

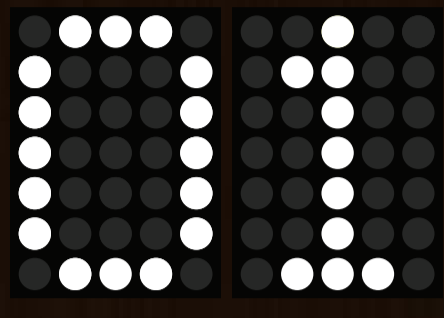
WHY TV ADVERTISERS GO MAD FOR MARCH MADNESS

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 linear TV.

In 2022, 10.7 million viewers tuned into the NCAA Basketball Tournament, giving advertisers a rare opportunity to reach a broad audience across screens.¹

Here are eight elite insights on March Madness programming viewership:

March Madness is shooting and scoring

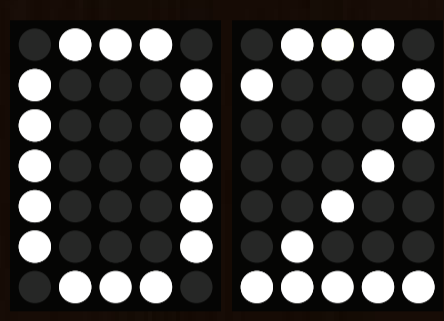


65% of households watch March Madness programming – with each household watching an average of **9.25 hours** over the course of the tournament²



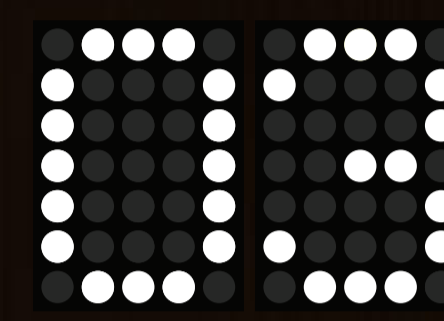
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9.25
Average hours per household



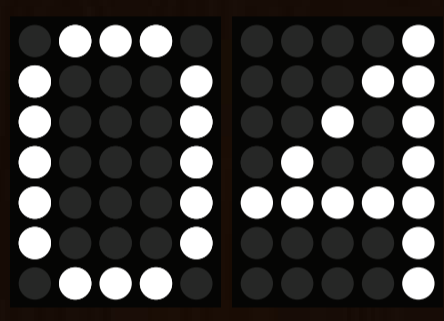
March Madness ads reach **245%** more households per commercial than ads that run in other programming³

245%

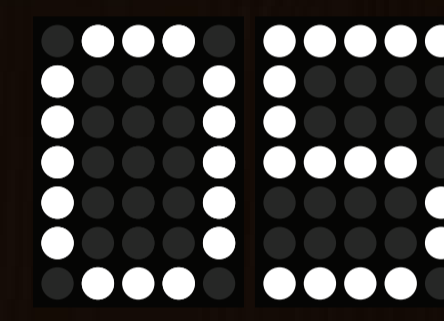


Streaming viewership on March Madness airing networks increases **86%** during March Madness (compared to prior period)⁸

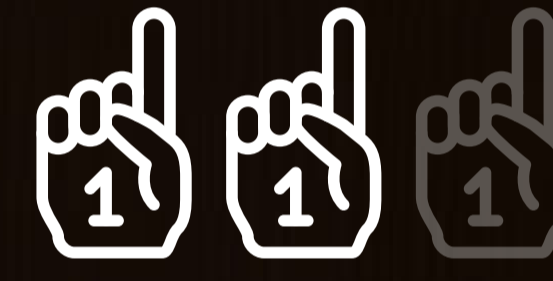
86%



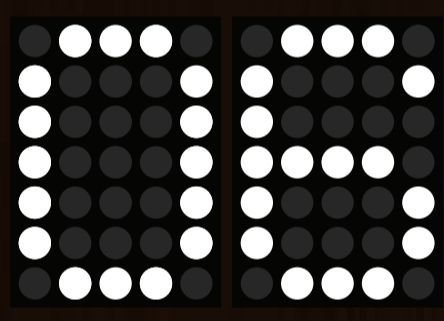
50% of weekend March Madness viewing is with 2 or more people⁴



2 in 3 businesses tune into games during the first and second rounds of the tournament²

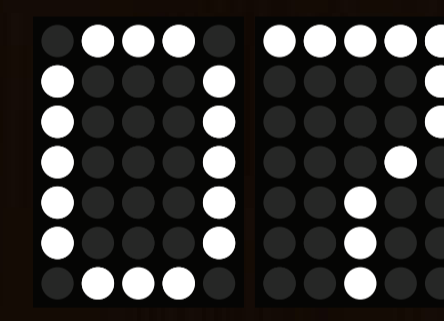


March Madness is a layup for advertisers



50% of households reached

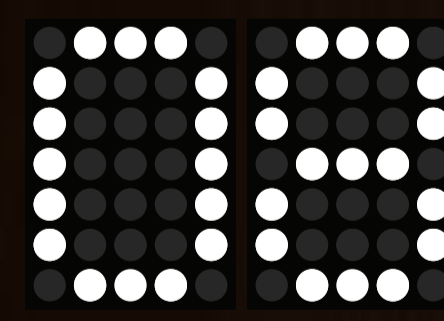
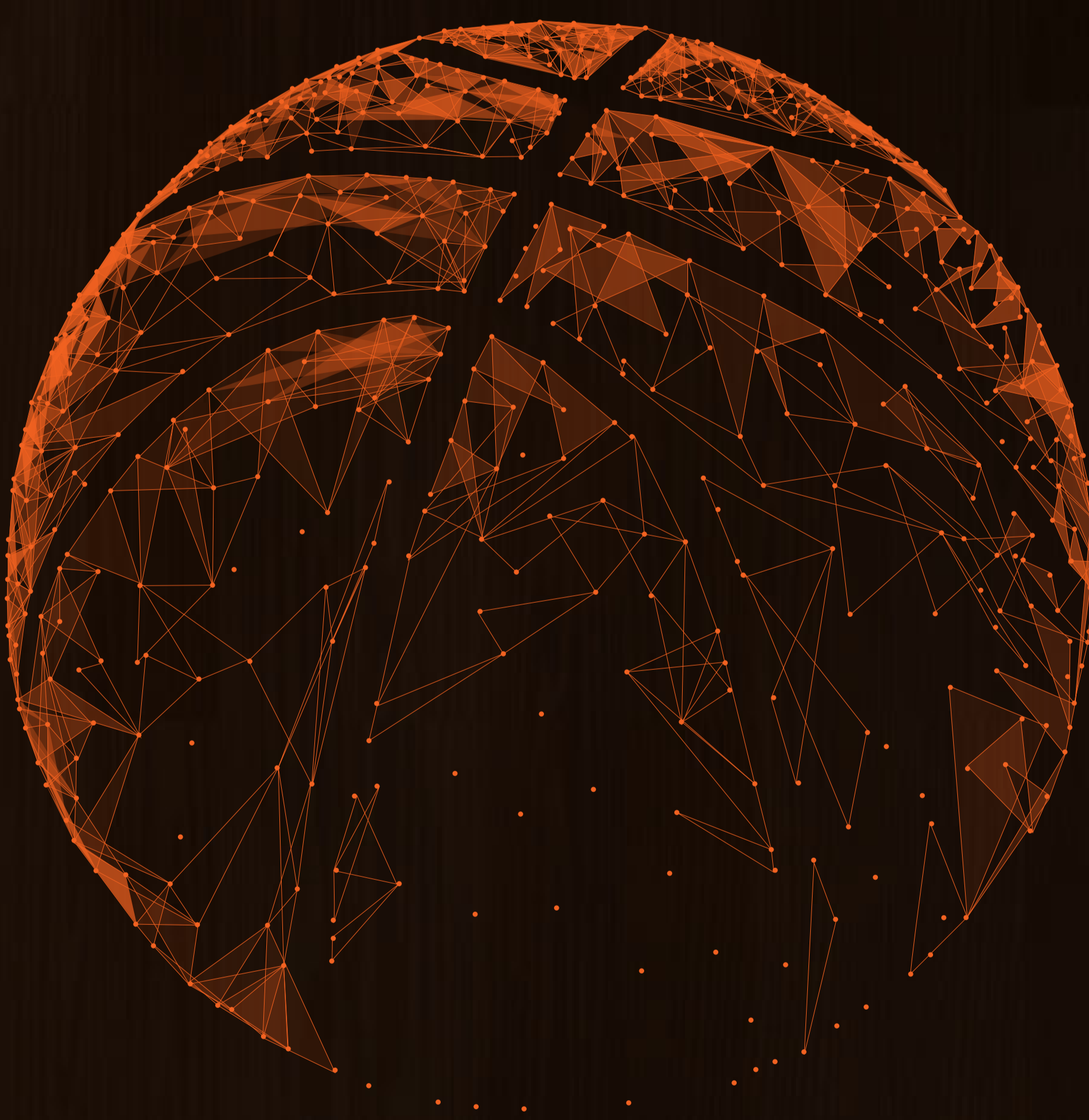
50% of households reached by March Madness programming are incremental to those reached by other programming⁵



87% greater audience reach

Campaigns including March Madness yield 87% greater audience reach compared to other campaigns within the same time period⁵

March Madness is a slam dunk for reaching light TV households



March Madness programming is

55%
more likely to be viewed by light TV viewing households⁷

Sourcing: 1. <https://www.ncaa.com/news/basketball-men/article/2022-04-05/2022-di-mens-basketball-championship-game-sets-single-game-viewing-records> 2. Comcast Aggregated Viewership Data. Dates: 3/17/22 – 4/4/22. Total HHs. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Programs: 2022 NCAA Men's Basketball & 2022 NCAA Women's Basketball. 3. Comcast Aggregated Viewership Data combined with Ad Exposure Data. Dates: 3/17/22 – 4/4/22. Total HHs. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Programs: 2022 NCAA Men's Basketball & 2022 NCAA Women's Basketball. Segments as listed based on Experian and/or Polk. 4. Nielsen Co-Viewing Report, Live, TV & Linear with VOD. Dates: 3/17/22 – 4/4/22. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPN. Sample: National. Persons 2+. Total US. 5. Multiscreen Impact Powered by TV Squared, 3/17/22 – 4/10/22. Comcast analysis of advertiser campaign that included advertising in March Madness games. Networks include TBS, TNT, TRU, ESPN. 6. Comcast Aggregated Viewership Data. Dates: 3/17/22-4/4/22. Voice commands containing NCAA Basketball, College Basketball, or March Madness. 7. Comcast Aggregated Viewership Data. Dates: 3/17/22 – 4/4/22. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Programs: 2022 NCAA Men's Basketball & 2022 NCAA Women's Basketball. Light TV HHs are defined as Comcast HHs with a pay TV service that spent, on average, less than about one hour per day viewing. 8. Comcast Aggregated Viewership Data combined with Ad Exposure Data. Dates: 3/17/22 – 4/4/22 versus prior period 2/27/22 – 3/16/22, Total HHs. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Based on impressions. 9. Comcast Aggregated Viewership Data combined with Ad Exposure Data. Dates: 3/17/22 – 4/4/22. Networks: TBS, TNT, TRU, CBS, ESPN, ESPN2, ESPNU. Light TV HHs are defined as Comcast HHs with a pay TV service that spent, on average, less than about one hour per day viewing. Compared to Heavy and medium viewing TV HHs.