



Do You Have a Game Plan this Season?

As the NFL season kicks off, it's the perfect time to leverage YouTube to connect with millions of engaged viewers. With fans tuning in for game highlights, expert analysis, and exclusive player content, YouTube offers a prime platform to reach a tuned-in audience. Between college football and the NFL, views reached 12.5B over the 2023 football season.

Sports on YouTube

The number of digital viewers of live sports in the U.S. will reach

57.5M This year and is expected to exceed **90 million** in 2025, a **26%** projected increase.

79% of viewers say YouTube has sports content that can't be found anywhere else.

Leverage Pixability's Football 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 football related content. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with fans by running within the football 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.

[Sample Targeting: Football](#) 

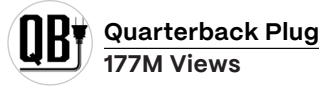
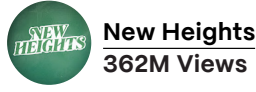
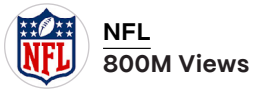
Contact us for a customized football package and unlock the full potential of YouTube advertising this fall!

Let's chat!

NFL

There were **10.7B** views on NFL content during the 2023 season, a **40% increase** from the prior season. During the 2023 season, there were at least **1.8B NFL related views every month**.

Viewers seek out NFL access from all angles. Networks, players, and creators all cracked the top 5 channels of the NFL season



Top NFL Videos 2023 Season



Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, Kendrick Lamar & 50 Cent FULL Pepsi SB LVI Halftime Show - NFL



How To GUARANTEE Your Team Wins - Mark Rober



I miss my running days Tyreek Hill

Super bowl

People got ready for the big game with YouTube. Leading up to Super Bowl LVIII, there were

41.2M views

on super bowl recipe content.

The winning ad of Super Bowl LVIII: **Tina Fey books whoever she wants to be | Booking.com 2024 Big Game ad** - 14.5M views on game day alone



Booking.com

Tina hires body doubles

College

There were **1.8B** views on college football content during the 2023 season. 210M views on Michigan college football (2024 College Football Playoff National Champion) content during the 2023 season.

Advertisers topped the college football content.

Top viewed college football videos during the 2023 season:



Cheez-It College Football | Pregame Speech :15 - 53.0M Views



Coach Prime & Coach Saban Walk Into an Office Takeover | Aflac College Football 2023 - 13.6M Views

Fans are getting a behind the scenes look at the season with the growing number of NFL players active on YouTube.

Popular Player Channels:



JuJu Smith-Schuster



Tyreek Hill



Odell Beckham Jr.

Fantasy football transforms the casual viewer to an expert analyst. Team managers use YouTube to follow the latest NFL action and keep their team winning. The top 5 fantasy football commentary shows earned a combined **31M views** during the 2023 NFL season.