

2019 NCAA® MARCH MADNESS®

MARCH 19 – APRIL 8, 2019



From March 19 – March 30, cable will host 43 post-season games across major networks including TBS, TNT, and truTV. Throughout the tournament, Comcast Spotlight will align your business with college basketball's massive audience across all devices. Don't miss your chance to reach this highly engaged and highly qualified audience.

Highly Engaged Online

NCAA March Madness audiences are among the heaviest TV and internet users.



69%

Spend more than 5 hours per week on the internet



149%

More likely to watch live sports on a tablet, smartphone or computer



36%

More likely to have used VOD in the past 30 days

Qualified to Buy

NCAA March Madness audiences are affluent, highly educated viewers.

41%

Have a college or post-grad degree

52%

Have a household income of \$75k+

68
TEAMS

PROVIDING FANS
DRAMATIC UPSETS
BUZZER BEATERS
BRACKET BUSTERS &
CINDERELLA STORIES

43
GAMES

FIRST FOUR®
ROUND 1 & 2
SWEET 16®
ELITE 8®
ON TBS, TNT & truTV



Get ready for NCAA March Madness on TBS, CBS, TNT and truTV March 19th – April 8th, 2019.

Source: Scarborough USA+ (Dec16-May18): Adults 18+ Who watched the NCAA Men's Tournament on Cable in the last 12 months.

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