

Fubo's Women's Sports Zone Scores Ad Customization for Advertisers

Fubo is getting into the game of women's sports.

Today, the sports-focused streaming service launched a Women's Sports Zone for advertisers. The hub will feature custom-branded activations as well as a highly visible and user-friendly content experience for discoverability and engagement.

The hub was created in response to the growing demand for women's sports programming among fans and marketers.

For instance, according to the WNBA, which kicked off the season this month, the league had its most-watched regular season and finals in 2024, with viewership up 115% and 170%, respectively. Meanwhile, 61% of Fubo subscribers watch women's sports on the platform, while half are considered either moderate or super fans of women's sports content, per Fubo.

"The majority of Fubo's audience watches women's sports, making our platform a ripe opportunity for brands to align themselves with leagues like the WNBA and more," Jennifer Monson, vp, ad sales, Fubo, told ADWEEK in a statement.

How advertisers can get into the Women's Sports Zone

Here's how the new Women's Sports Zone works: Viewers will be

able to navigate to it by selecting the content carousel, which will be prominently located on Fubo's home screen. The hub will feature a curated rotating carousel of premium women's sports leagues and live games.

The zone will give brands 100% share of voice and the chance to create an immersive experience. Interested brands will be able to advertise in the hub through custom pause ads, interactive trivia activations, homepage sponsorships, branded content, feature logo placements, or banners and themed design elements like backgrounds, titles, and subheads.

"The Women's Sports Zone allows advertisers to create a completely customized activation around women's sports that goes beyond standard logo placements to provide a full share of voice," Monson added.

According to Fubo, a major national financial institution is among the first sponsors of the Women's Sports Zone, and will be sponsoring the hub to coincide with the beginning of the WBA season and playoffs. The activation will include custom creative overlays as well as pause ads with QR codes and logo placements.

Building on Fubo's interactive ad rollout

According to Fubo, the Women's Sports Zone sponsorship is an extension of Fubo's ongoing interactive ad strategy and its commitment to building on ad innovation in the space.

Within the last year, the streamer launched a suite of interactive ad formats, including pause ads, gamified ads, transactional ads, and proprietary branded content activations dubbed The Marquee and The Triple Play.

Fubo reported that the formats have increased audience engagement and attention on the platform. In fact, viewers of the Triple Play branded content activation were 43% more attentive than CTV norms.

“As part of our expanding interactive ad strategy, we can incorporate custom pause ads, trivia games, and more to build immersive campaigns centered around women’s sports that drive deeper engagement,” Monson added. “This new experience is a win for our audiences who want to watch this content and for brands who want to get involved in women’s sports.”

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