Tinuiti: Kalshi Connected TV

December 2025



120 Million
RECORDS

6 Billion
DATA POINTS

UNPARALLELED INSIGHT & ACCESS FOR BRANDS

A relationship with EDGE provides unparalleled access to insights and marketing opportunities with the nation's largest college fanbase. Learfield's data set is comprised of over **120 million nationwide consumer profiles** **leveraged to build more strategic media campaigns.**

Our data is evergreen, sourced ethically, and kept squeaky clean, fueled by our connection to the fan ecosystem and informed by over **6 billion consumer data points.** Other primary data sources include:

- Merchandise Purchases
- Admissions & Alumni Membership
- Digital Fan Engagement
- Donations

CTV IS BOOMING



CTV is no longer niche

73% of all streaming time comes from ad-supported services. Even Baby Boomers average 12+ hours per week watching CTV.

Cord-cutting spans all generations

43% of Gen Z and 35% of Gen X are “cord-nevers.”

CTV = high emotional engagement

Long-form, visual storytelling in CTV drives 1.4x more attention and 2.2x less cognitive fatigue than other digital ads.

Programmatic > Direct

There's been a 23% drop in direct buys with publishers, while open exchange and PMP buys are up.

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Source: The Trade Desk 2025 & The Current: CTV and audio 2025

CTV SOLUTIONS THAT BALANCE PREMIUM INVENTORY WITH SMART EFFICIENCY

All-Inclusive

$60 CPM

Audience Included:

Live Sports Inventory + Sports-Related Streaming

Access to 56M College Sports Fans (1P)

Add-ons (+$5 CPM):

Geo-restricted targeting

Single Offering

$50 - $65 CPM

Audience Included:

Live Sports + Sports-Related Streaming

Add-ons

College Sports Fans Included +$2 CPM

Geo-restricted targeting: + $5 CPM

Tiered

$30 - $50 CPM

- **Tier 1 (Live Sports): $50 CPM**
- **Tier 2 (Sports Contextual / Premium Contracts): $30 CPM**

Audience Included:

Sports contextual inventory: premium live sports available at Tier 1

Add-ons

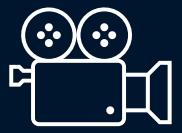
College sports fan audience: **+$2 CPM**

Geo-restricted targeting: **+ $5 CPM**

**Geo-restricted: (Targeting less than 30 DMAs or 5 States, or targeting cities or zip codes may require an additional upcharge)*

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CREATIVE ASSETS



VIDEO

1 CTV Video (:15 or :30 exact)

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THANK YOU!

Questions?

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NEXT STEPS

Your sub-headline goes here

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