

TV INSIGHTS

March Madness: Midwest Strength and Home Market Power!

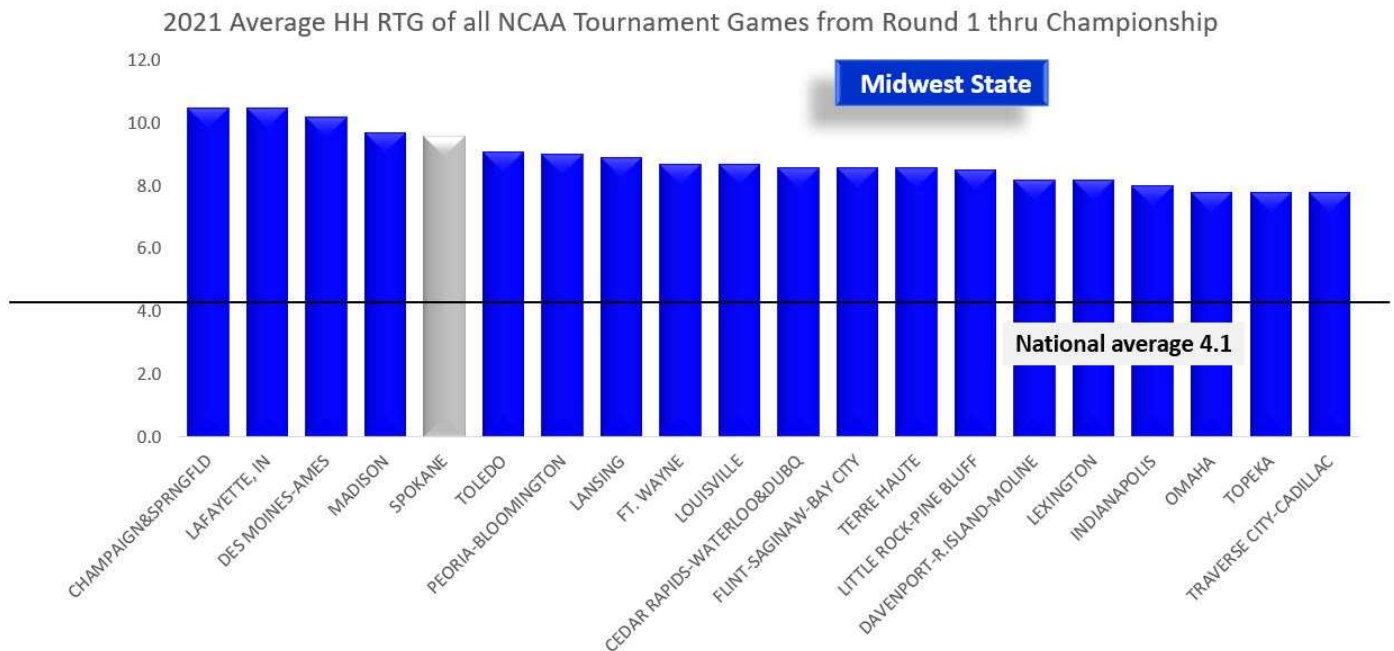
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MIDWEST SLAM DUNK

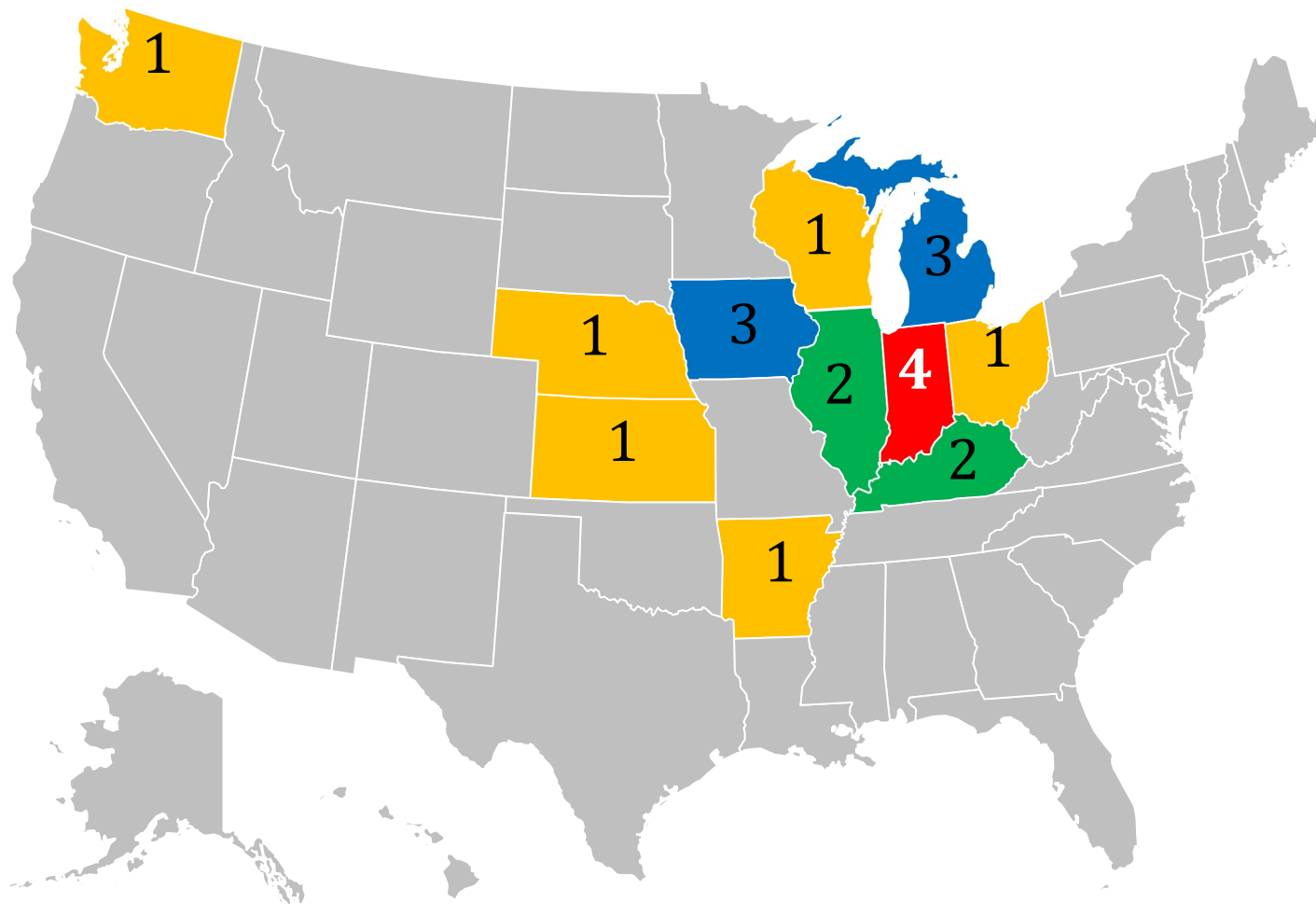
The Midwest is the king of NCAA Basketball. March Madness averaged a strong 4.1 HH rating across the country in 2021. That equates to an average of almost 5 million TV HHs. Even stronger are 127 markets where the local CBS affiliate exceeds the national average for the NCAA Tournament.

Here are the HH deliveries for the top 20 DMAs, which has a clear concentration within Midwest states.

19 of the Top-20 DMAs are Concentrated in Midwest States



Among the top-20 markets, the NCAA Basketball Tournament performed the best in the Midwest with Indiana representing four markets. Michigan and Iowa each had three markets in the top-20. Overall, these top 20 HH Rating deliveries were concentrated in only 11 states.



TOURNAMENT HOMETOWN APPEAL!

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

In the most recent 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, LSU in Baton Rouge, LA was featured in one game and outperformed the 23 non-LSU games by 268%.

TOURNAMENT TEAMS DOMINATE THE RATINGS IN THEIR HOMETOWN MARKET



**2021 HH RATING ADVANTAGE IN HOME MARKET
HOME TEAM COMPARED TO NON-HOME TEAM**

<u>University</u>	<u>Market</u>	<u>% Adv</u>
LSU	BATON ROUGE	268%
Gonzaga	SPOKANE	263%
Baylor	WACO-TEMPLE	230%
Syracuse	SYRACUSE	216%
Florida State	TALLAHASSEE	184%

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 '21, April '21 Live+SD Ratings/WRAP
Comparisons based on all games from NCAA Round 1 (March 19) thru Championship Game (April 5) with games where a home market team appeared on the local CBS affiliate.