

## NBA Fans who are watching



**60%**

are adults  
25-54



**71%**

have watched 10+  
hours of TV within  
the past week

**40%**

more likely to be male

**39%**

more likely to have a  
household income of \$150K

**34%**

more likely to belong to a  
health club or gym

**+81%**

more likely to be in  
the market for a luxury  
vehicle

**26%**

more likely to have a  
college degree (or higher)

**94%**

Watched any Effectv Ad-  
Insertable cable network  
in the past week

## NBA Fans watch on all screens



**+37%**

more likely to have  
used VOD in the  
past 30 days



**+82**

more likely to have  
used VOD for sports  
in the past 30 days



**69%**

spend over 5 hours  
per week on the  
internet



**1 in 3**

watched live sports  
on a mobile device  
in the past month

Source: Scarborough USA+ (Jan 18-May 19); Adults 18+ Who watched the NCAA Men's Tournament on TV in the last 12 months.

Source: Nielsen Scarborough MARKET, SURVEY PERIOD, Base: BASE GEOGRAPHY, DEMO, AND PROFILE; Target: Sports Viewed Cable TV Networks.Ps.Yr: NCAA Men's Tournament.

