

RECORD-BREAKING VIEWERSHIP THAT'S SOMETHING TO CHEER ABOUT

One of the biggest TV events of the year, March Madness® captivates audiences across the nation, breaking boundaries to reach consumers wherever they choose to watch live TV.

[Check out the stats.](#)



College basketball fans are engaged viewers¹



8 hrs 43 min

On average, NCAA® Basketball heavy viewing HHs watch nearly 9 hours of TV daily.

91% Live Viewing

Engaged Audiences

91% of viewing in heavy NCAA® Basketball HHs was done live.

65% Cable Viewing

NCAA® Basketball Cable Viewers

65% of all time spent is with cable in HHs that are NCAA® Basketball heavy viewers.*

**This is 1.9x higher than time with broadcast.*

The stats don't lie. March Madness® reaches a greater audience.²



50% of HHs reached by March Madness® programming are uniquely incremental to the campaign.



88% of campaigns that included March Madness® had a greater audience reach compared to other campaigns within the same time period.

Source: 1.Comcast Aggregated Viewership Data, Q4'22 & Full footprint. Target is Heavy NCAA Basketball Viewers as defined by the top one-third of households for time spent with NCAA Basketball 2. Comcast Aggregated Viewership Data combined with Ad Exposure Data. Dates: 3/14/23 - 4/3/23, Total HHs. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Programs: 2023 NCAA Men's Basketball & 2023 NCAA Women's Basketball. Segments as listed based on Experian and/or Polk.

FORTY-SIX GAMES IN TWENTY-THREE DAYS

2024 NCAA® March Madness®
March 19 - April 8, 2024

First Four®

04

Games

March 19-20

Round of 64

24

Games

March 21-22

Round of 32

09

Games

March 23-24

Sweet 16®

04

Games

March 28-29

Elite 8®

02

Games

March 30-31

Final 4®

02

Games

April 6

Championship

01

Game

April 8