Final report. October 28, 2026.

Live sports ads were sold inside games nobody authorized. Everyone got paid. Nobody checked.

How guaranteed in-game sports ads moved through station groups, resellers and holding companies on streaming TV, 2024 to 2026, with Asellus Group as the case. **Four installments. Six weeks. One question nobody upstream will answer.**

Who Said Yes?

Final, under review

Follow-up questions Asellus answered	0/6
Leagues, teams, networks and platforms confirming an Asellus relationship	0
Written authorizations shown to ADOTAT	0
Accreditations that check who authorized the game, per the MRC	0
Georgia's rights holder, asked if it authorized the Bulldogs pitch	No

ADOTAT | Pesach Lattin, publisher | whoauthorizedit.com | pesach@adotat.com
Reader-supported. No paid placement in editorial.

The short version

00 What happened, and why it matters

The problem is the system, not one seller. Live sports is the most time-specific, most expensive product in advertising, and for at least two years a version of it moved through a chain of **station groups, white-label resellers and agency holding companies** without anyone in that chain checking the one thing that makes it worth buying: **whether the rights holder authorized it and whether the ad ran inside the game.** Every company in the chain was paid on the sale. **Nobody was paid to check the delivery.** The verification and audit machinery the industry relies on was never built to ask. Asellus Group is the case that shows how it works.

What happened. For at least two years, local businesses and, according to people in local and national ad sales, agency holding companies were sold streaming TV ads **"guaranteed" to run inside specific teams' live games**: the Georgia Bulldogs, NFL teams in their home markets, the Masters, March Madness and more. The product came from **Asellus Group** and its partner Addressable Media and moved through local sales groups that sources named, including **Cox Media Group, Locality, Premion and TEGNA**. In 2024 Cox pitched an Atlanta advertiser a Bulldogs package promising **"reserved inventory to ensure delivery,"** carrying Georgia's marks.

The issue. The people who own the games say they never authorized it. **Georgia Bulldogs Sports Marketing told ADOTAT on the record it authorized no one**, and that in-game advertising "sits entirely with the network." The leagues and teams ADOTAT called showed no relationship with Asellus. Asellus will not say who authorized the inventory, tells buyers it is not programmatic, takes no deal IDs and no third-party tags for some placements, and says in writing that it **does not receive data showing whether an ad ran in a local or national break**, while billing impressions to named games by the hour. A sample report shows **596 rows where completed views exceed impressions**, which cannot happen, and an NFL season where **79% of impressions landed in the kickoff hour** of three-hour games. **This is not a case of ads that never ran. It is a case of real ads, shown somewhere, sold as something specific that the sellers cannot show they had the right to sell.**

Is it a crime? Nothing ADOTAT has found proves a crime, and ADOTAT does not allege one. What the lawyers said:

- **Lee Brenner, chair of Venable's Entertainment and Media Litigation Group**, speaking personally and about no company: a "guaranteed" placement inside a specific team's live game **"is an objective, verifiable representation. It is not sales puffery."** And: **"Failure to keep an honestly made promise may be breach of contract. Making a promise the seller knows it cannot keep in order to obtain the buyer's money is fraud."** Depending on knowledge and intent, he said, prosecutors

could examine whether it is criminal fraud.

- **Rebecca Tushnet, Harvard Law School**: the case turns on the word **"inside."** If "in-game" can reasonably mean something the seller delivered, the buyer must show reasonable buyers understood it differently. The Lanham Act applies. Some states bar businesses from bringing false advertising claims over business purchases, and common-law fraud is **"very hard to win."**
- **The criminal test.** Federal wire fraud needs a scheme, a material false statement, specific intent and use of the wires. After **Kousisis v. United States (2025)**, delivering substitute value does not by itself defeat wire fraud. **Two things are missing:** platform or rights-holder logs proving the ads did not run where sold, and internal evidence that sellers knew. Former employees at two resellers say people knew. That is a lead, not proof.
- **The civil path that needs no intent:** the FTC can treat small businesses as consumers. **Cox already operates under a 20-year FTC order** (finalized August 2026, $880,000) over its "Active Listening" product, barring misrepresentation of its ad services, **including geographic targeting.**

Where it stands. Since ADOTAT began publishing, **Asellus has told its sales partners it can no longer offer team-specific league advertising**, ordered team decks pulled, and stripped game names from its delivery reports (Section 9). Cox, Locality, Premion and TEGNA have until Thursday, October 29 to answer. **The single question that settles this is still unanswered: who authorized it?**

The scoreboard: ten findings

1. The rights holder for the one documented pitch, Georgia, says on the record it authorized no one.

2. Asellus has declined to name any publisher, network or rights holder, citing NDAs and then "no further comment."

3. Asellus told a buyer in writing it gets no break data, takes no deal IDs, and accepts no tags on Thursday Night Football.

4. A sample Asellus NFL report has 596 impossible rows and impressions logged hours outside game windows.

5. A season of Asellus NFL reporting put 79% of impressions in the kickoff hour and about 3% in the third hour or later.

6. About 1.09 million impressions labeled Prime (Thursday Night Football) were billed to local markets. Amazon has not answered.

7. The MRC and TAG both say their accreditation and certification do not cover in-game placement or rights-holder authorization.

8. Former employees at Locality and TEGNA say people there knew. An Atlanta advertiser refused the pitch in 2024 for the same reason.

9. None of the ten platforms Asellus named as sources has confirmed a relationship on the record.

10. After ADOTAT published, Asellus told partners it can no longer offer team-specific league ads and dropped game names from its reports.

> **"Where the ad runs is not a detail, it is the product."**
>
> Lee Brenner, chair, Venable Entertainment and Media Litigation Group, speaking personally

The report

01 The product

Asellus Group, based in New Rochelle, New York, and led by president **Carl Francese**, markets "direct integration to 'last look' inventory with the top 30 CTV networks" and "the most sought out live streaming sports and events on CTV." The offer that reached local advertisers was specific: **your ad, inside a named team's live game, in your market, guaranteed.**

A prospective buyer who went through Asellus's 2026 sales process shared the pitch call transcript and follow-up correspondence with ADOTAT on background. On the call, an Asellus executive named broadcast and reseller partners, **promised specific teams in their home markets**, and said Asellus does not supply the platform the ad ran on. Asked for the list of platform partners, Asellus never sent it. In writing, Asellus said:

- it is **not programmatic** and does not accept deal IDs or bidding;
- for Thursday Night Football, it hosts the creative itself and **cannot accept tracking pixels or tags**;
- agencies may not resell the inventory to other sales organizations;
- pricing runs **$37 to $48 CPM, $5,000 minimums, net-60 terms**;
- in an answer the buyer described as lawyer-drafted, Asellus **does not receive data indicating whether a placement ran in a local or national break**;
- its live inventory runs on **Roku Live, Samsung TV Plus, Vizio WatchFree+, Sling, DirecTV Stream, Fubo, Apple TV+, Hulu Live, Prime Video and YouTube TV** (national only).

A deal ID traces an impression to a publisher. A third-party tag counts it independently. Break data shows an ad ran inside a game rather than near it. Asellus has said, in writing, that the buyer gets none of the three.

What a buyer would need	What Asellus says the buyer gets
Deal ID tracing the impression to a publisher	**No.** "Not programmatic." No deal IDs or bidding.
Third-party tag to count independently	**No** for Thursday Night Football. Asellus hosts the creative, no pixels or tags.
Break data showing it ran inside the game	**No.** Asellus says it does not receive it.
Name of the publisher or rights holder	**No.** NDAs, then "no further comment."
Report billed to a named game by the hour	**Yes.** The only document the buyer gets is the seller's own.

02 The supply chain as described to ADOTAT

Sources described a chain running from **Asellus and Addressable Media** to station groups and white-label resellers, then down to local sellers and their customers: car dealers, HVAC companies, law firms. People in local and national ad sales say the same "in-game guaranteed" pitch for the NFL, college football and the Masters was also sold **to agency holding companies buying for national brands**, who "bought into the magic tag." A Paramount executive, not authorized to speak, said resellers are **"out in market using Asellus as their shield to represent this fake inventory."**

A major omnichannel ad platform that took the Asellus pitch in July 2026 (described on background) named **Locality as the biggest reseller** and said **Premion used Asellus for game- and conference-specific offerings**. None of these companies has confirmed or denied on the record.



Money flows left to right. The only proof of delivery is the seller's own report.

> **"Out in market using Asellus as their shield to represent this fake inventory."**
>
> A Paramount executive, not authorized to speak

03 The one documented pitch: Cox and the Bulldogs

In June 2024, **Cox Media Group** pitched a "College Football Team Pack" in Atlanta: ads inside live Georgia Bulldogs games, **"reserved inventory to ensure delivery,"** with Georgia's marks on the proposal.

Georgia Bulldogs Sports Marketing (Georgia's multimedia rights holder) answered on the record: it did not authorize Cox, Asellus or Addressable Media to sell in-game Bulldogs placements or use UGA's marks. In-game advertising **"sits entirely with the network."**

The advertiser pitched said no. Its marketing director told ADOTAT:

> *"We did not buy it because we knew it was not something they could guarantee based on my knowledge of how live sports streaming works."*

Her sports vendor **"told me it was not possible to guarantee those placements,"** and other local firms that bought similar packages **"requested time stamped delivery reports and were not able to get that." This is the cleanest fact in the investigation: a PDF, a rights holder's written answer, and a buyer who asked for a timestamp and never got one.**

"Sits entirely with the network."

Georgia Bulldogs Sports Marketing, on who controls in-game advertising

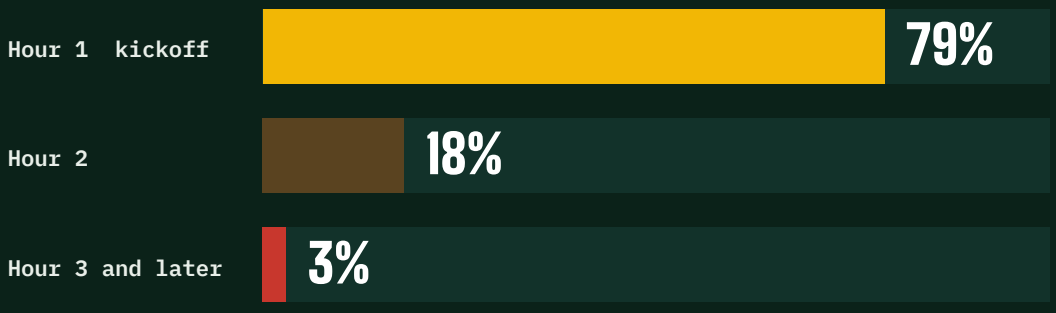
04 What the delivery reports show

ADOTAT analyzed two Asellus NFL delivery reports from the 2025 season.

Measure	Finding
Games in season report	121 NFL games
Impressions in kickoff hour	**79%**
Within first two hours	**97%**
Third hour or later	**About 3%**, though games run more than three hours
Prime-labeled (Thursday Night Football) impressions billed to local markets	**About 1.09 million**
Sample report (six Florida market groups)	About 5.95 million impressions, about $252,000
Rows where completed views exceed impressions	**596**
Impressions logged outside game windows	Present, some by hours

Where the ads landed, by hour of the game

Asellus NFL delivery, 2025 season, 121 games



A broadcast runs past three hours. The fourth quarter lives in the red bar.

An impression is an ad starting. A completed view is the same ad finishing. You cannot finish more ads than you started. Ruben Schreurs, Group CEO of Ebiquity, called that pattern **"an immediate red flag"** and said deliberate misrepresentation of inventory or delivery is something his firm would treat as **"fraudulent"** and bring to clients.

You cannot finish more ads than you started



Illustrative proportions. The sample report has 596 rows like the second one.

There are innocent explanations for front-loaded delivery: frequency caps, pacing, tune-in at kickoff. None fits an ad sold as running inside a three-hour game's commercial breaks. **What the curve looks like is a campaign aimed at people starting to watch sports. That may be a legitimate product. It is not the product on the pitch.** Thursday Night Football belongs to Amazon; Amazon has not answered whether it sells it by local market or works with Asellus.

05 How the mechanism may work

No one has shown ADOTAT where the impressions actually ran. Three accounts, clearly labeled as theories:

- A major omnichannel ad platform that evaluated Asellus (background) guessed at **an overlay or iframe injection near or during a game, similar to pirated live sports sites**, letting a report say an ad ran on a network that never carried it. Its executive: **"We talked for less than 30 minutes and you could immediately tell this was off."**
- Open-market slivers of vMVPD or affiliate game avails resold as guaranteed team inventory.
- A tipster floated, as theory only, TV makers serving ads on the glass over live programming.

The same platform executive set the market facts on background: **"NFL Sunday games are not available programmatically at all."** Real programmatic live sports is sold by league within a market and daypart, not by team or single game. **"There's no resold model for this. You have to buy direct."** On guaranteeing impressions inside one team's game in one market without the rights holder: **"Absolutely not. It's impossible."** And: **"Any legitimate path will show you transparency."**

> **"It not only hurts companies like ours who are doing it right, but it hurts the broadcasters. It's an unfair competitive advantage when you're trying to compete with something that's not real."**
>
> An executive at a major omnichannel ad platform that evaluated Asellus and passed

06 What verification can and cannot see

Francese told ADOTAT that more than **90% of Asellus campaigns carry third-party verification**, including Comscore, and that the best validation is **a client seeing its spot running live.** The bodies that accredit and certify verification say their work does not reach the question:

- **Media Rating Council**, on whether any accredited product verifies an ad ran inside a specific live event: it does not believe "that level of detail is typically part of the products we audit." On publisher identity or rights-holder authorization: **"No, we do not cover that type of information."**
- **Mike Zaneis, TAG CEO**: "fraudulent misrepresentation of the good or service provided" is not covered; unauthorized inventory is **"outside of our scope."**

- **Sam Tomlinson, MediaSense**: a specific game or team buy is most likely agreed between client and agency as **excluded from the audit.**
- **Comscore** was asked what it verifies inside a live game. It has not answered.

The fraud machinery was built to catch bots and invisible ads. Nobody built it to ask whose game it was.

07 The insiders

- **A former Locality employee**, anonymous to stay in the business: everyone at the company was aware they should not be selling Asellus.
- **A former TEGNA employee**, not authorized to speak: TEGNA was reselling without permission and did not know how it was sourced.

Josh Stein of Attention Capital, on the market generally: **"if a seller can't trace an audience back to the rights holder, I wouldn't lend against it,"** and when the seller also reports where the ad ran, the advertiser is relying on the seller's account.

08 The legal analysis

`Brenner (Venable, personal capacity, no client and no company named):`

- A company "cannot wrap itself in a team's or network's branding, sell 'guaranteed' access to inventory it does not control, collect the advertiser's money, and then defend itself by saying an ad appeared somewhere else."
- **"Where the ad runs is not a detail, it is the product."**
- Does delivering ads elsewhere cure it? **"Not fundamentally."** It may reduce damages; it does not cure false advertising or breach.
- Team and network marks cannot be used **"as a badge of authorization when no authorization exists."**
- Who can act: the rights holder (trademark, false association), the advertiser (contract, fraud, state deceptive-practice claims), the FTC and state attorneys general, and, depending on knowledge and intent, prosecutors.

`Tushnet (Harvard Law School):`

- The fight is over the meaning of **"inside."** If ads framed the game, that "might be enough to avoid materially misleading, but it would depend."
- "As long as the practice affects interstate commerce... the Lanham Act applies."
- Some states bar business plaintiffs from false advertising claims over business purchases; **competitors losing business** to the product may be the strongest plaintiffs.

The wire fraud test, applied:

Element	On the record	Missing
Scheme to defraud	Reports billing named games from a seller that says it gets no break data	Platform and rights-holder logs
Material false representation	"Reserved," "guaranteed," named teams, written	Proof ads ran in no reasonable sense of "inside"
Specific intent	Former employees at two resellers say people knew	Internal emails or chats
Interstate wires	Emails, invoices, streamed ads	Nothing

Three of four elements are still open. That is why this is a question, not an accusation. The contrast case is **Methbot**: Aleksandr Zhukov was convicted in 2021 and sentenced to 10 years for selling video ads that never ran. No one has told ADOTAT these ads never ran. ADOTAT's standing policy is that if an investigation turns up illegal conduct, what it learns goes to law enforcement.

A consumer protection lawyer familiar with FTC enforcement said, on background, that the FTC can and has treated small businesses as consumers under Section 5, though it must still prove deception or unfairness.

09 What changed after publication

After ADOTAT's installments circulated, Asellus sent its sales partners a notice that is now **circulating widely across the industry**. Citing "updated content restrictions across our supply partners," it says Asellus **"can no longer offer team-specific NFL or other league advertising on CTV."** It tells partners to **stop using and pull from circulation** any decks, one-sheets, proposals or emails offering team-specific placements or showing team names or logos, and says campaigns sold as team-specific will be moved to a general league offering.

It also changes the receipt. Starting that weekend, delivery reports would **no longer include game names**; each game would appear only as a generic league label such as "NFL Live," while still listing network, hourly timestamp and impressions. Asellus said it was working with Comscore on third-party post-delivery options.

After six weeks of saying it would not discuss its partners, Asellus told them to stop selling the product.

The notice, as it circulated to Asellus's sales partners

The notice does not say who authorized the team-specific inventory it had been selling, or what changed with its "supply partners." It removes the one field on the report that let a buyer check an ad against a game. Asellus has said it has no further comment.

10 Who answered

Party	Response
Georgia Bulldogs Sports Marketing	**On the record.** Authorized no one.
Asellus Group (Carl Francese)	NDAs bar specifics (Sept). Then: "Asellus does not discuss its clients, resellers, partners, or the terms of its business arrangements, and we have no further comment."
Media Rating Council	On the record. Accreditation does not cover in-game placement or rights-holder authorization.
TAG, Ebiquity, MediaSense, Attention Capital	On the record.
Lee Brenner, Rebecca Tushnet	On the record, on the law generally.
Nexstar (TEGNA parent)	Declined to comment.
Fubo	On the record. Routed to Disney ad sales.
Cox Media Group, incl. general counsel	No answer. Deadline Oct 29.
Locality, Premion, TEGNA	No answer on the record. Deadline Oct 29.
Comcast, ESPN, Paramount, Amazon	Asked about authorization. No answer on the record.
Comscore	No answer.
WPP, Havas, Stagwell, dentsu	Asked whether they bought it for clients. No answer.

Party	Response
Ten platforms Asellus named	None confirmed a relationship on the record.
NFL, NBA, NHL	Asked in September. No agreement produced.

11 Timeline

Date	Event
June 2024	Cox pitches "reserved" Bulldogs placements to an Atlanta advertiser, who declines.
May 7, 2026	Front Office Sports reports skepticism over team-specific live sports guarantees, naming no seller.
July 2026	A major omnichannel ad platform takes the Asellus pitch and passes.
Aug 2026	FTC finalizes 20-year order against Cox over Active Listening.
Sept 2, 2026	Asellus pitches a prospective buyer; written follow-up excludes deal IDs, tags and break data.
Sept 23	ADOTAT Part One.
Sept 29	Georgia answers on the record: authorized no one.
Oct 7 / Oct 15	Parts Two and Three; reporting becomes a formal investigation.
Oct 21	Asellus: no further comment.
Oct 26	Asellus notice to partners withdraws team-specific offerings and drops game names from reports.
Oct 28	Part Four and this report.
Oct 29	Deadline for Cox, Locality, Premion and TEGNA.

12 Why the system let it happen

No single company could sell this alone. It needed every link in the chain to accept a sighting as a receipt. **Here is what each link could have checked, and what the record shows it did.**

Link in the chain	What it could check	What the record shows
Rights holders (teams, leagues, networks)	Whether anyone was licensed to sell in-game placements	Georgia said no, on the record. Leagues produced no agreement. Networks asked about authorization have not answered on the record.
Asellus and Addressable Media	Name the publisher, deal path and rights holder	Declined. NDAs, then no further comment. Then withdrew the team-specific product.
Station groups and resellers (Cox, Locality, Premion, TEGNA, as named by sources)	Ask the supplier for authorization and log-level delivery before reselling	Former employees at two say people knew not to sell it. None has answered on the record.
Agency holding companies	Require deal IDs, tags and timestamps on special buys	WPP, Havas, Stagwell and dentsu were asked whether they bought it. None answered.
Verification and accreditation (MRC, TAG, vendors)	Whether an ad ran inside a named live event, and who authorized it	MRC: "we do not cover that type of information." TAG: "outside of our scope." Comscore did not answer.
Media auditors	Audit the buy against the IO	Special game or team buys are most likely excluded from the audit by agreement (MediaSense).
Platforms Asellus named	Confirm or deny a relationship	None confirmed on the record.
The advertiser	Ask for a timestamp	The one who asked, in Atlanta, said no and never bought it.

Everyone in the chain is paid on the sale. Nobody is paid to check the delivery.

The structural finding of this investigation

That is why this is bigger than Asellus. If one seller can move unverifiable live-game inventory through station groups and holding companies for two years, the gap it used is still open for the next one. The fix is not a new vendor. It is **four documents on every premium placement:** the publisher, the deal ID, the rights holder's authorization and a log-level timestamp. **Asellus pulled its product. The gap is still there.**

13 What would settle it

- **A rights holder or network log** showing impressions billed as "inside Game X in Market Y" did not run there.
- **A written authorization**, or a rights holder confirming one exists.
- **A log-level report** with publisher or app IDs and timestamps a buyer can match to the game clock.
- **Internal communications** showing what sellers knew.

A sighting is a story. A timestamp is a receipt. Six weeks in, nobody in the chain has produced the receipt.

The evidence file

EV

The record, exhibit by exhibit

Each exhibit below is drawn from a document, a written answer or an on-the-record statement. Where a source is on background, the exhibit describes the document without identifying who provided it.

Exhibit A

The pitch: Cox Media Group, College Football Team Pack, Atlanta, June 2024

"Reserved inventory to ensure delivery."

Ads inside live Georgia Bulldogs games, sold to a local business. **The one pitch in this investigation with a document, a named seller, a named team and a rights holder's answer attached.**

Source: Cox Media Group proposal to an Atlanta advertiser, 2024. Georgia's marks appear on the proposal.

Exhibit B

The rights holder: Georgia Bulldogs Sports Marketing

Did not authorize Cox Media Group, Asellus Group or Addressable Media to sell in-game Bulldogs placements or to use UGA's marks.

In-game advertising "sits entirely with the network."

Source: written answer on the record, September 29, 2026. For 2024, the network was ESPN/ABC. ESPN has not answered.

Exhibit C

The buyer who said no

"We did not buy it because we knew it was not something they could guarantee based on my knowledge of how live sports streaming works."

Her sports vendor "also shared my distrust of the pitch we were getting and told me it was not possible to guarantee those placements."

Other local firms that bought similar packages "requested time stamped delivery reports and were not able to get that."

Source: the marketing director of an Atlanta advertiser Cox pitched, in writing, October 2026.

Exhibit D

The seller's terms, in writing

Not programmatic. No deal IDs, no bidding.

Thursday Night Football: Asellus hosts the MP4 and cannot accept tracking pixels or tags.

Asellus does not receive data indicating whether a placement ran in a local or a national break.

$37 to $48 CPM. $5,000 minimum. Net 60. Agencies may not resell to other sales organizations.

On the pitch call itself, an Asellus executive promised named teams in their home markets and never delivered the partner list the buyer asked for.

Source: Asellus sales correspondence with a prospective buyer, September 2026, shared on background. Paraphrased except where quoted.

Exhibit E

The delivery report

121 games. 79% of impressions in the kickoff hour. 97% inside two hours. About 3% after.

About 1.09 million impressions labeled Prime, billed to individual local markets.

Sample report: six Florida market groups, about 5.95 million impressions, about $252,000, ***596 rows where completed views exceed impressions****, impressions logged hours outside game windows.*

Source: two Asellus NFL delivery reports, 2025 season, analyzed by ADOTAT as provided.

Exhibit F

The seller's answers, complete

September: publisher NDAs bar discussing agreement specifics; capabilities are proprietary; 90%+ of campaigns carry third-party verification including Comscore; the best confirmation is a client viewing its spot running live, in the ordered game and market.

October 21: "Asellus does not discuss its clients, resellers, partners, or the terms of its business arrangements, and we have no further comment. If you report on Asellus, please include this response in full."

An NDA binds the people who signed it. No NDA prevents a seller from telling a buyer what the buyer bought.

Source: Carl Francese, president, Asellus Group, by email. The October statement is printed in full as requested.

Exhibit G

The referees

MRC: "No, we do not cover that type of information." (publisher identity and rights-holder authorization)

TAG: "We stay in our lanes." Misrepresentation of the good or service is "outside of our scope."

Ebiquity: completed views above impressions is "an immediate red flag."

MediaSense: a specific game or team buy is most likely "agreed between client and agency as excluded from the audit."

Source: written answers on the record, October 2026.

Exhibit H

The lawyers

"A 'guaranteed' placement inside a specific team's live game is an objective, verifiable representation. It is not sales puffery."

"Failure to keep an honestly made promise may be breach of contract. Making a promise the seller knows it cannot keep in order to obtain the buyer's money is fraud."

Rebecca Tushnet (Harvard Law School) on the other side of the ledger: if "in-game" has more than one reasonable meaning and the seller delivered one, a buyer must show reasonable buyers understood it differently.

Source: Lee Brenner, Venable, in his personal capacity, on the law generally and on no company.

Exhibit I

The platforms Asellus named

Roku Live, Samsung TV Plus, Vizio WatchFree+, Sling, DirecTV Stream, Fubo, Apple TV+, Hulu Live, Prime Video, YouTube TV (national only).

Platforms confirming a relationship on the record: none. Fubo said its ad sales are now part of Disney's and routed the question there.

Source: Asellus written answer to a prospective buyer. Each platform was asked, for the record, whether it has any relationship with Asellus or Addressable Media.

Exhibit J

The regulator's record on Cox

August 2026: the FTC finalized its order over "Active Listening," sold to small businesses as AI ad targeting from overheard conversations. The FTC said the capability did not exist. Cox paid $880,000 and accepted a 20-year order barring misrepresentation of its ad services, including geographic targeting.

Source: FTC public record. Cox has not answered whether it sold in-game placements after the order became final.

RD

Read it online

The full investigation, every installment and the live case file. In this PDF, each title is a link.

whoauthorizedit.com

The case file: evidence, the scoreboard, who said yes. Updated as answers arrive.

Date	Part	Read it
Sept 23	**Part One**	Asellus Sells Ads Inside a Named Team's Live Game. It Won't Say Who Authorized Them.
Sept 24	**Field Kit**	Asellus Calls a Client's Sighting Proof. Here Are Seven Questions That Ask for the Paper.
Oct 7	**Part Two**	Cox Pitched "Reserved" Bulldogs Game Ads. Georgia's Rights Holder Says It Gave No Authorization.
Oct 8	**Field Kit**	Cox Pitched "Reserved" Bulldogs Ads Without Permission. Your Invoice Is the Only Receipt Left.
Oct 22	**Field Kit**	Live Sports Is CTV's Safest Buy. Georgia Says It Never Authorized the Game Being Sold.
Oct 28	**Part Four**	Cox Promised Ads Inside the Bulldogs Game. Even the Buyer Knew Better.

Send documents, IOs, invoices and delivery reports to pesach@adotat.com. Email works best, and we protect sources.

This report draws on a 2024 Cox Media Group proposal, two Asellus NFL delivery reports from the 2025 season, Asellus sales correspondence and a pitch transcript shared on background, the FTC's public record on Cox, federal court records in the Methbot case, on-the-record answers from Georgia Bulldogs Sports Marketing, the MRC, TAG, Ebiquity, MediaSense, Attention Capital, Rebecca Tushnet, Lee Brenner (personal capacity), Fubo, Nexstar and Asellus, and background accounts from current and former employees of resellers, broadcasters, a network and an ad platform. Delivery reports were analyzed as provided; ADOTAT cannot verify where any individual impression ran, has no proof the ads did not appear, and does not allege that any company committed a crime. All named companies were contacted before publication; late replies will be added as dated updates. Nothing here is legal advice. ADOTAT has no financial relationship with any company named; one source received a complimentary month of ADOTAT+ after answering. Reader-supported, no paid placement in editorial. Full case file: whoauthorizedit.com. Tips and documents: pesach@adotat.com.