



NCAA Football 2021

Spectrum
REACH®

We**Fan**Together™



College Football fans are possibly the most passionate, affluent and diverse fan base among all major team sports. College Football rivals the NFL as the most popular sport in the country.

65%

male

49%

A18-49

51%

A25-54

77%

A35+

83K

median HHI

69%

any college

74%

own home

117%

more likely to stream sports

College fans also watch these nets:



Discovery



SPECTRUM NEWS

NATIONAL GEOGRAPHIC

AMC

Source: Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch College Football on cable. Nets based on QTV ranking.

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Things to Know

College Football Season 2021



1

Ready for more football?

Games projected to be **over 400** (+35% YOY) on cable networks as teams play their full 10-13 game season. Conference-only restrictions are out as epic rivalries and a **full-slate of bowl games** are back.

2

Viewership dynasty

The College Football Playoff continues to reign annually as **cable's most-watched telecasts**. Since its inception in 2015, viewership averages **20.7M** for each of the semifinals and **26.2M** for the championship games.¹

3

Part of a fan's life

As we move into the season, fans go back to social interaction and camaraderie, **boosting TV and streaming viewing**. Sports bars, water cooler talk, home gatherings, tailgating, and sports betting ensure passionate fans are engaged on game day and beyond.



College Football Season

Cable has two-thirds of all regular season games!¹

Last year, cable carried nearly 200 games in the regular season. ESPN boasted an average of more than one million viewers across 75 match-ups! Alabama vs. Mississippi on ESPN topped these games with 4.9M viewers (+25% YOY).¹

Many conferences return Fall 2021 after opting out last season and all teams are slated for a full schedule, which means 70+ more cable games (based on 2019).

51%

A25-54

77%

A35+

69%

college

83K

median HHI²

8/28-12/4

12/5

12/11

12/18-1/3

12/30-1/10/22

Regular Season

Selection
Sunday

Heisman
Trophy

Bowl Season

New Year's Six & Championship



Schedule subject to change. Source: (1) Sports Media Watch, 2020-21 College Football TV Ratings.
(2) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch the College Football on cable.

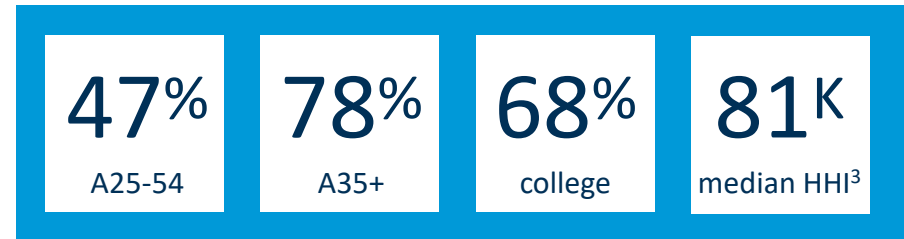


College Football Postseason

ESPN Postseason total outduels Super Bowl!¹

Bowl Games on ESPN networks totaled 115.2M viewers, which was 26% more than Super Bowl LV. This means that each game averaged over 5M. The Semifinals and Championship were closer in average this year at 18.9M viewers each.¹

Cable boasts nearly 80% of national regular season games, 82% of Bowl games, and 100% of the Playoff.²

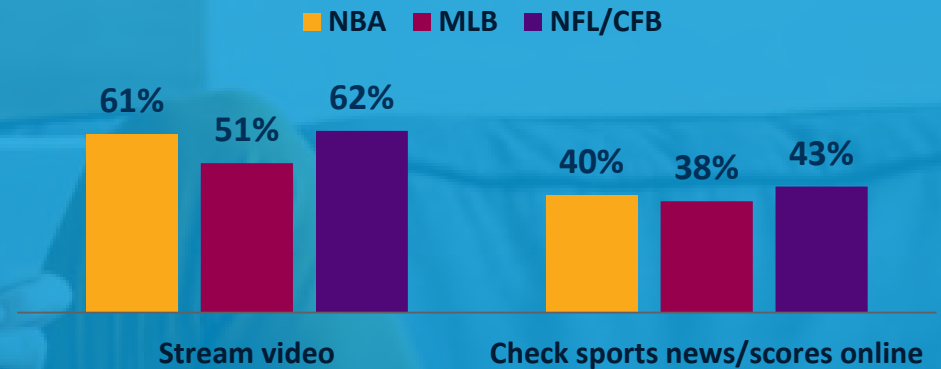


12/5	12/18-1/3	12/30 & 1/1/22	12/31	1/10/22
Selection Show	Bowl Games	New Year's Six - Peach, Fiesta, Rose & Sugar Bowls	CFP Semifinals Cotton & Orange Bowl	CFP National Championship

Schedule subject to change. Source: (1) Sports Media Watch, 2020-21 College Football TV Ratings. (2) 2019-20 College Football Schedule. (3) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch the College Football Playoff.

Reach fans everywhere

Be sure your brand stands out to target sports fans as they follow the excitement online:



- Highly-targeted, customized online opportunity
- Designed to reach your ideal customers
- Follow fans across NBA, MLB, NFL and CFB

Your game plan to connect with sports fans

No matter where fans are, our multiscreen solutions offer more ad opportunities than any other local media outlet.

Sports Fan Ecosystem

Brand your message beyond game day

Reach fans anytime and anywhere

Deliver with more frequency and efficiency

Cable airs **96%** of all sports programming¹, while **one-fifth** of all live sports viewers watch on digital platforms².



Source: (1) VAB, "No Days Off". (2) eMarketer, "In the US, "How Americans are watching sports", 7/7/21. Digital platforms include OTT, TV Everywhere, and vMVPDs.