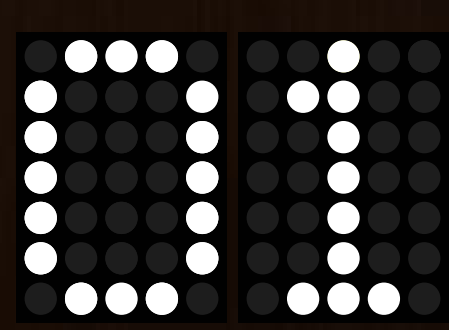


WHY TV ADVERTISERS GO MAD FOR MARCH MADNESS

One of the biggest TV events of the year, March Madness captivates audiences across the nation, breaking boundaries to reach viewers wherever they choose to watch TV. The NCAA Basketball Tournament has always been a powerhouse for TV viewership, but 2024 marked a historic shift: for the first time, the women's championship game outdrew the men's, averaging 18.7 million viewers on ABC and ESPN and peaking at 24 million. Meanwhile, the men's title game followed closely behind with 14.7 million viewers.¹ With audiences tuning in across screens, advertisers have a unique opportunity here to connect with engaged fans on a massive scale.

Here are eight elite insights on March Madness TV viewership:

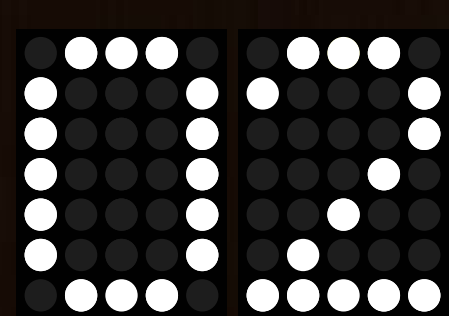
March Madness is shooting and scoring



71% of Comcast households (HHs) watch March Madness programming.²

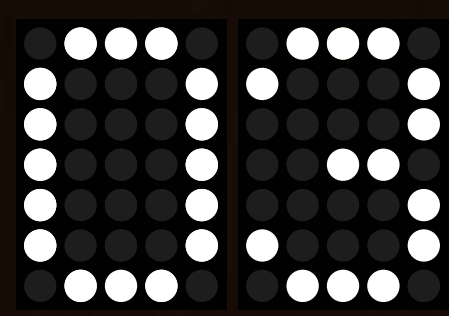


71% of HHs watch March Madness

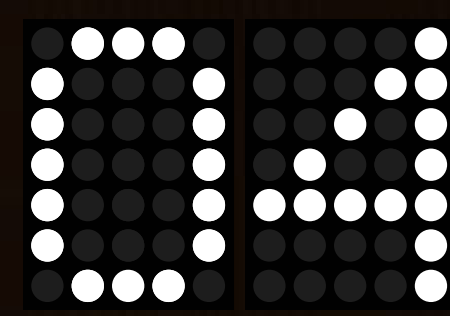
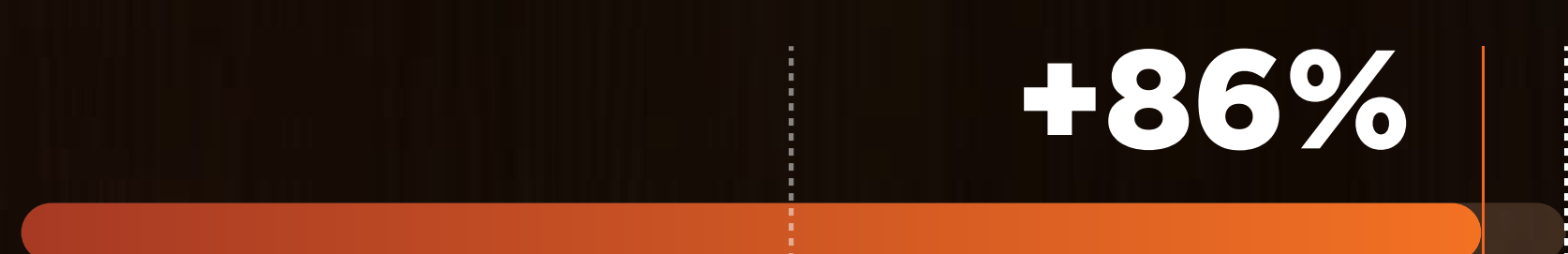


Each HH watches an average of 10.5 hours over the course of the tournament.²

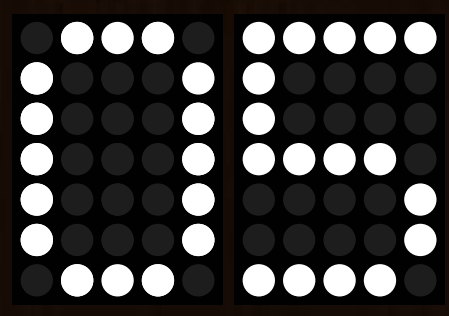
10.5 Average hours per HH



HHs spent +86% more time watching March Madness in 2024 than the previous year.²



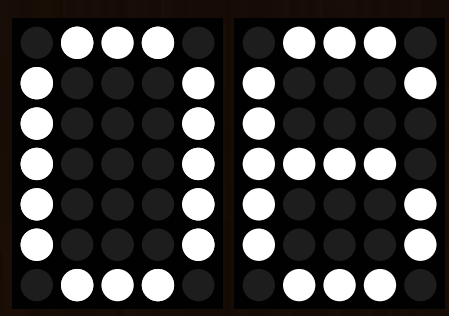
68% of March Madness viewing is with 2 or more people.³



44% of HHs that watch March Madness can be reached by other tournament-related content, like pre- and post-game coverage, as well as Selection Sunday.²

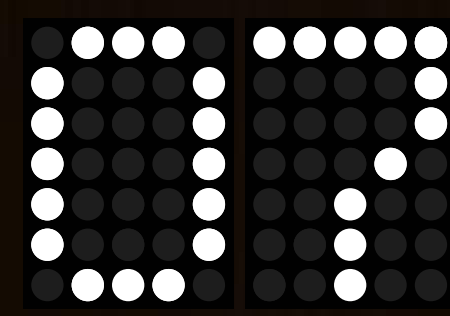


March Madness is a layup for advertisers



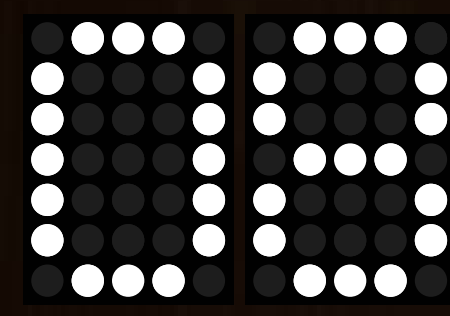
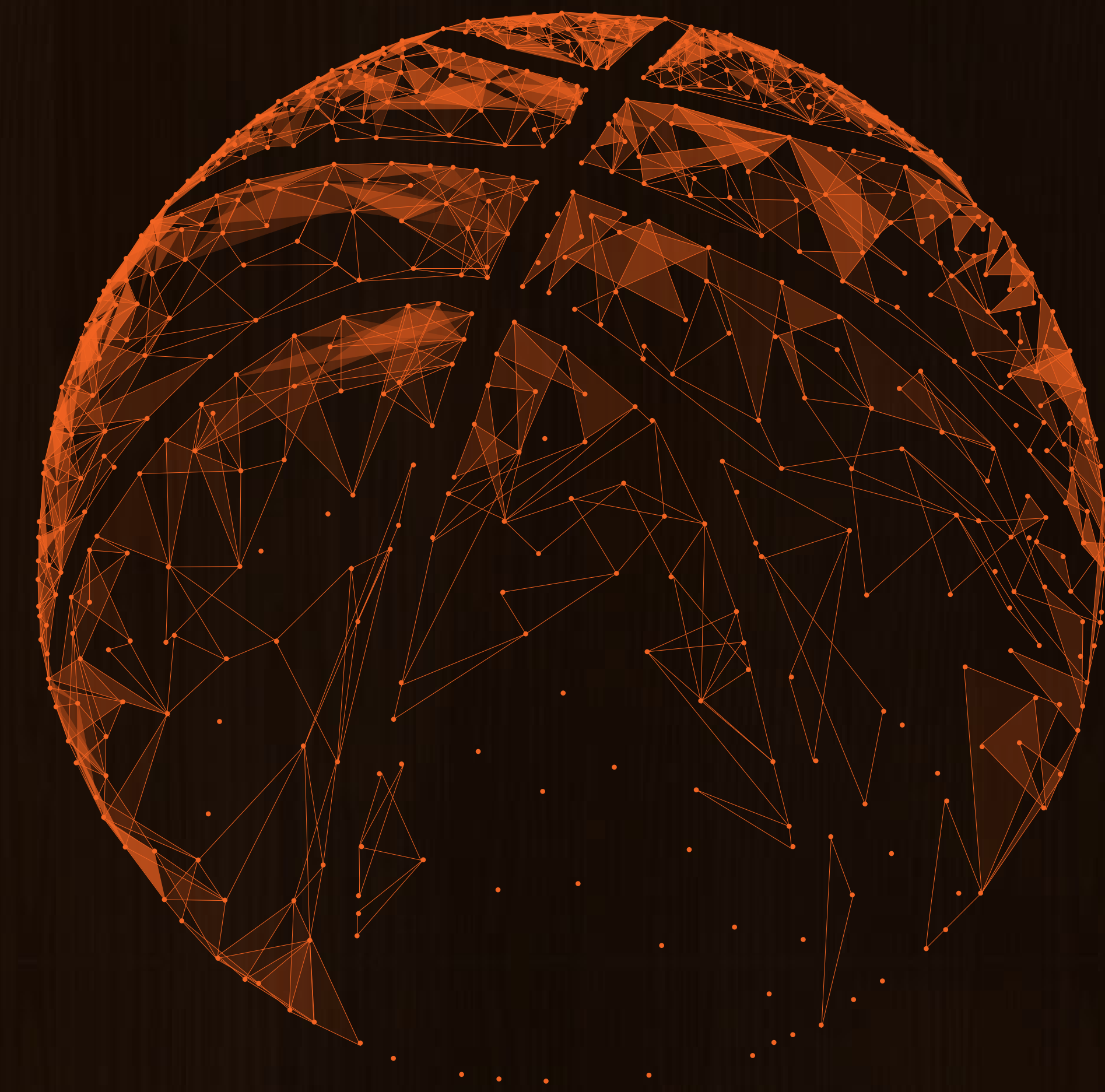
12% greater attention to ads

March Madness viewers are +12% more likely to pay attention for the full duration of ads compared to other programming.³



5X greater ad reach

Ads that run during March Madness reach 5X more HHs per commercial than ads that run in other programming.⁴



15% incremental reach

March Madness delivers 15% additional reach compared to the regular basketball season.⁵

Sourcing: 1. NCAA, The Magic of March: Men's and Women's Tournaments Highlight Continued Growth, Impact of college Basketball, 2024. <https://www.ncaa.org/news/2024/4/12/media-center-the-magic-of-march-mens-and-womens-tournaments-highlight-continued-growth-impact-of-college-basketball.aspx> 2. Comcast Aggregated Viewership Data. 3/19/2024 - 4/8/2024. Linear viewership only. 3. TVision Panel. Live + SD. P16+. 4. Comcast Aggregated Viewership Data combined with Ad Exposure Data. Dates: 3/19/24 - 4/8/24. Total HHs. Networks: TBS, TNT, TRU, CBS, ESPN & their affiliates. 5. Comcast Aggregated Viewership Data. 3/19/24 - 4/8/24.