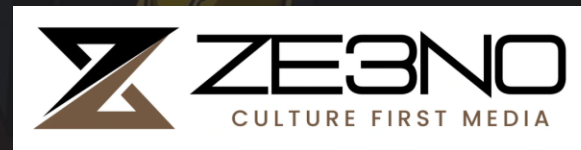


GROWTHFRONTS 2026



The Fragmentation Paradox

Streaming fragments audiences, making premium live and culturally resonant content more vital than ever.

It builds brand trust and community that programmatic advertising simply cannot replicate.



What Marketers Are Chasing in 2026

Authentic Engagement

Genuine connection, lasting impact.

Brand Trust

Safe, credible environments.

Cultural Resonance

Deep connection with communities.

Measurable Outcomes

Tangible impact, beyond mere reach.



The Unstoppable Influence of Growth Audiences

Growth communities are rapidly reshaping the American consumer landscape, driving significant economic growth and cultural trends. Their growing buying power demands a focused, authentic marketing approach, today and in the years to come.

70%

Population Growth

Projected contribution to US population growth by 2030.

\$4.9T

Buying Power

Combined buying power of growth segments in 2024.

2030

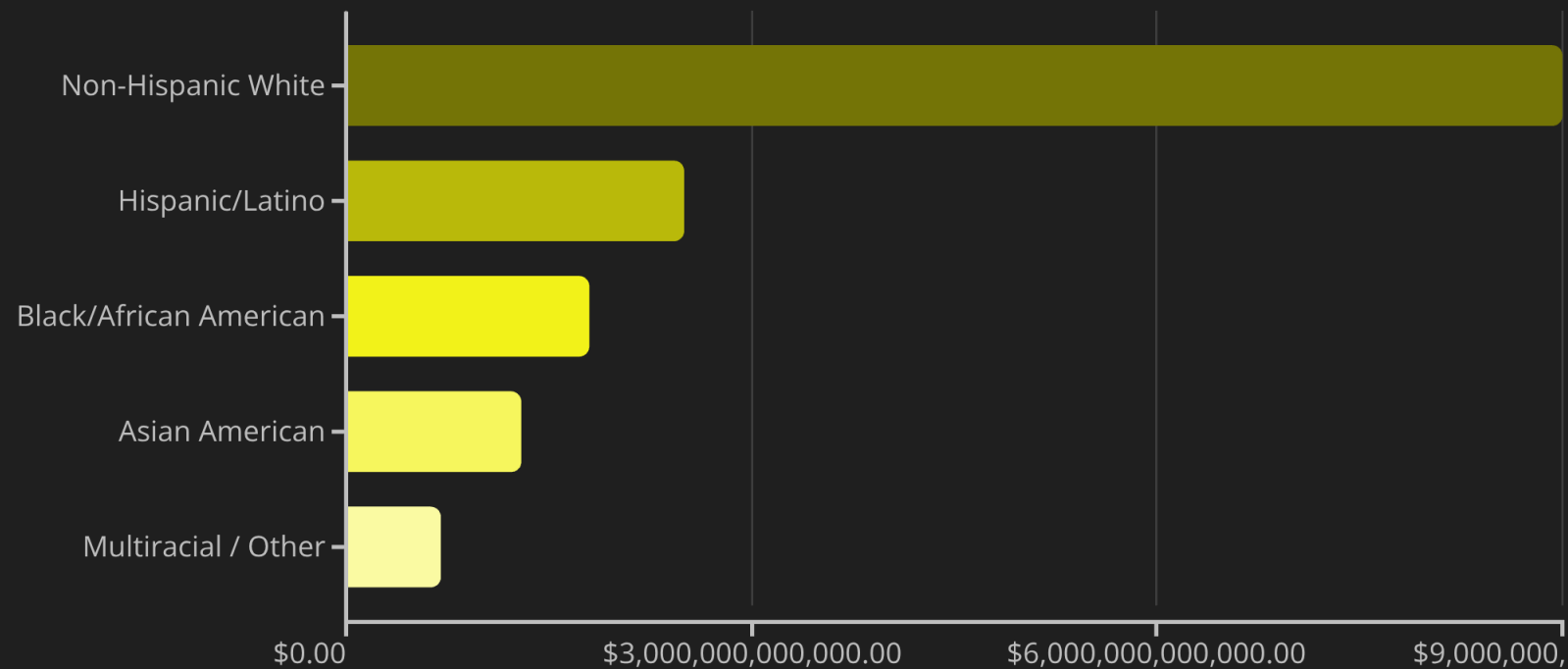
Majority Shift

Year when non-Hispanic whites are projected to be a smaller portion of the US working-age population.



Diverse Spending: US Ethnicities' Buying Power

Understanding the economic contributions of different ethnic groups is crucial for marketers. The aggregated buying power of these communities represents significant market opportunities and shifting consumer landscapes.



This chart illustrates the immense economic clout of America's diverse population. The combined buying power of Hispanic/Latino, Black/African American, Asian American, and Multiracial/Other communities totals **\$6.3 trillion USD**.

These figures underscore the importance of tailored marketing strategies that resonate culturally and authentically with each segment.



Key Marketing Verticals for Growth Audiences

Growth audiences demonstrate distinct spending patterns and cultural influences across various sectors. Tailoring strategies to these preferences unlocks significant market potential.

Black Consumers

Pioneering trends, brand loyalty, and digital engagement:

- **Beauty & Fashion:** Trendsetting, cultural influence.
- **Digital Media:** High consumption, influencer marketing.
- **Community & Purpose-Driven Brands:** Social responsibility, community support.
- **Home & Personal Care:** Culturally specific products, health focus.
- **Entertainment & Culture:** Music, arts, events, cultural pride.

Hispanic Consumers

Family-centric, digitally active, and growing buying power:

- **Food & Beverage:** Larger households, cultural traditions.
- **Telecommunications & Tech:** High mobile use, family connection.
- **Automotive:** Family needs, aspirational purchases.
- **Family & Home:** Multi-generational households, home improvement.
- **Remittances & Travel:** Support family abroad, frequent visits.



Two Networks, Two Strategies

Two distinct premium opportunities, each with unique audience profiles, content strategies, and brand integration.



Authentic Cultural Storytelling

- Premium OTA, 92+% of US homes
- 98% of Black Homes
- Trusted, culturally relevant programming
- Brand-safe environment with appointment viewing
- Now part of the Versant Media Group

Global Soccer. Passionate Fans.

- Exclusive access to world's top soccer leagues
- Live sports = 100% engaged, no ad-skipping
- Affluent, diverse, passionate fanbase
- Premium sponsorship & integration opportunities
- Nielsen verified measurement

Delivering what programmatic can't: context, community, credibility.

An illustration of a diverse group of people celebrating at night. In the foreground, a man and a woman are kneeling on a mat, facing each other across a low wooden table. The table is set with several glasses of wine, plates of food, and a vase of flowers. The man is holding a glass of wine, and the woman is also holding a glass. In the background, a group of five people are standing and talking. A man in a suit is holding a glass of wine and gesturing with his hand. A woman in a black dress with a floral pattern is holding a glass of wine. Another woman in a yellow jacket is also holding a glass of wine. The scene is lit by two large, glowing paper lanterns hanging from trees. The overall atmosphere is warm and festive.

365BLK

Premium Cultural Storytelling



365BLK Sizzle Reel

See 365BLK's diverse programming, from powerful documentaries to electrifying live performances.



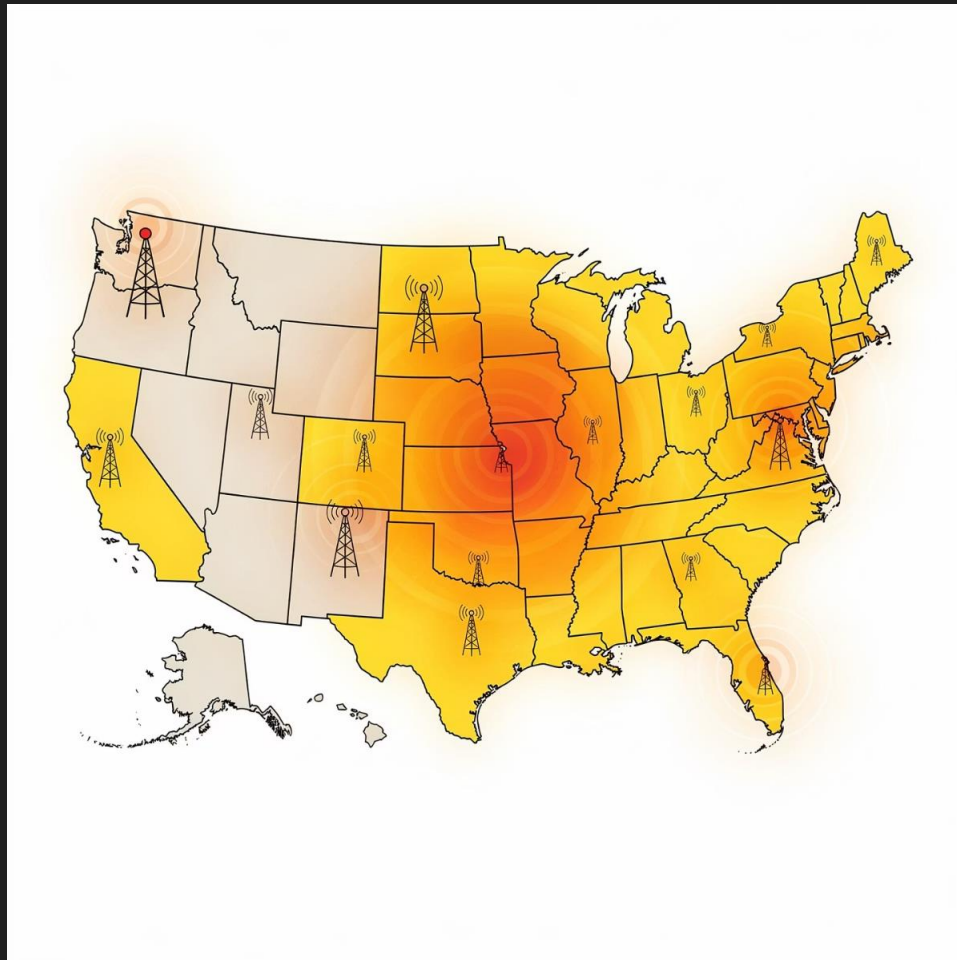
The 365BLK Difference

365BLK is a premium OTA broadcast network, offering culturally resonant programming with authentic representation and trusted storytelling.

We connect with viewers on their terms, providing content that celebrates their communities and creates safe spaces for premium brand partnerships.



Why OTA Matters Now



Reaching Untapped Audiences

Over-The-Air (OTA) television continues to be a vital platform for reaching broad and diverse audiences across the United States.

27M+ Homes

Currently, **27 million U.S. households** rely on OTA broadcasts for their television entertainment, a number that is **steadily growing** as consumers seek cost-effective and reliable viewing options.

This represents a significant and often underserved, unduplicated segment, providing unparalleled access for brands looking to expand their reach beyond traditional cable or streaming platforms.

Why OTA Matters Now

Cord-Cutting Acceleration

Millions returning to free, high-quality broadcast TV.

Brand Safety

Premium standards ensure controversy-free content.

Non-Cluttered Medium

Less ad saturation than streaming or cable—your message stands out in an under-tapped environment.

Appointment Viewing

Audiences watch 3+ hours daily, more engaged than streaming.

Cultural Trust

Authentic representation builds deeper connections than algorithms.



Programming Highlights

365BLK showcases award-winning films and premium content from two of Hollywood's most prestigious studios—Warner Bros. and Lionsgate—celebrating Black excellence and authentic storytelling.

Warner Bros. Discovery

Home to iconic films and critically acclaimed cinema featuring Black stories, talent, and cultural narratives. From classic films to contemporary hits, Warner Bros. brings decades of cinematic excellence to 365BLK audiences.

Lionsgate

A powerhouse of diverse storytelling with award-winning films that celebrate Black culture, achievement, and authentic voices. Lionsgate's library includes powerful dramas, compelling documentaries, and culturally significant cinema.





Premium Audience, Significant Reach

365BLK viewers are invested. They seek content reflecting their identity, values, and aspirations—delivering 27M+ unduplicated OTA homes with premium engagement.

This creates unique opportunities for brands to build trust and cultural credibility at scale in historically underserved communities.



Why Brands Choose 365BLK

Brands partner with 365BLK for premium audience engagement in trusted, culturally relevant environments.

Cultural Credibility

Authentic representation, builds trust.

Premium Environment

Broadcast-quality & brand-safe.

Engaged Viewership

Audiences lean in, not tune out.

Flexible Partnerships

Custom solutions for all.



An illustration of two business people in dark suits shaking hands in the center of the frame. The background is a dimly lit office with large windows showing a city skyline, a potted plant, and a table with chairs.

Let's Build Together

365BLK: Where Culture Meets Commerce

Partner with 365BLK to amplify your brand's cultural impact.



beIN SPORTS
Global Soccer. Live Passion.



beIN
SPORTS



The Power of Live Sports

beIN SPORTS: A Nielsen-rated network delivering world-class soccer and live sports to passionate US fans.

We bring the world's most exciting leagues—from some of the top South American leagues to the best of European play with Ligue1, home to PSG—to audiences who live and breathe the game.

beIN
SPORTS

beIN SPORTS Sizzle Reel

[VIDEO PLACEHOLDER]

Experience beIN SPORTS: intensity, drama, global reach. Every match, every moment, an opportunity.

The logo for beIN SPORTS is displayed in white on a black background. The word "beIN" is written in a lowercase, rounded, sans-serif font, with the "b" being significantly larger than the other letters. Below "beIN", the word "SPORTS" is written in a smaller, uppercase, rounded, sans-serif font. The overall design is clean and modern.

Why Live Sports Wins

Appointment Viewing

Live viewing. No DVR, no ad skips.

Passionate Engagement

Emotional connection drives brand loyalty.

Nielsen Measurement

Transparent data enables confident media planning.

Global Reach, Local Passion

Global sport, growth audience.

Premium Soccer Properties

beIN SPORTS delivers exclusive access to the world's most prestigious soccer.



Ligue 1

France's premier league talent-home to PSG



CAF Competitions

African elite club & national tournaments



South American Soccer

CONMEBOL qualifiers and action





The beIN SPORTS Audience

Our affluent, educated, digitally savvy, and growth audiences are deeply passionate about soccer. This premium audience, hard to reach via traditional channels, is fully engaged with beIN SPORTS every matchday.

Audience Profile

Affluent & Established

Average HH Income: **\$70.5K**

Average Age: **50.2**

A mature demographic with significant purchasing power.

Predominantly Male

Male: **71%**

Female: **29%**

Our viewership skews heavily towards male audiences.

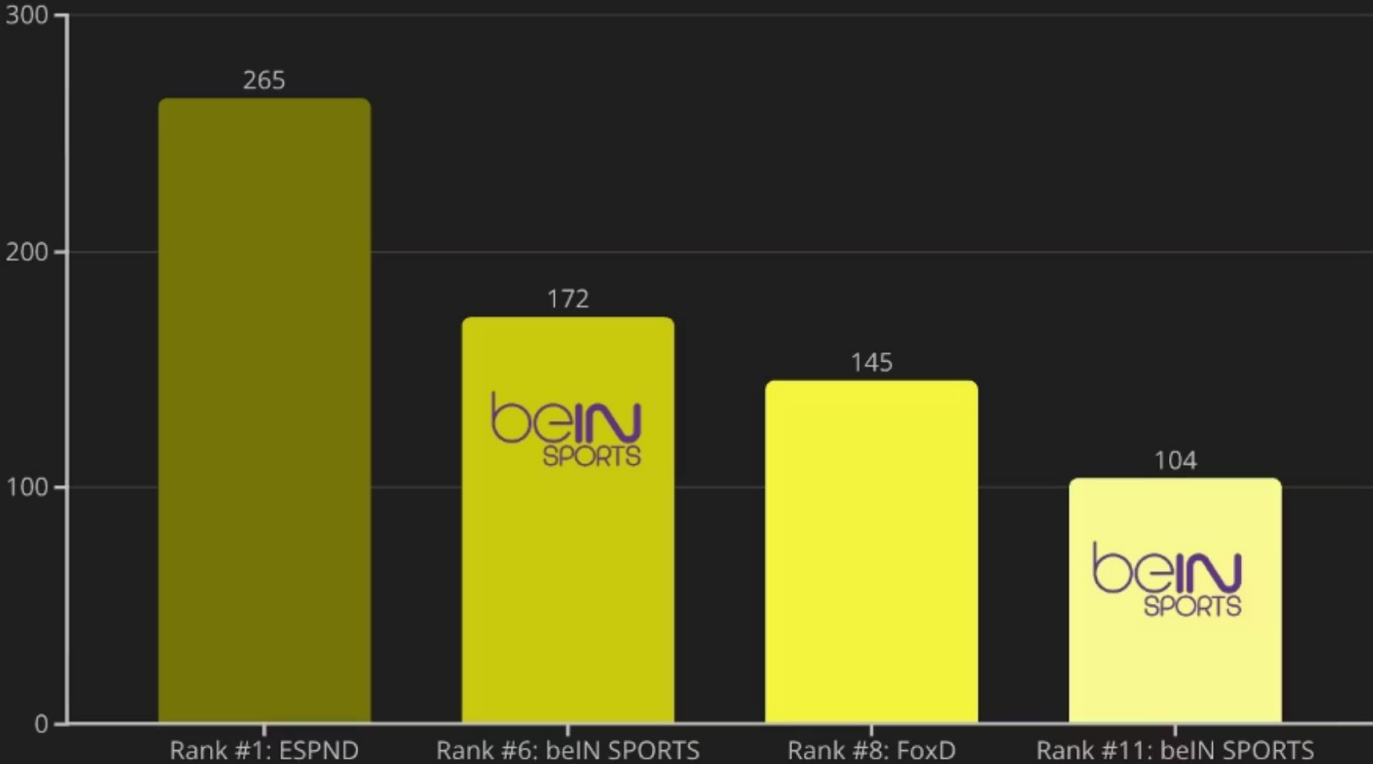
Culturally Connected

Bilingual: **27%**

A significant portion of our audience speaks multiple languages, reflecting diverse cultural ties.

beIN SPORTS Scores 2 of Top 15 Programs in Q1 2026 Season TD

beIN SPORTS consistently ranks high for key demographics. According to Nielsen data, beIN SPORTS proudly holds 2 of the top 15 programs in the Q1 2026 Program Ranker for People 2+, offering transparent, verified metrics for confident media buys.



Source: Nielsen P2+ Q1 2026 STD



Tentpole Moments + Sponsorship Opportunities

beIN SPORTS delivers marquee events, driving massive viewership and brand visibility.

Match Sponsorships

Sponsor the season's top leagues.

Studio Show Integration

Brand presence during pre-game, halftime, and post-game.

Digital Opportunities

Amplify across social media with a an organic following of **10+m** fans and streaming across all available platforms

On-Screen Branding

Branding in-game: game clock, lower thirds, pregame, halftime and post game wrap up.

Experiential Activations

Engage fans at events and watch parties.

beIN
SPORTS



Why Brands Choose beIN SPORTS

Live Engagement

Viewers are fully engaged, no skipping.

Nielsen Verified

Transparent measurement, confident investment.

Global Passion

Unites growth audiences, hard-to-reach audiences.

Premium Adjacency

World-class content, premium brand associations.



Let's Score Together

beIN SPORTS: Where Passion Meets Performance

Discover how beIN SPORTS sponsorship elevates your brand globally. Contact us.

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