

A group of people are gathered in a living room, watching a sports game on television. They are cheering and laughing. One person in the foreground is holding a pizza slice. The scene is set in a casual, social environment.

# TV Advertising Guide: 2018 Sports

viamedia



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## Why Sports?

### People Are Watching Sports

Last year, 93 of the Top 100 Live-Viewed Programs were Sports

### Sports Fans are Engaged

### Viewers are Up-Scale

Cable TV sports viewers are 21% more likely to have a HHI of \$250K+

# Live Sports: An engaged and receptive audience.



99%

of sports programming  
is viewed LIVE.

**GENDER**

**66% MEN/  
34% WOMEN**

**STATUS**

**56% MARRIED  
32% SINGLE  
(NEVER MARRIED)**

**HOUSEHOLD**

**67% HAVE NO  
CHILDREN IN  
THE HH**

**INCOME**

**Avg. HH Income:  
\$77,655**

**Lifestyle Tidbits**

- Plan a buy car in the next year
- Have done home improvement in past year
- They visit casinos
- They have flown to a domestic vacation spot in the last year
- They often eat at sports bars



# The Desirable Sports Fan

# Sports Viewers Can't Get Enough

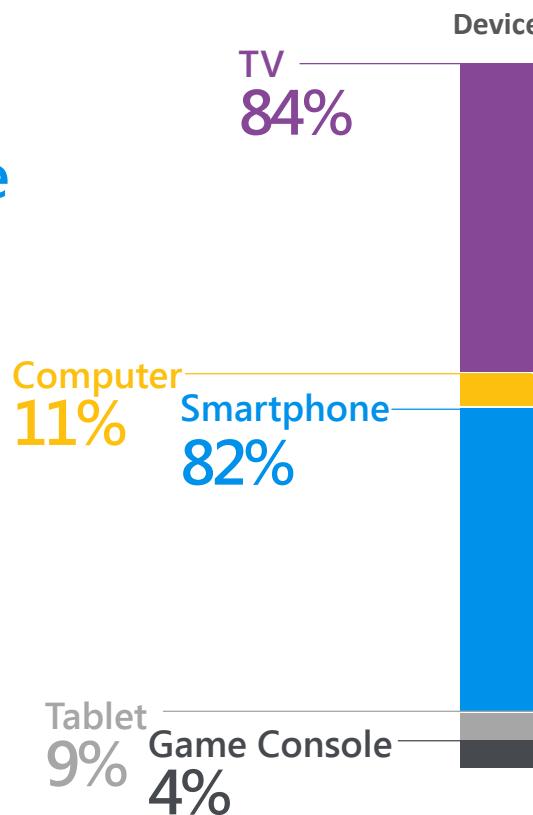
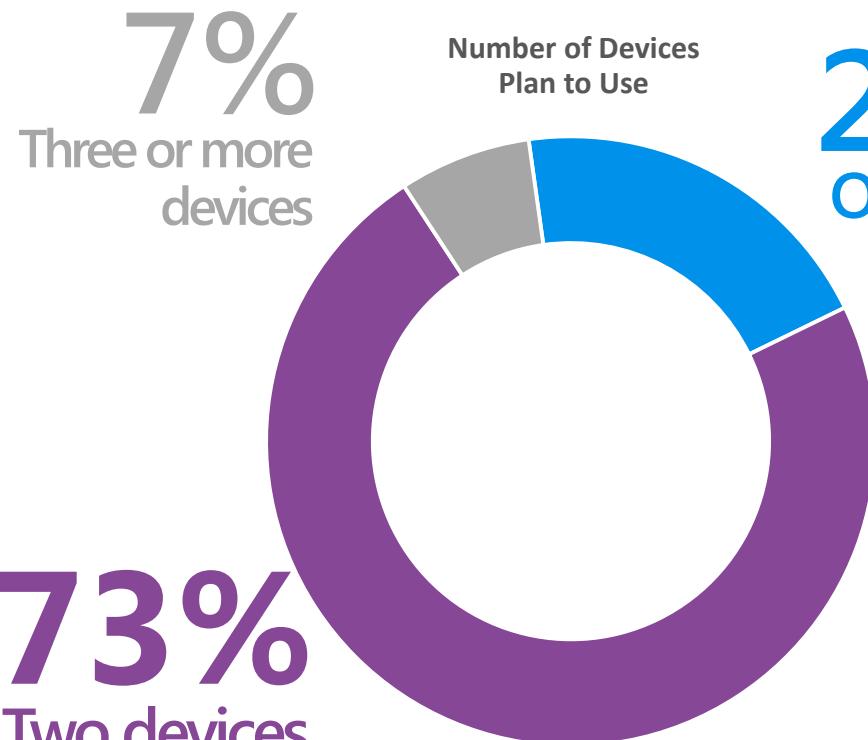
Sports Viewers Watch More Than One Sport



NBA Viewers (Playoffs & Reg Season)	NHL Viewers (Playoffs & Reg Season)	MLB Viewers (Playoffs & Reg Season)	PGA Viewers	Nascar Viewers
Monday Night Football (61.7%)	Monday Night Football (60.4%)	Monday Night Football (57.6%)	Monday Night Football (56.6%)	Monday Night Football (61.7%)
Thursday Night Football (59.6%)	Thursday Night Football (59.5%)	Thursday Night Football (54.4%)	Thursday Night Football (54.9%)	Thursday Night Football (59.6%)
MLB Playoffs (47.4%)	MLB Playoffs (54.2%)	NBA Playoffs (43.5%)	NCAA Men's Tournament (47.9%)	MLB Playoffs (47.4%)
NCAA Men's Tournament (46.9%)	NCAA Men's Tournament (47.1%)	NCAA Men's Tournament (42.3%)	MLB Playoffs (46.3%)	NCAA Men's Tournament (46.9%)
Olympics (30.1%)	NBA Playoffs (44%)	Olympics (29.0%)	Olympics (41.3%)	Olympics (30.6%)

# Sports Have Become a Multi-Device Experience

Number of Devices Super Bowl 50 Viewers Plan to Use during the Game



\*multi-response question; percentages equal more than 100%

# 2018 Highlights

Sports on Cable TV



NCAA March  
Madness



MLB  
Postseason



NCAA National  
Championship



NBA playoffs



Stanley Cup  
Finals



# Sports Planner 2018

# 2018 CABLE SPORTS CALENDAR



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	NOTES						
COLLEGE FOOTBALL	BOWL GAMES SENIOR BOWL							COLLEGE FOOTBALL REGULAR SEASON				BOWL GAMES							
	NATIONAL CHAMPIONSHIP											PLAYOFFS							
PRO FOOTBALL	PRO BOWL			NFL DRAFT				NFL PRESEASON	NFL MONDAY NIGHT FOOTBALL										
			ARENA FOOTBALL REGULAR SEASON					NFL THURSDAY NIGHT FOOTBALL											
COLLEGE BASKETBALL	NCAA REGULAR SEASON		MARCH MADNESS									NCAA REGULAR SEASON							
PRO BASKETBALL	NBA REGULAR SEASON				NBA DRAFT				NBA REGULAR SEASON										
		NBA ALL-STAR		NBA PLAYOFFS		WNBA ALL-STAR													
				WNBA REGULAR SEASON															
MOTOR SPORTS		NASCAR SPRINT CUP		NASCAR MONSTER ENERGY CUP RACING SERIES															
			NASCAR XFINITY RACING SERIES																
		NASCAR CW TRUCK RACING SERIES		NASCAR CAMPING WORLD TRUCK RACING SERIES															
				INDY CAR RACING LEAGUE SERIES															
			FORMULA ONE RACING SERIES																
			NHRA MELLO YELLO & LUCAS OIL DRAG RACING SERIES																
BASEBALL			SPRING TRAINING	MLB REGULAR SEASON					MLB PLAYOFFS										
			COLLEGE BASEBALL REGULAR SEASON			COLLEGE WORLD SERIES		LITTLE LEAGUE WORLD SERIES											
ICE HOCKEY	NHL REGULAR SEASON			NHL PLAYOFFS					NHL REGULAR SEASON										
GOLF	PGA TOUR FEDEX CUP GOLF			PGA TOUR GOLF		U.S. OPEN	BRITISH OPEN	PGA CHAMPIONSHIP	RYDER CUP	PGA TOUR GOLF									
	CHAMPIONS TOUR GOLF																		
	LPGA TOUR GOLF																		
SOCCER			TEAM USA SOCCER																
			MLS REGULAR SEASON								MLS PLAYOFFS								
			UEFA LEAGUE SOCCER		LIGA MX			INTERNATIONAL CHAMPIONS CUP											
			BARCLAYS PREMIER LEAGUE SOCCER						BARCLAYS PREMIER LEAGUE SOCCER										
TENNIS	AUSTRALIAN OPEN		FAMILY CIRCLE CUP, SONY OPEN		FRENCH OPEN		WIMBLEDON	U.S. OPEN											
CYCLING	TOUR DOWN UNDER				AMGEN TOUR		TOUR DE FRANCE	U.S. PRO CHALLENGE											
EXTREME SPORTS	X GAMES						X GAMES												
WWE WRESTLING	WWE RAW, WWE SMACKDOWN																		



# NFL Football

Pre-Season: August

Regular Season: September - December

To some, football isn't just a sport - it's a way of life. NFL is favored as the top sport by margins of two to one. Are you ready for some NFL football? It's ready for you.

19 Games on ESPN

17 Games on NFL Network

## Additional Opportunities

NFL Draft (April 26-28)

NFL Pro Bowl (January 28)

Super Bowl Support Programming (February 4)



Networks:

**ESPN**



**NETWORK**





# NCAA Football

Regular Season: September – December

Bowl Games: December – January

A fan's roots run deep when it comes to their allegiance to their favorite college football team.

*Regular Season:* 68 Games on ESPN | 59 Games on ESPN2 | 21 Games on FS1 | 65 Games on CBSSN | Additional Games on Local Sports Network

*Bowl Games:* 35 Games on ESPN

\*Games include Peach, Fiesta, Sugar, Rose, Cotton, Orange Bowl, Championship game and more

Networks:



## NCAA Football Playoff Highlights 2017-18

Date	Game	Network
Sat., Dec. 30	Fiesta Bowl	ESPN
Sat., Dec. 30	Orange Bowl	ESPN
Mon., Jan. 1	Outback Bowl	ESPN2
Mon., Jan. 1	Chick-fil-A Peach	ESPN
Mon., Jan. 1	Rose Bowl	ESPN
Mon., Jan. 1	Sugar Bowl	ESPN
Mon., Jan. 8	National Championship	ESPN

Additional bowl games available



# MLB Baseball

Pre-Season (Spring Training): February – March

Regular Season: April – October

Post-Season: October – November

Reach this desired demographic while they are highly engaged! MLB fans are typically male and affluent – they have money to spend plus your ad message sticks with them. MLB is a *field of dreams* for advertisers.

136 Games on ESPN

13 Games on TBS

39 Games on Fox Sports 1

(Additional games on regional sports networks and  
MLB Network)

## Additional Opportunities

MLB Home Run Derby (July)

Networks:



**NL Championship Series Game 6:  
Dodgers at Cubs, 10/22**

**6.1 NATIONAL  
HH RATING**

## Post Season Overview 2018

### AL & NL Wildcard Games

2 games

OCT

### American League Division Series

Possibility of 6-10 games

OCT

### National League Division Series

Possibility of 6-10 games

OCT

### American League Championship Series

Possibility of 4-7 games

OCT

### National League Championship Series

Possibility of 4-7 games

OCT



# NBA Basketball

Pre-Season: October

Regular Season: October - April

Playoff: April - June

The fast-paced nature, high scoring games, and remarkable athleticism of iconic global superstars of the NBA keeps fans watching and cheering.

The NBA has one of the most culturally and racially diverse followings of all the sports. With 43% of the NBA audience under the age of 35 and high African-American viewership, advertising during NBA basketball provides great targeting options.

66 Games on TNT

86 Games on ESPN

Additional games on regional sports networks

## Additional Opportunities

NBA All-Star Weekend (February 18)

NBA Draft (June)

Networks:



Celtics vs. Cavs, NBA Eastern Conf Finals Game 4 on TNT

7.0 MILLION VIEWERS

## Playoff Schedule 2018

### First Rounds

Best of 7

April 14 – 29



### Conference Semi-Finals

Best of 7

April 30 – May 13



### Conference Finals

Best of 7

May 15-27





# NCAA Basketball

Regular Season: November – March

Conference Tournaments: March

NCAA Tournament: March - April

The rivalry. The tradition. The pride. There is no sport with a larger, more passionate fan base than college basketball.

190 Games on ESPN

214 Games on ESPN2

245 Games on ESPNU

14 Games on CBS Sports Network

29 Games on NBC Sports Network

Additional Games on Local Sports Network  
(# of games is estimated from previous year)

## Additional Opportunities

NCAA Men's Basketball Tournament (3/13-4/2)

Networks:



2017 Final Four Games Deliver  
2nd Highest Rated National  
Semifinals in 12 Years:

**10.4 OVERNIGHT  
RATING**

## March Madness Schedule 2018

Game	Date	Network
<b>First Four</b> 4 games	Tues, 3/13 - Wed, 3/14	
<b>1st Round (Round of 64)</b> 24 games	Thu, 3/15 – Fri, 3/16	
<b>2nd Round (Round of 32)</b> 9 games	Sat, 3/17 – Sun, 3/18	
<b>Sweet 16 &amp; Elite 8</b> 6 games	Thu, 3/22 – Fri, 3/23	
<b>Final 4</b> 2 games	Sat, 3/24	
<b>Championship Game</b>	<b>Mon, 4/2</b>	



# NHL Hockey

Pre-Season: September

Regular Season: October – April

Playoffs: April - June

The NHL's 2016-17 regular season will commence Wednesday, Oct. 12, with a four-game slate. The 1,230-game regular-season schedule - 82 games per team - will conclude Sunday, April 9. Score the winning goal by advertising your business this season!

93 Games on NBCSN

78 Games on NHL Network

## Additional Opportunities

All-Star Weekend (January)

NHL Draft (June)

Networks:



## Stanley Cup Schedule (2017 Dates)

Match	Date	Networks
Conference Quarterfinals	April 12-26	NBCSN USA
Conference Semifinals	April 27-May 10	NBCSN USA
Conference Finals	May 12-22	NBCSN
Finals	May 29-June 11	NBCSN





# PGA Golf

Full Season Airs January – October

PGA fans are incredibly devoted to seeing new up and comers blossom and watch seasoned players compete for the top spot. Coverage of the 2016 PGA Championship on TNT reached an average of 1.1 million viewers, and future tournaments are sure to be a hole in one!

34 Matches on GOLF  
3 Matches on ESPN  
1 Match on TNT

## Additional Opportunities

World Golf Championships on GOLF (July-August)  
The Memorial on GOLF (May-June)

Networks: **ESPN** **TNT** **NBC** **GOLF**

## PGA Schedule Highlights 2018

Match	Date	Network
US Open	JUN 11-17	<b>FS1</b>
The Open Championship	JUL 16-22	<b>nbc GOLF</b>
PGA Championship	AUG 6-12	<b>TNT</b>
Ryder Cup	SEP 24-30	<b>nbc GOLF</b>

**91% of PGA telecasts are on cable TV.**



# NASCAR



Racing February - November

NASCAR fans are high-spirited, passionate and dedicated. Not just for a couple of months but all year long. The Nascar Cup race from the Brickyard in Indianapolis drew an average audience of 4.2 million in 2015!

42 Races on FS1  
28 Races on NBCSN  
1 Race on USA

Networks: **FS1** **NBCSN** **USA**

## NASCAR Schedule Highlights 2017

Race	Date	Network
Can-Am Duel from Daytona	FEB 18	<b>FS1</b>
All-Star Race from Charlotte	MAY 21	<b>FS1</b>
Nascar Cup Series at the Brickyard	JUL 24	<b>NBCSN</b>
Nascar Cup Series at Watkins Glen	AUG 7	<b>USA</b>
Nascar Cup Series at Bristol	AUG 20	<b>NBCSN</b>
Nascar Cup Series at Talladega	OCT 23	<b>NBCSN</b>
Nascar Cup Series at Martinsville	OCT 30	<b>NBCSN</b>



# Tennis



## Matches Played January - September

Tennis fans love the sport. Tennis fans tend to be educated, wealthy and have a large disposable income. The Grand Slam tournaments are a fan favorite. The men's championship round of Wimbledon on ESPN drew 5.4M households in 2016.

85 Matches on ESPN2  
 32 Matches on ESPN  
 2 Matches on NBCSN

## Tennis Grand Slam Events 2017

Match	Week Starting	Network	
Australian Open	JAN 16	ESPN/ESPN2	
French Open	MAY 29	NBCSN/TENNIS	
Wimbledon	JUL 3	ESPN/ESPN2	
US Open	AUG 28	ESPN/ESPN2	

(networks based upon last season)

Networks:   



# MLS Soccer

Regular Season: March – October  
Playoffs: November - December

Soccer is the world's #1 sport and it is quickly gaining popularity in the United States. With 20 teams across the US and Canada everyone can find a team to root for. Teams battle it out during the spring, summer, and fall for a chance to be awarded the Supporters' Shield.

27 Matches on ESPN  
4 Matches on ESPN2

Additional Opportunities  
All-Star Game (July)  
Rivalry Week (May)

Networks: **ESPN** **ESPN2**





Get In The Game

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