

# NCAA COLLEGE BOWL GAMES

DEC. 15, 2018 - JAN. 6, 2019

COMCAST SPOTLIGHT

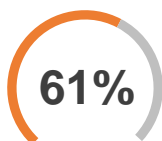
The 2018-19 College Football Season will culminate with one of the best postseasons in sports! 33 bowl games featuring 66 of the best NCAA teams from across the country will air exclusively on ESPN, ESPN2, and FS1. Fans tune-in to see which conference will win the most games, watch Seniors play in their final game, and get a look at some of the best college football players in the land!

Comcast Spotlight will align your brand with the crème de la crème in college football to reach an incredibly engaged and loyal audience wherever and whenever they are watching.

## The Fans Watching



of College Football Fans are Female <sup>1</sup>



of this target is under the age 55 <sup>1</sup>



more likely to have watched live sports on a mobile device in the past month <sup>2</sup>



35%

more likely to have a college degree (or higher)<sup>2</sup>



48%

more likely to have a Household Income of \$100K+<sup>2</sup>

## Fan Engagement at Its Best

Nothing beats the excitement of College Football season! Fans are passionate and engaged while waiting to find out who will be the National Champion.

NEARLY  
**48M**  
PEOPLE

attended **NCAA College Football games** nationally in 2017.<sup>3</sup>

**2M**  
PEOPLE

follow **ESPN College GameDay** on Facebook.<sup>4</sup>



The NCAA Bowl Games and Championship alone generated **39 million** social media interactions during the 2016-2017 season.<sup>5</sup>

**26**

**ESPN / ESPN2 / FS1**  
NON-PLAYOFF  
BOWLS

**06**

**ESPN**  
THE BIG SIX  
INCLUDING  
NATIONAL  
SEMI-FINALS

**01**

**ESPN**  
NATIONAL  
CHAMPIONSHIP

1 – Scarborough USA+ (Jan 16-Nov17) Target: Adults 18+ who consider themselves very interested in college football. 2 - Scarborough Source: Scarborough USA+ (Dec15-Apr17) Adults 18+ who have watched any college football bowl games on cable in the past year. 3 – NCAA, 2017 Attendance Statistics. 4 – Facebook, 2018 5 – Nielson Social Content Ratings.

