

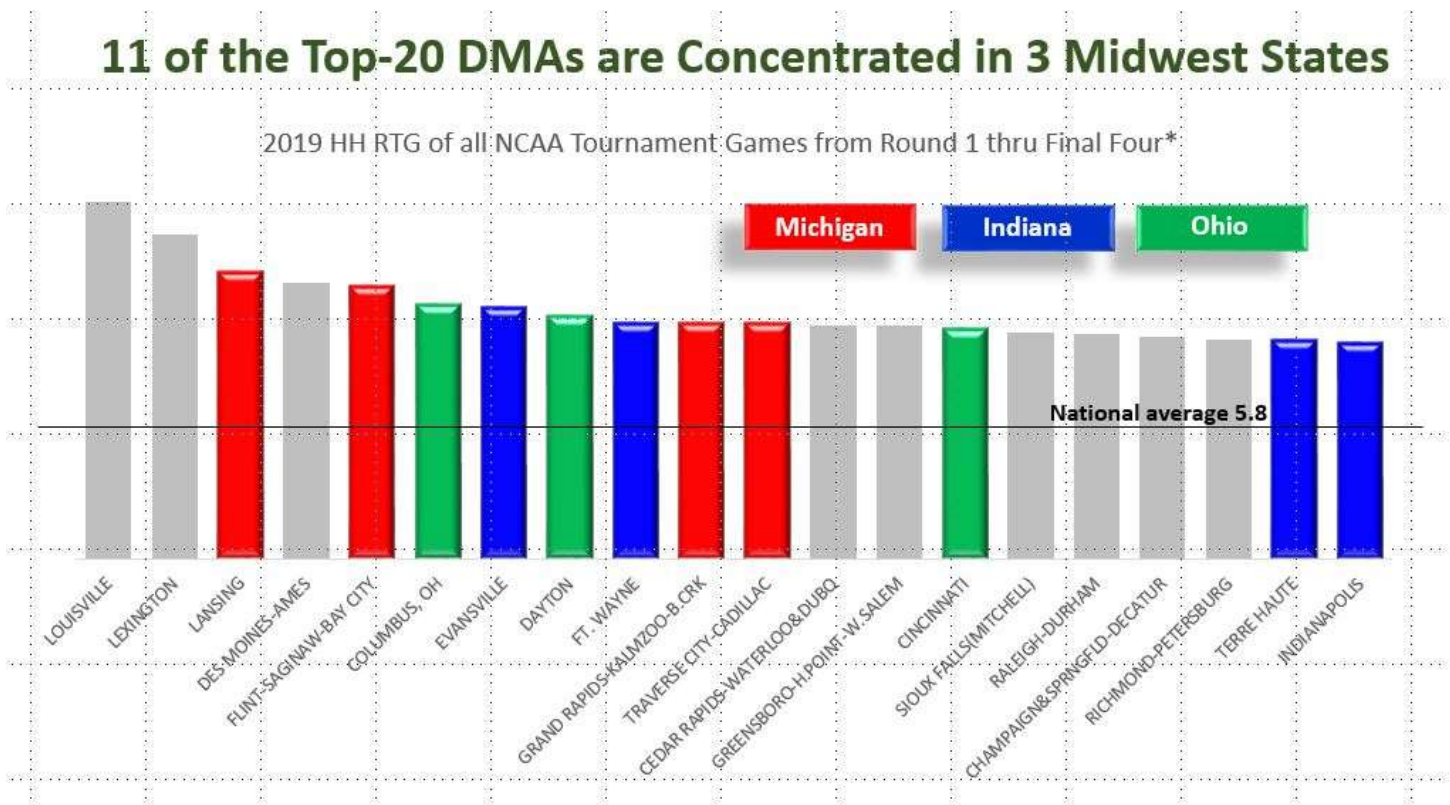
# TV INSIGHTS

## March Madness: Strong Local Teams Mean Strong Ratings for their Local Stations

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### MARCH MADNESS MEANS STRONG RATINGS

March Madness averaged a strong 5.8 HH rating across the country in 2019. Even stronger are the dozens of markets where the local CBS affiliate exceeds the national average for the NCAA Tournament. Of the top 20 markets shown below, the tournament performed the best in the Midwest with Michigan and Indiana representing four markets each. Ohio had three while Kentucky, Iowa, and North Carolina each had two markets.

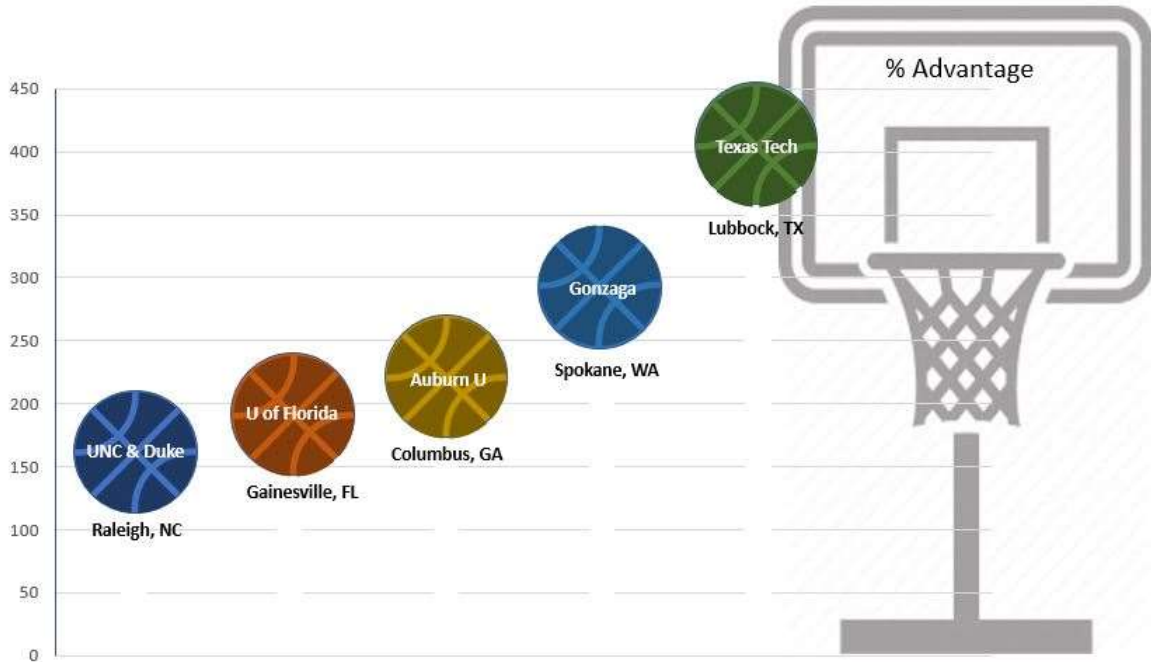


\*2020 Tournament was canceled due to COVID-19

## TOURNAMENT TEAMS DOMINATE THE RATINGS IN THEIR HOMETOWN MARKET

Any major University NCAA Basketball team in the tournament creates large ratings for their hometown television station.

In the last NCAA basketball tournament on CBS, the average HH Rating for these local team games in their home market exceeded the average rating for all other games by huge margins. For example, Texas Tech in Lubbock, TX was featured in two games and outperforming the 21 non Texas Tech games by 397%.



2019 HH RATING ADVANTAGE IN HOME MARKET  
HOME TEAM COMPARED TO NON-HOME TEAM\*

<u>University</u>	<u>Market</u>	<u>% Adv</u>
Texas Tech	LUBBOCK	397%
Gonzaga	SPOKANE	278%
Auburn	COLUMBUS, GA	219%
Florida	GAINESVILLE	188%
UNC & Duke	RALEIGH	160%

\*select Katz represented markets

Local University basketball delivers strong ratings in their home markets. The NCAA Tournament helps magnify those rating successes.

### Target Local for Above Average Results.

Source: Nielsen March '19, April '19 Live+SD Ratings/WRAP  
Comparisons based on all games from NCAA Round 1 (March 21) thru Final 4 Games (April 6) with games where a home market team appeared on the local CBS affiliate. 2020 Tournament was canceled due to COVID-19