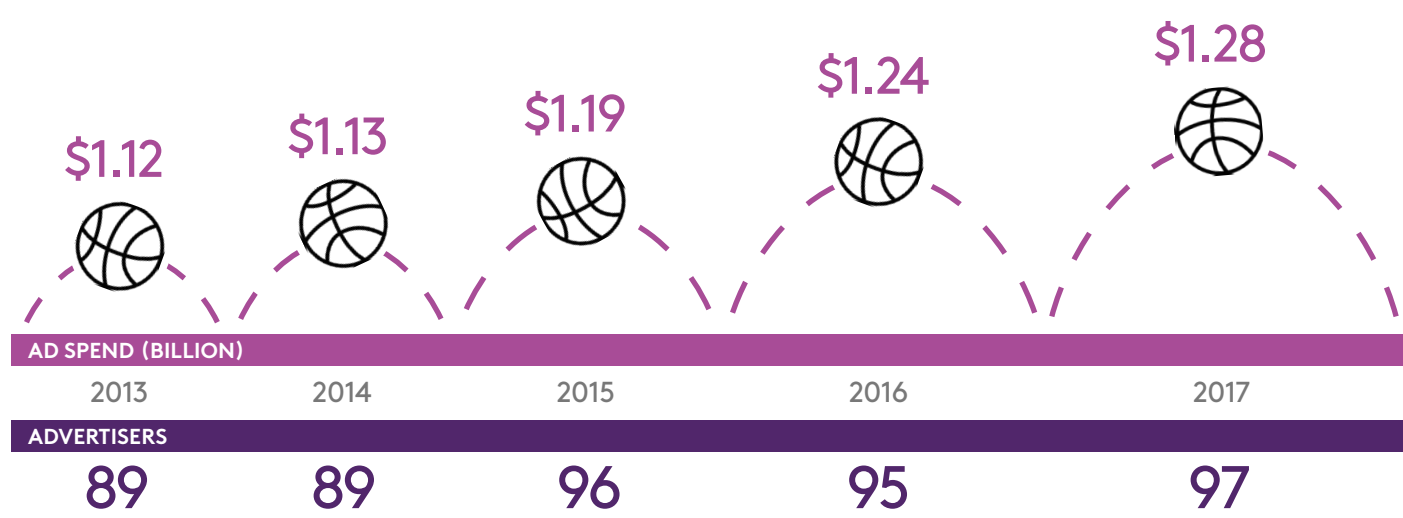


# March Madness Generates Billions In Ad Spend

Ad expenditures have been **growing 3-5% per year**, which roughly tracks with rights fees increases that CBS and Turner are paying.

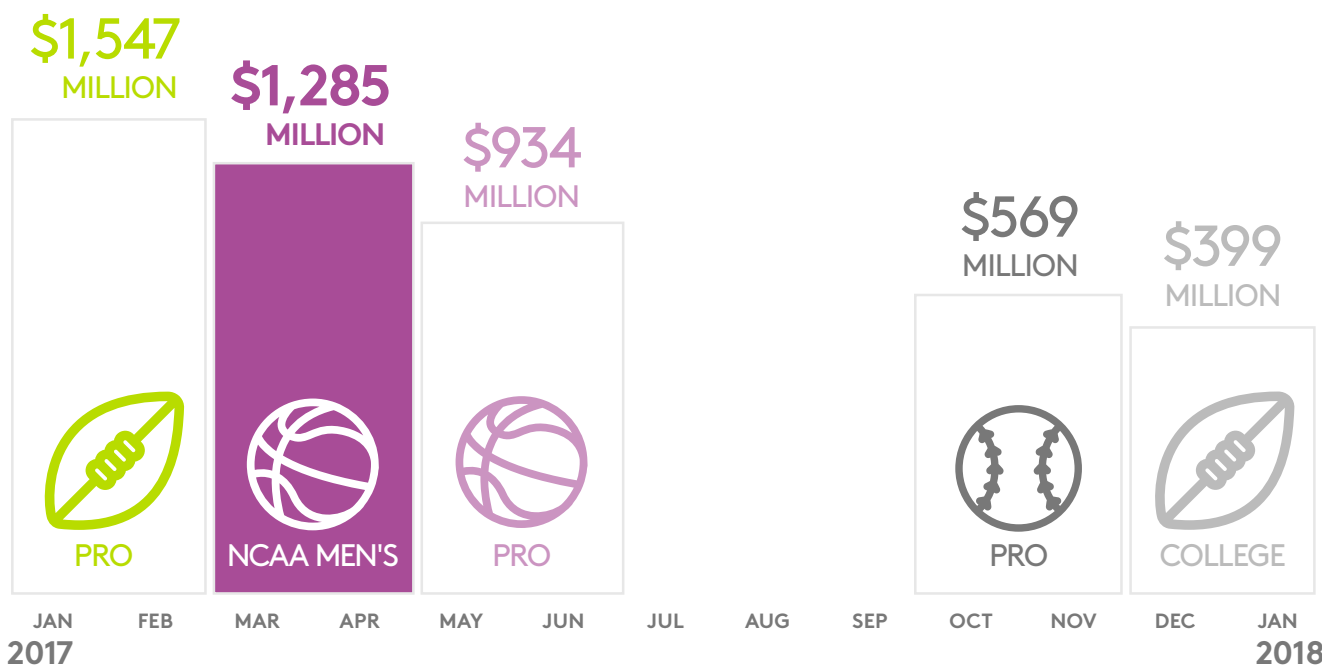
## NCAA MEN'S BASKETBALL CHAMPIONSHIP: NATIONAL TV AD SPENDING



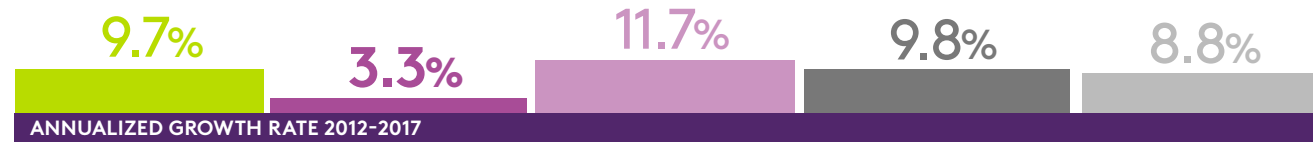
\* Includes Pre-Game, Game & Post-Game Programming  
Source: Kantar Media

Among all the post-season TV sports franchises, **March Madness has consistently ranked second** in national TV ad expenditures behind the NFL playoffs.

## POST-SEASON SPORTS: NATIONAL TV AD SPENDING



However its growth rate has been lagging that of major rivals.



\* Includes Pre-Game, Game & Post-Game Programming  
Source: Kantar Media

The top ten advertisers in the 2017 tournament accounted for **\$460 million of spending**, or 36% of the event total. Nine of these 10 companies have also had a long-term affiliation with the event, buying air time in at least eight of the past 10 years.

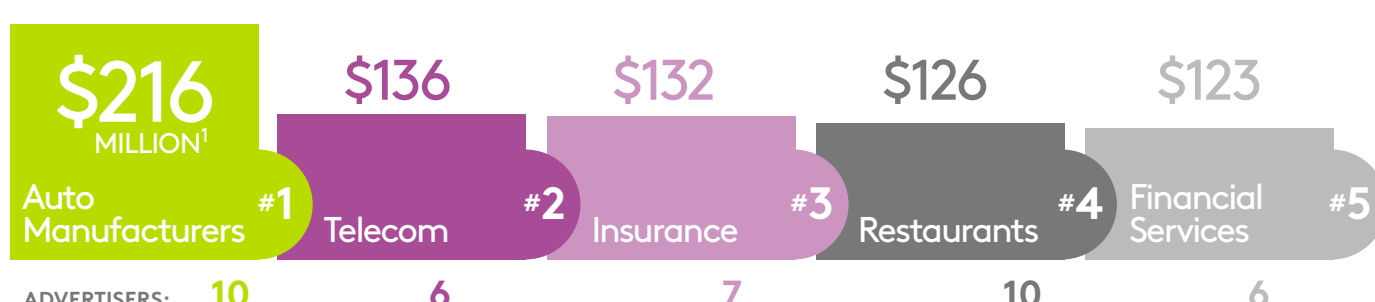
## 2017 NCAA MEN'S BASKETBALL CHAMPIONSHIP: TOP 10 PARENT COMPANY ADVERTISERS



\* Includes Pre-Game, Game & Post-Game Programming  
Source: Kantar Media

The Top 5 categories accounted for **57% of all ad spending** in the event in 2017.

## 2017 NCAA MEN'S BASKETBALL CHAMPIONSHIP: TOP 5 AD CATEGORIES



1. Figures reflect national TV only and include all Pre-Game, Game & Post-Game Programming  
Source: Kantar Media