



TV Tentpole Event Wrap-Up Report:

NCAA Final Four

alphonso 
The TV Data Company

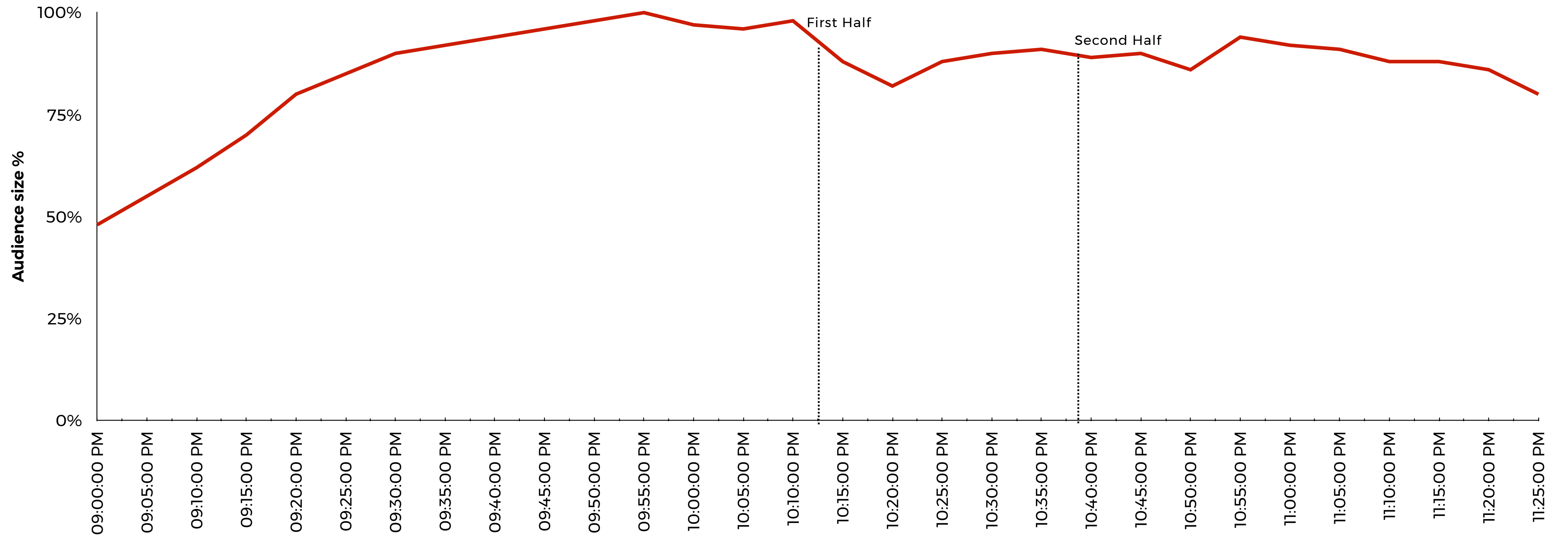
Preface

This report summarizes brand and audience analysis for the combined viewership of the 2018 NCAA Final Four and Championship games. The games aired from March 31 through April 2 on truTV, TNT, and TBS.



Audience Engagement for NCAA Finals (Villanova vs Michigan) viewers

NCAA finals saw viewers tuning in throughout the first quarter, then had consistent viewership beginning in the second quarter of the game.



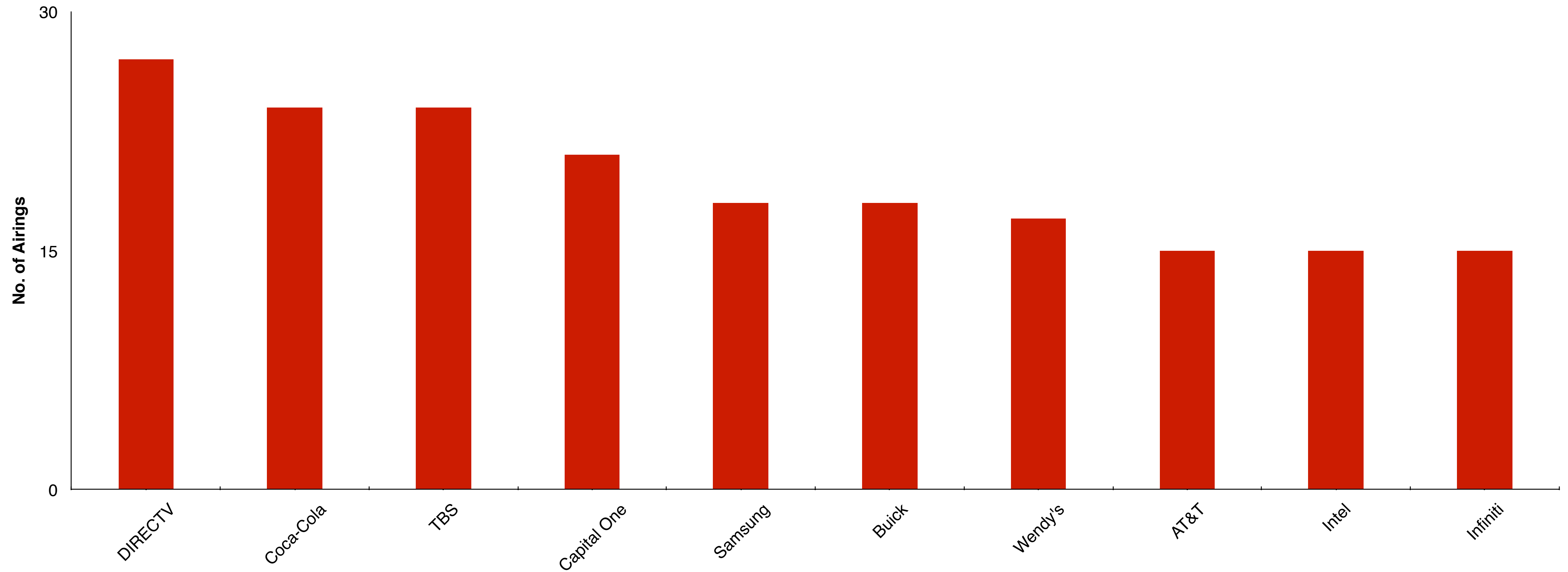
Audience size% is relative to the slot with the highest viewers

Source : Alphonso TV Audience data 2nd April 2018 (TBS)



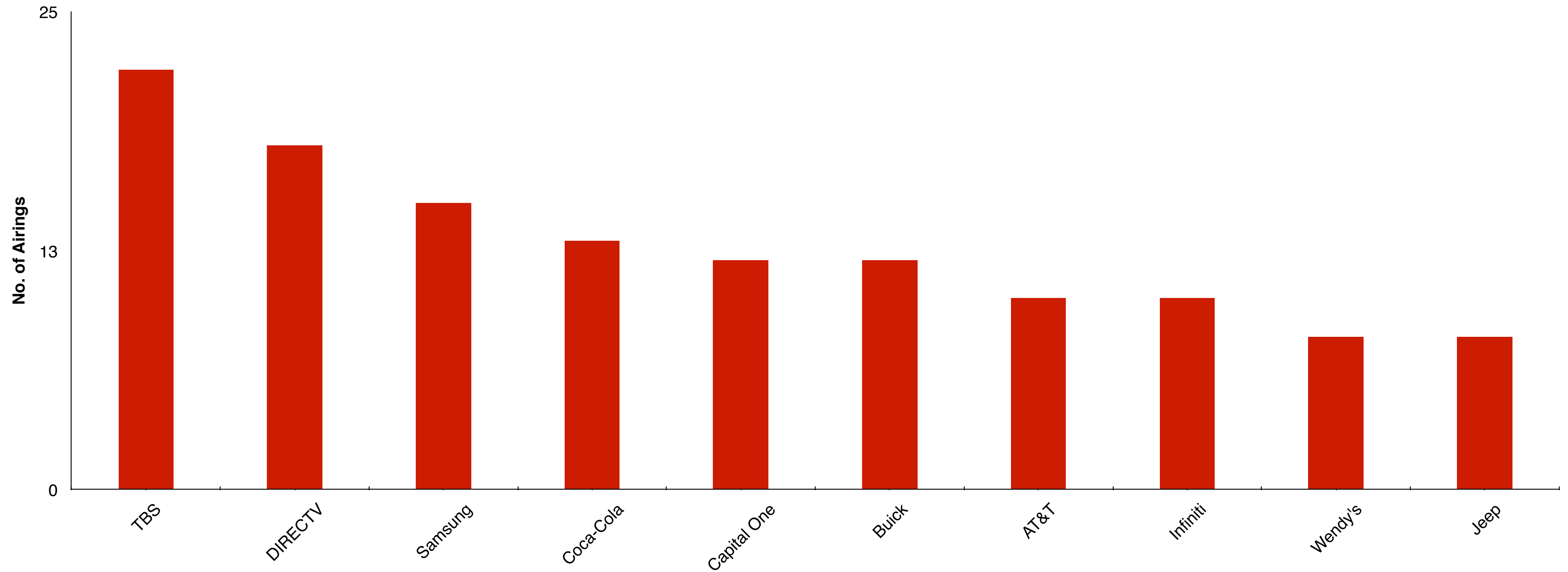
Top Brands By Airings During Semi-Finals and Finals

Brands like DIRECTV, Coca-Cola and TBS were the top brands by airings throughout the final four and and championship games, followed by Capital One and Samsung



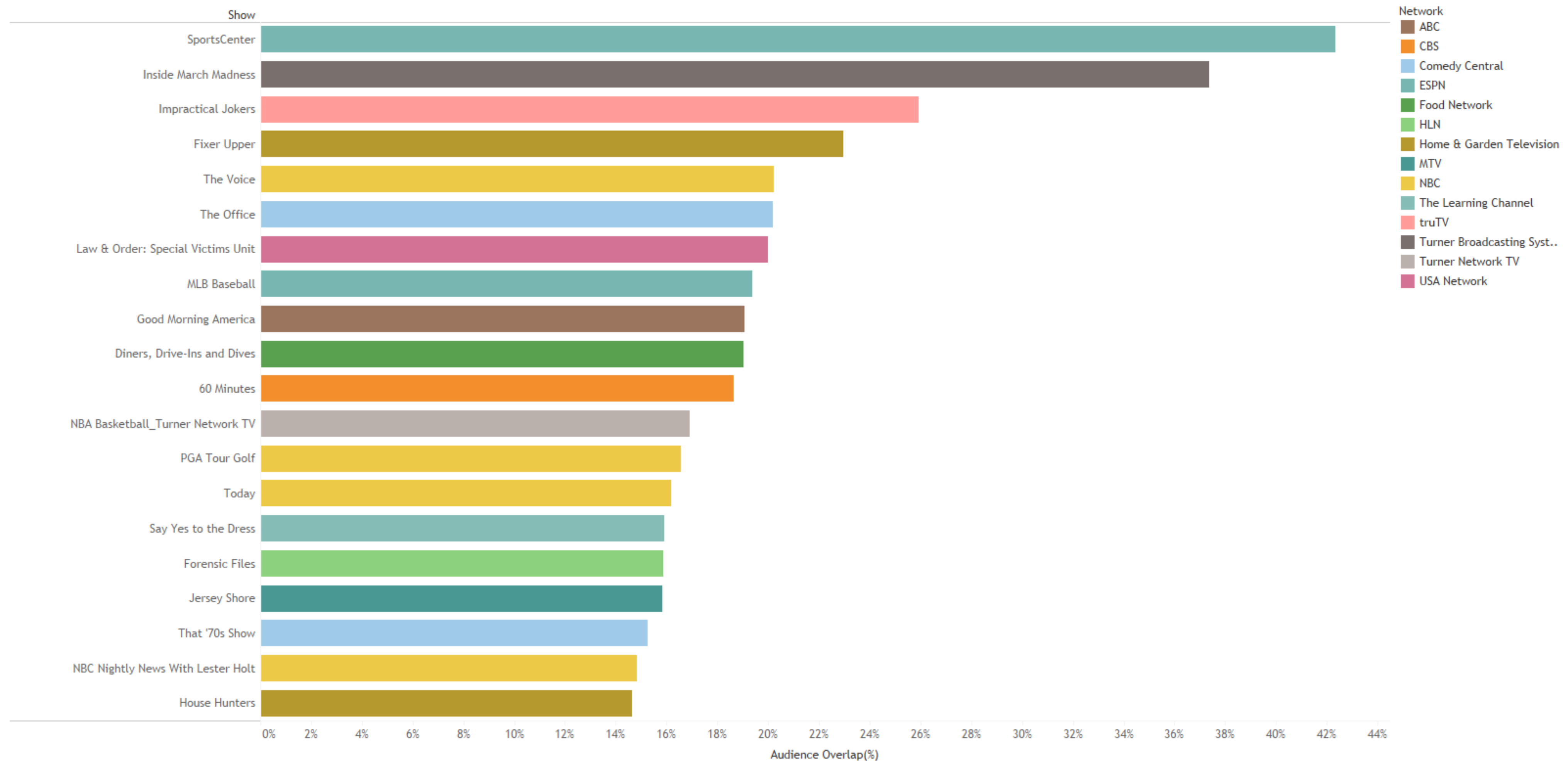
Top Brands By Spend During Semi-Finals and Finals

Brands like TBS, DIRECTV and Samsung were the top brands by spend throughout the Final Four and championships games, followed by Coca-Cola and Capital One



Top Shows Watched By NCAA Final Four Viewers Ranked By Total Audience Size

Shows like SportsCenter, Inside March Madness, Impractical Jokers and Fixer Upper are the most watched shows by this audience all day

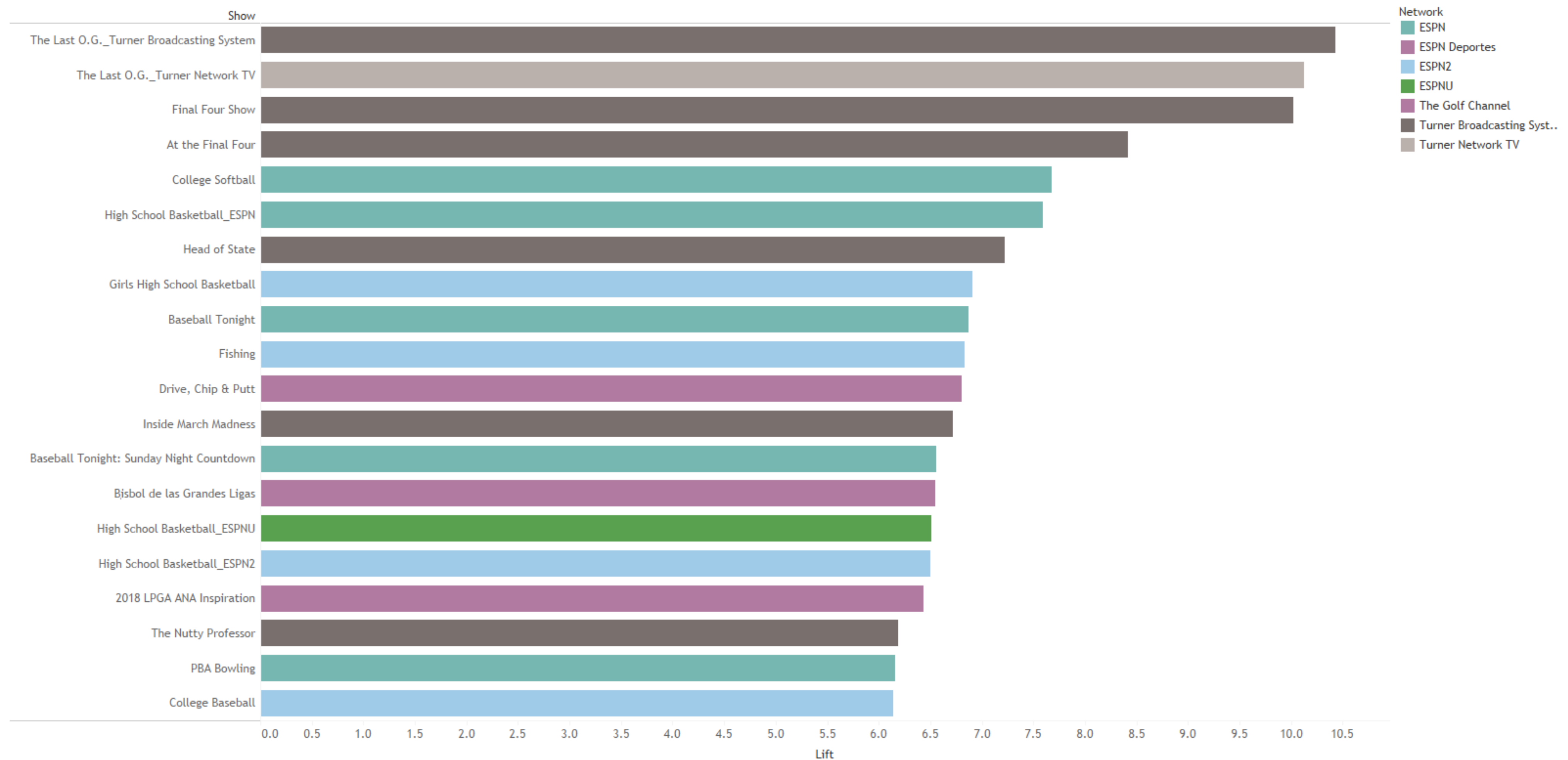


Audience Overlap Percentage : Overlap Percentage measures the viewership of the show out of the Total Audience in the pool. Ranking of these shows denotes the popular shows watched by this audience

Source : Alphonso TV Audience data 1st March to 31st March 2018

Top Shows Watched By NCAA Final Four Viewers Ranked By Alphonso Viewership Index

Shows like The Last O.G. on Turner Broadcasting System and Turner Network TV along with other shows like Final Four Show and At the Final Four have more than average viewership by this audience all day

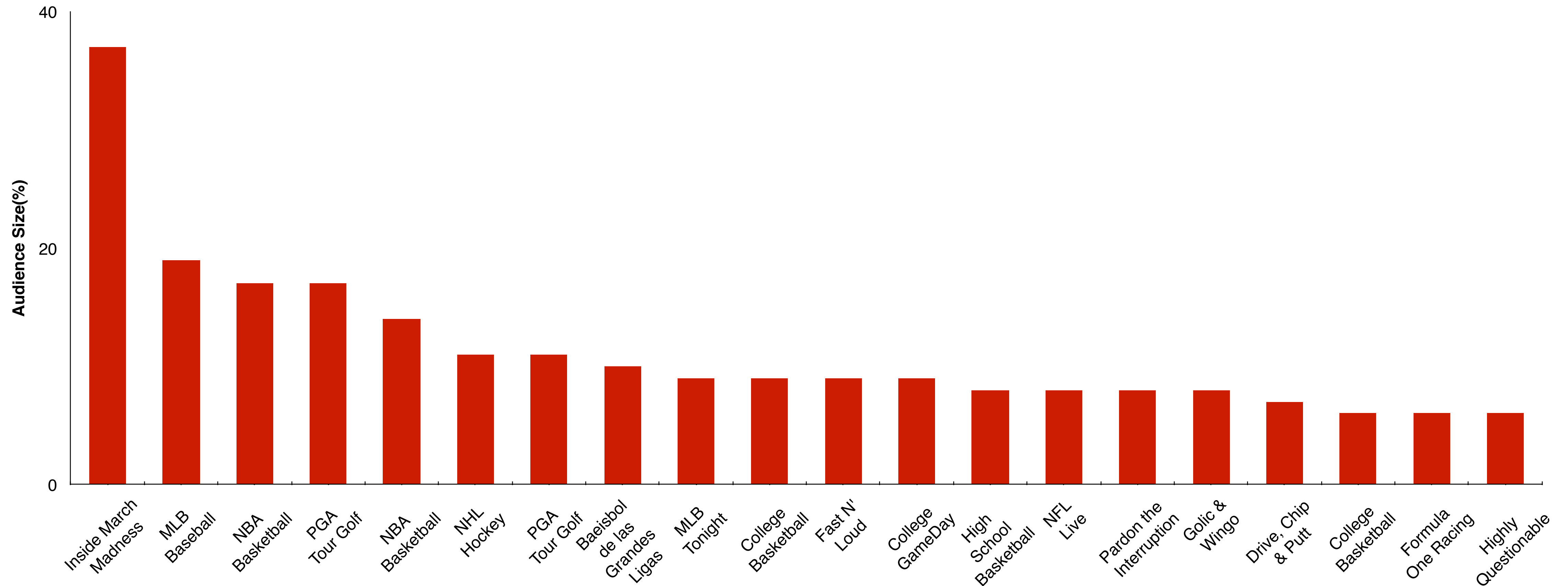


Alphonso Viewership Index : Viewership index measures which show is being watched more (over indexed) or less (under indexed) when compared to average viewing pattern. Ranking by viewership index highlights shows that may not be the most popular overall but popular with this audience

Source : Alphonso TV Audience data 1st March to 31st March 2018

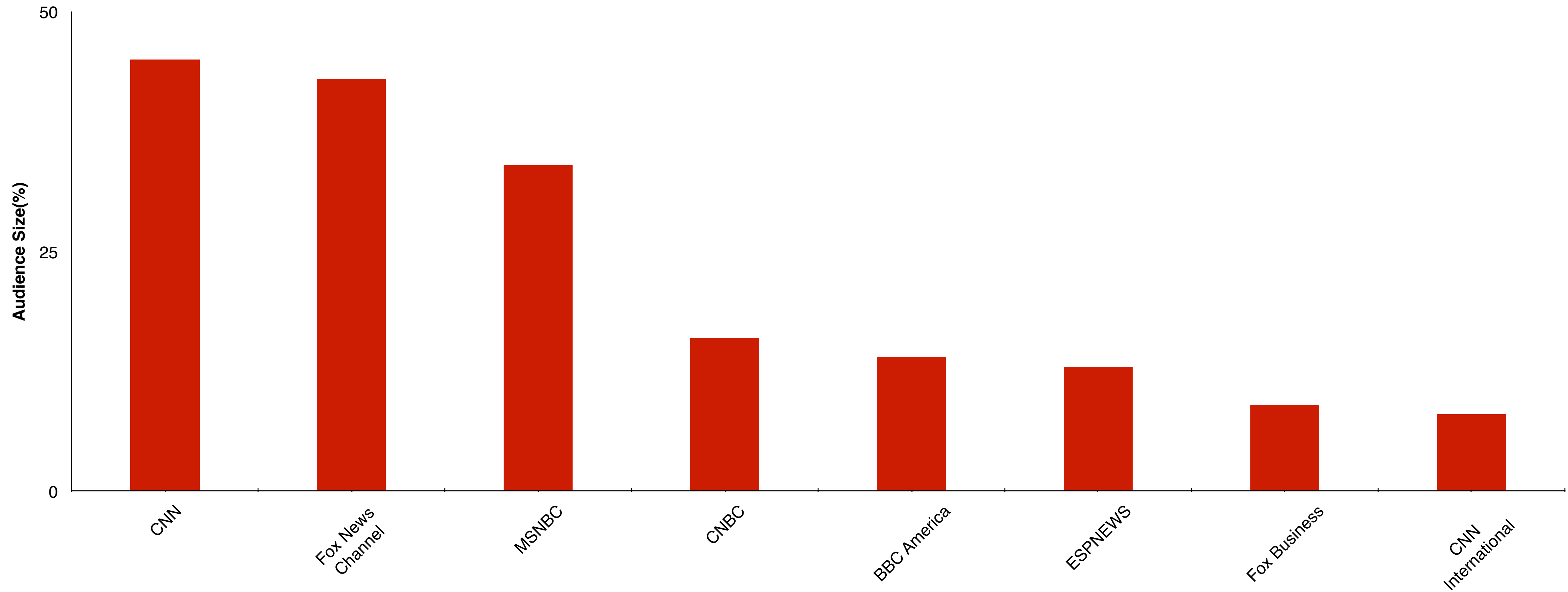
Top Sports Shows Watched By NCAA Final Four Viewers Ranked By Total Audience Size

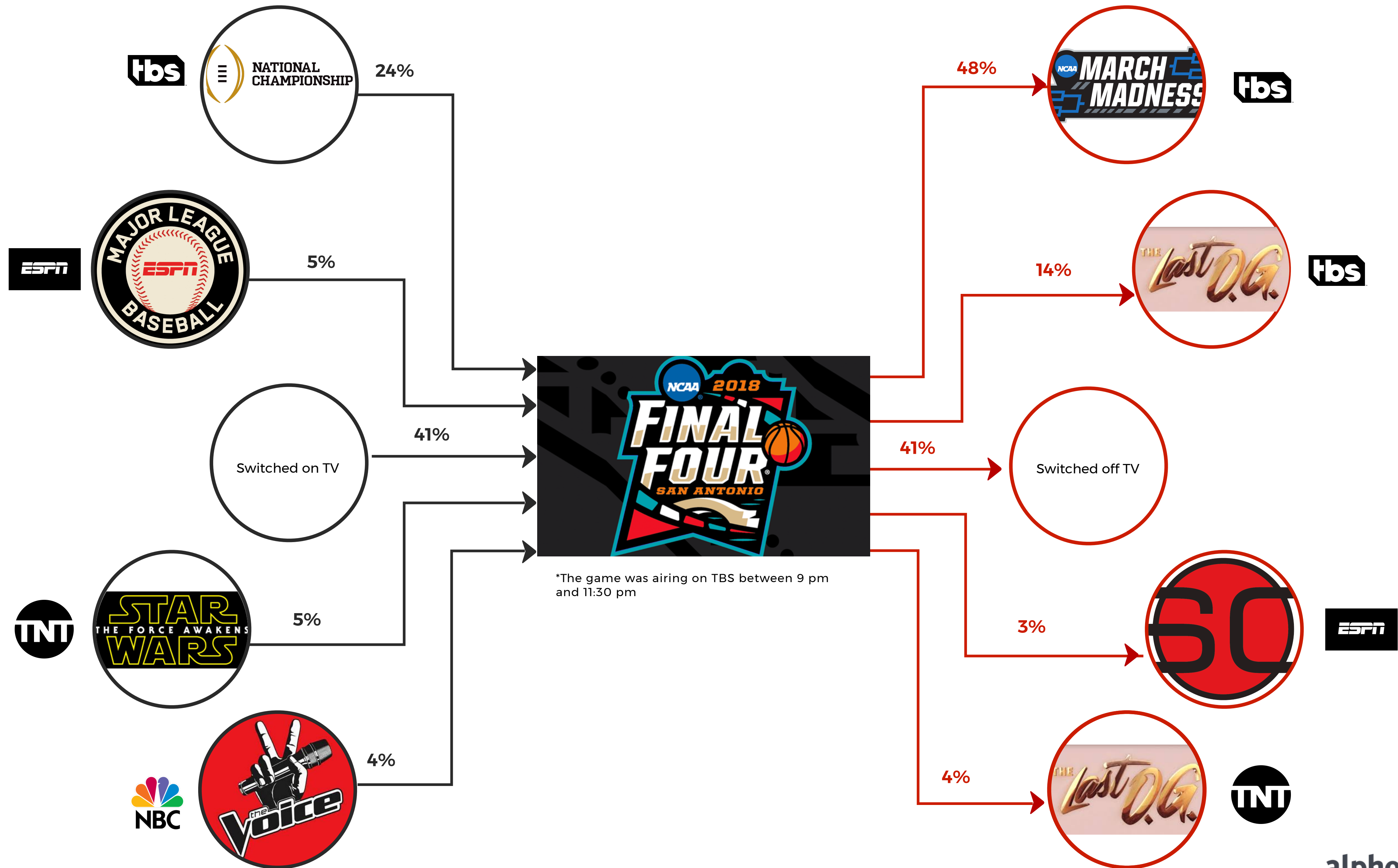
Sports shows like Inside March Madness, MLB Baseball, NBA Basketball and PGA Tour Golf are the top sports shows watched by NCAA Audience



Top News Networks Watched By NCAA Final Four Viewers Ranked By Total Audience Size

CNN is the most watched news network by NCAA audience followed by Fox News Channel, MSNBC and CNBC





*There is duplication of audience across shows

Contact Us

Locations

Silicon Valley Headquarters

321 Castro Street
Mountain View, CA 94101

New York

315 W 36th
NY, NY 10018

Key Contacts

Mark Gall

Sales: Media
201-396-1889
mark.gall@alphonso.tv

Tom Perchinsky

Sales: Alphonso Insights
410-279-5332
tom@alphonso.tv

For free TV ad campaign analysis on thousands of brands, visit insights.alphonso.tv.

www.alphonso.tv