



The New Scoreboard for Live Sports Sponsorship: Sponsored Ad Outcomes™

Quantifying some of TV's most valuable real estate

Your logo looks good on TV as a billboard backdrop during a corner kick, and your "sponsored by" overlay gets your name out there as the second half gets underway. But for brands spending as much as nine figures on live sports sponsorships, measuring campaign effectiveness has historically been a matter of guesswork – especially at scale.

Without automated technology to recognize on-screen sponsorships and connect them to business outcomes, advertisers, networks, and streamers have been left to manually track each sponsorship appearance – a task that has simply required too much labor to achieve across numerous brands, campaigns, and sporting events. The upshot? Some of TV's most valuable ad real estate has been sitting inside a black box for the people who buy and sell it.

This whitepaper introduces a whole new ballgame for sports sponsorship measurement: EDO's Sponsored Ad Outcomes™. Our solution combines the latest AI technology with EDO's comprehensive TV outcomes database to measure the true impact of live sports sponsorships, including scorebugs, in-stadium billboards, and "sponsored by" segments. Now, brands can measure sponsorship effectiveness, compare performance to other TV ad units, and quantify the impact of pairing an on-screen sponsorship with a 15-, 30-, or 60-second spot – all at a cost and scale that would have been unthinkable just a few years ago.

Here, we'll tell you a little more about how our product works and how you can use it to understand and maximize your return on live sports investment – across the NBA, NFL, and beyond. Plus, we'll take you through a case study on sponsorship performance during the 2022 FIFA World Cup, along with the actionable insights we uncovered through our work.

For instance, did you know that **"sponsored by" digital overlays were 3x as likely to drive engagement** when paired with a standard ad at the 2022 tournament? Learn more below.

SPONSORED AD OUTCOMES: WHAT IT DOES

Bringing outcomes data to life with computer vision

The data to measure live sports sponsorships has always been there. Like standard ads, sponsorships generate ad-driven engagement signals like web searches and site visits, [proven predictors of future sales](#). That data can then be benchmarked against other brands, ad formats, and programming contexts, enabling marketers to understand performance in the context of their competitors and optimize results moving forward.

The problem has always been in the recognition layer. Standard ads air long enough to clearly identify sponsors, and there's a historical library of ad data that can feed into automated measurement tools. But for in-stadium billboards and digital overlays, it's hard to identify sponsors at the speed of a fast-paced live broadcast. These sponsorships are on-screen for shorter periods, run alongside competing advertising messages (e.g., a scorebug in one corner with a billboard visible in another), and have varying video quality.

A human reviewer would need to spend several hours watching game footage and manually logging sponsorships, or they could rely on client-provided hit times – which are far harder to track than standard ads. Neither approach scales efficiently across all sporting events to reliably feed data into a measurement platform.

Sponsored Ad Outcomes™ employs AI to automatically detect, classify, and quantify brand integrations across live sports broadcasts. These integrations are then linked to their immediate, ad-driven outcomes, cutting a process that once took hours down to minutes.

Sponsored Ad Outcomes™ is able to measure integrations like Scorebug Digital Overlays, 'Sponsored By' Overlays, Sponsored Studio Show Segments, In-Stadium Billboard Takeovers, Standard Ads, and Standard Ad + Adjacent "Sponsored By" Overlays.

Scorebug Digital Overlay:



'Sponsored By' Overlay:



Sponsored Studio Show Segments:



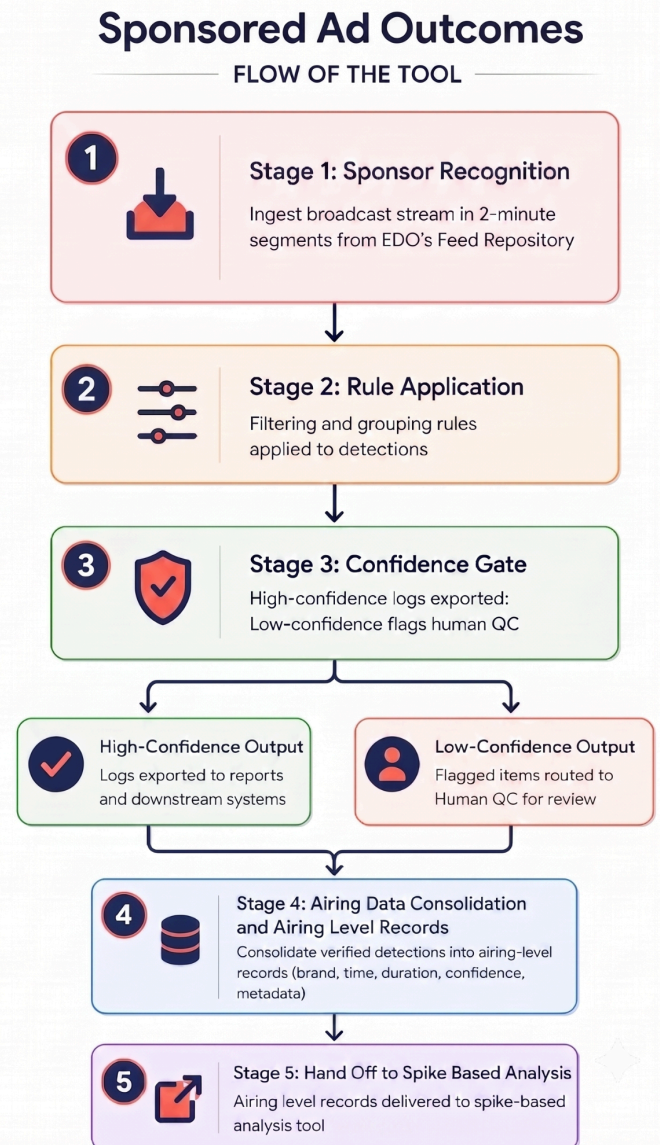
METHODOLOGY

A human-in-the-loop process delivers accuracy at scale

Sponsored Ad Outcomes combines the latest AI technology with a human-in-the-loop branch to ensure maximal accuracy and investment-grade outcomes. Our solution primarily uses vision AI to automatically capture data across a wide range of sponsorships in a manner that is both highly scalable and highly cost-effective.

Here's a quick breakdown of how we do it:

- 1. Sponsor Recognition:** First, our solution automatically identifies sponsors as they appear on screen within two-minute segments, primarily through visual recognition of brand logos. It also uses optical character recognition (OCR) to identify brands based on on-screen text, audio recognition to identify brand mentions, LED tracking for rotating digital billboards, and static UI checks to spot persistent on-screen elements.
- 2. Rule Application:** After detecting sponsors, our engine filters and groups them based on defined rules. For instance, it will create one group for in-stadium billboards, and another for digital overlays.
- 3. Confidence Gate:** Depending on the system's confidence in this recognition and rule application, it takes one of two paths. High-confidence detections are immediately exported for processing. And in rare cases of low confidence, the system flags items for manual review – the human-in-the-loop element that helps make the system highly reliable despite its extraordinary scale.
- 4. Records Consolidation:** After either the automated or manual review path, the engine can then consolidate logs into more detailed airing-level records, for instance, by brand or time.
- 5. Export for Engagement Analysis:** Finally, the engine exports the consolidated records to an external tool – in this case, EDO Ad EnGage – to measure ad-driven engagement immediately after the sponsorship airs.



CASE STUDY: SPONSORED AD OUTCOMES™

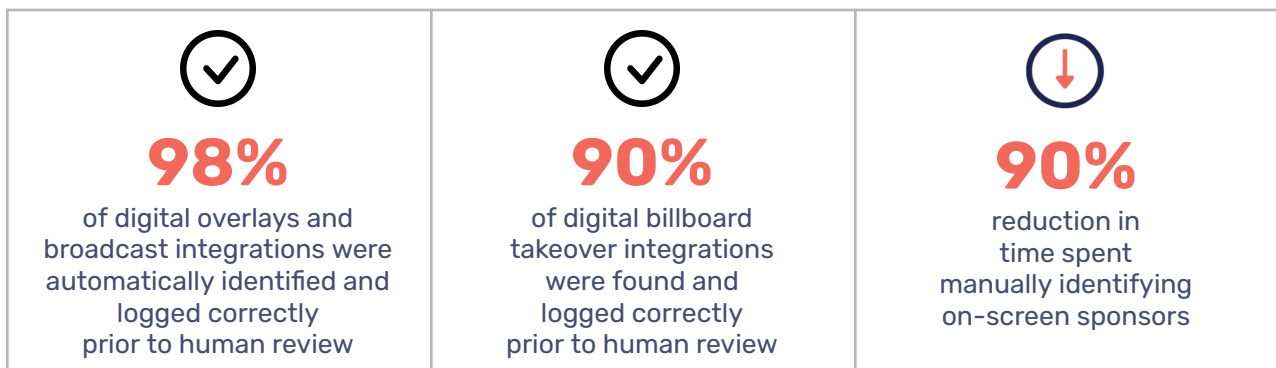
Measuring Performance for the 2022 World Cup

To fully analyze and validate the capabilities of Sponsored Ad Outcomes™ solution, we ran a backtest of the 2022 World Cup. During this analysis, our solution reviewed:



Test Reveals Automated Accuracy at Scale

To further validate the capabilities of our new solution, the EDO team manually reviewed five games' worth of sponsorship recognition from the 2022 World Cup. Here's what we learned:



Sponsorship Ad Type Performance: 2022 World Cup

AD TYPE	# AIRINGS	EFFECTIVENESS VS. AVERAGE CUSTOM INTEGRATION
"Sponsored By" + Adjacent Standard Ad	89	+396%
"Sponsored By" With or Without Adjacent Ad	114	+291%
In-Stadium Billboard Takeover + Adjacent Standard Ad	23	+149%
"Sponsored By" WITHOUT Adjacent Standard Ad	252	+63%
Scorebug	6	+17%

SPONSORED AD OUTCOMES

3 Key Findings from the 2022 World Cup

1. Scorebug overlays outperform the average integration

Digital scorebug overlays drove strong engagement for advertisers at the 2022 tournament. These integrations generated 1.7x more total impact than the average custom integration at the 2022 World Cup, and they were 17% more effective on a per-person, per-second basis.

2. Digital overlays outperform in-stadium billboards

Digital overlays like “sponsored by” messages and scorebug integrations were 117% more effective at driving per-person, per-second engagement than in-stadium billboard takeovers. The most effective of these digital integrations were the on-screen “sponsored by” messages, which were 326% more likely to drive engagement than the billboard takeovers.

3. Brands get an engagement multiplier when an overlay pairs with a standard ad

Brands got the most out of their World Cup investments when they paired a digital overlay with a standard ad in the minute before or afterward. When attached to a standard ad, a digital overlay was 171% more effective than the average in-stadium billboard ad – and 72% more effective than a digital overlay all on its own. “Sponsored by” overlays got an especially strong boost when paired with a standard ad, outperforming the average in-stadium billboard by 441% and the average standalone “sponsored by” overlay by 204%.

CONCLUSION

Measure and optimize live sponsorships with TV outcomes

Live sports sponsorships require significant investments, but brands haven't been able to quantify the ROI at scale. Until now. Sponsored Ad Outcomes employs investment-grade outcomes data and cutting-edge computer vision technology to help advertisers measure a wide range of sponsorship types and compare performance against the rest of their Convergent TV investment – as well as that of their competitors.

Interested in learning more? At the 2026 World Cup, we'll be watching and measuring every match, ad, and sponsorship. Visit [EDO.com](https://edo.com) to see which brands are winning big on the global stage – or [schedule time](#) to learn how we can help you measure and optimize your next Convergent TV sports sponsorships.

SPONSORED AD OUTCOMES

Key Takeaways to make the most of your live sports sponsorship

- Sponsorship remains the last major type of TV advertising without outcomes-based measurement at scale.
- EDO's Sponsored Ad Outcomes tool closes that gap using vision AI, cutting manual review from hours to minutes at a fraction of the cost.
- This measurement tool, combined with EDO's investment-grade outcomes data, helps brands, agencies, and publishers understand what types of sponsorships deliver the greatest engagement lift.
- A backtest of the 2022 World Cup found that pairing a "sponsored by" overlay with an adjacent standard ad delivers 441% more engagement vs. an in-stadium billboard.
- These types of insights will be applied across all 104 World Cup matches in 2026, with additional analysis for other upcoming sporting events.

Measure with Confidence

Want to see how your sponsorships *really* perform?

Contact: research@edo.com



Know What Works