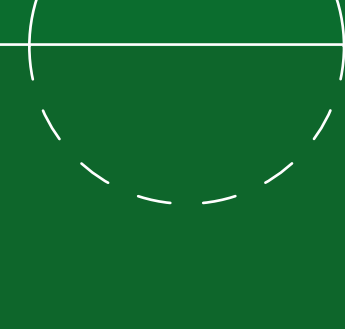


# THE SPORTS REPLAY

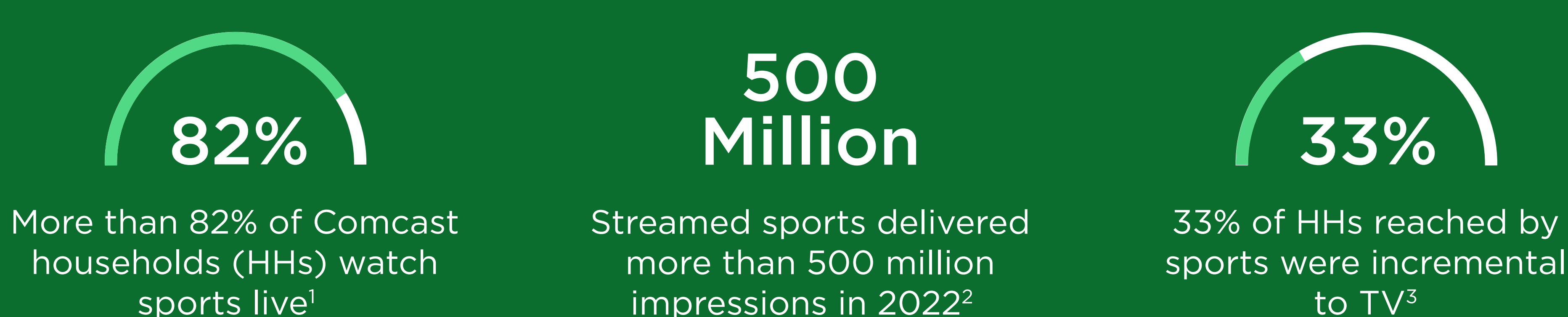
## A Campaign Analysis of Sports Advertising

Sports is a unique TV genre with live entertainment, delivering a built-in, predictable audience of a devoted fan base. Because statistics are a big part of the sports world, below is a look at the numbers behind sports viewing in the U.S. today, based upon an analysis of Comcast aggregated ad exposure and viewership data.



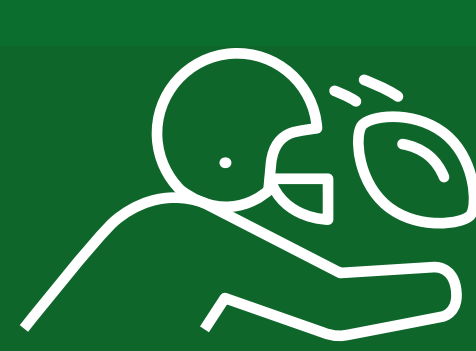
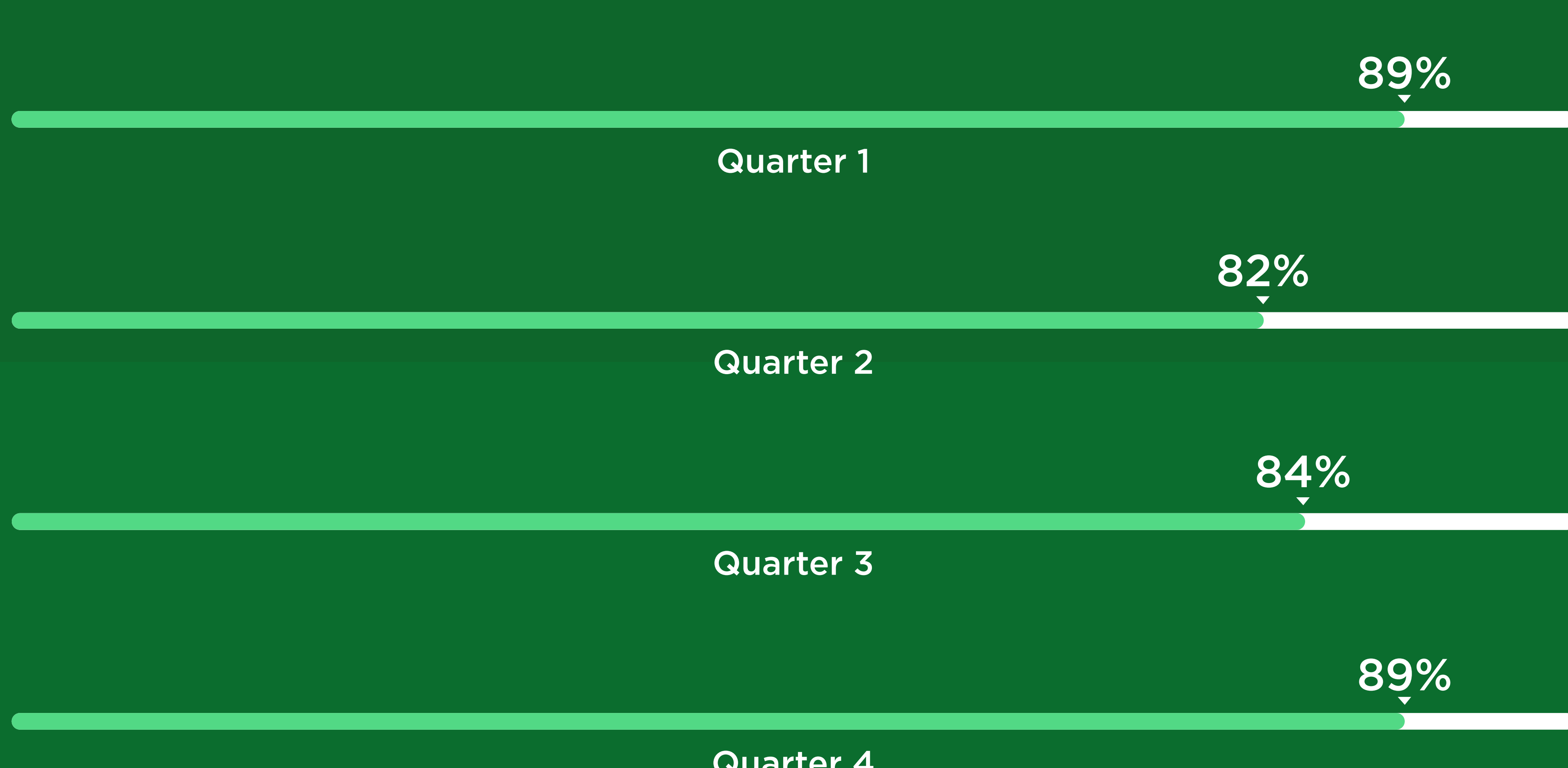
### Sporting events on TV attract viewers throughout the year

Live sports provide an opportunity advertisers crave — the immediate reach of appointment viewing.



### Households reached by sports

Within Comcast markets over the year.



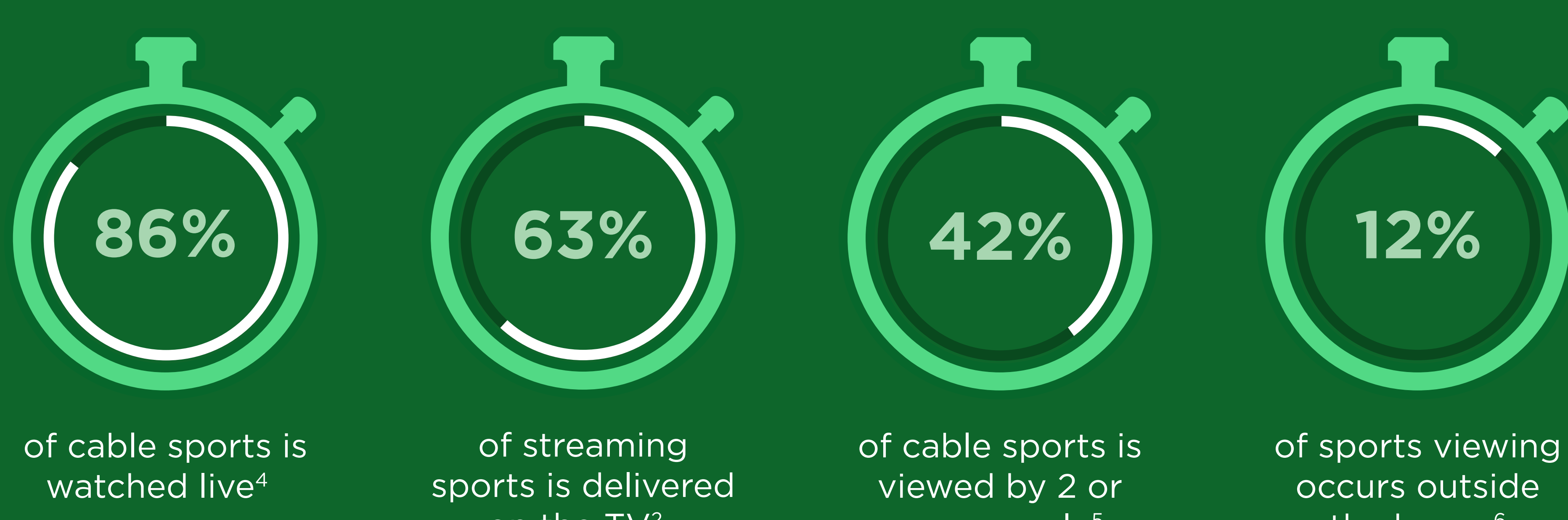
### Pro sports deliver audiences

Despite a wide variety of viewing options, the professional leagues lead delivery of sports audiences.



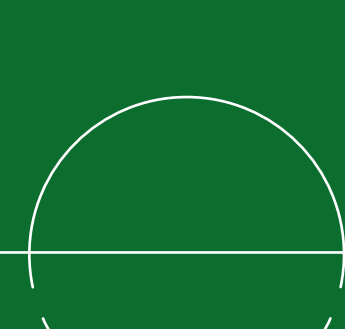
### The sports experience

Sports viewing brings people together around the TV, wherever they might be.



### Fans are more likely to be...<sup>6</sup>

While sports fans come from all walks of life, here's a look at how the individual sports in the U.S. tend to profile.



Sources:  
 1. Comcast Internal Analysis of Aggregated Sports Viewership. January - December 2022.  
 2. Comcast Aggregated Ad Exposure data from Effectv Streaming campaigns (CY 2022). Streaming site section name includes sports networks (ESPN, SEC, ACC, FS1, Fox Sports, GOLF) or sports terminology (sports, NFL, Golf, PGA, MLB, NBA)  
 3. Comcast Internal Analysis of Sports Ad Exposure. Jan - December 2022.  
 4. Nielsen NPOWER, CY 2022, ALL SN+SE-SC-SA Program Types, Cable Sports; Live Viewing. P2+.  
 5. Nielsen NPOWER, CY 2022, ALL SE Program Types. Coviewing Report. P2+.  
 6. Nielsen NPOWER, CY 2022, ALL SE Program Types. Filtered to Out of Home. P2+.  
 7. Comcast Internal Analysis of Aggregated Sports Ad Exposure. January - December 2022. Target as defined by Experian.