

Michelob
ULTRA



INTERTICKET

CAPABILITIES 2024





AGENDA

1

GETTING TO KNOW US

Interticket
Meet the US Hispanic

2

IN GAME MEDIA

The Soccer Ecosystem
Our Properties
Data + Studies
Key Takeaways

3

ICONS

Rosters (Active / Legends)
Services

4

CASE STUDIES



INTERTICKET

INTERTICKET **CONNECTS BRANDS** WITH U.S. HISPANIC FANS TO GROW LOYALTY AND
KEEP THEIR BUSINESS THRIVING IN TODAY'S DYNAMIC MARKETPLACE.



IGM
In-Game Media
By INTERTICKET

ICONS
www.icons.com



ABOUT INTERTICKET



Established in US: 2010

Mission: Help brands authentically connect with U.S. Hispanics through Futbol's highest impact properties.

Main Properties: Mexican National Team (MNT) and Liga MX (LMX)

Specialized in brands that invest in Hispanic and sports: Auto, Financial, Beverage, Tech, Telecom, QSR, CPG, Entertainment

Privately Held - Minority Owned



MEET THE U.S. HISPANIC (USH)

OVERVIEW



Demographics

USH represent 19% of the US Population, lower median age index (30.5) vs general population (38.8)



Wealth (AN ECONOMIC POWERHOUSE)

USH combined GDP in 2020: \$2.8 T World's 5th largest economy.

Purchasing power doubled from 2010 to 2021.



Household

43% of USH are married and are likely to have a household size of 3.2 (+21% larger than general population)



USH Population

60%+ are of Mexican descent



SOCCER IS LIFE

“HISPANICS SPEND 65% MORE TIME WATCHING SOCCER THAN THE NFL”



#1 PASSION POINT

Soccer is the #1 followed sport by Hispanics in the U.S.



FAVORITE SPORT

40% of Spanish-language media consumers said soccer is their favorite sport, compared to 33% of non-Hispanics who said the same thing about American football (*)



SCARBOROUGH 2022 STUDY

- #1 sport watched by Hispanics on Cable in the last 12 months
- #1 most streamed sport by Hispanics in the last 12 months



Tops of 2023: Sports

Most watched sports leagues in the U.S.

League	Average viewership per game (P2+)
NFL	9.2 million
MLB	378k
NBA	711k
NHL	398k
MLS	133k

Liga MX Viewership 845K*

Source: Nielsen National TV Panel

Copyright © 2023 The Nielsen Company (US), LLC. All Rights Reserved.



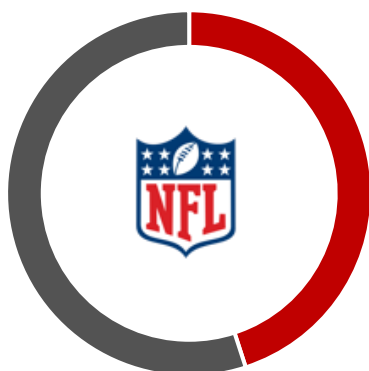
* Nielsen 2022 Viewership
Nielsen Insights 2023



EXCLUSIVE FAN

SOCCER VIEWERS ARE UNDUPLICATED AND HARD TO FIND

THESE FANS REPRESENT AN AUDIENCE THAT BRANDS CANNOT FIND WITH OTHER MAJOR SPORTS SPONSORSHIPS



55%

of MNT Fans say they're not interested in the NFL



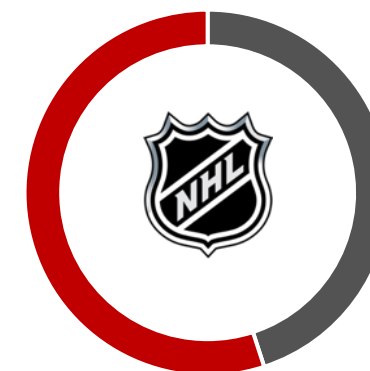
42%

of MNT Fans say they're not interested in NBA



42%

of MNT Fans say they're not interested in MLB



66%

of MNT Fans say they're not interested in the NHL

Avg. Age / Fan

50

42

57

49



ONE-OF-A-KIND AUDIENCE

35
Years Old

Youngest amongst any American sports in the U.S., 76% identifying as Gen Z or Millennial

64%
of Liga MX fans

were already born in the United States

94%+
of fans

say Liga MX feels like a domestic league for Latinos living in the U.S.

60%
of the people

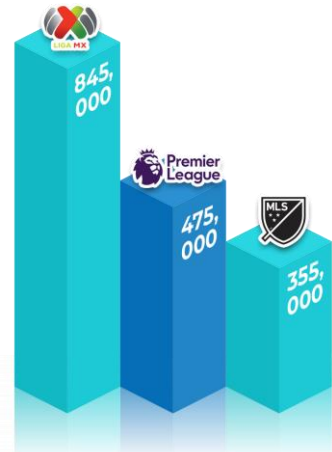
who watch Liga MX matches on TV do so with family and/or friends

ELITE PROPERTIES

LIGA MX + MEXICO NATIONAL TEAM



**LMX NEARLY DOUBLES
AVG. 2022 VIEWERSHIP**



LMX avg viewership: 845,000
EPL avg viewership: 475,000
MLS avg viewership: 355,000

#1 LIGA MX MOST WATCHED SOCCER LEAGUE IN U.S.
Regardless of Language

9 of 10 U.S. MOST WATCHED GAMES IN 2022
Were Liga MX



**“MOST POPULAR” SOCCER
TEAM IN THE U.S.**



60.2 M MNT FANS IN THE U.S.
Spanning All Ethnicities

1.5 M AVG. TV VIEWERSHIP (P2+)
2022 MexTour matches
Shown across Univision Networks (Spanish)
& FOX Deportes (English)



IN-GAME MEDIA



SOCCER ECOSYSTEM IN THE U.S.



SOCCER UNITED MARKETING

COMMERCIAL U.S. PARTNER OF MNT
PROMOTES MEXTOUR MATCHES IN THE U.S.

MNT SPONSORSHIPS



EXCLUSIVELY BROADCAST
GAMES IN THE U.S.



REPRESENTS MNT PLAYERS
AND LEGENDS FOR BRAND
PARTNERSHIPS

RIGHTS TO IN-GAME MEDIA
(IN PARTNERSHIP WITH SUM)



NON-EXCLUSIVE BROADCASTS
LMX GAMES IN THE U.S.

REPRESENTS LMX PLAYERS AND
LEGENDS FOR BRAND
PARTNERSHIPS

RIGHTS TO IN-GAME MEDIA



IN-GAME MEDIA

OVERVIEW

REALITY:

SOCCER IS THE #1 FOLLOWED SPORTS BY US HISPANICS (USH). :30'S HALFTIME UNITS ARE EXPENSIVE

PROBLEM:

DRIVE REACH AND FREQUENCY ON LINEAR TV WITH EFFICIENCY

SOLUTION:

30% HIGHER VIEWERSHIP, +8% RECALL RATE AT 10% THE PRICE OF A HALF-TIME TV COMMERCIAL (TVC)

INTERTICKET PUTS YOUR BRAND WHERE IT'S ACTUALLY SEEN

INSIDE THE GAME!

AT&T 5G RÁPIDA. CONFIABLE. SEGURA

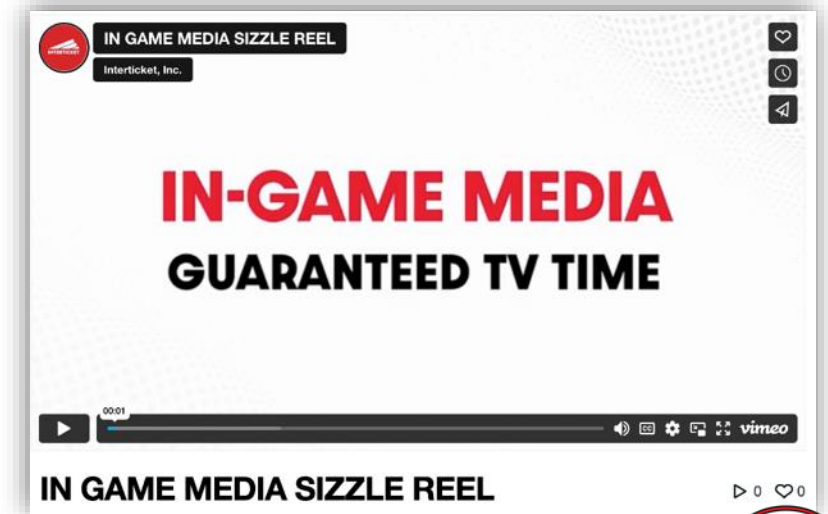
IN-GAME MEDIA

OFFERING & EXAMPLES

- **Overview:** Two ways to get into a soccer match on linear: Traditional buy (i.e., Uni at half-time) and/or Interticket (in-game). Both guaranteed TV time.
- **Schedule:** Soccer runs 11 months out of the year.
- **Reach:** 2B monthly impressions ¹
- **Platform:** Ad placement on linear broadcast (Univision, Telemundo). Value add across streaming and social media.
- **Targeting:** Virtual technology that allows ads to be seen exclusively on the U.S. TV broadcast.
- **Type of Advertising:** 30 second in-game ad unit that is TV visible with guaranteed viewership. Units are dynamic and customized messaging, graphics, animation. Our units are "outside the pod" when the game is being played (90 min) and viewership is the highest vs halftime (15 min).



SIZZLE REEL: [LINK](#)



SIZZLE REEL: [LINK](#)



1. Aggregate of all games for calendar year (Nielsen verified viewership)



LIGA MX

IN-GAME MEDIA

BROADCAST PARTNERS



EXCLUSIVE IN-GAME MEDIA RIGHTS HOLDER TO EVERY TEAM AND EVERY TELEVISION NETWORK

MOST WATCHED

LMX IS THE #1 LEAGUE IN THE U.S.

350+ Matches a year

LMX VIEWERSHIP

AVG. 2022

- LMX avg viewership on Uni: 845,000
- EPL avg viewership on NBC: 475,000
- MLS avg viewership on ESPN: 355,000

FAN PROFILE

- **90%** of Gen Z Liga MX fans are more likely to purchase a product with their favorite sports league logo.
- **72%** of Liga MX fans are influenced by commercials featuring their beloved sport's logo, footage, or imagery of their cherished Players.
- **80%** of Liga MX fans feel like they are contributing to the league's success by buying brands that sponsor them.



MEXICO NATIONAL TEAM

IN GAME MEDIA

60.2 M

MNT FANS IN THE U.S.

Spanning all ethnicities

5

MNT GAMES PER YEAR

1.5 M

AVG. TV VIEWERSHIP (P2+)

2022 MexTour

Across Univision Networks

23.8 M

TOTAL FOLLOWERS

Combined across MNT socials:



#1

GLOBAL FOLLOWERS

Most National Team combined following across Facebook, Instagram and Twitter

31%

DIGITALLY CONNECTED

MNT Fans are more likely to be connected all day



IN-GAME MEDIA

2024 CALENDAR

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----



LIGA MX



CLAUSURA – REGULAR SEASON
17 WEEKS OF PLAY
9 GAMES PER WEEK

CLAUSURA - PLAYOFFS
4 WEEKS OF PLAYOFFS
18 TOTAL GAMES

APERTURA – REGULAR SEASON
17 WEEKS OF PLAY
9 GAMES PER WEEK

APERTURA - PLAYOFFS
4 WEEKS OF PLAYOFFS
18 TOTAL GAMES



MEXICO NATIONAL TEAM
MEXTOUR



W's MNT
ORLANDO
SAN ANTONIO



CHICAGO
DENVER
COLLEGE STATION



LOS ANGELES
DALLAS



CAMPEON
DE CAMPEONES



JUNE 30
LOS ANGELES



IN-GAME MEDIA

GEO TARGETING TECHNOLOGY

Tech: Geo Targeting: Virtual technology allows ads to be seen **exclusively** in the U.S. TV broadcast



Virtual tech that allows multiple channels for regionalization of perimeter advertising in real-time and within the same production frame, which can't be seen by the naked eye.



IN-GAME MEDIA

VALUE ADD: MULTI PLATFORMS AND DEVICES



Live Online on Network's digital platforms and streaming services

Ad placement on linear broadcast (Univision, Telemundo)

- **Value Add:** Our units run wherever the match airs on any device.
- Our In-Game Media is **NOT** removed from streaming platforms where broadcast.
- Earned Media on English and Spanish language publishers ex. sports recap highlights, social, YouTube.



IN-GAME MEDIA

DRIVE REACH & EFFICIENCY

PROGRAM	HALFTIME TVC 0:30 RATE	IN GAME TV 0:30 RATE
LIGA MX REGULAR SEASON	\$35,000	\$2,500
CAMPEON DE CAMPEONES	\$42,000	\$2,500
LIGA MX PLAYOFFS (QF & SEMI)	\$50,000	\$3,500
LIGA MX PLAYOFFS (FINALS)	\$75,000	\$4,250
MEXICO NATIONAL TEAM	\$120,000	\$5,000
	AVG	
	\$65,000 \$48 avg CPM	\$3,650 \$5 avg CPM

FREQUENCY: 1x HALFTIME AD EQUATES TO 15x IN-GAME UNITS



IN-GAME MEDIA

HALF TIME STUDY

SOCCER IS UNIQUE AND ONLY HAS ONE INTERMISSION

NETWORKS DEDICATE 90% OF HALFTIME DURATION TO AIRING ADS ⁽¹⁾

15-20 COMMERCIALS FROM ADVERTISERS



57.8%
8 min 40 sec

MULTIPLE UNIVISION PROMOS



29.4%
4 min 25 sec

QUICK GAME ANALYSIS

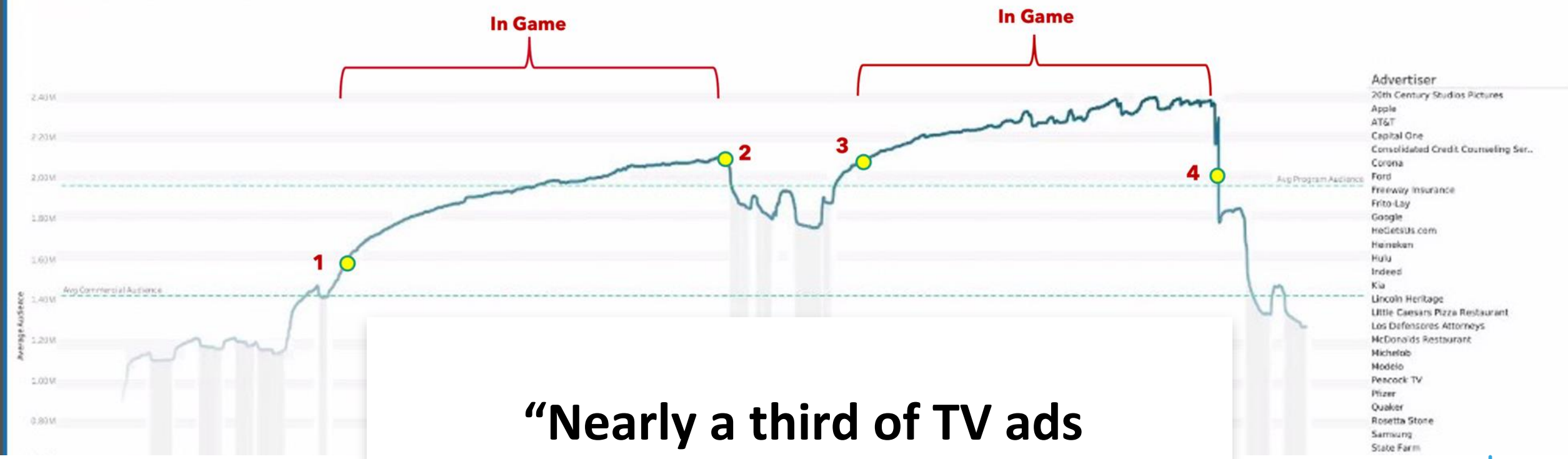


10.6%
1 min 35 sec

1. DATA REFERENCED ABOVE ANALYZED 2022 LIGA MX VIEWERSHIP IN WHICH INTERTICKET PLACED CLIENTS FOR IN-GAME MEDIA



Advertiser Commercial Info (Click Advertiser in Right Panel)



- Advertiser
- 20th Century Studios Pictures
 - Apple
 - AT&T
 - Capital One
 - Consolidated Credit Counseling Ser...
 - Corona
 - Ford
 - Freeway Insurance
 - Frito-Lay
 - Google
 - HeGelsUS.com
 - Heneken
 - Hulu
 - Indeed
 - Kia
 - Lincoln Heritage
 - Little Caesars Pizza Restaurant
 - Los Defensores Attorneys
 - McDonalds Restaurant
 - Michieob
 - Modelo
 - Peacock TV
 - Pfizer
 - Quaker
 - Rosetta Stone
 - Samsung
 - State Farm

“Nearly a third of TV ads play to empty rooms” *

GRAPH: SOCCER MATCH TIMELINE

1. First half kick off
2. Start of halftime
3. End of halftime / Second half kickoff
4. End of Match



IN-GAME MEDIA

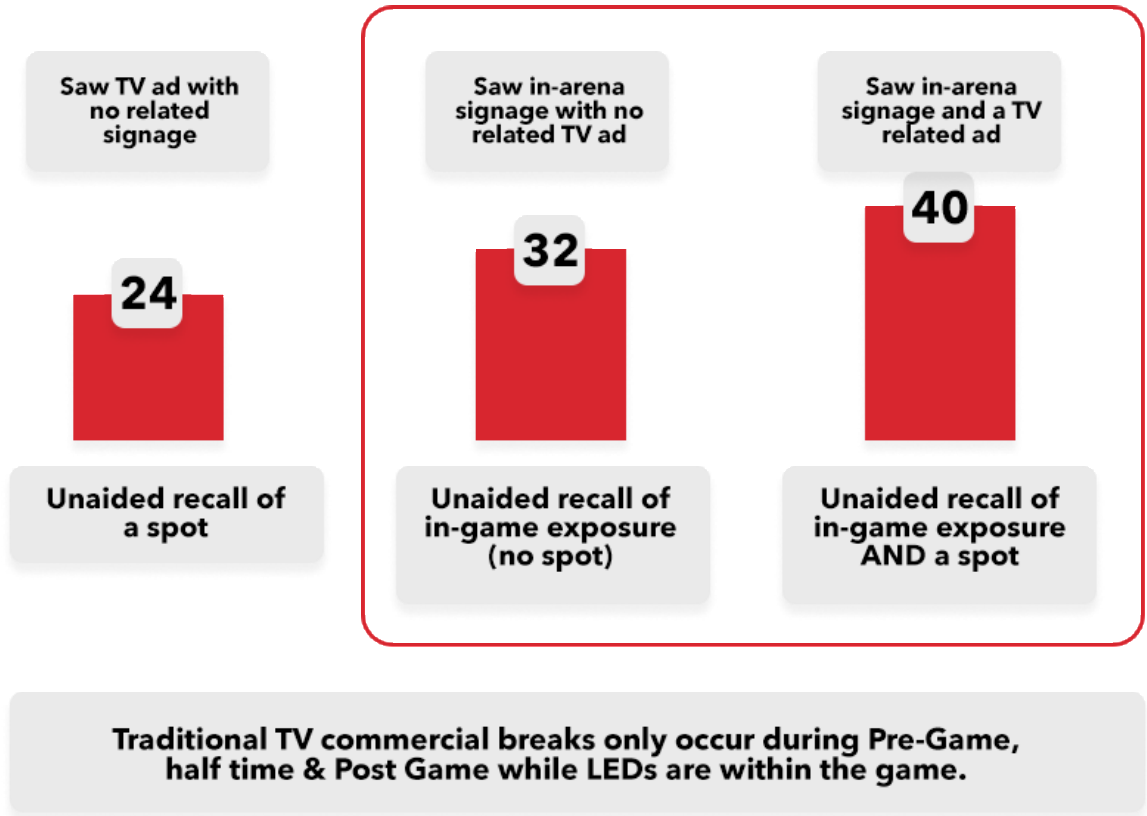
RECALL RATE STUDY

THIRD PARTY STUDY:

IN-GAME MEDIA HELPS INCREASE BRAND RECALL WITH TRADITIONAL TV SUPPORT

Smith Geiger, a research sports company, conducted a study on brand awareness for sports in-field presence; the study revealed two things:

- Brands that advertised only on in-arena signage saw an **increase** in awareness of **8 percentage points** when compared to a traditional TV spot.
- Also, when in-field signage and traditional spots are paired, the recall **increased** even more, **16 percentage points**.



TURNSTILE

For Leagues & Events: IP & LED drive the most value

KEY TAKEAWAYS

INTELLECTUAL PROPERTY | 26%

At over a quarter of average deal value IP, or association rights, is a key value driver for Leagues and Events.

LED IN-GAME | 22%

Often controlled by the league/event with allocations provided to participating teams. Value is driven up by exposure across all games and the high SOV that is typically offered to major partners.

BROADCAST TVCs | 14%

Whitelist negotiation media rights deals, certain rights holders secure valuable advertising rights which can then be offered to sponsors.

ON SURFACE BRANDING | 14%

This asset is typically reserved for the League and Event organizer to commercialize and when available generates significant pick up in the broadcast.

DIGITAL & SOCIAL | 4%

Leagues and Events build substantial followings from fans of teams as whitelist engagement rates can be lower due to a more neutral stance/tone of voice but still drive significant value with highlights and content activations such as 'MOTM', etc.

AVERAGE PERCENTAGE OF DEAL VALUE LEAGUES & EVENTS | MAJOR PARTNERSHIPS

IP

EXPOSURE

BENEFITS

IP	26%
LED IN-GAME	22%
BROADCAST TVCs	14%
ON SURFACE SIGNAGE	13%
STATIC PERMANENT BOARDS	12%
TV GRAPHICS	6%
TICKETS	5%
HOSPITALITY	5%
DIGITAL AND SOCIAL	4%
APPAREL BRANDING	4%
MATCHDAY ADVERTISING	3%
APPEARANCES	3%
CONTENT RIGHTS	2%

KANTAR

IN-GAME MEDIA: BRAND STUDY

“Audiences segments responded well to the content and including Males, ages 18-34, and Telemundo viewers”.

Kantar, a leading research and measurement company, conducted a study with Interticket and a retail client to measure the impact of creative in Liga MX.

Audience Insights- Brand Metrics & Attributes*:

- Telemundo Audiences:
 - Brand Favorability +13.4%
 - Purchase Intent +13.8%
 - Affinity +20.4%
- Male Audiences:
 - Liga MX Sponsorship Association +12.2%
 - Affinity +26%
- 18-34 year old audiences:
 - Understands my culture +19.6%
 - Brand I can trust +21%

Results from TV Network watchers: In- Market 18–54-year-old Hispanics

Survey based approach and control/exposed research design to measure the difference in attitudes between two groups of consumers to determine the attitudinal effects of creative exposure.

* Statistically significant increases



IN-GAME MEDIA

DELIVERABLES



CREATIVE

INCLUDES CREATIVE PRODUCTION *(UNLIMITED UPDATES AND REVISIONS TO ANIMATION AS NEEDED)*

VIEWERSHIP BASED SCHEDULE RECOMMENDATION

ACCOUNT MANAGEMENT

REPORTING

CAMPAIGN LAUNCH REPORT *(SCREEN SHOTS)*

DETAILED GAME BY GAME QUARTERLY SPOT REPORTS *(TIME SHEETS AND VIDEO VERIFICATION)*

VIEWERSHIP, IMPRESSIONS, CPM, EARNED MEDIA REPORTS

GAME LOGS SENT AT CLIENTS REQUEST

RESEARCH PARTNERS

nielsen

VIEWERSHIP REPORTING, TRENDS IN TACTICAL AGE GROUPS AND DEMOS AS WELL AS DMA AND HH DATA.

KANTAR

BRAND LIFT, CROSS MEDIA (MULTIPLE CHANNELS + INTERACTION) STUDIES ARE NOT INCLUDED BUT ARE AVAILABLE UPON REQUEST.





KEY TAKEAWAYS

- ✓ In-Game: **30%** higher viewership, **+8%** recall rate
- ✓ On average 10% the price of a half time TVC



National Minority Supplier
Development Council

Interticket is an NMSDC Certified diverse
owned media company

2B+

Scalability: (2B) monthly impressions on
linear TV in Liga MX and MNT



THANK YOU

