



@lShowSpeed

61.3M



Go beyond the broadcast:

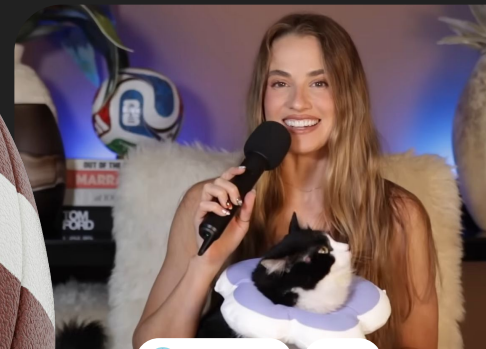
The YouTube Sports Playbook

How leading brands surround the full fan journey, from live games to culture-defining creator moments



@erling

4.5M



@rademita

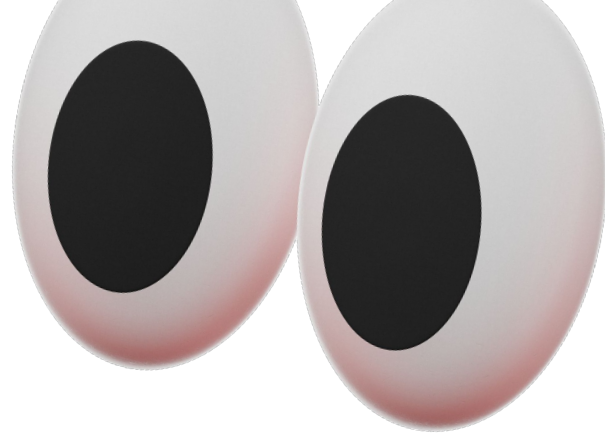
391K

Contents

The 'game' is now a 24/7 conversation. We've watched the space evolve from simple highlights to the era of '[Dude Perfect](#)' and viral trick shots. We've since expanded into the live space with NFL Sunday Ticket and global partnerships with FIFA for the FIFA World Cup 2026™.

This playbook shows you how to win in this space from planning your buy to designing your media to show up where the fans are. That's the power of YouTube at scale.

Let's get into it.



01. Why YouTube

How sports and fandom comes to life on YouTube

02. Sports fandom archetypes

Discover the distinct sports fandom personas

03. Sports offerings

How to surround sports on YouTube



The 'game' is now a 24/7 conversation

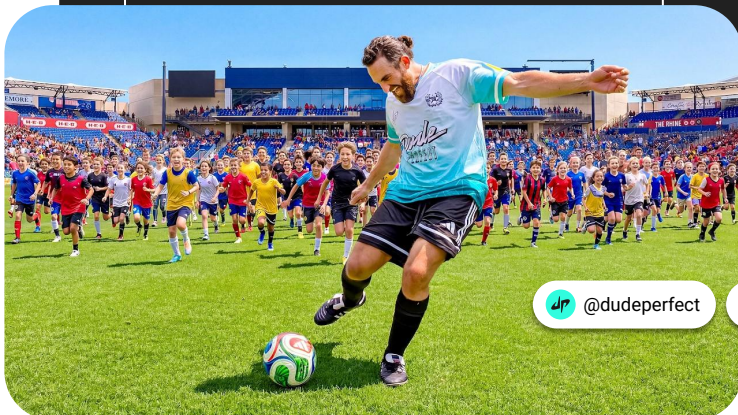
Fans are no longer constrained by “appointment viewing”
– and your brand shouldn't be either. From live games to creator commentary, the modern fan journey is a continuous loop extending far beyond the 3-hour broadcast.

45B

hours of sports
content consumed
annually. ¹

1.6B

views of World
Cup-related content
watched in the US
during the FIFA World
Cup 2026™ group
stage. ²



@dudeperfect

62.7M



Sports fandom has evolved

There isn't a single type of fan anymore, with **65% of sports fans going to YouTube to watch related content** before and after live sports.³

Fandom has fragmented, and YouTube gives brands the scale to reach every persona exactly where they are most engaged.

The Personas

The Spectacle Seeker

Drawn to creator spectacles and entertainment formats.

The Pop Culture Seeker

Arriving via tunnel fits, music, and viral moments.

The Traditionalist

Immersed in live games, expert analysis, and game tape.

The Player Loyalist

Following the athlete's personal journey over the crest.





Sports offerings on YouTube

Own the season



Boost brand association and capture attention across live sports and top-tier highlight inventory.

Solutions: YouTube TV Live Sports Lineups, YouTube TV Live Women's Sports Lineups, YouTube Select Sports Lineups, YouTube Select Sports on Shorts Lineups, Official League Lineups (NFL, NBA, MLB), YouTube College Sports Lineups, and Trending Sports Lineups

Own the moment



High SOV alignment around specific cultural peaks and creator programming.

Solutions: Masthead, Custom Sports Spotlights, Creator Takeovers

Own the fan



Efficient, intent-driven reach connecting with sports fans wherever they browse on YouTube.

Solutions: Contextual Sports Topics, Custom Intent & Affinity Segments, In-Market Sports Audiences



Own the season, the moment, and the fan to achieve unmatched scale without sacrificing precision

If you are supported by a Google Account team, please reach out to them for additional support with activation and buying.



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