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# NCAA® March Madness® Live to Expand Video Offerings for the 2019 NCAA Division I Men's Basketball Championship

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**March Madness Live presented by AT&T, Capital One and Coca-Cola, to Extend *Fast Break*™ Through First Weekend of NCAA Tournament and Add Mobile Web Streaming**

New BracketIQ Tools -*Matchup Analysis and Bracket Persona*- to Utilize Stats and Data to Provide Deeper Insights into Fan Picks

As anticipation builds for the 2019 NCAA Division I Men's Basketball Championship, **NCAA March Madness Live** - the exclusive live streaming suite of products managed by Turner Sports in partnership with CBS and the NCAA - is ready to provide college basketball fans with more offerings than ever before. *NCAA March Madness Live* will be available across **17 platforms** this year, including Android TV and Oculus Go for the first time, offering fans direct access to live coverage of all 67 NCAA Tournament games. Additional highlights will include new BracketIQ tools - with **Matchup Analysis** and **Bracket Persona** offering deeper insights into each fan's picks - and the extension of **Fast Break presented by AT&T and Infiniti**, live whip-around coverage when there are multiple games being played during the first weekend (Thursday-Sunday, March 21-24) and mobile web streaming of the NCAA Tournament.

As the ultimate digital destination for all tournament games, this year's *NCAA March Madness Live* - available to download now - will provide fans with more access and streamlined functionality so they won't miss a moment of tournament play.

## Expanded Platforms

*NCAA March Madness Live* will live stream all 67 games across more platforms than ever- a record **17 platforms** -including Android TV and Oculus Go. Additional platforms include: iPhone, iPad, Apple TV, Apple Watch, Android handset, Android tablet, Amazon Echo family of devices, Amazon Fire tablets, Amazon Fire TV, Chromecast, Samsung Gear VR, mobile web, Roku players and TV models, desktop web and Xbox One. Viewers may register using their TV provider login credentials.

## Enhanced BracketIQ Tools

**Matchup Analysis developed with Google Cloud** will allow fans to choose from over 20 stats to personalize their bracket picking experience. The tool generates a unique guide for the bracket experience by offering a suggested pick for each matchup based on their selections. Additionally, it can also auto-pick a bracket for fans based upon their personalized analysis. Utilizing data and analytics, **Bracket Persona** will provide users with insights and trends into their picks by comparing their brackets against the average bracket to see how it differs.

*Capital One NCAA March Madness Bracket Challenge* will return with a redesigned user experience across mobile and web, enhanced navigation features and, for the first time ever, access on connected devices. *Bracket Challenge* is the only tournament game to integrate access to brackets and the live video stream for every match-up throughout the tournament.

Users will also be able to view the official bracket in **3D** in their living room on iPhone and iPad and watch the latest video recaps of every game.

## ***Fast Break presented by AT&T and Infiniti***

This dynamic, fan-centric experience will return to bring viewers an all-encompassing look at tournament action from one viewing location. This year, *Fast Break* has expanded to include coverage of the first weekend of the tournament when there are multiple games being played (Thursday-Sunday) and will provide fans with live streaming whip-around coverage, the option to switch from game-to-game for live look-ins, quick turnaround highlights, real-time analysis, social reaction and commentary for all games.

## **Additional Highlights**

Fan favorite features will return including “excitement alerts” for big moments, live game scoring, real-time game alerts and direct access to live radio broadcasts, courtesy of Westwood One, for all 67 games.

Along with new fan offerings, *NCAA March Madness Live* for the third year in a row will offer 21 select NCAA Tournament games in **virtual reality**, including the Final Four and the Championship Game. The VR experience will be available via the NCAA March Madness Live VR app, powered by Intel® True VR, in the Oculus Store. The Final Four and Championship Game will also feature Intel® True View integration, delivering 360° replays that capture

any play from every angle. Fans will be able to experience Intel® True View highlights from the biggest plays during the live broadcast, with online content and from the NCAA March Madness Live VR app.

Fans can access all games broadcast on CBS on web, mobile and tablets. Additionally, fans can watch games via live streaming on TBS, CBS, TNT and truTV's digital platforms, as well as participating TV provider websites and apps.

For the ninth consecutive year, Turner Sports and CBS Sports will provide live coverage of all 67 games from the 2019 NCAA Division I Men's Basketball Championship across four national television networks - TBS, CBS, TNT and truTV - and via NCAA March Madness Live.

### **NCAA March Madness Live Sponsors**

Tri-presenting sponsors for NCAA March Madness Live are NCAA Corporate Champions AT&T, Capital One and Coca-Cola. On mobile, Coca-Cola, Capital One and Buick will sponsor the NCAA March Madness Live App for iOS; AT&T, Capital One and Infiniti will sponsor the Android app. On connected streaming devices: Capital One and AT&T will sponsor the Roku app; AT&T will serve as a sponsor for the Apple TV app; Acura and AT&T will sponsor the Amazon Fire TV app; and, AT&T and the United States Marine Corps will sponsor the Xbox app.

### **About Turner Sports**

Turner Sports, a division of WarnerMedia, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League. The company also manages some of the most popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, [NCAA.com](https://www.ncaa.com) and the critically-acclaimed NCAA March Madness Live suite of products, [PGA.com](https://www.pga.com) and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, [NBA.com](https://www.nba.com), NBA LEAGUE PASS, the NBA App and [NBAGLEAGUE.com](https://www.nba.com/nba-league-pass). Turner Sports launched B/R Live in 2018, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

### **About CBS Sports**

CBS Sports, a year-round leader in television sports, broadcasts a portfolio of events on the CBS Television Network, including THE NFL ON CBS; college football, including the SEC ON CBS; college basketball, including the NCAA Division I Men's Basketball Championship; golf, including The Masters®, PGA Championship and PGA TOUR; and CBS SPORTS SPECTACULAR. In addition, the division includes CBS SPORTS NETWORK, the 24-hour home of CBS Sports; produces INSIDE THE NFL for SHOWTIME; and partners with [CBSSports.com](https://www.cbssports.com) in creating a recognized leader in digital.

### **About the NCAA**

The NCAA is a diverse association of more than 1,100 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit [ncaa.org](https://ncaa.org) and [ncaa.com](https://ncaa.com) for more details about the Association and the corporate partnerships that support the NCAA and its student-athletes. The NCAA is proud to have AT&T, Capital One and Coca-Cola as official corporate champions and the following elite companies as official corporate partners: Buffalo Wild Wings, Buick, Geico, Google Cloud, Hershey's, Infiniti, Intel, Lowe's, Marriott International, Nabisco, Pizza Hut, Reese's, Uber Eats, Unilever and Wendy's.