



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



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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College Football Season 2021

Things You Need to Know

1 More games!

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

+45% increase of Bowl games projected over last season



2 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



3 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



+20M
AVERAGE



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

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

Regular Season

ESPN
ESPN2
FS1
+more

12/5

Selection
Sunday

ESPN

12/11

Heisman
Trophy

12/18-1/3

Bowl Season

ESPN **ESPN2** **FS1**

12/30-1/10/22

New Year's Six & Championship

ESPN
ESPN2
FS1
ESPN DEPORTES
ESPN NEWS

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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

47%

A25-54

78%

A35+

68%

college

81K

median HHI³

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 FS1

ESPN ESPN2 ESPN DEPORTES

ESPN ESPN2 ESPNNEWS



ESPN DEPORTES

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