



# Topline Overview

## Value Distribution

### Asset Categories

- ❖ Onsite (i.e. Arena/Stadium Signage)
- ❖ Broadcast / Streaming (i.e. Commercial Units)
- ❖ Intellectual Property Rights
- ❖ Award Presentations / Banquets
- ❖ Website (i.e. Display Banner Ads)
- ❖ Social Media (i.e. Sponsored Posts)

