

# #WeFanTogether with 2021 Live Sports

91% of all live national sports events are on cable

SPORT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AUTO RACING		NASCAR Cup / XFINITY / Gander Outdoors Truck Series							NASCAR Playoffs & Championships			
		Formula 1, INDYCAR, NHRA										
BASEBALL		TV Schedule Release	Spring Training	MLB Regular Season Home Run Derby (JUL)						MLB Postseason		Winter Meetings
						College World Series		Little League World Series				
BASKETBALL	NBA Regular Season NBA All-Star Weekend (Date TBD)				NBA Playoffs		NBA Draft, Awards, & Summer Lg	TV Schedule Release		NBA Preseason	NBA Regular Season	
	College Basketball Regular Season		NCAA Tournament				The Basketball Tournament				College Basketball Regular Season	
FOOTBALL	NFL Playoffs	Super Bowl Week	Free Agency & Combine	NFL Schedule	NFL Draft			Training Camp & Preseason	NFL Regular Season			
	NY6 + CFB Championship								College Football Regular Season			Bowl Games & Heisman
GOLF & TENNIS	Australian Open	PGA Tour ATP & WTA Tournaments			PGA Championship	US Open Golf	Wimbledon & British Open	FedExCup Playoffs	US Open Tennis & Ryder Cup	PGA Tour Begins ATP & WTA		
HOCKEY	NHL Regular Season				Stanley Cup Playoffs & Final		NHL Draft		NHL Preseason	NHL Regular Season		
SOCCER			MLS Regular Season							MLS Cup Playoffs		
	Premier League, Liga MX, Series A, Bundesliga					Euro Cup & CONCACAF Gold Cup		Premier League, Liga MX, Series A, Bundesliga				
SUMMER OLYMPICS						Olympic Trials	Tokyo Olympic Games					
OTHER	X Games	Boxing, Horse Racing, MMA, UFC, World Poker Tour				Tour de France & WSOP		Boxing, Horse Racing, MMA, UFC, World Poker Tour				

Schedule subject to change and network availability may vary by market. Some seasons or tournaments could be disrupted for a couple of weeks during the Olympics (i.e., soccer, golf, tennis).

Source: Nielsen NPower, 2Q18-1Q19, Total Day, Live Sports Events on Ad-Supported Cable & Broadcast TV. Does not include studio shows, replays, highlights, streaming, or hundreds of games on Regional Sports Networks.

High-Profile Opportunities

Spectrum  
REACH

ESPN

ESPN2

FS1

GOLF



NBCSN



TBS



ESPN DEPORTES

FOX DEPORTES