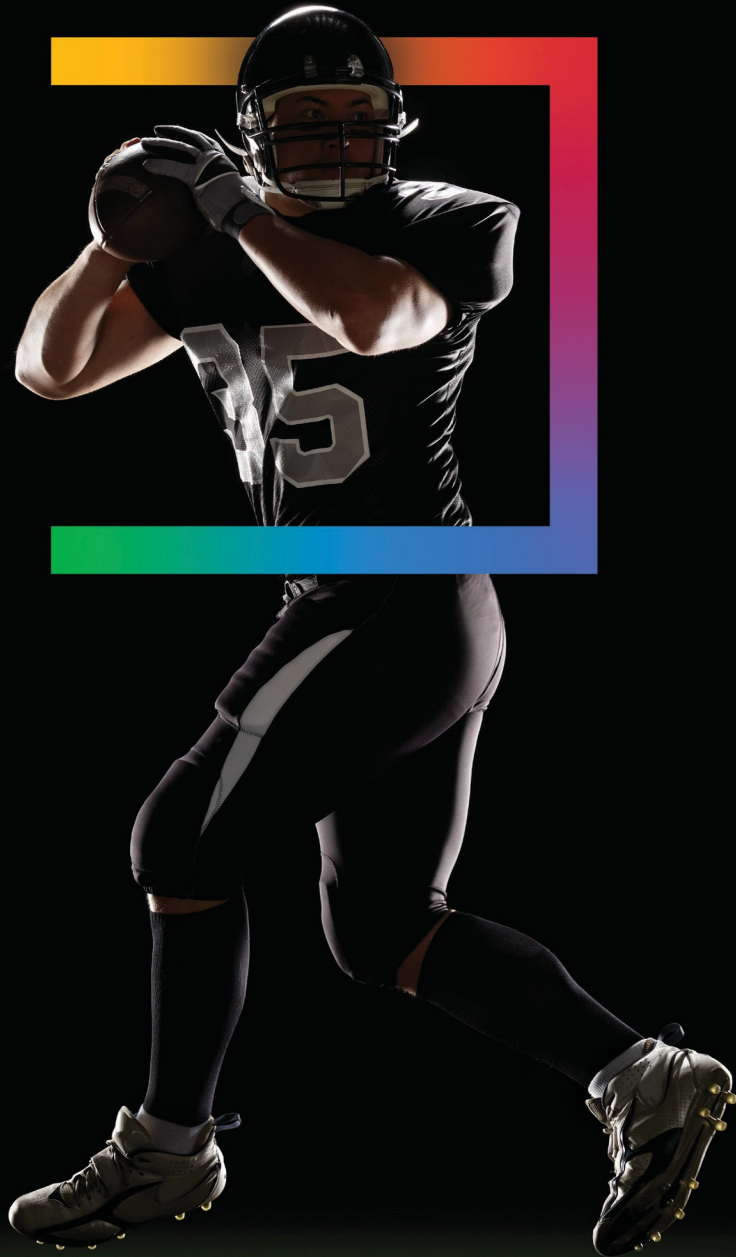


Effectv Sports Matrix

FIND SPORTS FANS WHEREVER THEY WATCH



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THE EFFECTV SPORTS MATRIX: LOCATING SUPERFAN ADJACENCIES

Sometimes sports take a hiatus—whether a matter of the season ending or an unexpected global pandemic. What we can expect (as detailed in Effectv’s [TV Viewership Reports](#)) is even when there are limited sports available to watch, sports fans have proven to be some of the most loyal TV viewers out there.

Comcast viewership data insights make one thing clear, just because sports are off the air, doesn’t mean their fans stop watching TV—sports **Superfan Viewers** tend to seek out other sports that are available to watch on TV.

WHAT IS THE EFFECTV SPORTS MATRIX?

Advertisers can use the Effectv Sports Matrix to find adjacencies for their audiences to reach them successfully.

The matrix shows that sports fans across the board have diverse interests and an appetite for other types of sports, shifting what they view in the absence of their favorite sport or the desire to watch even more. The matrix uses index rankings based on the ten sports programs with the highest viewership across all cable and broadcast networks.

HOW TO READ:

Each table illustrates the primary sport of the Superfan Viewer and the other sports they are most likely to watch.

For example, the MLB Superfan Viewer (table 3) is more likely to also watch NHL, golf and NCAA Basketball.



WHO IS THE SUPERFAN VIEWER?

In the Effectv Sports Matrix, the sports superfan is a HH who’s viewership for a specific sport is in the top third percentile of sports viewing from 2019 viewership data.

NCAA FOOTBALL

NCAA BASKETBALL	180
GOLF	171
NFL	156
MLB	156
TENNIS	147
NBA	145
NHL	135
NASCAR	132
SOCCER	93

GOLF

TENNIS	178
NCAA BASKETBALL	164
NCAA FOOTBALL	160
NHL	157
MLB	154
NFL	131
NASCAR	127
NBA	114
SOCCER	97

MLB

NHL	185
GOLF	161
NCAA BASKETBALL	158
NCAA FOOTBALL	154
NBA	148
NFL	142
TENNIS	139
NASCAR	116
SOCCER	101

NASCAR

NHL	133
GOLF	127
SOCCER	125
NCAA FOOTBALL	125
MLB	121
NFL	113
NCAA BASKETBALL	111
TENNIS	104
NBA	89

NBA

NCAA BASKETBALL	168
NCAA FOOTBALL	151
TENNIS	150
MLB	150
NFL	146
NHL	130
GOLF	127
SOCCER	121
NASCAR	76

NCAA BASKETBALL

NCAA FOOTBALL	201
NBA	193
GOLF	186
TENNIS	172
MLB	171
NFL	149
NHL	147
NASCAR	108
SOCCER	104

NFL

NCAA FOOTBALL	165
MLB	153
NBA	152
NCAA BASKETBALL	151
NHL	150
GOLF	147
TENNIS	128
NASCAR	124
SOCCER	90

NHL

MLB	174
GOLF	155
NCAA BASKETBALL	138
NFL	137
NCAA FOOTBALL	133
SOCCER	125
NASCAR	125
TENNIS	124
NBA	123

SOCCER

NHL	151
NBA	150
TENNIS	147
MLB	146
NCAA FOOTBALL	137
NCAA BASKETBALL	135
GOLF	126
NASCAR	124
NFL	120

TENNIS

GOLF	200
NBA	186
NCAA BASKETBALL	182
NCAA FOOTBALL	170
MLB	154
SOCCER	150
NHL	141
NFL	138
NASCAR	88

Comcast Internal Viewing Data. Full Year 2019. Index of heavy sports viewers watching each of their respective sports.

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