

## March Madness Scores Big with TV Advertisers

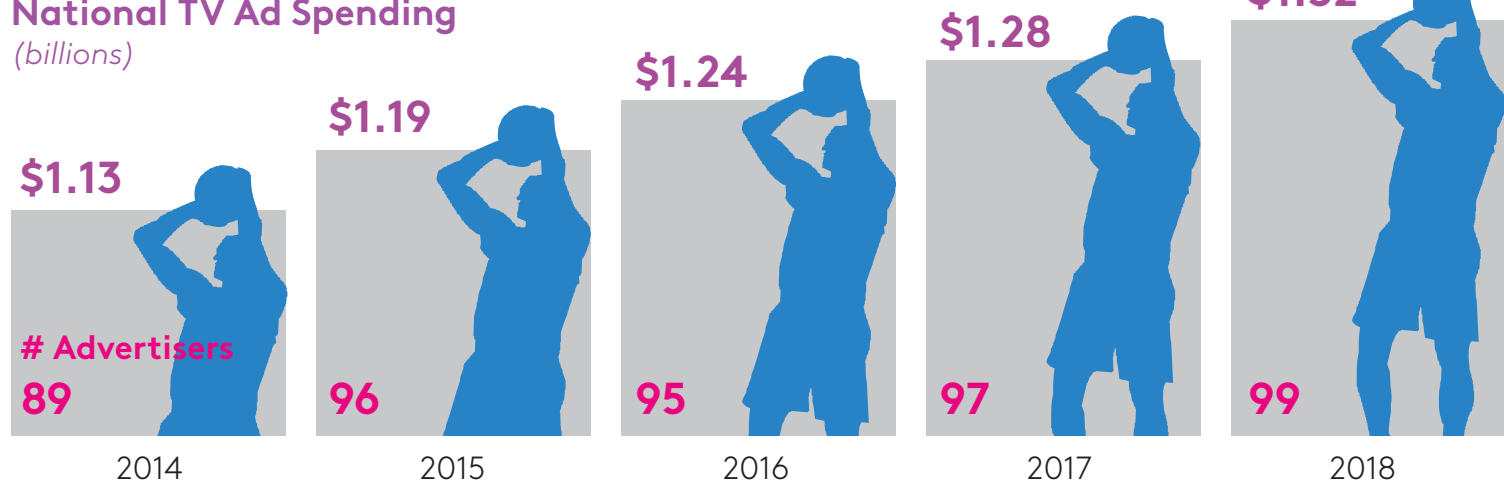
### Ad revenue has been trending upwards

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

### 2018 NCAA Men's Basketball Championship:

#### National TV Ad Spending

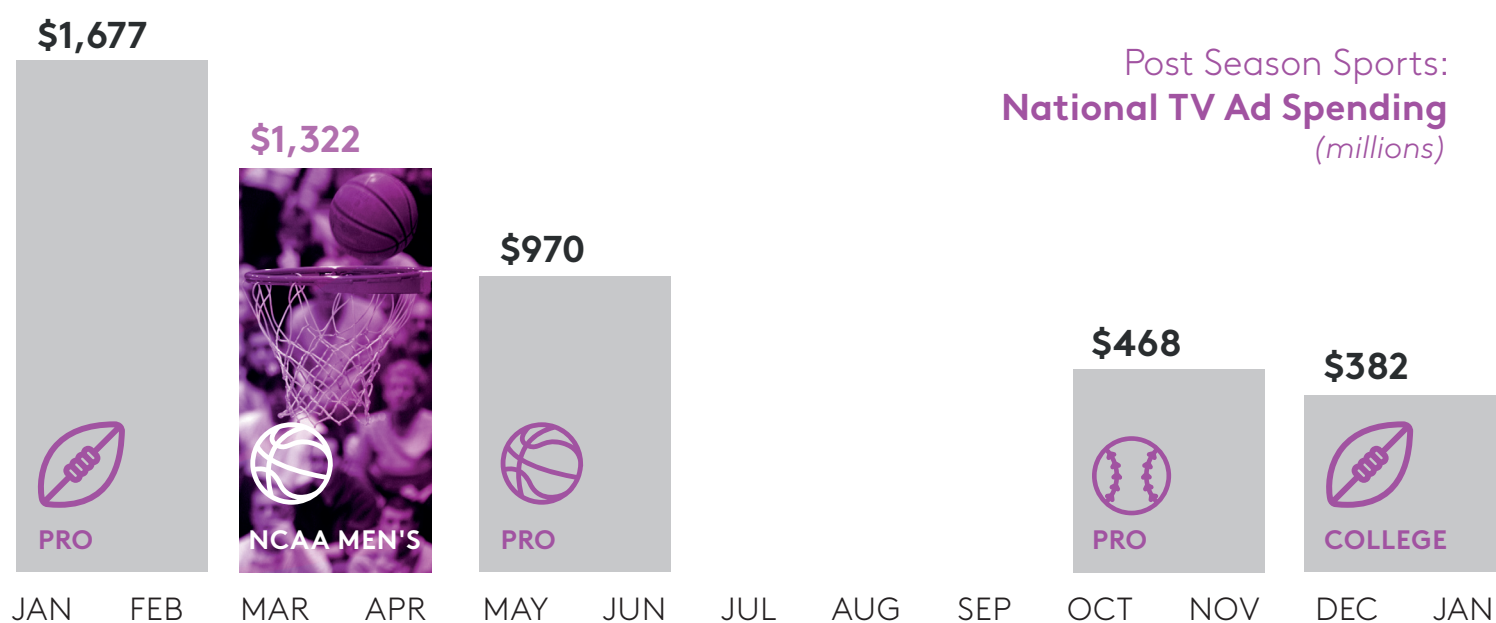
(billions)



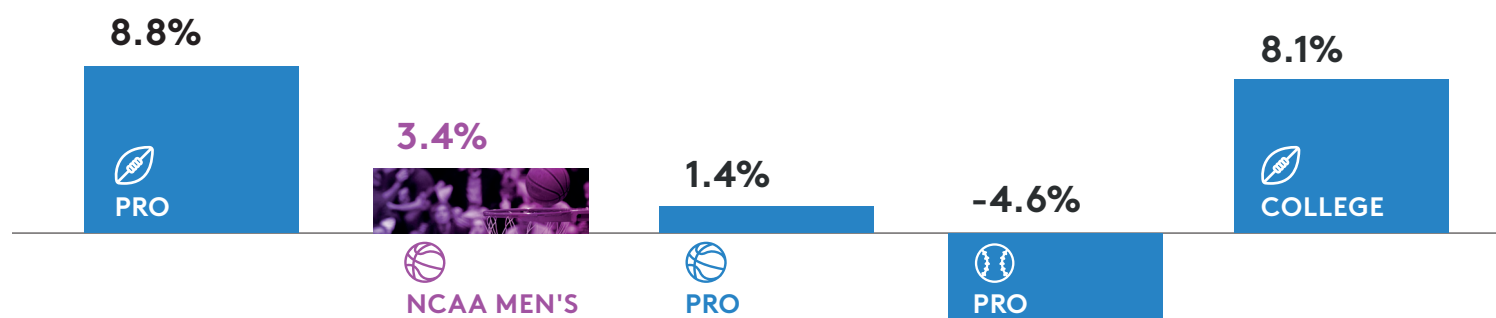
\*includes Pre-Game, Game & Post-Game Programming  
Source: Kantar Media

### Post-season sports—How does the NCAA compare?

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



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



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

### Top advertisers are in it for the long haul

The top ten advertisers in the 2018 tournament accounted for \$541 million of spending, or 41% of the event total. Eight of these ten companies have also had a long-term affiliation with the event, buying air time in at least 8 of the past 10 years.

### 2018 NCAA Men's Basketball Championship:

#### Top 10 Parent Company Advertisers



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

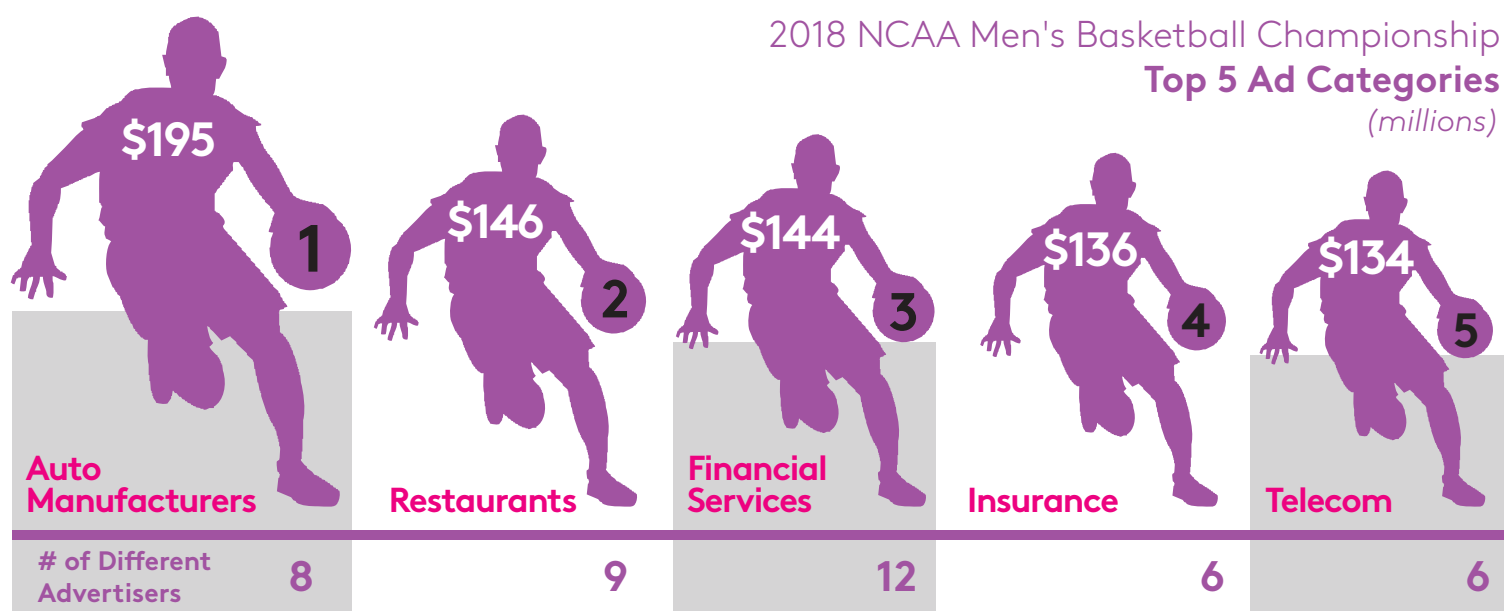
### Top ad categories make big investments

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

### 2018 NCAA Men's Basketball Championship

#### Top 5 Ad Categories

(millions)



1. Figures reflect national TV only and include all pre-game, game and post-game programming  
Source: Kantar Media