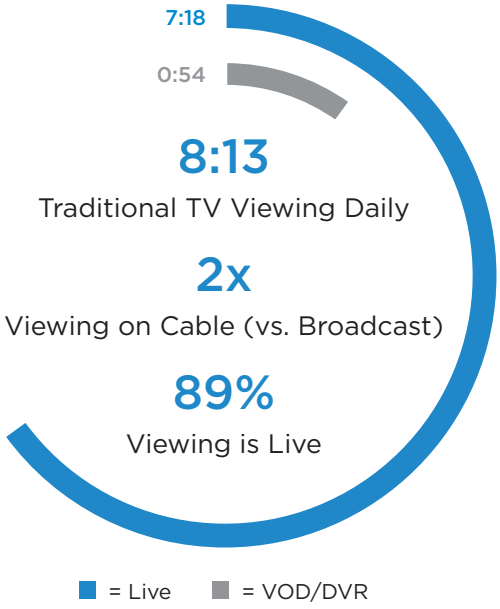
The Sports Replay:

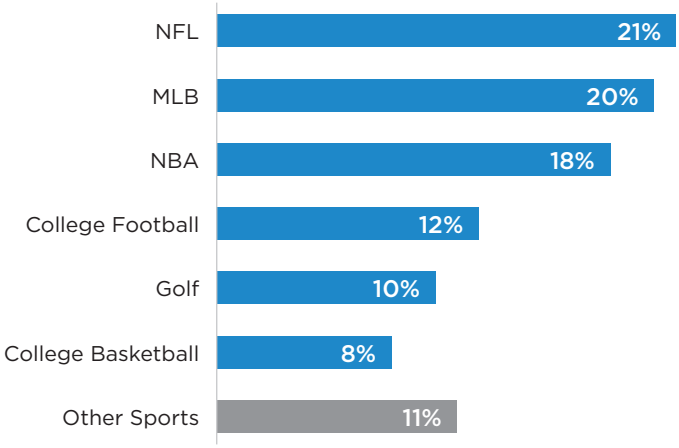
A Campaign Analysis of Sports Advertising

Among Heavy Sports Viewers TV Viewing is Strong[1]

Daily Time Spent Watching Traditional TV



Impressions Delivered By Sport



While football had the highest delivery of total impressions, several other sports contributed to impression delivery.[2]

Sports Have Different Audiences... Find Yours[3]

NFL Fans are more likely to be **Suburban Families**

College Football Fans are more likely to be **Small Town Viewers**

Golf Fans are more likely to be **Wealthy Households**

NBA Fans are more likely to be **Young Urban Singles**

College Basketball Fans are more likely to be **Young Families**

Baseball Fans are more likely to be **Middle-Class Families**

Sources: 1) Comcast Aggregated Viewership Data. January – December 2021. Full-Footprint. Target is Heavy Sports Viewers, defined as the top one-third of sports viewers 2) Comcast Internal Analysis of Sports Ad Exposure. January – December 2021. 3) Comcast Internal Analysis of Sports Ad Exposure. January – December 2021. Target as defined by Experian.

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