
2019 NCAA Tournament Scores Across All Platforms

Tuesday, April 9, 2019

National Championship Game Between Virginia and Texas Tech on CBS Delivers 12.4/22 Overnight Rating, Up 20%

2019 NCAA Tournament Across TBS, CBS, TNT and truTV Up 11% vs. 2018

NCAA March Madness Live Generates Record-Setting Performance for 2019 Tournament

CBS Sports and Turner Sports' coverage of last night's NCAA Tournament Men's National Championship Game between **Virginia** and **Texas Tech** on CBS scored a **12.4/22 HH rating/share**, based on Nielsen metered market ratings. The broadcast's 12.4/22 is **up 20%** over last year (10.3/18) and **peaked with a 15.0/30** from 11:30-11:45 p.m. ET.

Overall, 2019 NCAA Tournament coverage across TBS, CBS, TNT and truTV averaged a **7.1/15, up +11%** from last year (6.4/14).

Richmond (31.3/48) was the No. 1 local market for last night's game, followed by Norfolk (23.4/39), Minneapolis (23.3/41), Louisville (23.2/37) and Kansas City (21.1/36).

NCAA March Madness Live set **all-time tournament records** in **live streams** (over 100 million) and **live hours consumed** (over 24 million), **up 31%** and **29%** vs. last year. NCAA March Madness Live generated a record for last night's NCAA Championship Game based on live uniques, with live streams and live hours consumed showing increases of **19%** and **7%** vs. last year. MML also set all-time daily records in both live hours (eight times) and live streams (five times) throughout this year's tournament.

Official NCAA March Madness social accounts produced a **94% increase in engagements** vs. last year's Tournament (Facebook, Twitter and Instagram). Videos across the three platforms generated over **135 million views, up 74%**.

Linear TV Source: Nielsen Media Research, metered market data for the 2019 NCAA Men's College Basketball Tournament across CBS, TBS, TNT and truTV, compared historical NCAA Tournament

through 1991. Digital Source: Conviva