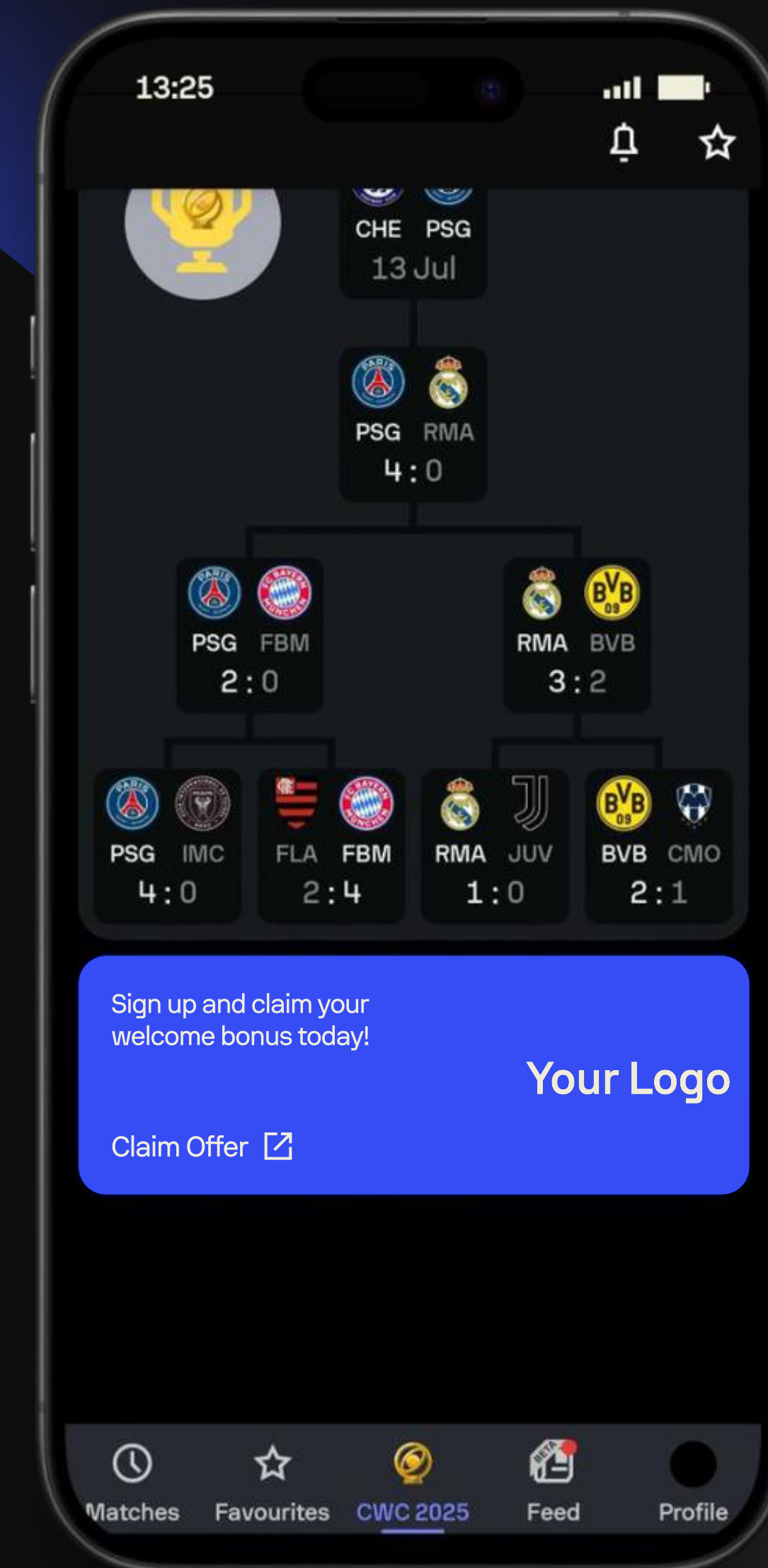
APP/Web Banners Sign-up offer

PAGES///SCREENS

Dedicated custom screen

POSITION ON SCREEN

Can be shown on Match screen, Team screen,
Tournament screen, Player screen etc.



- Join the world's largest stadium.

Mobile/Desktop web Banners Odds

PAGES /// SCREENS

Homepage, Match screen

POSITION ON SCREEN

Top of the Match tab



- Join the world's largest stadium.

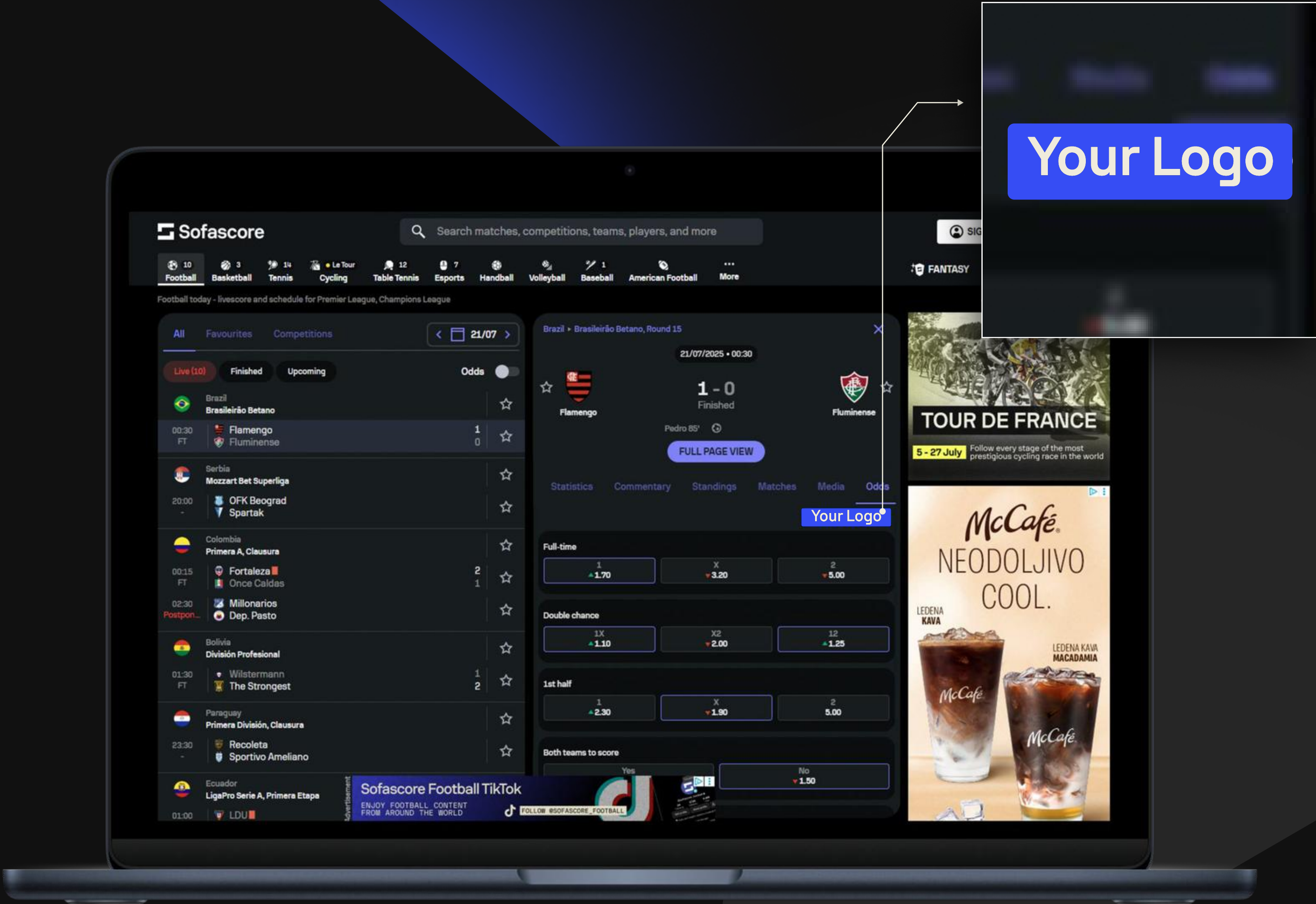
Mobile/Desktop web Banners Odds Tab

PAGES /// SCREENS

Match screen

POSITION ON SCREEN

When navigating to Odds tab
on the Match screen



■ Technical Details

– AD SERVERS: GOOGLE AD MANAGER 360 + SMART AD SERVER

■ Technical Details

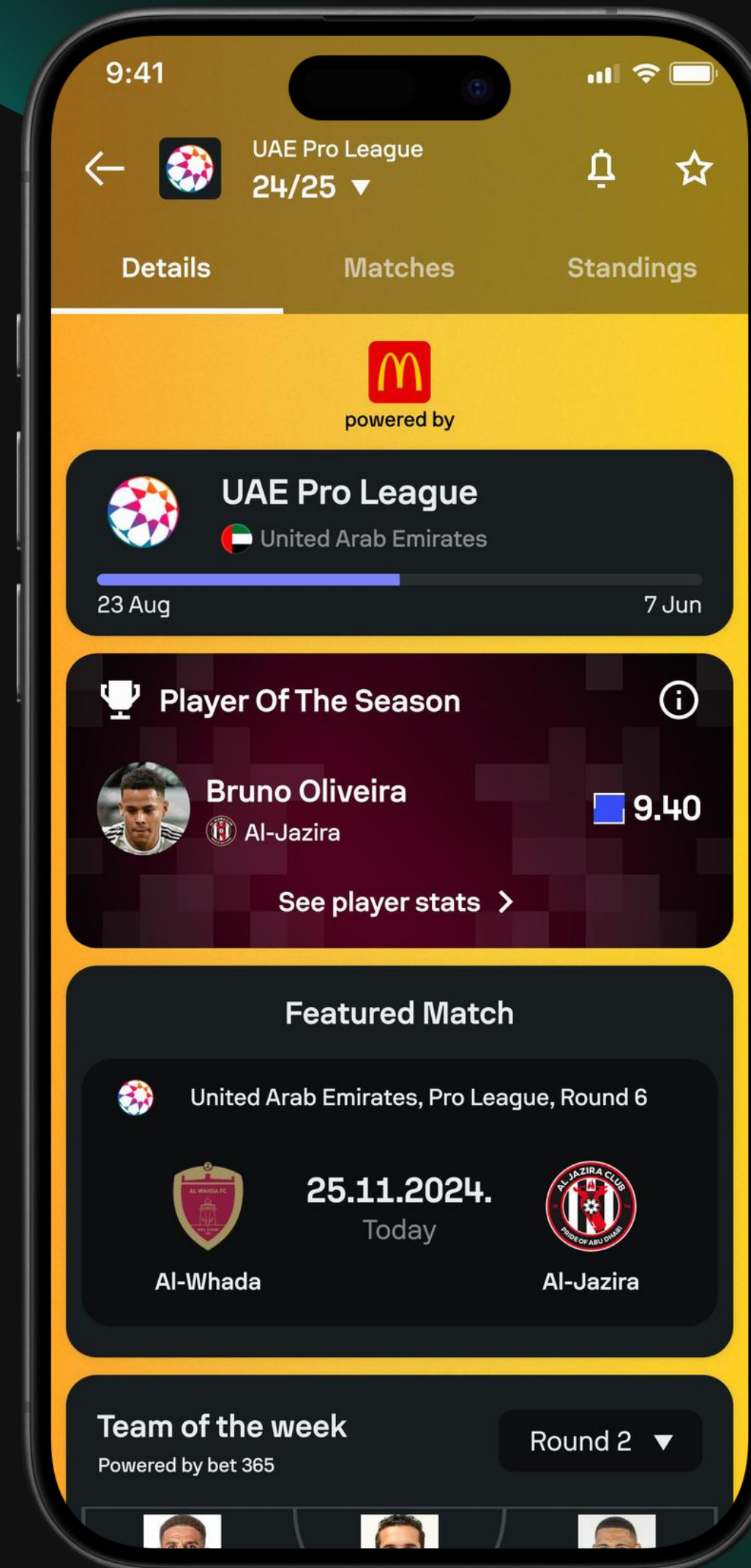
	Width x Height, px	Creative Type	Deliverables Formats	Max Weight	Clicktracking	Impression Tracking	Additional Details
Standard Banners	320x50 300x250 300x600 728x90	Image	.jpg / .png / .gif	999kb	url	URL	
		HTML5	.zip with HTML file	999kb	clickTag directly implemented within the .html file	url	HTML5 guidelines for Ad Manager
		3 rd party script	JS script	/	URL within the script + Click Macros	1x1 pixel within the script + Macros	Develop and manage third-party creatives
Interstitial Banner	320x480 480x320	Custom Creative Template	2x .jpg / .png / .gif	999kb	url	url	

CONTACT US IF YOU HAVE ANY QUESTIONS: advertising@sofascore.com

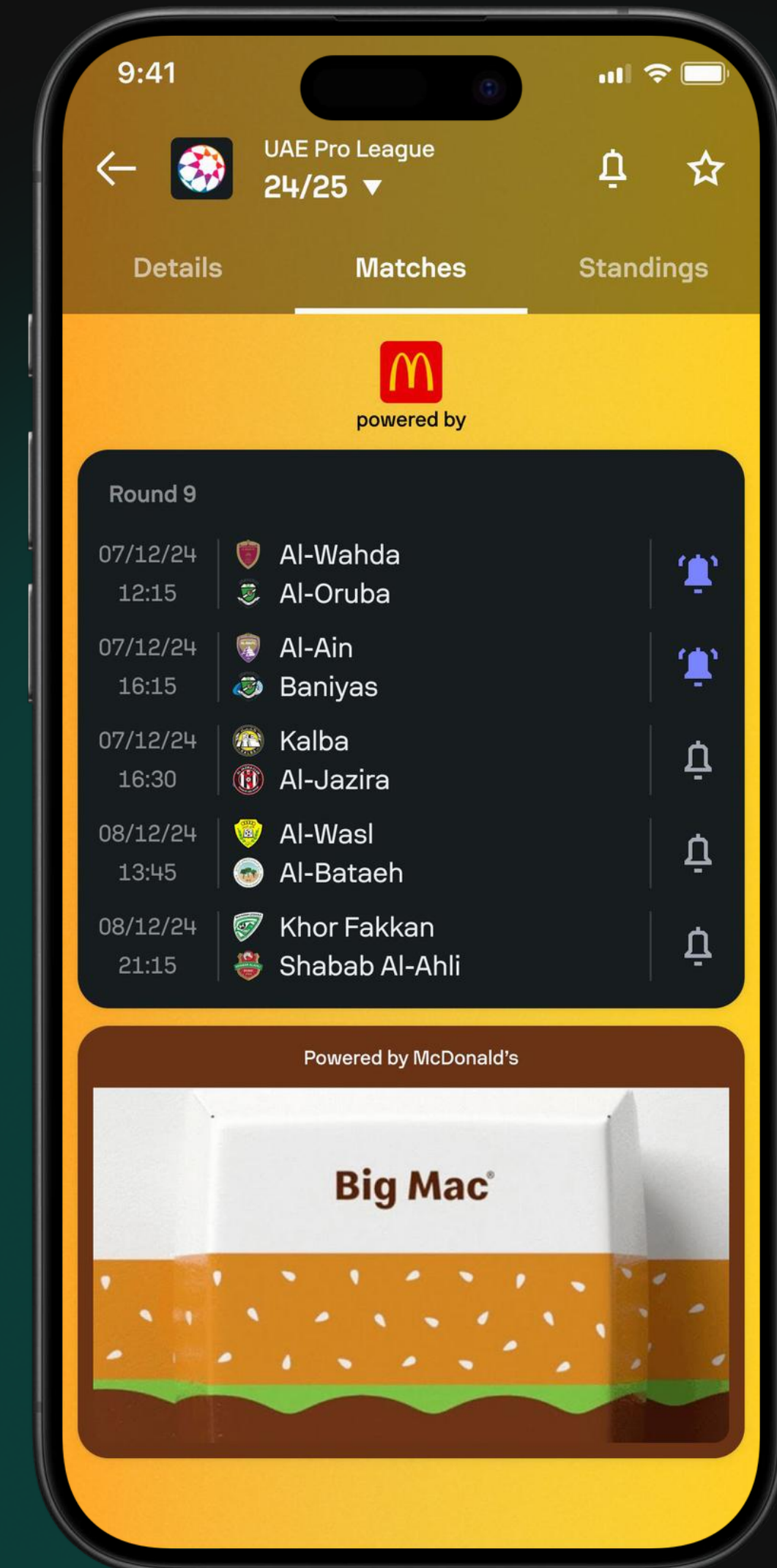


- Cover the entire pitch.

/// DETAILS



/// MATCHES



- Cover the entire pitch.

/// STANDINGS

9:41 UAE Pro League 24/25

Details Matches Standings

powered by

ALL HOME AWAY

Pro League Powered by

#	Team	P	DIFF	PTS
1	Al-Sharjah	38	+61	94
2	Shabab Al-Ahli	38	+34	82
3	Al-Wahda	38	+32	78
4	Al-Jazira	38	+25	73
5	Al-Nasr Dubai	38	+23	65
6	Al-Ain	38	+14	60

/// STANDINGS SCROLLED

9:41 UAE Pro League 24/25

Details Matches Standings

13	Al-Oruba	7	-13	3
14	Dibba Al-Hisn	7	-14	2

● Champions League 2
● Champions League Elite
● Relegation

In the event that two (or more) teams have an equal number of points, the following rules break the tie:

1. H2H (points, goal difference, goals scored, goals scored Away)
2. Goal difference

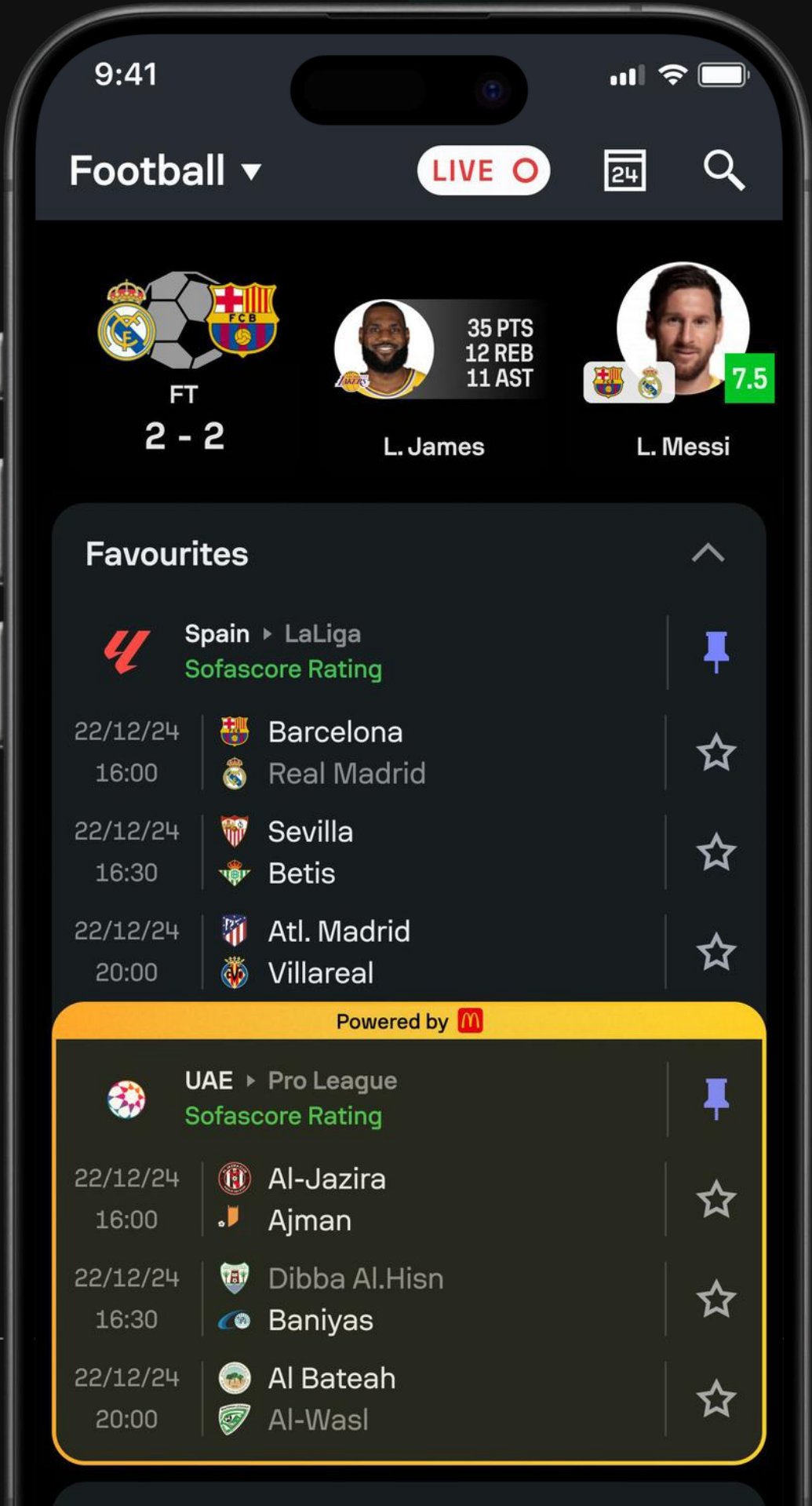
Powered by McDonald's

Big Mac®

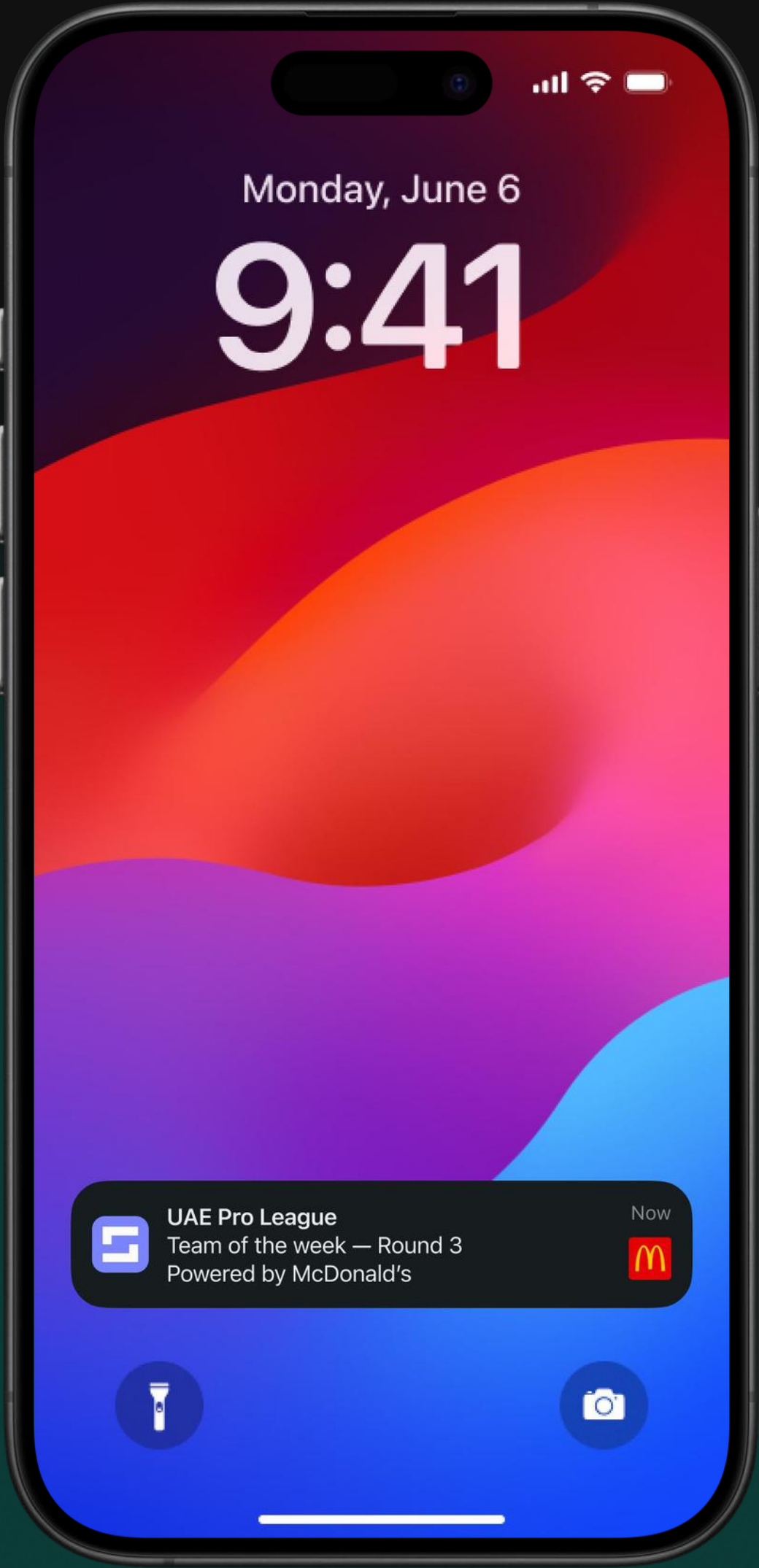
■ Make the front page.

/// MOBILE WEB BANNERS

/// MATCHES



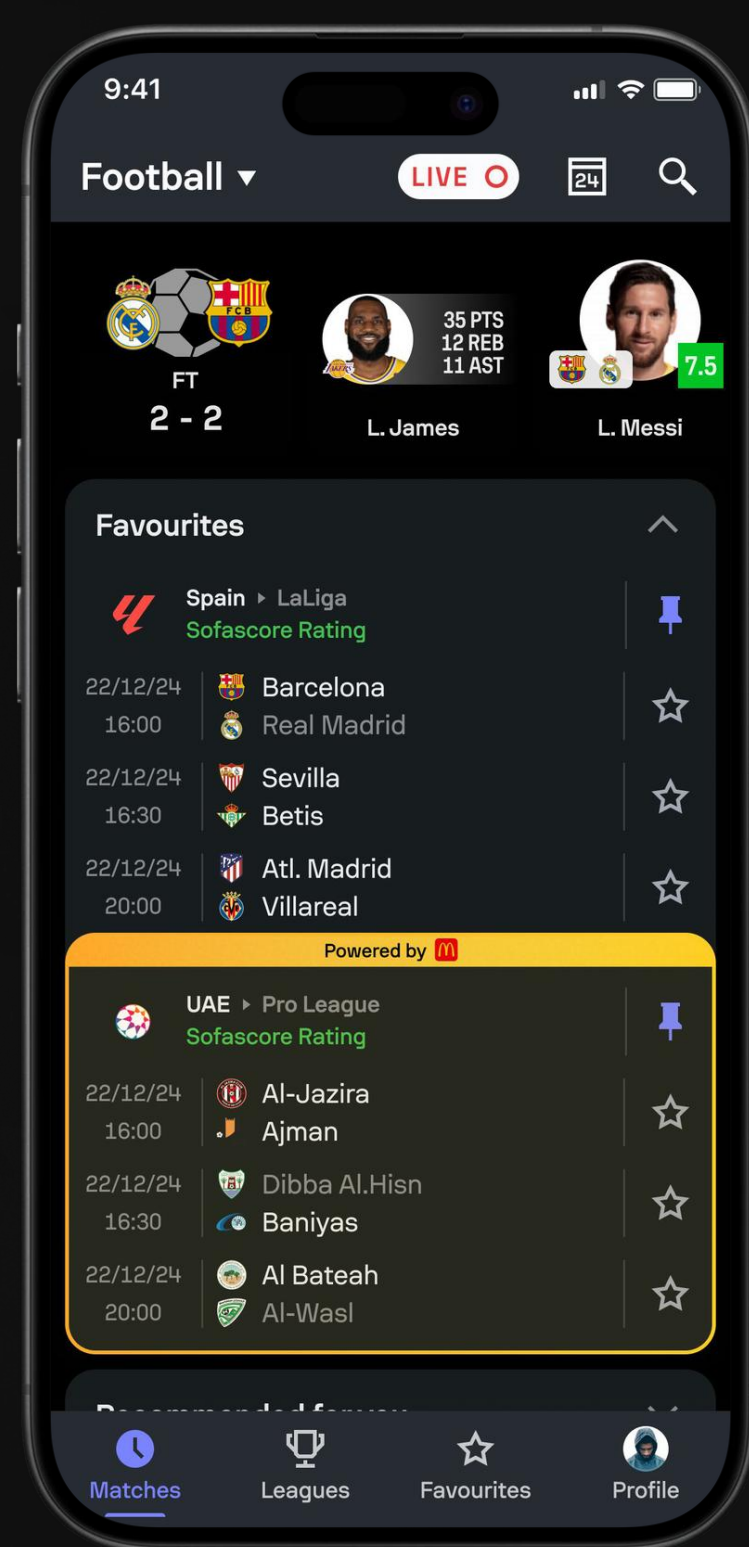
/// NOTIFICATION



■ 1. Core Visibility Package

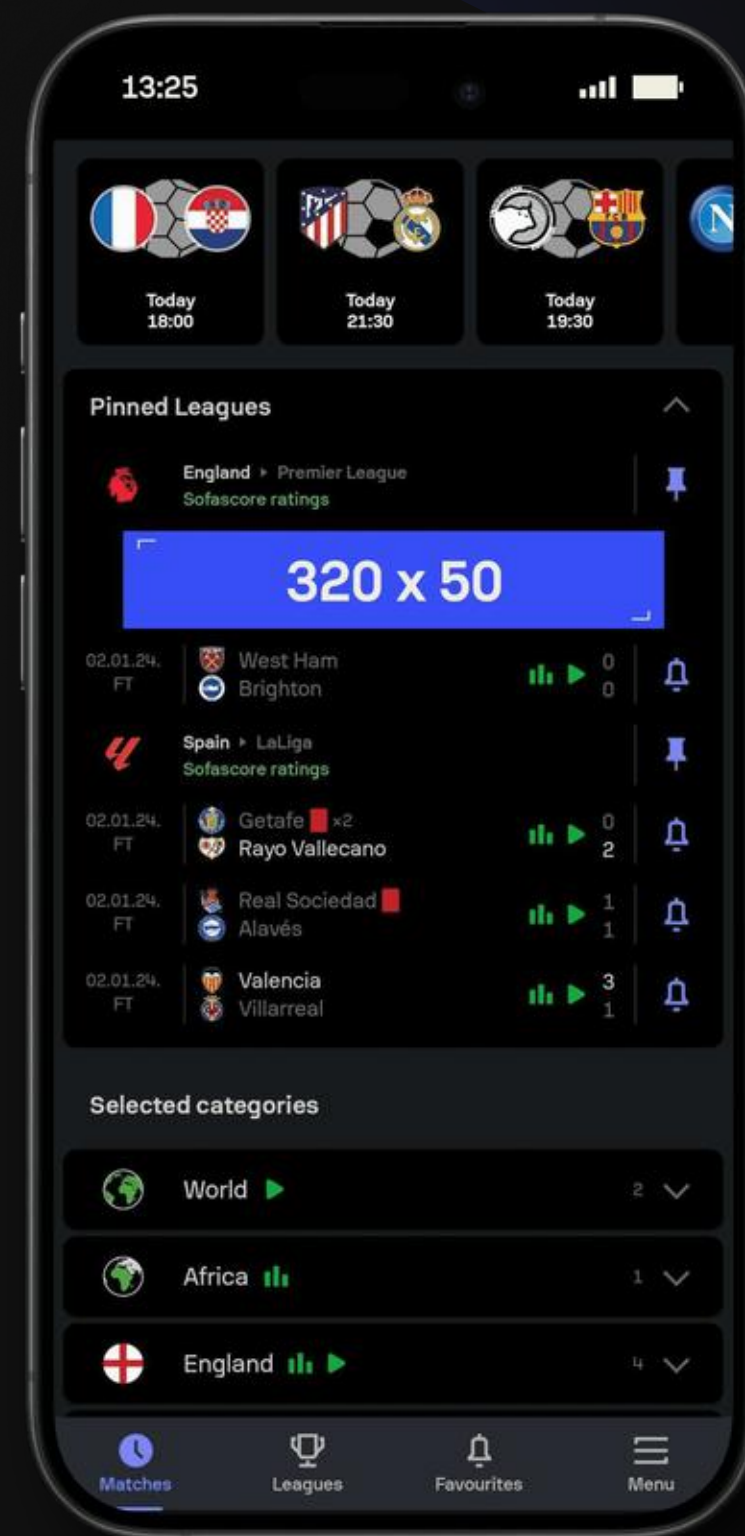
MAKE YOUR BRAND SEEN IN ALL THE KEY PLACES

/// SELECT THE RIGHT
TACTIC FOR YOUR BRAND



APP BRAND TAKEOVER

Homepage or a specific section



IN-APP BANNERS

Custom placements



BRANDED PUSH NOTIFICATIONS

Campaign promotion



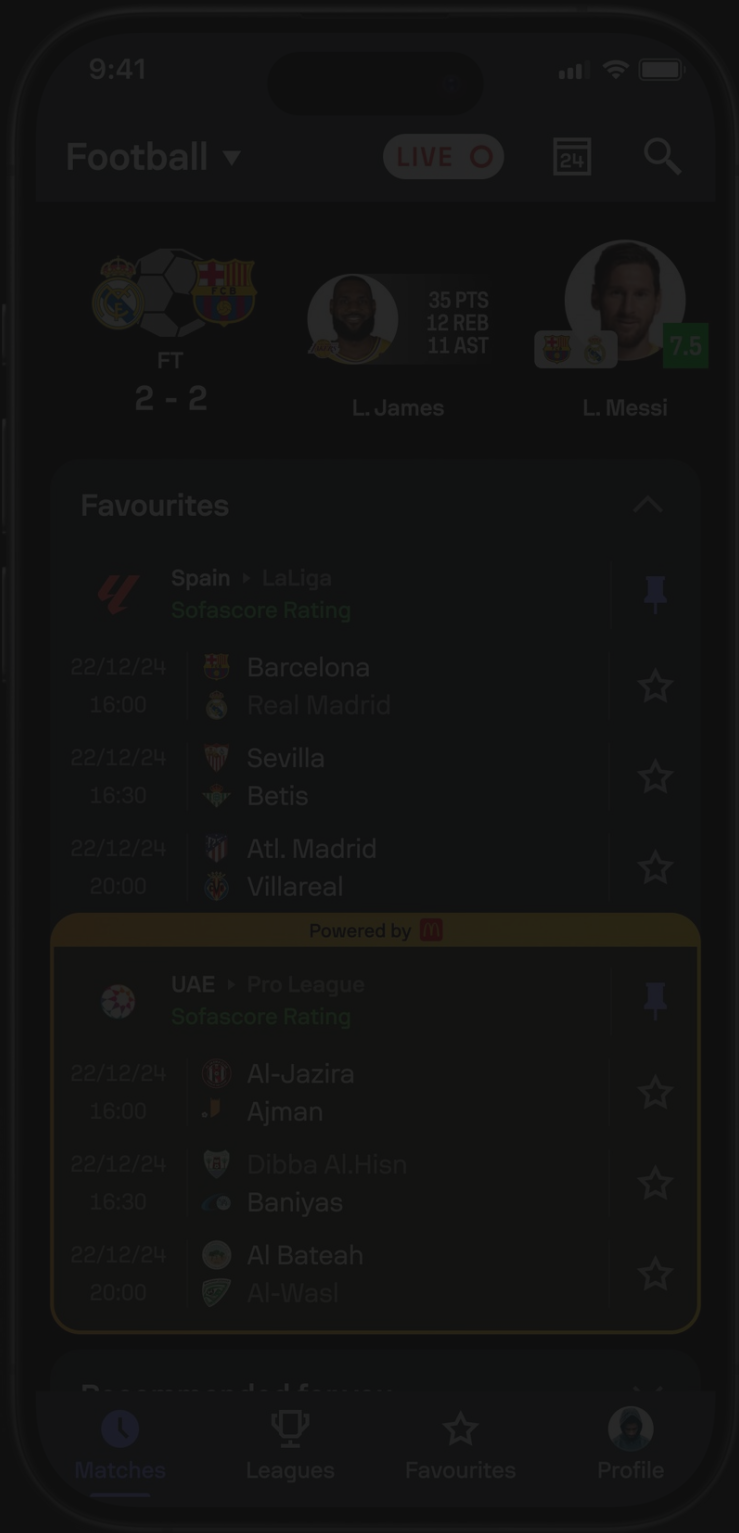
SOCIAL MEDIA



1. Core Visibility Package

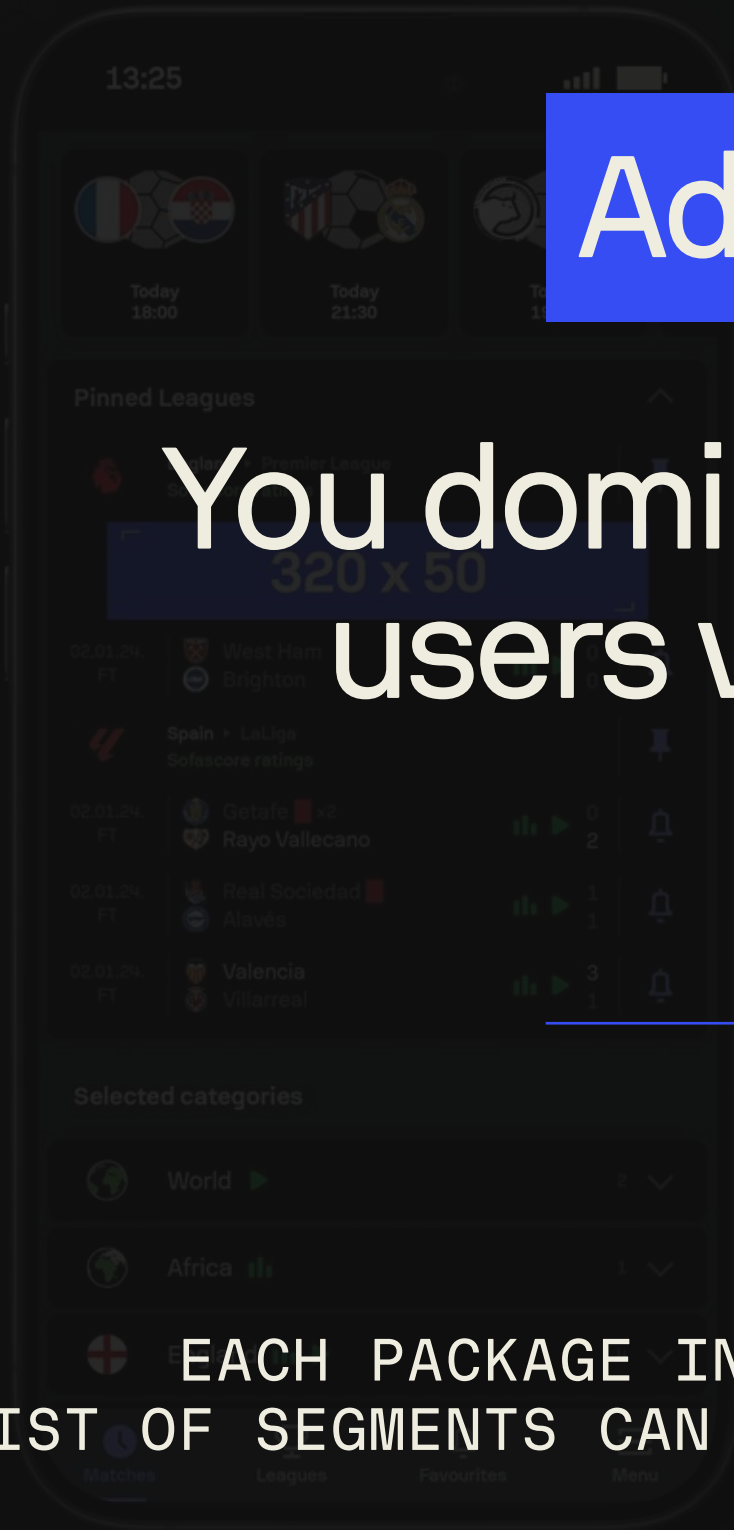
MAKE YOUR BRAND SEEN IN ALL THE KEY PLACES

/// SELECT THE RIGHT TACTIC FOR YOUR BRAND



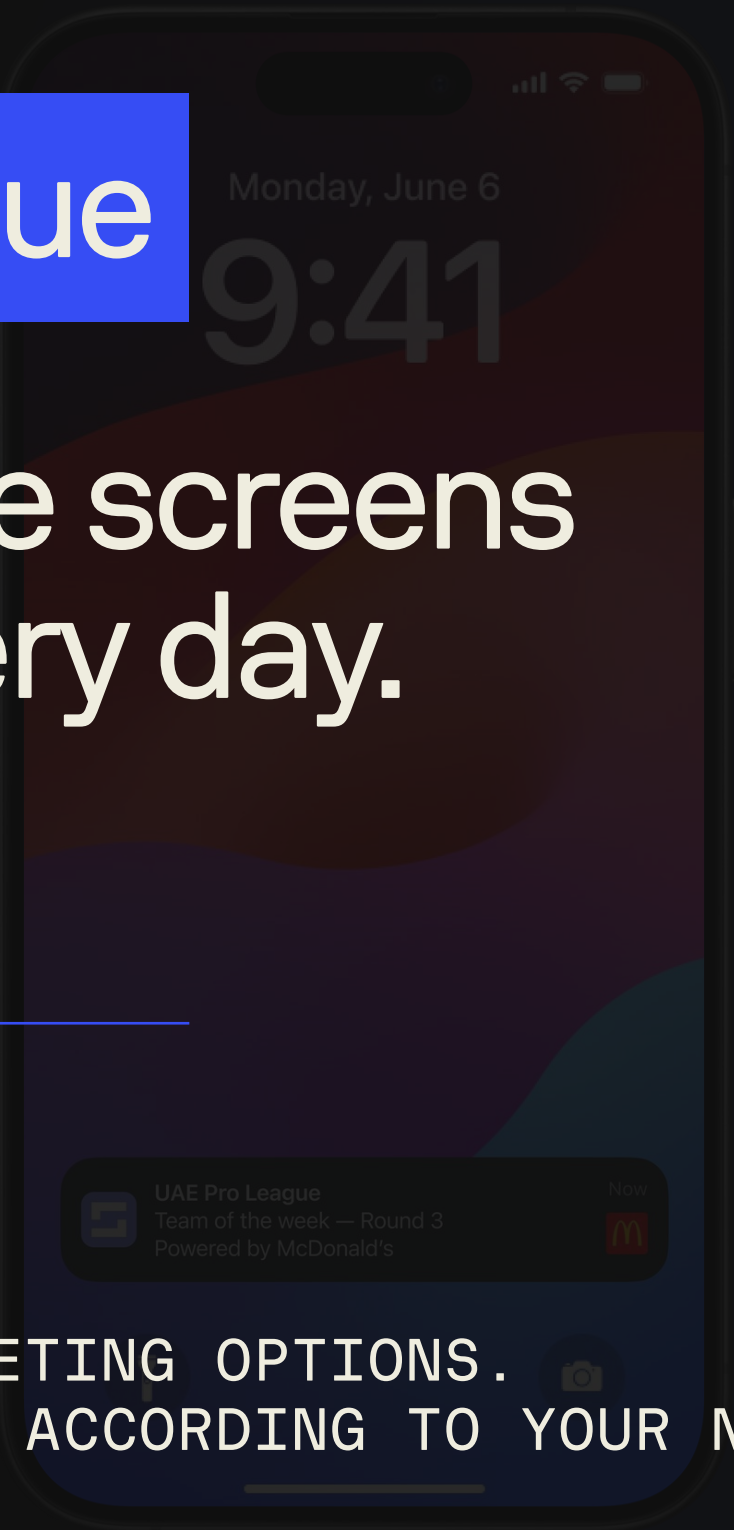
APP BRAND TAKEOVER

Homepage or a specific section



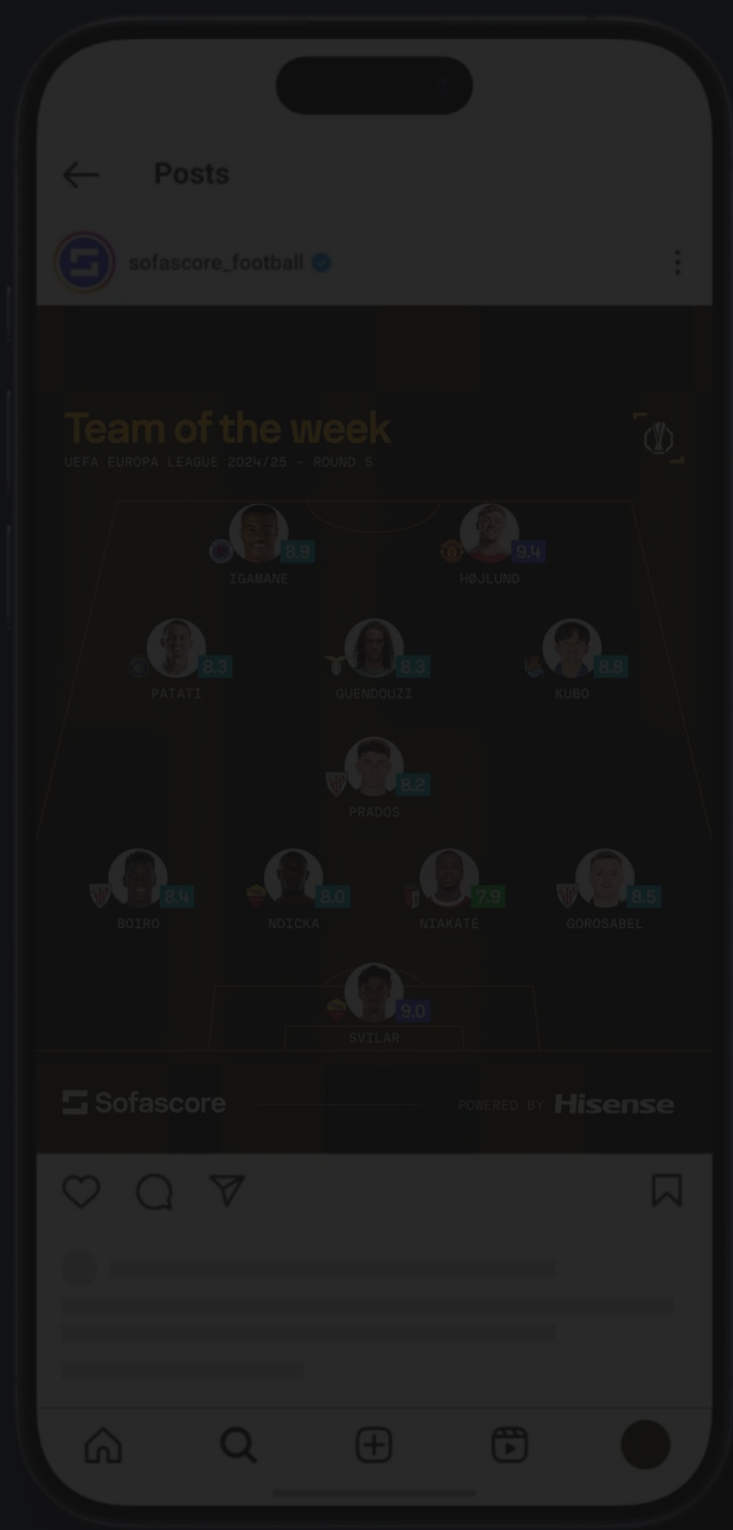
IN-APP BANNERS

Custom placements



BRANDED PUSH NOTIFICATIONS

Campaign promotion

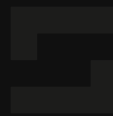


SOCIAL MEDIA

Added value

You dominate the screens users visit every day.

EACH PACKAGE INCLUDES TARGETING OPTIONS.
THE LIST OF SEGMENTS CAN BE ADJUSTED ACCORDING TO YOUR NEEDS.



■ 2. Interactive Engagement Package

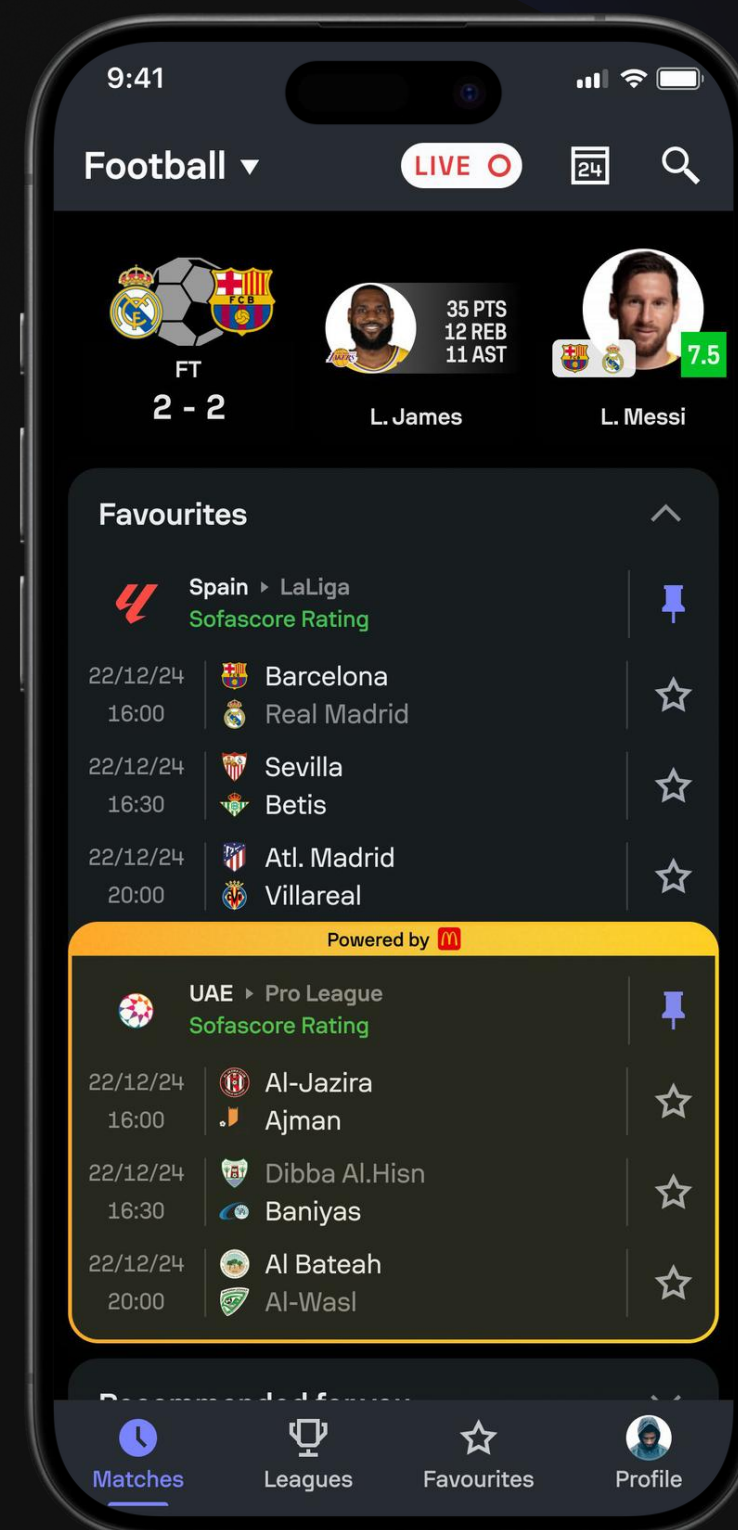
FOCUS ON USERS ENGAGING WITH YOUR BRAND

/// SELECT THE RIGHT
TACTIC FOR YOUR BRAND



INTERSTITIAL ADS

Between tabs



"POWERED BY" CONTENT

In selected tabs



TARGETED PUSH NOTIFICATIONS

With a CTA



SOCIAL MEDIA

■ 2. Interactive Engagement Package

FOCUS ON USERS ENGAGING WITH YOUR BRAND

/// SELECT THE RIGHT
TACTIC FOR YOUR BRAND

Added value

You are part of the user
experience at the level of app
interactions and content.

EACH PACKAGE INCLUDES TARGETING OPTIONS.
THE LIST OF SEGMENTS CAN BE ADJUSTED ACCORDING TO YOUR NEEDS.

INTERSTITIAL ADS

Between tabs

"POWERED BY" CONTENT

In selected tabs

TARGETED PUSH NOTIFICATIONS

With a CTA

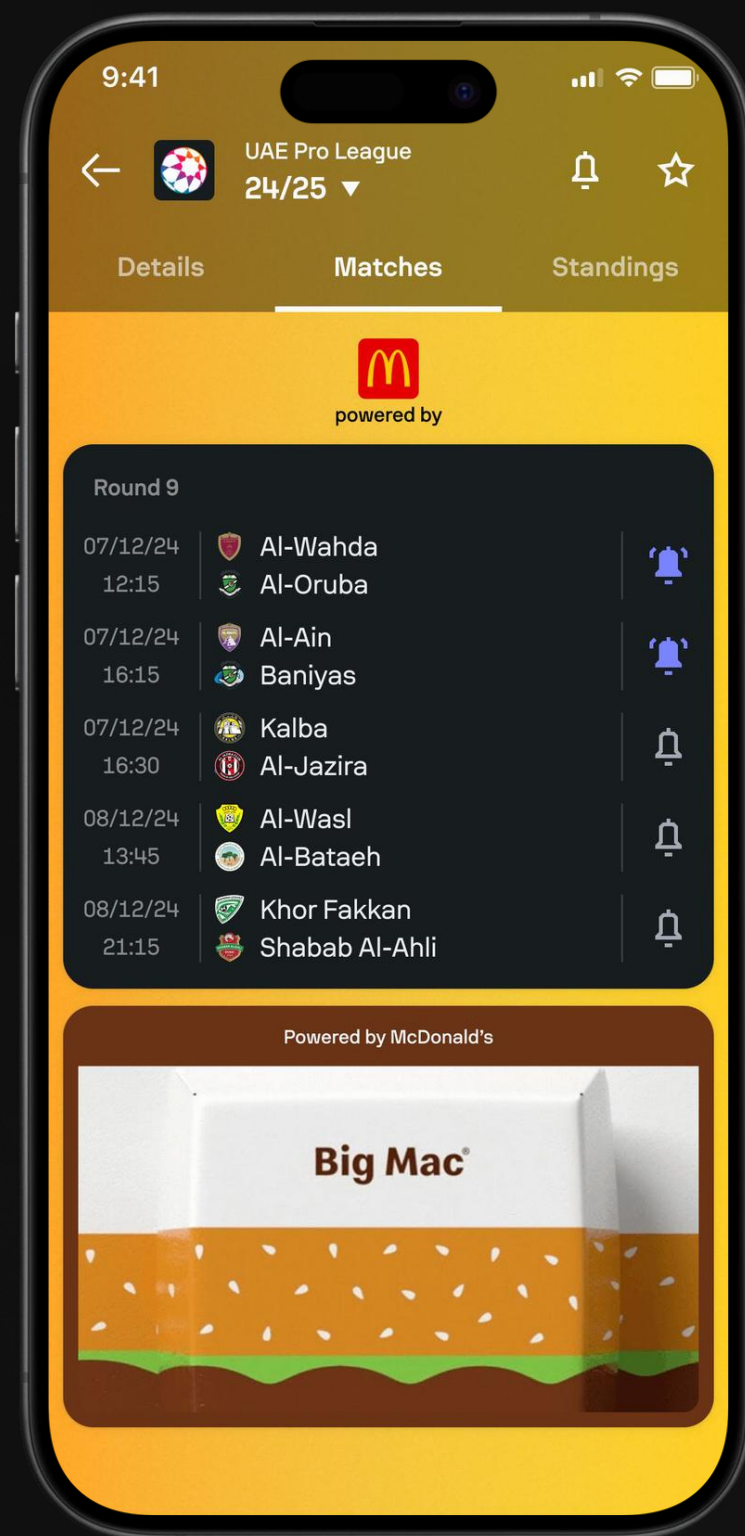
SOCIAL MEDIA



3. Event Booster Package

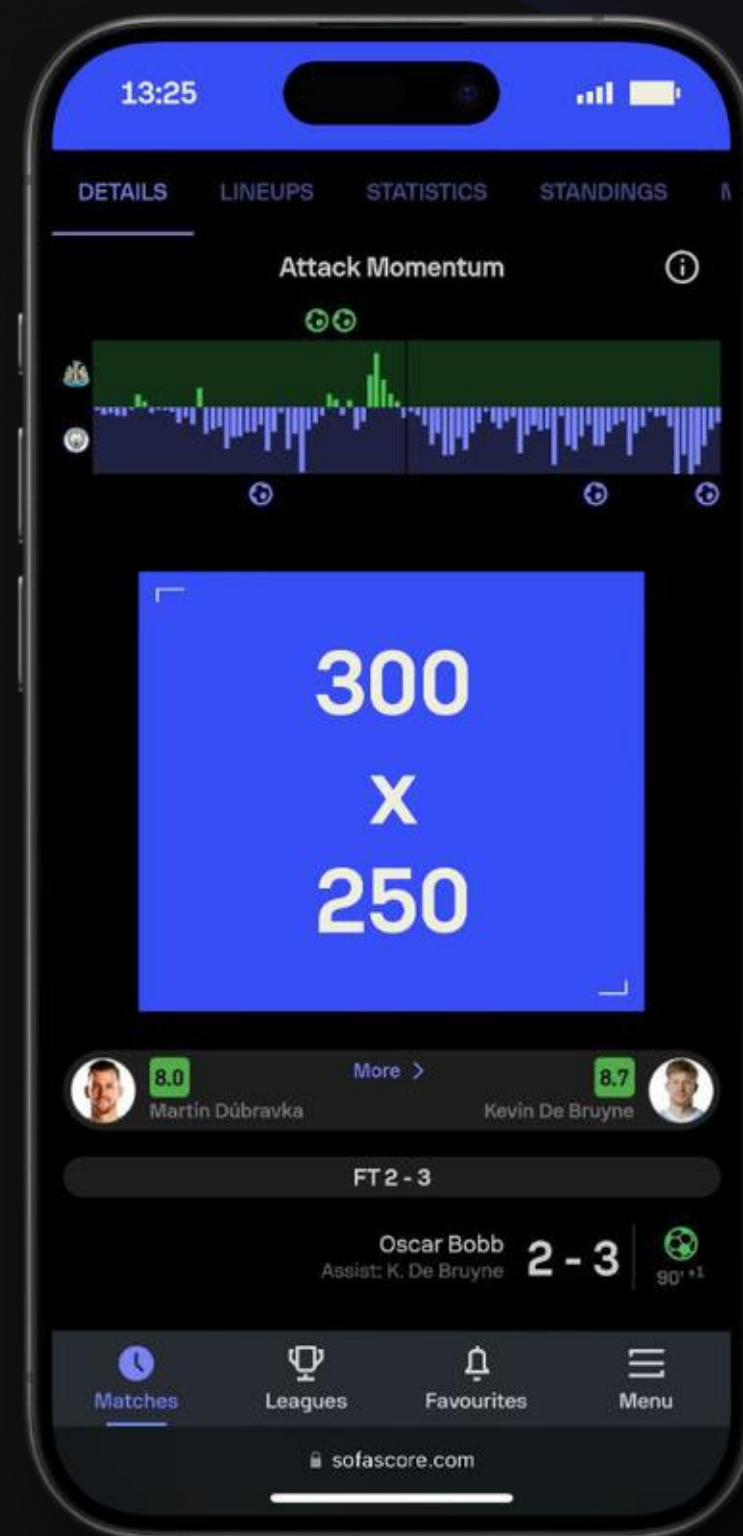
BOOST YOUR PRESENCE DURING THE MOST FOLLOWED SPORTS EVENTS

/// SELECT THE RIGHT
TACTIC FOR YOUR BRAND



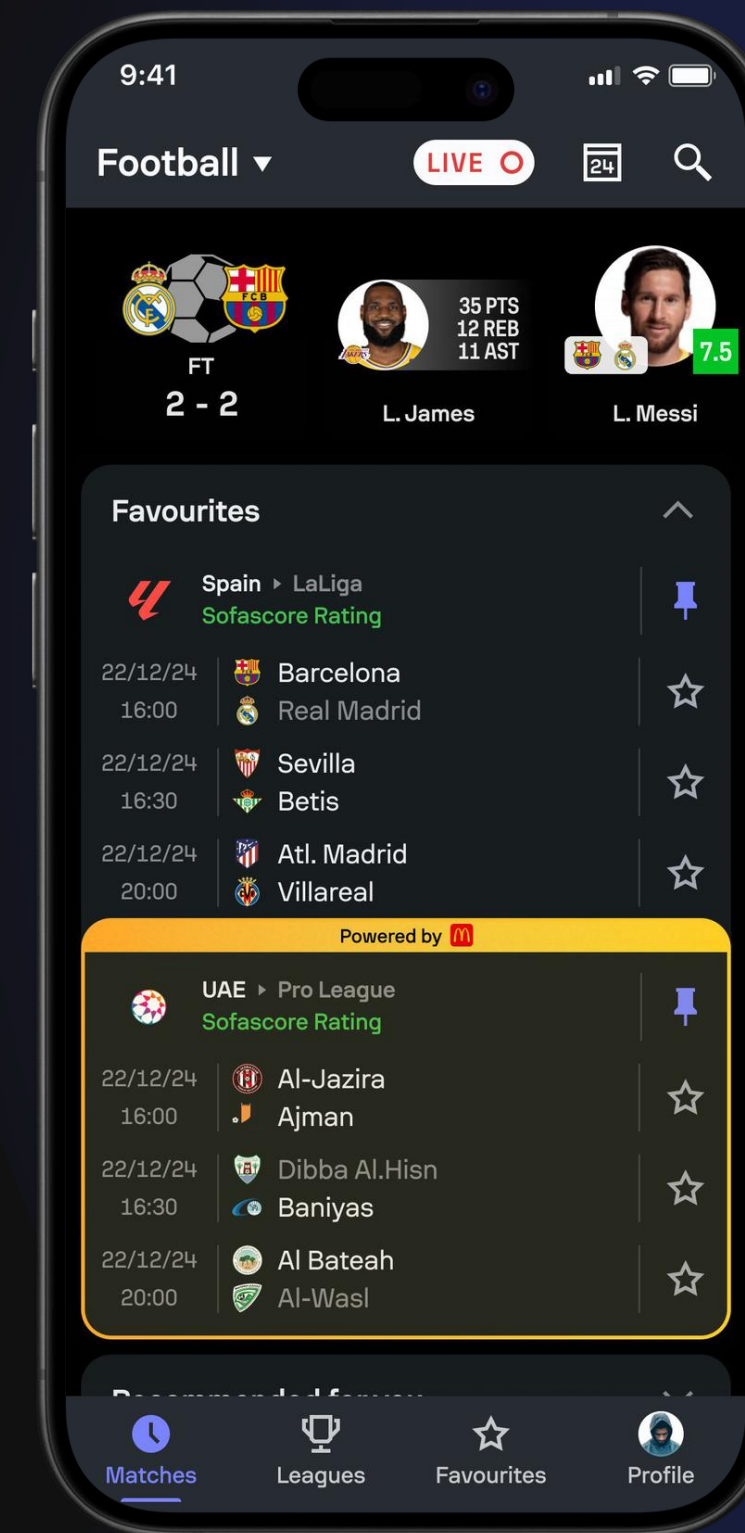
BRAND OVERTAKES

During specific events
e.g. Champions League, El Clásico



DYNAMIC ADS IN SECTIONS

Related to certain events



EXCLUSIVE "POWERED BY"

Segments with a CTA



SOCIAL MEDIA



SOFASCORE

■ 3. Event Booster Package

BOOST YOUR PRESENCE DURING THE MOST FOLLOWED SPORTS EVENTS

/// SELECT THE RIGHT
TACTIC FOR YOUR BRAND

Added value

You are directly associated
to key events followed by
users in real-time.

EACH PACKAGE INCLUDES TARGETING OPTIONS.
THE LIST OF SEGMENTS CAN BE ADJUSTED ACCORDING TO YOUR NEEDS.

BRAND OVERTAKES

During specific events
e.g. Champions League, El Clásico

DYNAMIC ADS IN SECTIONS

Related to certain events

EXCLUSIVE "POWERED BY"

Segments with a CTA

SOCIAL MEDIA



■ 4. The Premium Package

IF THEY WERE SOFAScore RATINGS, THIS ONE WOULD BE A 10.

BRANDED PUSH NOTIFICATIONS

"POWERED BY" CONTENT

In the app's key sections

EXCLUSIVE SPONSORSHIPS

Of events or parts of the app

APP BRAND TAKEOVER

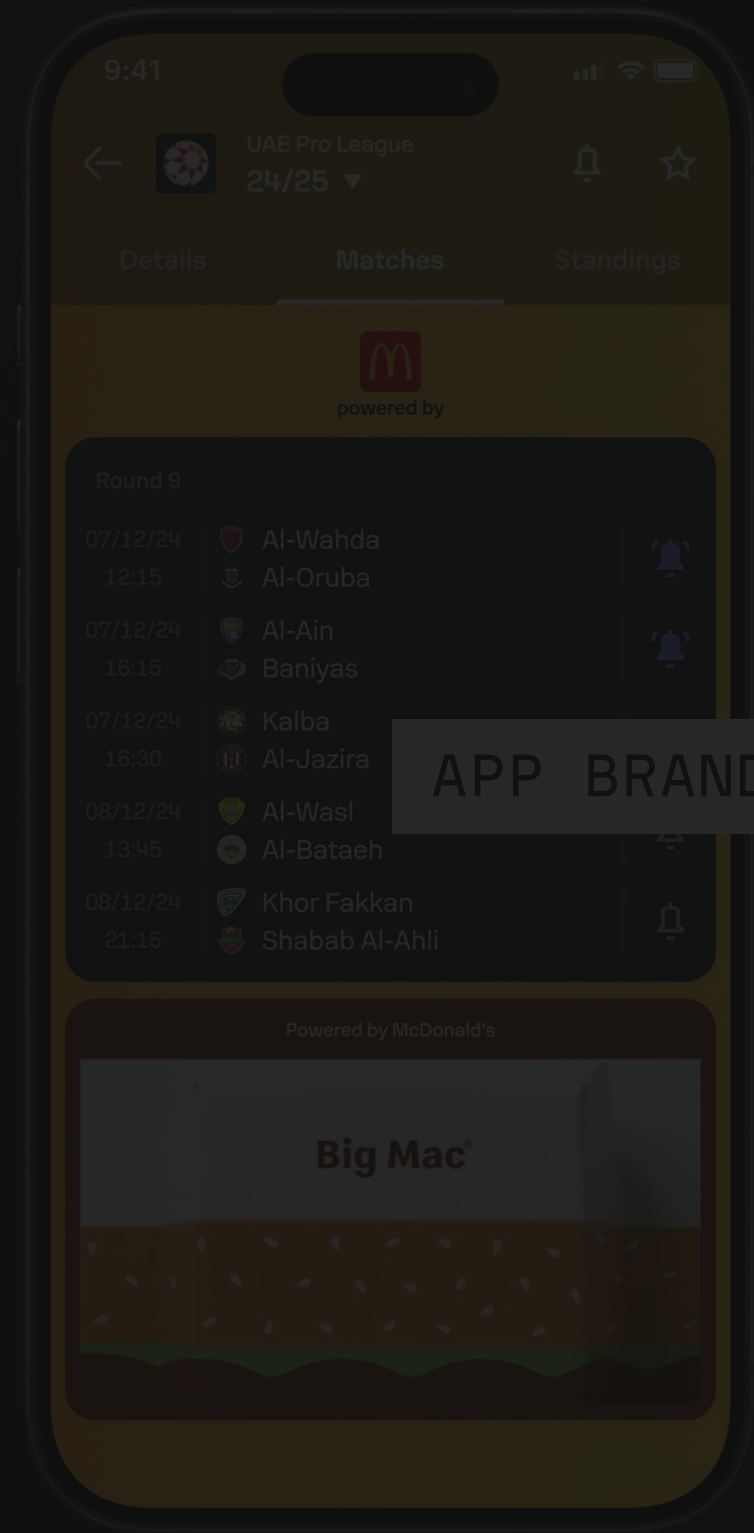
SOCIAL MEDIA

IN-APP AND DESKTOP ADS

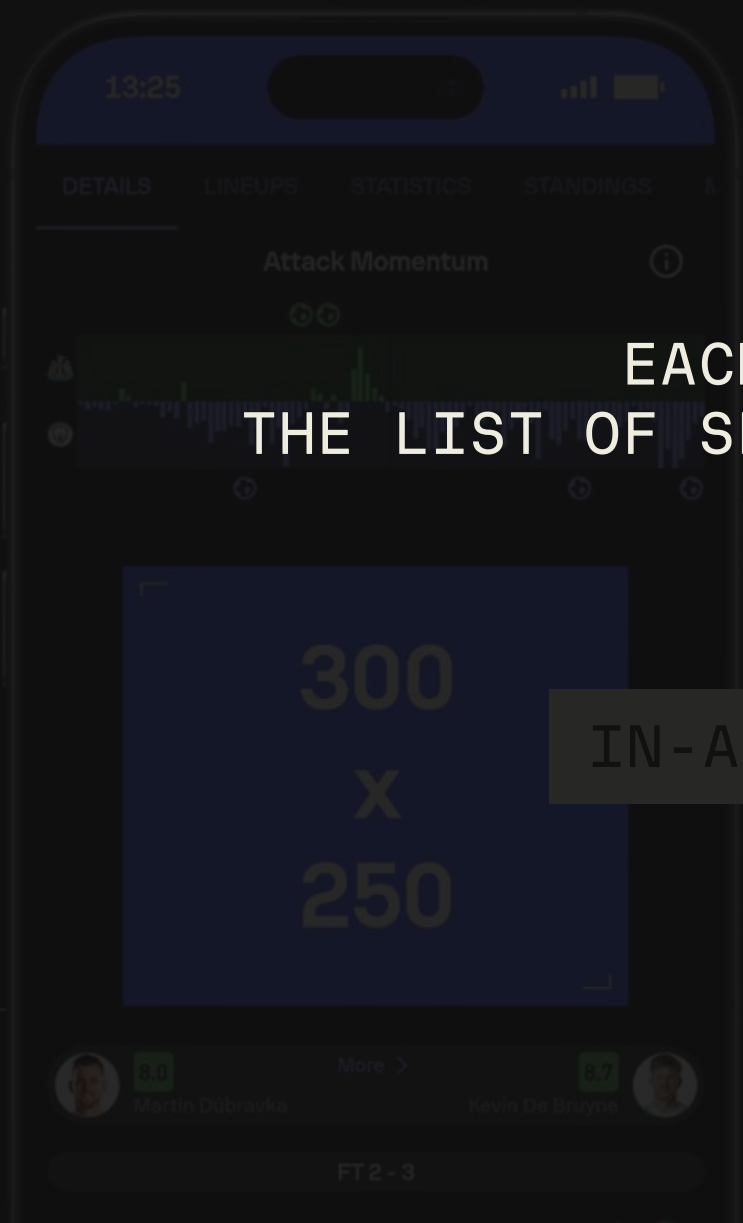


■ 4. The Premium Package

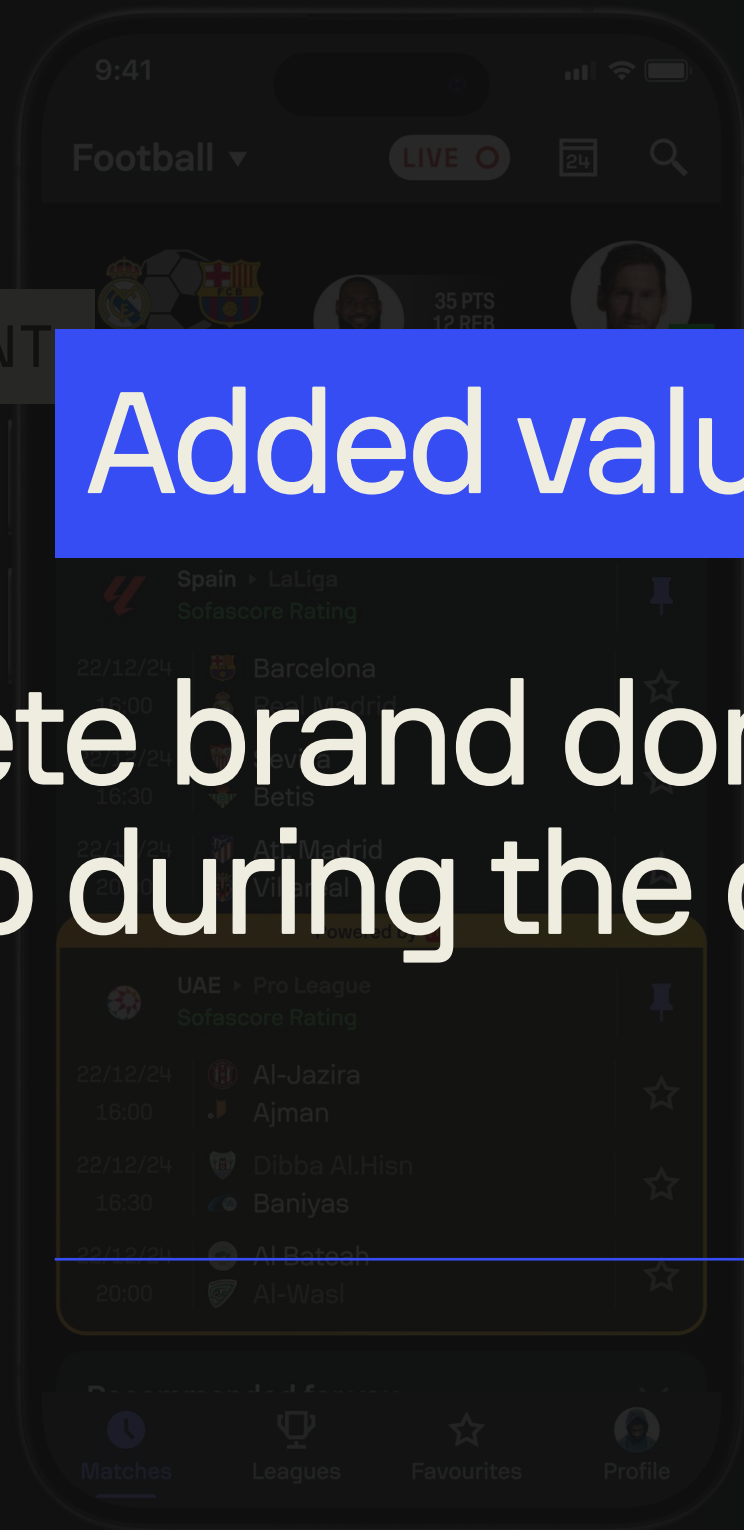
IF THEY WERE SOFAScore RATINGS,
THIS ONE WOULD BE A 10.



APP BRAND TAKEOVER



IN-APP AND DESKTOP ADS

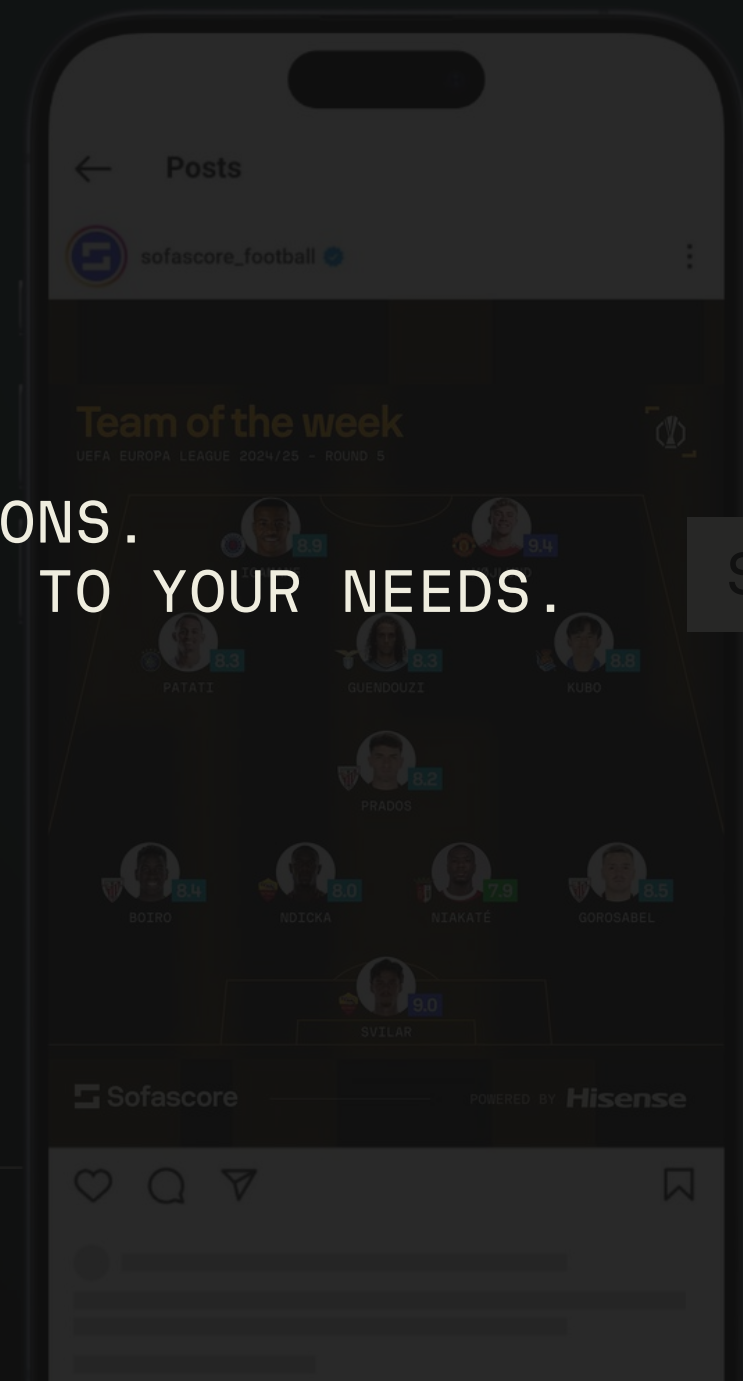


"POWERED BY" CONTENT

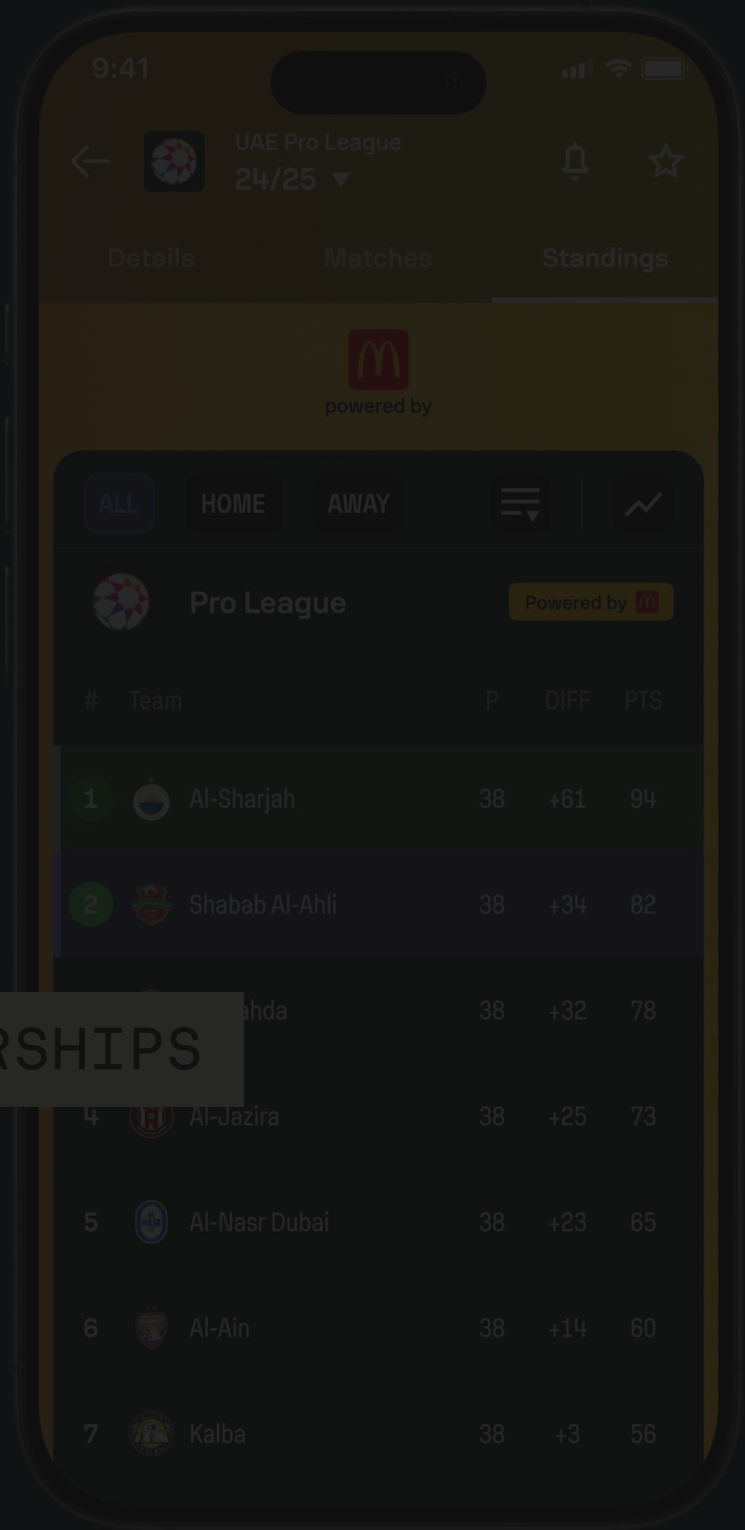
In the app's key sections

Added value

Complete brand domination in
the app during the campaign.



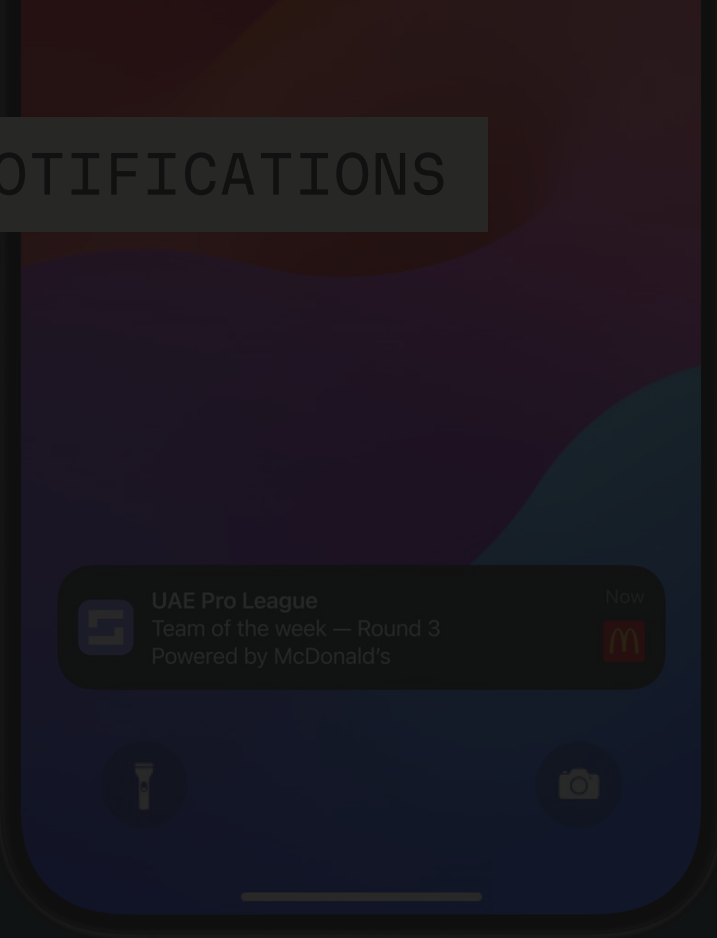
SOCIAL MEDIA



EXCLUSIVE SPONSORSHIPS

Of events or parts
of the app

BRANDED PUSH NOTIFICATIONS



EACH PACKAGE INCLUDES TARGETING OPTIONS.

THE LIST OF SEGMENTS CAN BE ADJUSTED ACCORDING TO YOUR NEEDS.



SOFA SCORE

■ Highlights of this match:

Customization

Personalised approach to in-app branding

Precision

Unusual level of targeting accuracy and possibilities

Effectiveness

Larger ROI with a well-aimed communication

Premium meets premium

Connecting with a globally recognized sports platform

Pioneering

Early use our new branding opportunities

Unmediated

Direct collaboration with a communication channel

Thank you
for your attention!

We've reached the end.

UNLESS WE'RE GOING TO OVERTIME