

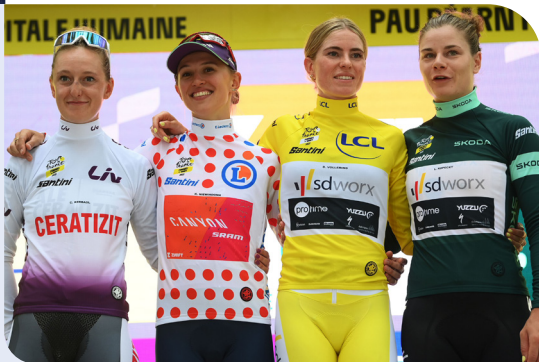
Leverage Pixability's packages:

Take advantage of the uptick in Sports viewership on YouTube this summer

At Pixability, we're committed to inclusion and wanted to showcase the increased viewership trends among women's sports fans. Sports has historically been dominated by men, but the gap in viewership between womens and mens sports continues to narrow.

WOMEN'S SPORTS SPOTLIGHT

RAPIDLY GROWING

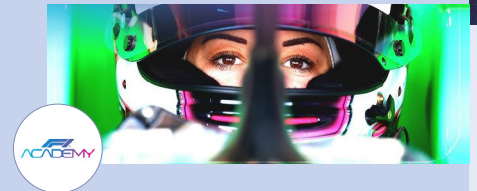


TOUR DE FRANCE FEMMES

+114%

growth in 2023

NEW TO THE SCENE:



F1 Academy, an all-female F4 racing series, has been gaining attention since its introduction in 2023. Videos related to the series have earned nearly **10M** so far in 2024

LEVERAGE PIXABILITY'S SUMMER SPORTS PACKAGES TO DRIVE MAXIMUM IMPACT ON YOUTUBE

We help brands and agencies like yours harness the power of YouTube to reach your ideal audience on summer sports related content. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with fans by running within the summer sports content they love and across the wider range of brand-safe videos they view and engage with across YouTube.
- **Custom Packages:** Choose from pre-built YouTube channel lineup packages or work with us to create a tailored package and strategy that aligns with your specific goals.
- **Brand Safety & Suitability Guaranteed:** Ensure your ads appear only in contextually relevant and brand-appropriate YouTube content.



Contact us for a customized summer sports package and unlock the full potential of YouTube advertising this summer!

Keep reading >



F1 reached a new audience following Netflix's hit show "Drive to Survive". Drivers and teams are taking advantage of this surge in popularity and using YouTube to connect with their fanbases.



Mercedes is the most popular team channel, having earned

241M

views since 2023.

F1 related videos are projected to earn

5.7B views

in 2024 based on monthly views so far, an 18% increase YoY



Drivers are getting involved on YouTube and earning high engagement rates on their personal channels. **Charles Leclerc**, a Ferrari driver, has earned 18.9M views and a 6.6% engagement rate since the beginning of 2023



During the 2023 Tour de France, videos related to winner Jonas Vingegaard earned **43M** views



For two weeks in late July, Tour de France views explode on YouTube as people head to the platform to relive the race's biggest moments, from stage wins to peloton crashes.

Tour de France related videos earned

109M views

during the 2023 Tour de France, making up **56%** of all of 2023's Tour de France related views

TOP CHANNELS for Tour de France content in summer 2023:



Tour de France:
12.4M views



Lanterne Rouge:
10.8M views



NBC Sports:
10.2M views

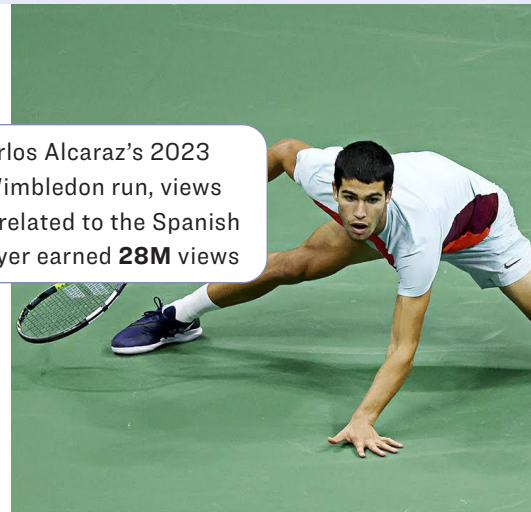


A historic tournament, fans go to YouTube to watch recent replays as well as to remember the tournament's biggest moments of all time.

YouTube views on Wimbledon content have grown every year since 2020. There were **1.3B** Wimbledon related views in 2023, a **30%** increase from 2022

The Wimbledon channel earned **49.7M views** during the 2023 tournament

During Carlos Alcaraz's 2023 winning Wimbledon run, views on videos related to the Spanish tennis player earned **28M** views



Top video: **All-time greatest shots from THE PLAYERS** (1.3M views in 2023)

50.9M

FedEx Cup related views in 2023



Fans go to YouTube to stay updated on the FedEx Cup standings and tournament highlights leading up to the title being awarded in August.



Though he only earned 87 FedEx Cup points from the weekend, a Rory McIlroy drive earned the spot of top highlight from the Arnold Palmer Invitational with 450K views (**Rory McIlroy's 365-yard drive sets ShotLink-era record at Arnold Palmer Invitational**)

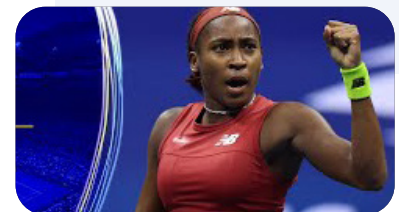
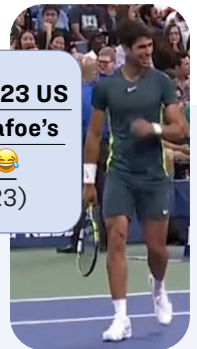


Led by the growing popularity of American tennis stars like Coco Gauff and Frances Tiafoe, the US Open is growing rapidly on YouTube.

The US Open earned **1.6B views** in 2023, a 50% increase YoY

Top channels earn **hundreds of millions** of US Open related views. The US Open channel earned **510M** views in 2023.

Top video of the 2023 US Open: **Alcaraz & Tiafoe's HILARIOUS point!** 🤣 (29.1M views in 2023)



During Coco Gauff's 2023 run to become the first American teenager to win the US Open in over 20 years, views related to the player earned 13M views

Over 900K viewers rewatched the **women's final** between Coco Gauff and Aryna Sabalenka on the US Open Tennis Championships channel