
Turner Sports & CBS Sports' Exclusive Coverage of 2018 NCAA Final Four Delivers Average Minute Audience of 13.4 Million Viewers Across All Platforms, Up 15%

Sunday, April 1, 2018

CBS Sports and Turner Sports' exclusive coverage of last night's 2018 NCAA Final Four National Semifinals - **Loyola (IL) vs. Michigan and Kansas vs. Villanova** - generated an **average minute audience of 13.4 million viewers** across TBS, TNT, truTV and NCAA March Madness Live, an **increase of 15%** over televised only coverage of the Final Four in 2016, the last time the games aired across Turner networks (11.7 million viewers).

Additional highlights include:

- Last night's coverage of **Loyola (IL) vs. Michigan** delivered an **average minute audience across all platforms of 13,445,000 viewers, up 29%** over the comparable television only telecast in 2016 (Villanova/Oklahoma - 10,451,000 viewers). The telecast, airing across TBS, TNT and truTV, **peaked with 18 million viewers** from 8-8:15 p.m. ET.
- The second game of the night - **Villanova vs. Kansas** - posted an **average minute audience across all platforms of 13,309,000 viewers, up 3%** vs. the comparable television only game telecast in 2016 (North Carolina/Syracuse - 12,939,000 viewers). Villanova jumped out to a 22-4 lead in the first seven minutes of the game and led by approximately 20 points throughout the entire game. The telecast - airing across TBS, TNT and truTV - peaked with an average of **14.6 million viewers** during the first half (9:30-9:45 p.m.) and dropped to an average of 9.6 million in the final quarter hour at 11 p.m.
- Final Four coverage across **NCAA March Madness Live** saw increases in **live streams (up 28%)** and **hours consumed (up 14%)** compared to the same coverage two years ago, the last time the Final Four aired on Turner networks.

TV Source: Nielsen Media Research, based on Live + SD data stream, Fast Nationals for the 2018 NCAA Men's College Basketball Tournament across TBS, CBS, TNT and truTV, compared historical NCAA Tournament through 1991 Total Audience Viewership based on average minute delivery for traditional Nielsen linear television P2+ delivery including average minute concurrent viewers for MML. Digital: Conviva