NHL / NBA Segment

Segment Name	Segment Description
123Push > Consumer > Interest > Sports > Hockey	Individuals interested in hockey related topics such as NHL, recreational hockey, and ice skates. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Ice Hockey	Individuals interested in Ice Hockey based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Ice Hockey > National Hockey League (NHL)	Individuals interested in the NHL based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Sports Television > NHL Network	Individuals following NHL Network on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > Pittsburgh Penguins	Individuals following Pittsburgh Penguins on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > National Hockey League (NHL)	Individuals following the NHL on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports > Hockey	30-day refresh: Individuals interested in hockey related topics such as NHL, recreational hockey, and ice skates. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Ice Hockey > National Hockey League (NHL)	Individuals interested in the NHL based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Ice Hockey	Individuals interested in Ice Hockey based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Television Networks > ESPN	Individuals interested in ESPN Television Network according to transactional and online activity as well as social media data. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Pheonix Suns	Individuals following Pheonix Suns on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Detroit Pistons	Individuals following Detroit Pistons on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Sacramento Kings	Individuals following Sacramento Kings on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Atlanta Hawks	Individuals following Atlanta Hawks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > New Orleans Pelicans	Individuals following New Orleans Pelicans on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Utah Jazz	Individuals following Utah Jazz on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Boston Celtics	Individuals following Boston Celtics on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Orlando Magic	Individuals following Orlando Magic on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Los Angeles Lakers	Individuals following Los Angeles Lakers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Dallas Mavericks	Individuals following Dallas Mavericks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Chicago Bulls	Individuals following Chicago Bulls on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Indiana Pacers	Individuals following Indiana Pacers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Washington Wizards	Individuals following Washington Wizards on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Philadelphia 76ers	Individuals following Philadelphia 76ers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Milwaukee Bucks	Individuals following Milwaukee Bucks on social media. (FLA Friendly)

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Brooklyn Nets	Individuals following Brooklyn Nets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Los Angeles Clippers	Individuals following Los Angeles Clippers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > NBA	Individuals following NBA on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Toronto Raptors	Individuals following Toronto Raptors on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Minnesota Timberwolves	Individuals following Minnesota Timberwolves on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Charlotte Hornets	Individuals following Charlotte Hornets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Denver Nuggets	Individuals following Denver Nuggets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Portland Trailblazers	Individuals following Portland Trailblazers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Cleveland Cavaliers	Individuals following Cleveland Cavaliers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > San Antonio Spurs	Individuals following San Antonio Spurs on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Houston Rockets	Individuals following Houston Rockets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Golden State Warriors	Individuals following Golden State Warriors on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Miami Heat	Individuals following Miami Heat on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Oklahoma City Thunder	Individuals following Oklahoma City Thunder on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > New York Knicks	Individuals following New York Knicks on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Basketball	Individuals interested in Basketball based on surveys, social media data, and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Basketball > National Basketball Association (NBA)	Individuals interested in National Basketball Association (NBA) based on surveys, social media data, and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Television Networks > ESPN	Individuals interested in ESPN Television Network according to transactional and online activity as well as social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Radio > Sports Radio	Individuals interested in Sports Radio based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > NBA Playoffs	Individuals interested in NBA Playoffs based on social media data, surveys, and online/purchase activity. (FLA Friendly)
123Push > Instant Intent > CTV Streaming Genre > Sports Basketball TV Viewers	Individuals who have recently streamed sports basketball TV. Sourced from proprietary SDK and app partnerships tracking real-time CTV viewership. Based on MAIDs.
123Push > Consumer > Sporting Events > People Who Watch The NBA Finals	Individuals who watch The NBA Finals. Sourced from self-reported surveys, public records, online activity, and purchase transactions.
123Push > Consumer > Sporting Events > People Who Host The NBA Finals Party	Individuals who host The NBA Finals party. Sourced from self-reported surveys, public records, online activity, and purchase transactions.

stirista

NHL / NBA Segment

Segment Name	Segment Description
Stirista > Consumer > Interests > Spectator Sports > Hockey	Individuals with spectator sports - hockey interest. Highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Entertainment > NHL Stanley Cup Finals	Individuals who enjoy NHL Stanley Cup Finals for entertainment. Highly interested in all things Hockey. (FLA Friendly)
Stirista > Consumer > Interest > Sports > Hockey	Individuals interested in Hockey. Highly interested in NHL, AHL, ESPN, and The Stanley Cup.
Stirista > Interest > Hockey	Individuals interested in Hockey. Highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Category > Ice Hockey	Individuals interested in Ice Hockey based on surveys, sweepstakes, online activity, and purchase data. Highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Category > National Hockey League (NHL)	Individuals interested in National Hockey League based on surveys, sweepstakes, online activity, and purchase data. Highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Intent > B2C > Sports > Hockey	Observed behavior of online users with intentional action suggesting interest in Sports-Hockey and/or supporting products. (FLA Friendly)
Stirista > Interest > Fantasy Sports	Individuals interested in Fantasy Sports. (FLA Friendly)
Stirista > Interest > Sports Fans	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Sports News	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer sports news. (FLA Friendly)
Stirista > Interest > Team Sports	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer team sports. (FLA Friendly)
Stirista > Consumer > Interests > Spectator Sports > Basketball	Individuals with spectator sports - basketball interest. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Consumer > Interests > Basketball	Individuals part of the basketball interest grouping. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Entertainment > NBA Finals	Individuals who enjoy NBA Finals for entertainment. Highly interested in all things Basketball. (FLA Friendly)
Stirista > Consumer > Interest > Sports > Basketball	Individuals interested in Basketball. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball.
Stirista > Interest > Basketball	Individuals interested in Basketball. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Category > Basketball	Individuals interested in Basketball based on surveys, sweepstakes, online activity, and purchase data. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Category > National Basketball Association (NBA)	Individuals interested in National Basketball Association based on surveys, sweepstakes, online activity, and purchase data. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Custom > NBA Playoffs	Individuals interested in basketball and NBA Playoffs. Highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. Also includes individuals likely to host or attend a party. (FLA Friendly)
Stirista > Sports Television and Network Interest	Individuals interested in Sports related television and networks. Includes Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Intent > B2C > Sports > Basketball	Observed behavior of online users with intentional action suggesting interest in Sports-Basketball and/or supporting products. (FLA Friendly)

NHL / NBA Segment

Segment Name	Segment Description
LBDigital > Browser Activity > Sports and Recreation > Basketball > NBA and WNBA	Consumers who love to watch NBA and WNBA basketball. Self-reported interests and purchase histories verified against census data, public records and transactional data.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Hockey	Fair Lending qualified individuals with a strong interest in hockey related topics such as NHL, recreational hockey, and ice skates.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Basketball	Fair Lending qualified individuals with a strong interest in basketball related topics such as recreational basketball, NBA, and college basketball (NCAA).
LBDigital > Media Source Solutions > Fair Lending Friendly > Avid Social Media Followers > Intent > Basketball	Fair Lending qualified individuals following Basketball related topics and brands on social media.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Unknown Gender	CTV/Video/OTT viewers who enjoy watching Basketball - unknown gender.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Male	CTV/Video/OTT viewers who enjoy watching Basketball - male.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Female	CTV/Video/OTT viewers who enjoy watching Basketball - female.
LBDigital > Activities > Sports and Recreation > Basketball	Individuals who enjoy the sport of basketball. Terrific prospects for sporting goods, sneakers and team apparel.
LBDigital > Browser Activity > Entertainment and Hobbies > Fantasy Sports Leagues	Consumers who enjoy playing fantasy sports like fantasy football, basketball, baseball, etc. Involved with fantasy leagues each season.
LBDigital > Location - Out and About > Sports Fanatics > NCAA Basketball Fan	Individuals that are NCAA Basketball fans. Sourced from GPS-compliant US location data appended with consumer lifestyle segments.
LBDigital > Browser Activity > Entertainment > Basketball	Consumers who enjoy watching entertainment and programs about basketball.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Basketball > Female	Female individuals interested in basketball. Self-reported information from registrations, form fills, and apps.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Hobbies > Collecting > Sports Memorabilia > Female	Female individuals interested in sports memorabilia.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Basketball > Male	Male individuals interested in basketball. Self-reported information from registrations, form fills, and apps.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Hockey > At The Rink > Unknown Gender	CTV/Video/OTT viewers who enjoy watching Hockey - unknown gender.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Hockey > At The Rink > Female	CTV/Video/OTT viewers who enjoy watching Hockey - female.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Hockey > At The Rink > Male	CTV/Video/OTT viewers who enjoy watching Hockey - male.
LBDigital > Browser Activity > Sports and Recreation > Hockey	Consumers who enjoy hockey as part of their sports and recreation regimen.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Hockey > Female	Female individuals interested in hockey.

Segment Name	Segment Description
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Hockey > Male	Male individuals interested in hockey.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Hockey	Fair Lending qualified individuals with a strong interest in hockey related topics such as NHL, recreational hockey, and ice skates.
LBDigital > Home and Family > Online Casino Gambling	Individuals who enjoy Online Casino Gambling. Self-reported interests verified against census data, public records and transactional data.
LBDigital > Browser Activity > Gambling > Sports Betting	Consumers who participate in sports betting. Relevant offers: sports, travel, casinos, sports betting, fantasy sports.
LBDigital > Browser Activity > Gambling > Slots	Consumers with self-reported interest in slots. Relevant offers: slots, travel, casinos.
LBDigital > Browser Activity > Gambling > Gambling	Consumers with self-reported interest in gambling. Relevant offers: sports, travel, casinos, sports betting, fantasy sports, slots, table games.
LBDigital > Browser Activity > Gambling > Online Casino	Consumers with self-reported interest in gambling sites. Relevant offers: travel, casinos, sports betting, slots, table games.
LBDigital > Browser Activity > Gambling > Casino	Consumers with self-reported interest in casino sites. Relevant offers: travel, casinos, sports betting, slots, table games.
LBDigital > Browser Activity > Gambling > Table Games	Consumers with self-reported interest in table games. Relevant offers: travel, casinos, table games.
LBDigital > Browser Activity > Gambling > Online Slots	Consumers with self-reported interest in online slots. Relevant offers: casinos, slots.

AMERIBASE DIGITAL
A STIRISTA SOLUTION

NHL / NBA Segment

Segment Name	Segment Description
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball > College Basketball	Based on online behavioral information, these consumers consume content about College Basketball.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball	Based on online behavioral information, these consumers consume content about Basketball.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball > NBA & WNBA	Based on online behavioral information, these consumers consume content about NBA & WNBA.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Atlanta Hawks	Based on online behavioral information, these consumers consume content about Atlanta Hawks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Boston Celtics	Based on online behavioral information, these consumers consume content about Boston Celtics.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Brooklyn Nets	Based on online behavioral information, these consumers consume content about Brooklyn Nets.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Charlotte Hornets	Based on online behavioral information, these consumers consume content about the Charlotte Hornets.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Chicago Bulls	Based on online behavioral information, these consumers consume content about Chicago Bulls.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Cleveland Cavaliers	Based on online behavioral information, these consumers consume content about Cleveland Cavaliers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Dallas Mavericks	Based on online behavioral information, these consumers consume content about Dallas Mavericks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Denver Nuggets	Based on online behavioral information, these consumers consume content about Denver Nuggets.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Detroit Pistons	Based on online behavioral information, these consumers consume content about Detroit Pistons.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Golden State Warriors	Based on online behavioral information, these consumers consume content about the Golden State Warriors.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Houston Rockets	Based on online behavioral information, these consumers consume content about Houston Rockets.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Indiana Pacers	Based on online behavioral information, these consumers consume content about Indiana Pacers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Los Angeles Clippers	Based on online behavioral information, these consumers consume content about Los Angeles Clippers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Los Angeles Lakers	Based on online behavioral information, these consumers consume content about Los Angeles Lakers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Memphis Grizzlies	Based on online behavioral information, these consumers consume content about Memphis Grizzlies.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Miami Heat	Based on online behavioral information, these consumers consume content about Miami Heat.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Milwaukee Bucks	Based on online behavioral information, these consumers consume content about the Milwaukee Bucks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Minnesota Timberwolves	Based on online behavioral information, these consumers consume content about the Minnesota Timberwolves.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > New Orleans Pelicans	Based on online behavioral information, these consumers consume content about New Orleans Pelicans.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > New York Knicks	Based on online behavioral information, these consumers consume content about New York Knicks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Oklahoma City Thunder	Based on online behavioral information, these consumers consume content about Oklahoma City Thunder.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Orlando Magic	Based on online behavioral information, these consumers consume content about the Orlando Magic.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Philadelphia 76ers	Based on online behavioral information, these consumers consume content about Philadelphia 76ers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Phoenix Suns	Based on online behavioral information, these consumers consume content about the Phoenix Suns.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Portland Trailblazers	Based on online behavioral information, these consumers consume content about Portland Trailblazers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Sacramento Kings	Based on online behavioral information, these consumers consume content about Sacramento Kings.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > San Antonio Spurs	Based on online behavioral information, these consumers consume content about San Antonio Spurs.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Toronto Raptors	Based on online behavioral information, these consumers consume content about Toronto Raptors.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Utah Jazz	Based on online behavioral information, these consumers consume content about Utah Jazz.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Washington Wizards	Based on online behavioral information, these consumers consume content about Washington Wizards.

Segment Name	Segment Description
Ameribase Digital > Intent > Interests > Sports > Basketball > NBA and WNBA	Active and responsive consumers who self reported interest in the NBA and WNBA.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Sports > Basketball	Fair Lending Act trusted audience with a strong interest in basketball topics including recreational basketball, NBA, and college basketball (NCAA).
Ameribase Digital > Social Behaviors > Sport Fans > Sports League > NBA	Consumers who have responded to contextual ads about NBA through social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Sports > Basketball	Highly accurate Truthset Identity-Scored individuals with a strong interest in basketball topics (NBA, NCAA). Up to 51% more accuracy.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Sports > Hockey	Fair Lending Act trusted audience with a strong interest in hockey topics including NHL, recreational hockey, and ice skates.
Ameribase Digital > Social Behaviors > Sport Fans > Sports League > NHL	Consumers who have responded to contextual ads about NHL through social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Sports > Hockey	Highly accurate Truthset Identity-Scored individuals with a strong interest in hockey topics (NHL). Up to 51% more accuracy.
Ameribase Digital > Casino and Gambling > Online Casino	Active casino and gambling consumers who have recently visited an online casino and play slots, table games, cards/poker.
Ameribase Digital > Casino and Gambling > Sports Betting	Active casino and gambling consumers who have recently visited a sports betting site and place bets at online casinos.
Ameribase Digital > Casino and Gambling > Gambling	Active casino and gambling consumers who play slots, table games, cards/poker and visit casinos often.
Ameribase Digital > Casino and Gambling > Online Slots	Active casino and gambling consumers who play slots and visit online casinos often.
Ameribase Digital > Casino and Gambling > Slots	Active casino and gambling consumers who play slots and visit casinos often.
Ameribase Digital > Casino and Gambling > Table Games	Active casino and gambling consumers who play table games and visit casinos often.
Ameribase Digital > Casino and Gambling > Casino	Active casino and gambling consumers who play slots, table games, cards/poker and visit casinos often.
Ameribase Digital > Webform Responders > Events and Attractions > Casinos and Gambling	Individuals who request information about their self-reported interests in casinos and gambling via webforms.
Ameribase Digital > Mobile App Users by Category > Sports	U.S. consumers identified as having at least one sports application on their mobile device.
Ameribase Digital > Xennials - The First Millennials - Age 31-41 > Sports Fanatics	Millennials age 31-41 who are heavily into sports and root for their favorite baseball, football, basketball, and/or hockey team.
Ameribase Digital > Man Cave - Men's Product Buyers > Sports	Men who enjoy sports like football, basketball, and baseball.
Ameribase Digital > OTT & CTV > Millennials > Sports Fanatics	Millennial households that subscribe to streaming services and love Sports.
Ameribase Digital > In-Market > Sporting Goods > Team Sports > Basketball	Active and responsive consumers consuming content about Basketball sporting goods.
Ameribase Digital > In-Market > Sporting Goods > Team Sports > Hockey	Active and responsive consumers consuming content about Hockey sporting goods.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Anaheim Ducks	Based on online behavioral information, these consumers consume content about the Anaheim Ducks.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Utah Hockey Club	Based on online behavioral information, these consumers consume content about Utah Hockey Club.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Boston Bruins	Based on online behavioral information, these consumers consume content about Boston Bruins.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Buffalo Sabres	Based on online behavioral information, these consumers consume content about the Buffalo Sabres.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Calgary Flames	Based on online behavioral information, these consumers consume content about Calgary Flames.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Carolina Hurricanes	Based on online behavioral information, these consumers consume content about Carolina Hurricanes.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Chicago Blackhawks	Based on online behavioral information, these consumers consume content about Chicago Blackhawks.

Segment Name	Segment Description
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Colorado Avalanche	Based on online behavioral information, these consumers consume content about Colorado Avalanche.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Columbus Blue Jackets	Based on online behavioral information, these consumers consume content about Columbus Blue Jackets.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Dallas Stars	Based on online behavioral information, these consumers consume content about the Dallas Stars.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Detroit Red Wings	Based on online behavioral information, these consumers consume content about Detroit Red Wings.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Edmonton Oilers	Based on online behavioral information, these consumers consume content about Edmonton Oilers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Florida Panthers	Based on online behavioral information, these consumers consume content about Florida Panthers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Los Angeles Kings	Based on online behavioral information, these consumers consume content about Los Angeles Kings.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Minnesota Wild	Based on online behavioral information, these consumers consume content about Minnesota Wild.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Montreal Canadiens	Based on online behavioral information, these consumers consume content about Montreal Canadiens.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Nashville Predators	Based on online behavioral information, these consumers consume content about Nashville Predators.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New Jersey Devils	Based on online behavioral information, these consumers consume content about New Jersey Devils.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New York Islanders	Based on online behavioral information, these consumers consume content about New York Islanders.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New York Rangers	Based on online behavioral information, these consumers consume content about New York Rangers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Ottawa Senators	Based on online behavioral information, these consumers consume content about the Ottawa Senators.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Philadelphia Flyers	Based on online behavioral information, these consumers consume content about Philadelphia Flyers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Pittsburgh Penguins	Based on online behavioral information, these consumers consume content about Pittsburgh Penguins.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > San Jose Sharks	Based on online behavioral information, these consumers consume content about San Jose Sharks.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > St. Louis Blues	Based on online behavioral information, these consumers consume content about St. Louis Blues.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Tampa Bay Lightning	Based on online behavioral information, these consumers consume content about Tampa Bay Lightning.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Toronto Maple Leafs	Based on online behavioral information, these consumers consume content about Toronto Maple Leafs.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Vancouver Canucks	Based on online behavioral information, these consumers consume content about Vancouver Canucks.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Washington Capitals	Based on online behavioral information, these consumers consume content about Washington Capitals.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Winnipeg Jets	Based on online behavioral information, these consumers consume content about Winnipeg Jets.