



iHeart Sports

How we deliver the ultimate fan experience.



Sports fans have never been more engaged.

7 in 10 Americans identify as avid or casual sports fans.

Avid and casual fans spend an average of **17 hours per week** consuming sports content.

80% follow game and league updates on multiple platforms to maximize their experience.

Sports fans spend more time with audio each week than with social, YouTube, or digital.

60% prefer content that shares the athlete's point-of-view – which they get from audio commentary.

iHeart gives fans the immersive sports content they love.

24/7

Access to **LIVE and on-demand** sports talk across every platform.

250+

Insider hosts, including pro athletes fresh off the field.

130+

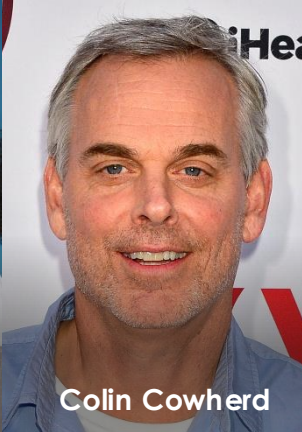
Live play-by-play partners with pro and college teams, + exclusive rights.

4X

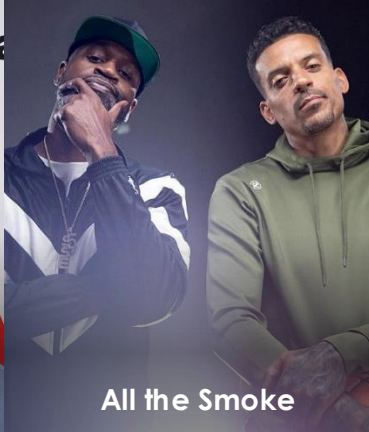
The podcast titles of Barstool and The Athletic, combined.



Azzi Fudd



Colin Cowherd



All the Smoke



Dan Patrick



Cari Champion



Erin Andrews

**From pro athletes to insiders,
access to authoritative voices all in one place.**



Ashlyn Harris



Richard Sherman



Julian Edelman & Rob Gronkowski



Steph Curry



Sophie Cunningham



We connect fans with brands across a full-funnel of solutions

Influencers

250+ Sports Commentators

Talent-led content across platforms — including audio, social, video, and events



Broadcast Radio

#1 in sports radio
800+ stations National + local programming.



Podcasts

57M monthly downloads

Across multiple sports networks. Popular titles led by hosts dedicated to sports commentary.



Streaming

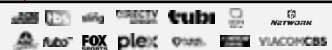
60+ sports streaming stations Available on-demand from anywhere in North America



Audience

Reach millions of fans.

Targeted messaging on iHeart's O&O platforms and surround premium publishers off-platform.



Live

9 Annual Tentpoles 1,000s of Live + Local Events. On site programming at the biggest sports events like the Super Bowl.



How it All Comes Together: The Dunkin' Nuthome 2025

Gronk and Jules kicked off football season with a full-house takeover in Boston.

In the decked-out Dunkin' house they recorded new episodes, flooded every platform with content, and capped it all off with a sold-out live podcast show.

6X

episodes recorded live

230

total organic social posts

4.4M

social impressions in under 2-weeks



iHeart Sports Covers **All Your Bases**

NFL



Access to Can't Miss Commentary and Official NFL Audio

ALL YEAR



NBA



Connecting Hoops Fans to All the Action

ALL YEAR



College



Cheer On Your Alma Mater From Anywhere

ALL YEAR



Women's Sports



The Destination for Women's Sports Audio Content

ALL YEAR



Olympics



The Official Audio Home for the Winter Olympics on NBC

JAN - FEB 2026



World Cup



Unmatched Storytelling During the 2026 World Cup

JAN - JULY 2026



How we bring it all together for you.

Choose your audience, iHeart's massive reach means we reach sports fans everywhere

Be part of the conversations that matter, with today's most influential sports voices delivering hot takes

Talk to fans across every platform, with our 360° capabilities

Go big during the moments that matter most to your brand and fans



Let's get started.

