

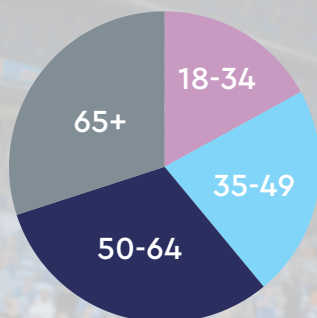
NCAA Basketball

Featuring college athletes at the height of their careers and one of the most famous tournaments in all of sports, NCAA basketball draws in passionate and loyal fans with its non-stop, buzzer-beating action.

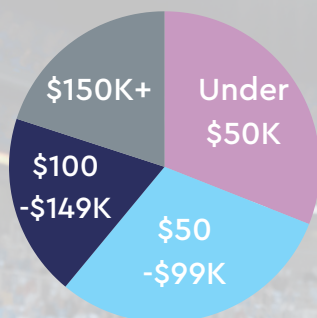


Get to know NCAA fans

Viewership by age



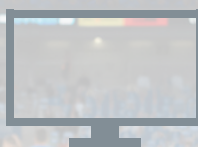
Household income



67% have some college education



64% male
36% female



97% view on a television

USA Plus-MRI, Jn21-Ap22, Scarborough

Key dates and opportunities

Regular Season ● **NOVEMBER 6, 2023 - MARCH 17, 2024**

The 2023-2024 college basketball season will provide more than 350 games airing across networks such as ESPN, ESPN2, ESPNNews, ESPNU, SEC, CBS Sports Network, and Fox Sports 1 for both men's and women's games.

March Madness ● **MARCH 19 - APRIL 8, 2024**

The annual March Madness tournament is one of the most anticipated and dynamic time of year in college sports. The top Division I teams in the nation square off for the national championship, driving on-air and online audiences to tune in to hours of exciting coverage.



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Did you know?



Women's NCAA viewership is having a moment in the spotlight. This January, a South Carolina/LSU match-up was ESPN's third-highest viewership ever for a women's college hoops game. A few days later, Iowa's win over Nebraska was the most-watched women's basketball game in the history of the Big Ten Network.

<https://coxmedia.com/learning-hub/insights/audience-insights-football-finishes-with-a-flourish-as-tv-sports-spring-forward/>

