

College Football Season 2021

Things You Need to Know

Hore games!

+35% increase of games on cable as teams play a full regular season

+45% increase of Bowl games projected over last season



Engaged fans

As we move into the season, fans will increase social interaction and camaraderie, boosting overall viewers:

- Sports Bars
- Water Cooler Talk
- Home Gatherings
- Tailgating
- Sports Betting



Viewership dynasty

College Football Playoff continues to reign annually as cable's most-watched telecasts

Average since 2015 inception:

- Semifinals 20.7M
- Championship 26.2M







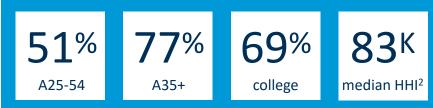


College Football Season

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).

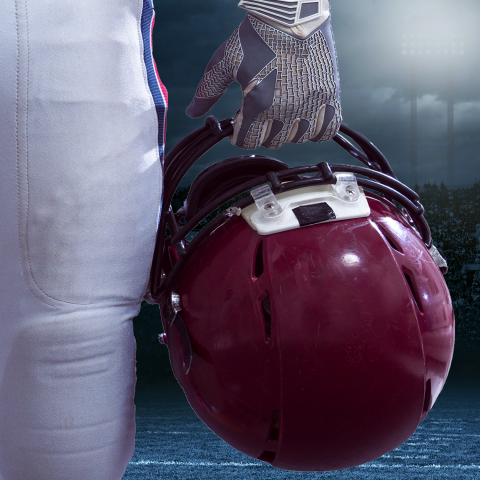


Schedule subject to change. Source: (1) Sports Media Watch, 2020-21 College Football TV Ratings. (2) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch the College Football on cable.

8/28-12/4	12/5	12/11	12/18-1	/3	12/30	0-1/10/22
Regular Season	Selection Sunday	Heisman Trophy	Bowl Season		New Year's Six & Championship	
ESFN2 +more			ESPN ESPNI	F51	257N 257N2	DEPORTES SPINEWS





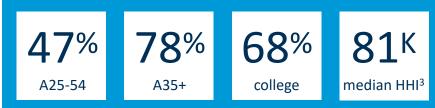


College Football Postseason

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



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.

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	
ESPN	ESPN ESPN2 F51	ESFN ESFN2 DEPORTES	ESFN ESFN2 ESFN	EWS DEPORTES	



