



Game On: Spot Scripts

OPTION 1: WHERE SPORTS BELONG (30 SEC)

[SFX: Crowd roar. Fast cuts of families and friends watching games at home, in bars, and at backyard cookouts.]

VO:

Sports bring us together.

They are the moments we cheer for, argue over... and remember for years.

[Visuals shift. Fans pick up remotes, stare at subscription screens, and react with frustration.]

VO:

But more and more, the games fans love are getting locked behind paywalls.

Another app. Another fee. Another way fans get left behind.

[Cut back to big emotional sports moments across different games and different fans.]

VO:

Fans are tired of losing access to their favorite teams.

Sports belong where everyone can watch them: on broadcast TV.

[On-screen text: TEXT SPORTS to 39179]

VO:

Make your voice heard.

Text **SPORTS** to **39179** today.

OPTION 2: KEEP SPORTS SIMPLE (30 SEC)

[SFX: Big game atmosphere. Crowd cheering. Quick cuts of fans settling in with snacks, jerseys and total focus.]

VO:

Game day used to be simple.

Turn on the TV. Find the game. Yell at the referee.

[Cut to a fan scrolling through screens: “Subscribe,” “Upgrade,” “Free Trial Ended,” “Password Incorrect.”]

VO:

Now?

It is download this. Upgrade that. Reset your password. Text your cousin for his login.

[Cut to annoyed fans as the spinning buffering wheel appears.]

VO:

Fans are tired of their favorite teams getting stuck behind paywalls.

Because watching the game should not require a spreadsheet.

[Cut back to joyful game moments on broadcast TV.]

VO:

Sports belong on broadcast TV, where fans can actually watch.

[On screen: TEXT SPORTS to 39179]

VO:

Text **SPORTS** to **39179** and make your voice heard.

OPTION 3: FANS ARE OVER IT (15 SEC)

[SFX: Crowd roar. Fans ready for game day.]

VO:

Game day used to be easy.

Turn on the TV and find the game.

[Cut to a fan staring at subscription screens.]

VO:

Now it is another app, another fee, another paywall.

Fans are over it.

[On screen: TEXT SPORTS to 39179]

VO:

Sports belong on broadcast TV.

Text **SPORTS** to **39179** to make your voice heard.