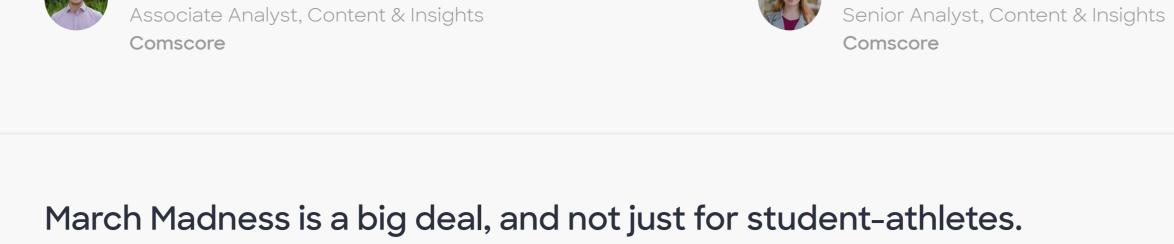
BLOG - APRIL 7, 2023 College Sports Spark Media Madness

Caleb White



Madison Busick

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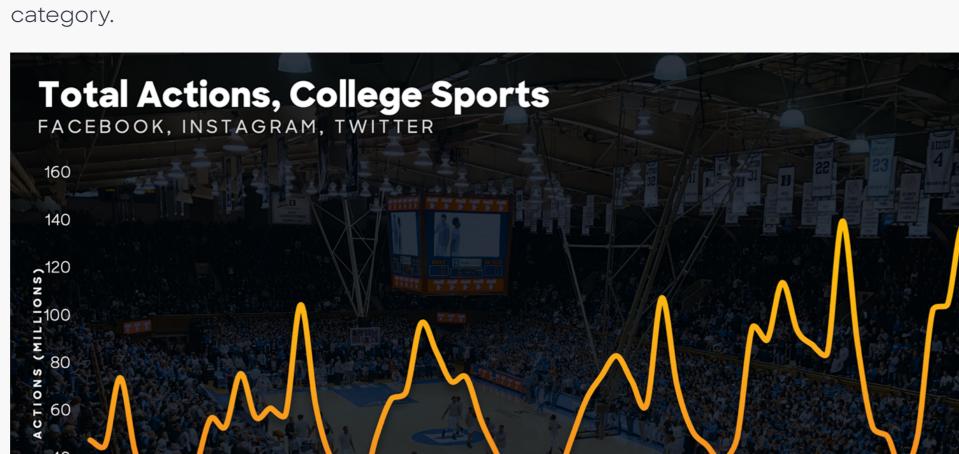
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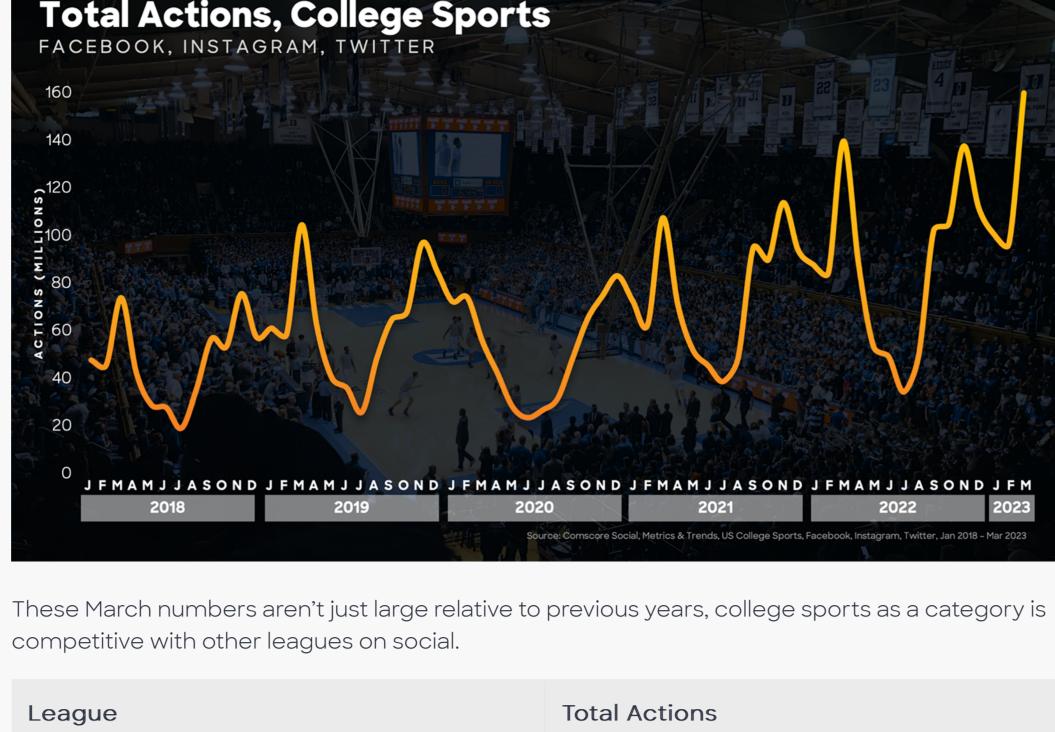
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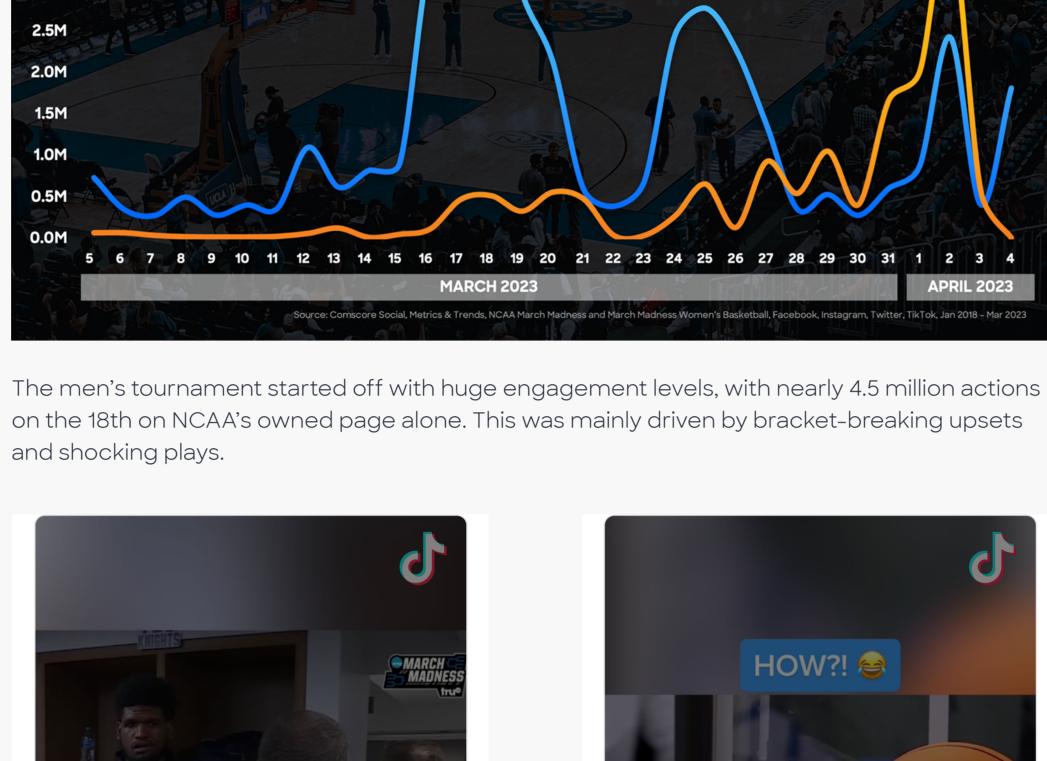
March is one of the biggest months for engagement on college sports pages, and March 2023 saw 160 million actions across Facebook, Instagram, and Twitter, the highest-ever total for the Total Actions, College Sports FACEBOOK, INSTAGRAM, TWITTER





	NBA	360.5m
	NFL	177.9m
	College Sports	173.3m
	MLB	98.1m
	NHL	75.4m
	MLS	10.3m
Source: Comscore Social, Metrics & Trends, US College Sports, Facebook, Instagram, Twitter, TikTok, Mar 2023		
Tournament Trends		

Total Actions on NCAA March Madness Pages
NCAA MARCH MADNESS: MEN'S BASKETBALL NCAA MARCH MADNESS: WOMEN'S BASKETBALL 4.5M 4.0M



Wilson

Watch now

@marchmadnessmbb 🗸

A post shared by NCAA March Madness (@marc...

Caitlin C x on her

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231k

View this post on Instagram

A post shared by Zia Cooke (@z.loading_)

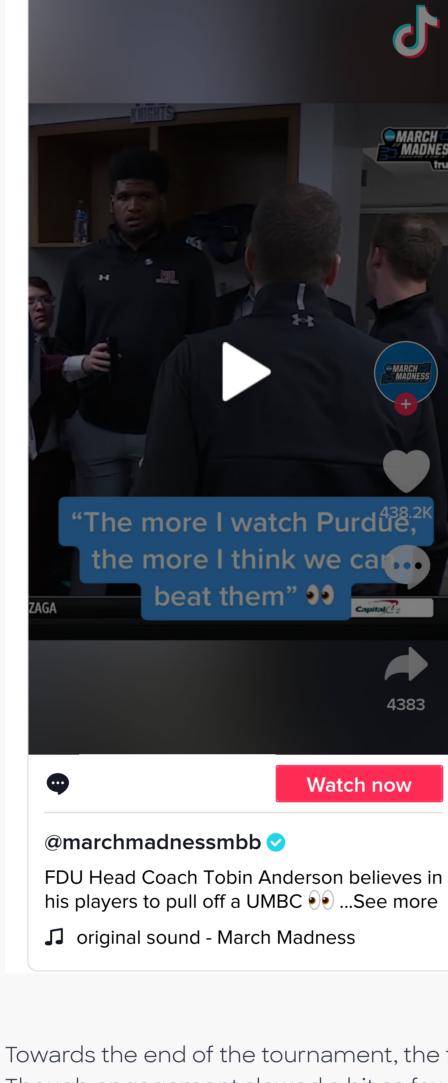
long-range 3-pointers

@marchmadnesswbb 🗸

Inside scoop! #marchmadness #wbb

original sound - marchmadnesswbb

#wfinfour #iowa #iowawbb #caitli ...See more

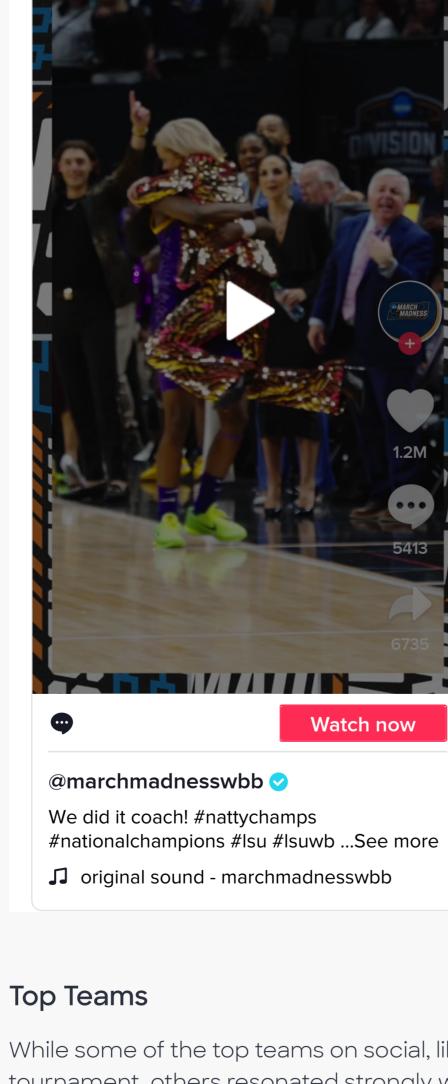


What are chances of this happening?!?! 😱 his players to pull off a UMBC 👀 ...See more #marchmadness #collegebasket ... See more original sound - March Madness Towards the end of the tournament, the focus shifted more to gameplay and final results. Though engagement slowed a bit as fewer teams were left on the bracket, there were still nearly 2 million daily engagements at the end of the tournament. View this post on Instagram View this post on Instagram

For the women's tournament, there was almost a completely opposite trend. Posts saw lighter

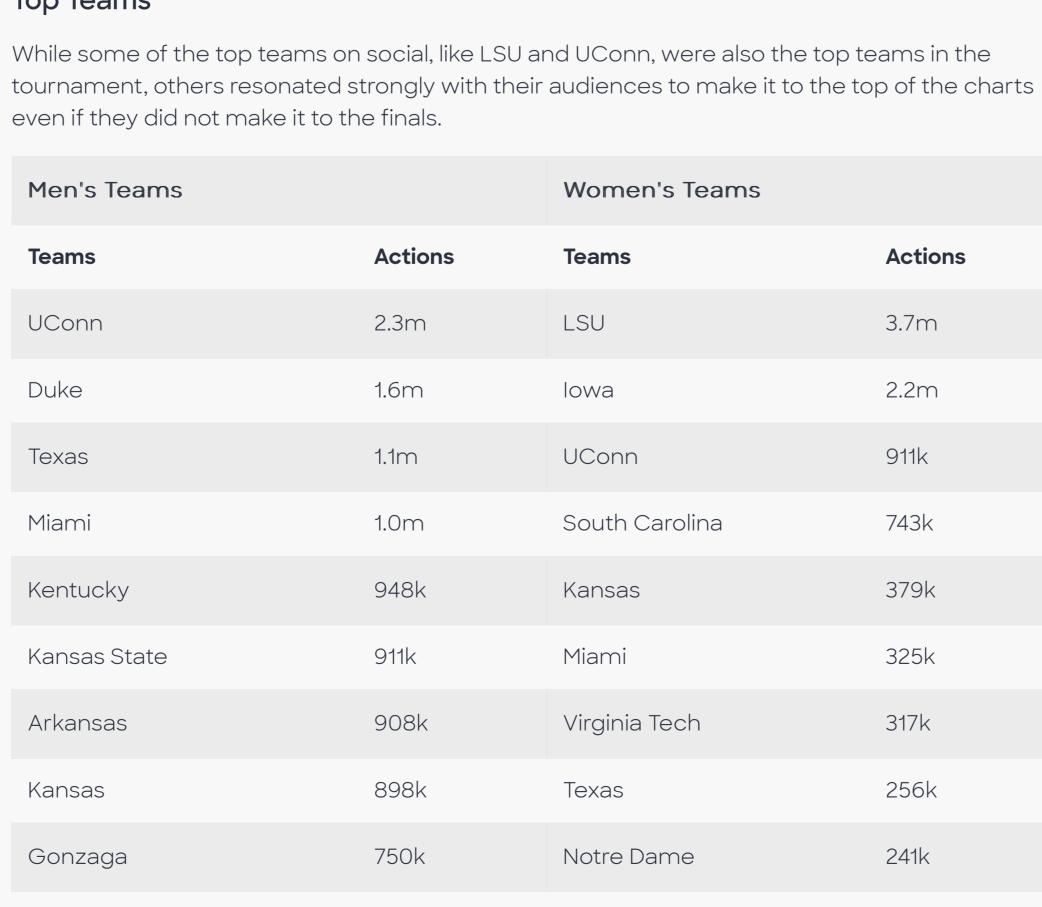
Much of this was driven by the exciting final games featuring LSU and lowa and their star players

engagement in the beginning but ramped up at the end to surpass the men's engagement.



A post shared by NCAA March Madness (@marc...

Angel Reese and Caitlin Clark.



Tennessee

Comscore Social, PowerRankings, Custom Category including college basketball teams, Facebook, Instagram, Twitter, March 14

On social, several teams, key players, and the NCAA itself took advantage of partnerships with

brands and they ranked among the top branded sports posts. Angel Reese's partnership with

TurboTax, for example, performed 5x better than the average for branded posts by sports

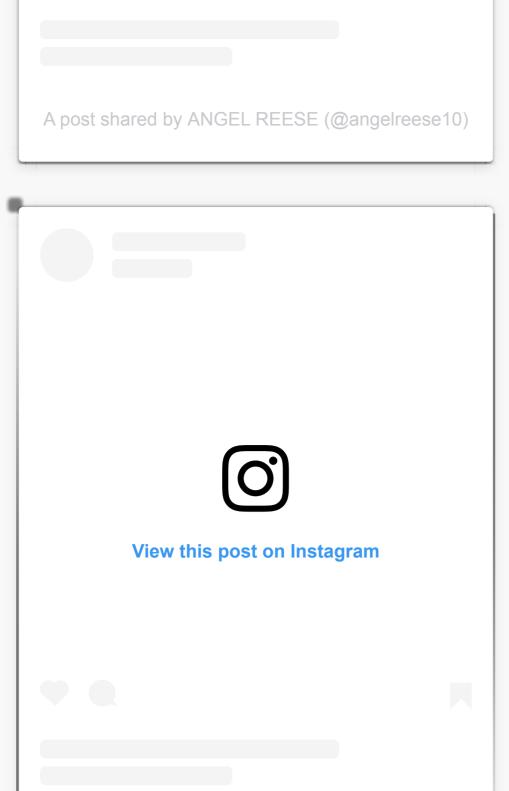
735k

teams, leagues, and athletes. Some of the top posts:

San Diego State

Branded Content

- April 4, 2023



Top Games on TV: Overall

CONNECTICUT v. SAN DIEGO - Championship

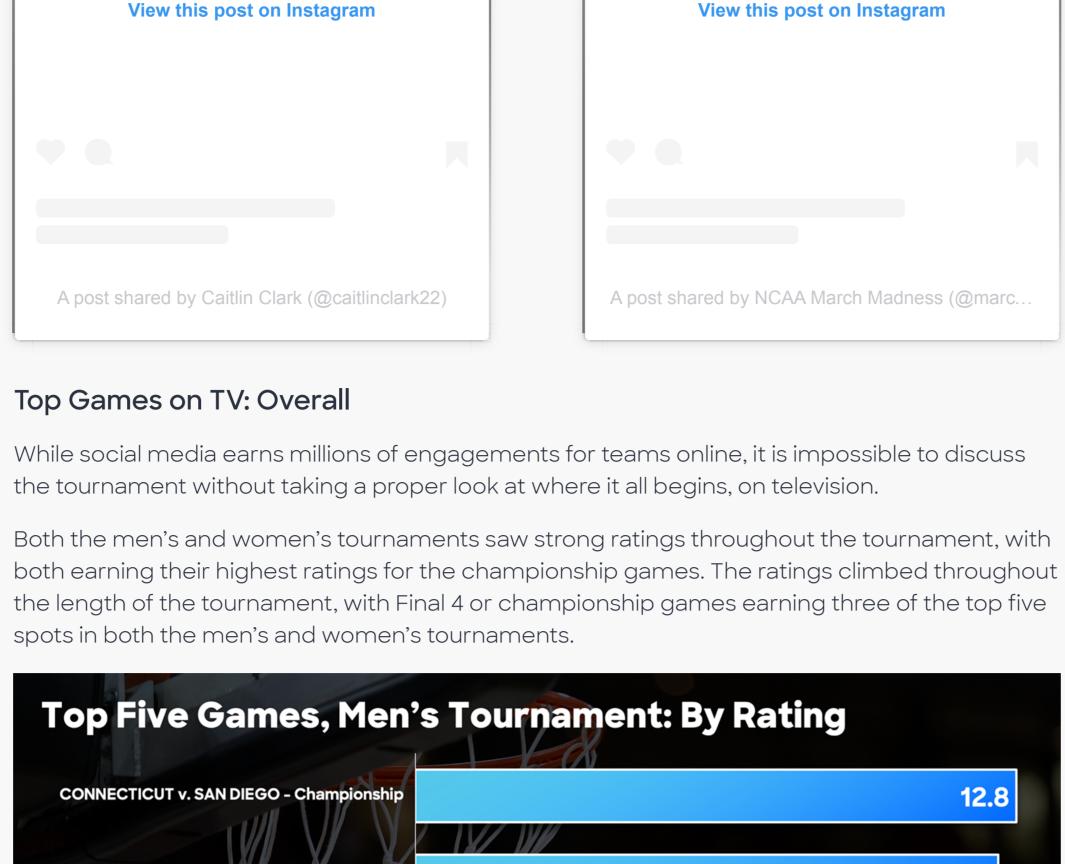
MICHIGAN ST v. MARQUETTE - Round of 32

CONNECTICUT v. MIAMI - Final 4

SDSU v. FAU - Final 4

MIAMI v. TEXAS - Elite 8

View this post on Instagram



12.4

11.9

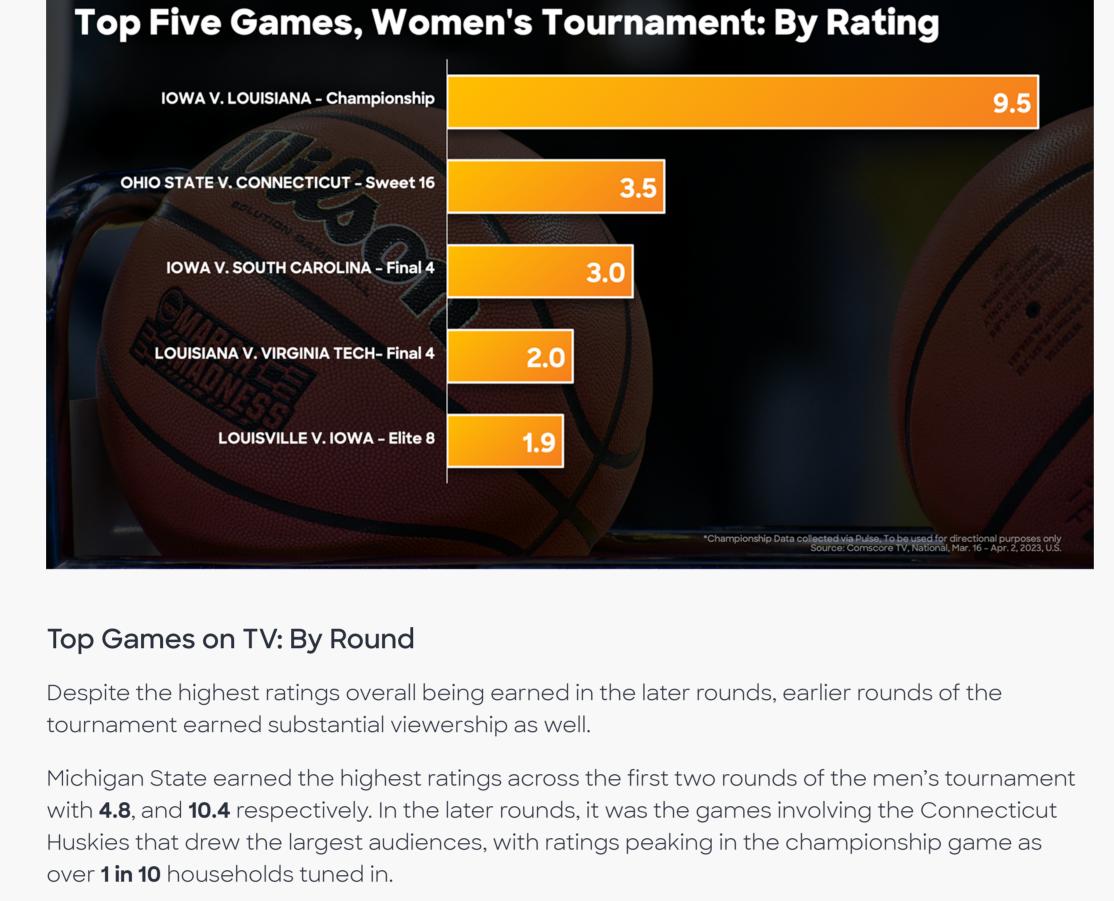
11.1

10.4

SWEET 16

Ohio State v. Connecticut

Rating 3.5



FINAL 4 CHAMPIONSHIP ELITE 8 Iowa v. South Carolina Louisville v. Iowa lowa v. Louisiana Rating 3.0 Rating 1.9 Rating 9.5

In the women's tournament games, lowa drew the largest viewership, with games involving the

Hawkeyes earning the highest ratings in four of the six total rounds. The highest of which came

in the national championship where they fell to Louisiana State University, with an average live

household rating of 9.5, nearly 3 times higher than the next best ratings earned by Ohio State

Top Telecast of Each Round, Women's Tournament:

ROUND OF 32

Georgia v. Iowa

Rating

1.8

Top Telecast of Each Round, Men's Tournament:

By Rating

ROUND OF 64

St. Louis v. Tennessee

Rating 1.2

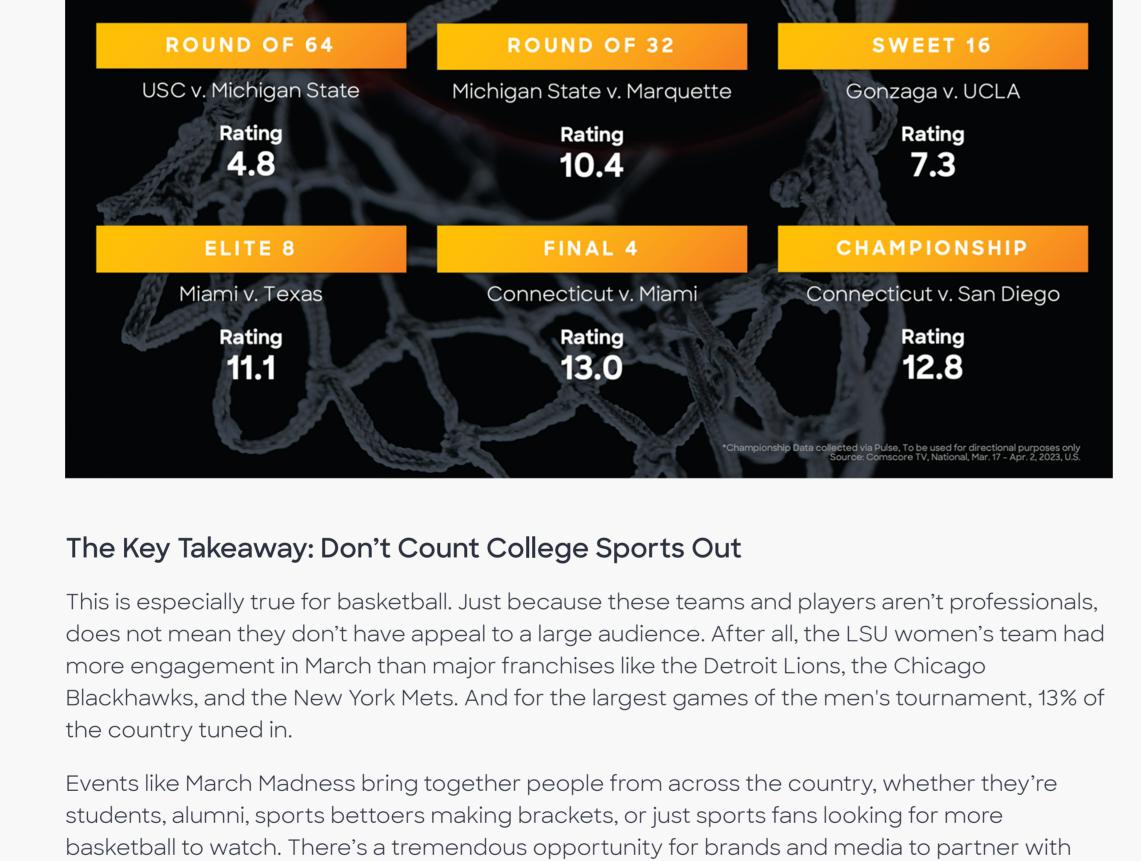
and Connecticut in the Sweet 16.

By Rating

Metric Definitions:

More About

AUDIENCE MEASUREMENT



Actions - The total number of actions (reactions, shares, comments, retweets, favorites, loves) the specified property receives during the defined time period Rating - The percentage of the household universe that viewed the classification (network, telecast, ad, etc.). Calculated by dividing the average audience by the total TV households in the selected market(s)

BRANDED CONTENT

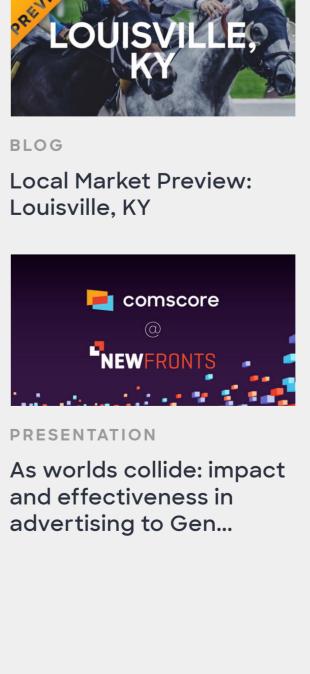
the college sports industry, and it is certainly one to watch going forward.

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BLOG





PRESENTATION Kentucky Derby Takeover Audience X Science 2023 in Louisville, KY

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