

WHY ADVERTISERS GO WILD FOR MARCH MADNESS



a premier television spectacle of the year, captivates audiences nationwide, transcending traditional boundaries to engage viewers on various platforms. The 2022 NCAA Basketball Tournament drew a staggering **10.7 million viewers¹**, providing advertisers with a unique chance to connect with a diverse audience across multiple screens.

March Madness is Shooting and Scoring

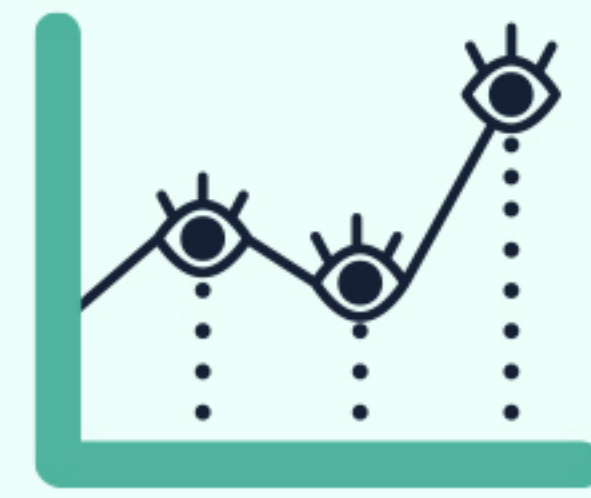
March Madness programming **captures the attention of 65% of households²**, with an **average viewing time of 9.25 hours per household²** throughout the tournament.



Streaming viewership on networks airing March Madness increases by **86%²** during the tournament compared to the preceding period.



Ads during March Madness **reach 245% more households per commercial²** compared to ads in other programming.



Spending Power

March Madness attracts college sports enthusiasts, predominantly

35-64 years old



Aged 25-54, is Primarily College-Educated Males



Female³

- Almost half of fans have a **\$100K+** household income.³

- Ahead of the tournament, indoor restaurant capacity increases by **75%³**.

- Orders for chicken wings surge by **23% during the games.³**

March Madness is a Slam Dunk for Reaching Sports Fan on YouTube

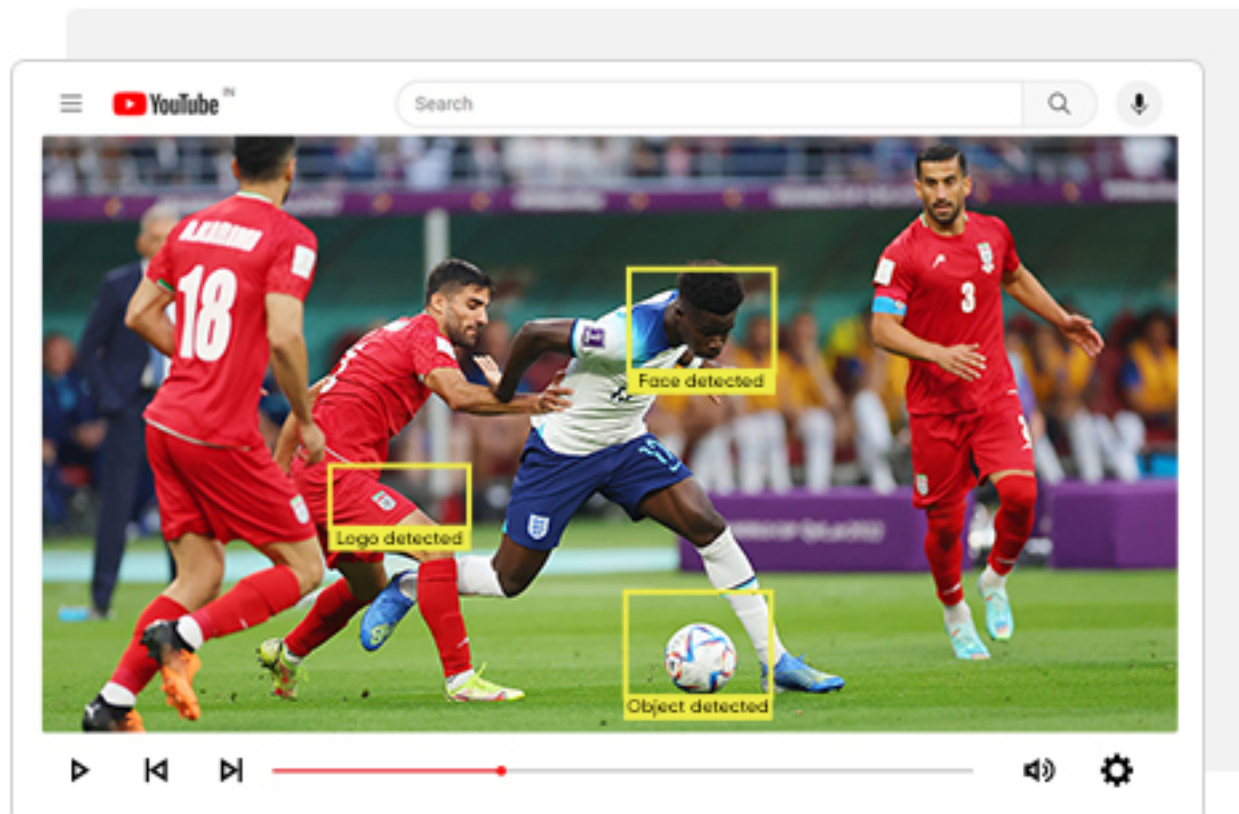
Silverpush unlocks the power of video advertising across all screens. We've helped major brands develop custom strategies and contexts to align with Sports to reach massive audiences on **YouTube & CTV**.

Connecting a Global Sports Broadcaster and Streaming Platform with Hardcore Football Fans

How We Did It

True Connections

Reaching sports fans when they are engaging with videos that are contextually relevant such as videos where football related objects, faces of football stars and mascots are seen.



A Focus on Growth

Driving free trials and subscriptions of streaming platform in Canada at an effective CPA rate.

Telling their Story

Positioning the brand as a best-in-class sports content streaming service.

A Smashmouth Success



VTR (18% higher than the set benchmark of 70%) without increasing CPV targets

Advertise With Us

Let's work together to make your next campaign a success.

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