



College Basketball

Audience Insights:



A35+



30% more than median HHI



72% attended any college



119% more likely to stream sports

CBB fans also watch/stream these sports:



CFB



NFL



MLB



NBA

Key Dates (2023-24)

Regular Season	11/6-3/10/24
Conf. Tournaments	3/8-3/17/24
Selection Sunday	3/17/24
Play-In Games	3/19-3/20
Round 1 & 2	3/21-3/24
Round 3 & 4	3/28-3/30
Semifinals	4/6/24
Championship	4/8/24

of Live Games

~1,400

Regular Season/Tourneys

46

NCAA Men's Tournament
(including Semifinals/Final)

CBB Networks

- ESPN, ESP2, ESPNU
- ACCN, BTN, SECN
- FS1, FS2
- CBS Sports Network
- TBS, TNT, TRU-TV
- USA Network
- Spectrum TV App
- ESPN App + Others

Top 7 Categories

1. Financial Services
2. Quick Service Restaurants
3. Travel/Leisure/Entertain
4. Healthcare
5. Insurance
6. Automotive
7. Retail



College Football

Audience Insights:



A35+



23% more than median HHI



69% attended any college



95% more likely to stream sports

CFB fans also watch/stream these sports:



NFL



CBB



MLB



PGA TOUR

Key Dates (2024-25)

Regular Season	8/24-11/30
CFP Selection	12/1/24
Bowl Season	12/14-1/1
CFP First Round	12/20-12/21
CFP Quarterfinals	12/31-1/1
CFP Semifinals	1/9-1/10/25
CFP Championship	1/20/25

of Live Games

450+

Regular Season

30+

Bowl Games, including College Football Playoff

CFB Networks

- ESPN, ESP2, ESPNU, ESPD
- ACCN, BTN, SECN
- FS1, FS2
- CBS Sports Network
- USA Network
- Spectrum TV App
- ESPN App + Others

Top 7 Categories

1. Financial Services
2. Quick Service Restaurants
3. Travel/Leisure/Entertain
4. Healthcare
5. Insurance
6. Automotive
7. Retail



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream College Football. Sponsor/United Advertiser Categories which sponsor College Football, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



MLB Baseball

Audience Insights:



A35+



26% more than median HHI



68% attended any college



105% more likely to stream sports

MLB fans also watch/stream these sports:



NFL



NBA



CFB



CBB

Key Dates (2024)

Spring Training	2/22-3/26
Regular Season	3/28-9/29
Home Run Derby	7/15/24
All-Star Game (S/L)	7/16/24
Wild Card Series	10/1-10/3
Divisional Series	10/5-10/12
League Series	10/13-10/22
World Series (S/L)	10/25-11/2

of Live Games

90-100
Regular Season (ESPN/TBS/FS1)
150-160
Regular Season (RSNs)
55+ (45+ S/L)
MLB Postseason Games

MLB Networks

- ESPN, ESP2, ESPD
- TBS
- FS1, FOXD
- MLB Network
- RSNs (i.e. Bally Sports, NBCS, NESN, SNY)
- Spectrum TV App
- ESPN App + Others

Top 7 Categories

1. Financial Services
2. Retail
3. Quick Service Restaurants
4. Travel/Leisure/Entertain
5. Healthcare
6. Automotive
7. Insurance



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream MLB Baseball. Sponsor/United Advertiser Categories which sponsor MLB Baseball, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



Audience Insights:



A35+



4% more than median HHI



57% attended any college



78% more likely to stream sports

Race fans also watch/stream these sports:



MLB



NFL



CFB



CBB



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream NASCAR. Sponsor/United Advertiser Categories which sponsor NASCAR, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.

Key Dates (2024)

NASCAR CUP Series	2/15-9/1
XFINITY Series	2/17-9/20
Truck Series	2/16-8/10
Truck Series Playoffs	8/25-11/8
NASCAR CUP Playoffs	9/8-9/29
XFINITY Playoffs	9/28-11/9

of Live Races

18 Events
NASCAR CUP Series
27 Events
NASCAR XFINITY CUP Series
22 Events
Craftsman Truck Series

NASCAR Networks

- FS1
- USA Network

Top 7 Categories

1. Auto Aftermarket
2. Financial Services
3. Travel/Leisure/Entertain
4. Healthcare
5. Automotive
6. Retail
7. Utilities



NBA Basketball

Audience Insights:



A18-49



18% more than median HHI



66% attended any college



114% more likely to stream sports

NBA fans also watch/stream these sports:



NFL



MLB



CBB



CFB

Key Dates (2023-24)

Regular Season	10/24-4/14
NBA Cup Tourney	11/3-12/9
All-Star Weekend	2/16-2/18/24
Play-In Tourney	4/16-4/19/24
Playoffs RD1	4/20-5/4/24
Playoffs RD2	5/6-5/19/24
Conference Finals	5/21-6/3/24
NBA Finals (S/L)	6/6-6/16/24

of Live Games

Regular Season	140+
Regular Season (ESPN+TNT)	75-80
Regular Season (RSNs)	75-85
NBA Playoffs Games	

NBA Networks

- ESPN, ESP2, ESPD
- TNT
- NBA-TV
- RSNs (i.e. Bally Sports, MSG, NBCS, SportsNet)
- Spectrum TV App
- ESPN App + Others

Top 7 Categories

1. Quick Service Restaurants
2. Financial Services
3. Automotive
4. Retail
5. Healthcare
6. Travel/Leisure/Entertain
7. Insurance



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream NBA Basketball. SponsorUnited Advertiser Categories which sponsor the NBA, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



NFL Football

Audience Insights:



A25-54



18% more than median HHI



65% attended any college



104% more likely to stream sports

NFL fans also watch/stream these sports:



CFB



NBA



MLB



CBB

Key Dates (2024-25)

NFL Draft	4/25-4/27/24
Preseason	8/8-8/25/24
Regular Season	9/5-1/5/25
Wildcard Weekend	1/11-1/13
Divisional Round	1/18-1/19
NFC Champ (S/L)	1/26/25
Pro Bowl Games	2/2/25
Super Bowl (S/L)	2/9/25

of Live Games

20-25
Preseason Games
30+
Regular Season + Playoffs
50+
in Spanish-Language

NFL Networks

- ESPN
- ESP2 (simulcasts and Manningcasts)
- NFL Network
- Nickelodeon (simulcast)
- ESPD, FOXD, UVSO, TMND (in Spanish-Language)

Top 7 Categories

1. Travel/Leisure/Entertain
2. Financial Services
3. Healthcare
4. Retail
5. Insurance
6. Automotive
7. Quick Service Restaurants



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream NFL Football. SponsorUnited Advertiser Categories which sponsor the NFL, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



NHL Hockey

Audience Insights:



A25-64



36% more than median HHI



70% attended any college



140% more likely to stream sports

NHL fans also watch/stream these sports:



MLB



NFL



CBB



CFB

Key Dates (2023-24)

Regular Season	10/10-4/18
Playoffs RD1	4/22-5/6/24
Playoffs RD2	5/7-5/20/24
Conference Finals	5/23-6/5/24
NHL Finals (S/L)	6/7-6/16/24

of Live Games

95+
Regular Season (ESPN+TNT)
75-80
Regular Season (RSNs)
55-65
NHL Playoffs Games

NHL Networks

- ESPN, ESP2, ESPD
- TNT
- NHL Network
- RSNs (i.e. Bally Sports, MSG, NBCS, NESN)
- Spectrum TV App
- ESPN App + Others

Top 7 Categories

1. Financial Services
2. Automotive
3. Healthcare
4. Travel/Leisure/Entertain
5. Quick Service Restaurants
6. Retail
7. Insurance



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream NHL Hockey. SponsorUnited Advertiser Categories which sponsor the NHL, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



Audience Insights:



A35+



24% more than median HHI



69% attended any college



74% more likely to stream sports

Golf fans also watch/stream these sports:



CFB



Tennis



NFL



CBB

Key Dates (2024)

PGA TOUR	1/4-12/22
Masters Ancillary	4/8-4/14
PGA Championship	5/16-6/19
US Open (Golf)	6/13-6/16
The "British" Open	7/18-7/21
Olympics	8/1-8/4
FedExCup Playoffs	8/15-9/1
Presidents Cup	9/26-9/28

of Live Matches

45-50 Events

PGA TOUR

8 Tourneys

Golf Majors + FedExCup

8 Tourneys

Mini-Majors (Signature Events)

Golf Networks

- GOLF Channel
- USA Network
- ESPN

Top 7 Categories

1. Financial Services
2. Insurance
3. Travel/Leisure/Entertain
4. Healthcare
5. Legal Services
6. Retail
7. Quick Service Restaurants



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream PGA TOUR or Golf Majors. SponsorUnited Advertiser Categories which sponsor the PGA TOUR, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



Soccer

Audience Insights:



A18-34



26% more than median HHI



69% attended any college



127% more likely to stream sports

Soccer fans also watch/stream these sports:



NFL



NBA



Tennis



CFB

Key Dates (2024)

MLS Regular Season	FEB-OCT
NWSL Regular Season	MAR-NOV
Euro "Cup" 2024	JUN-JUL
Olympics "Football"	JUL-AUG
Liga MX*	JUL-MAY
Premier League	AUG-MAY
US Friendlies	TBD

*Includes Apertura y Clausura

of Live Matches

~20 Matches

Major League Soccer

~250 Matches

Premier League

15-20 Matches

National Women's Soccer League

Soccer Networks

- ESPN, ESP2, ESPN Deportes
- USA, CNBC, Telemundo, Universo
- FS1, FS2, FOX Deportes
- GALA, TUDN, Univision

Top 7 Categories

1. Financial Services
2. Quick Service Restaurants
3. Automotive
4. Retail
5. Healthcare
6. Insurance
7. Telecommunications



Summer Olympics

Audience Insights:



A25-64



31% more than median HHI



74% attended any college



99% more likely to stream sports

Olympics fans also watch/stream these sports:



CBB



NFL



MLB



CFB

Key Dates (2024)

Summer Games	7/24-8/11/24
Soccer Tournaments	7/24-8/11
Opening Ceremony	7/26/24
Tennis Tournaments	7/27-8/4
Basketball Tournaments	7/27-8/11
Golf Tournaments	8/1-8/10
Closing Ceremony	8/11/24

of Live Games

125+

Telecast Windows

700-800

Hours of Coverage

Olympics Networks

- USA Network
- CNBC
- GOLF
- E!
- UVSO + TMND (Spanish-Language)

Top 7 Categories

1. Healthcare
2. Financial Services
3. Retail
4. Travel/Leisure/Entertain
5. Automotive
6. Insurance
7. Education



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream Olympics. Sponsor/United Advertiser Categories which sponsor Olympics, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.



Tennis Majors

Audience Insights:



A35+



31% more than median HHI



75% attended any college



80% more likely to stream sports

Tennis fans also watch/stream these sports:



PGA TOUR



CFB



NFL



NBA



Source: Scarborough USA+ 2023 (Dec21-May23) A18+ watch/stream Tennis Majors or ATP/WTA. SponsorUnited Advertiser Categories which sponsor Tennis, Fall 2023. All schedules subject to change. Network availability + insertion may vary by market.

Key Dates (2024)

Australian Open	1/14-1/28
Wimbledon	7/3-7/14
Olympics	7/27-8/4
US Open (Tennis)	8/26-9/8

of Live Matches

17 Telecasts
Australian Open
18 Telecasts
Wimbledon
30 Telecasts
US Open (Tennis)

Tennis Networks

- ESPN, ESP2, ESPD
- NBCU Networks (Olympics)

Top 7 Categories

1. Retail
2. Financial Services
3. Automotive
4. Healthcare
5. Travel/Leisure/Entertain
6. Quick Service Restaurant
7. Telecommunications