

TV INSIGHTS

MAD ABOUT “U”

LOCAL TEAMS HAVE THE HOMECOURT ADVANTAGE DURING MARCH MADNESS

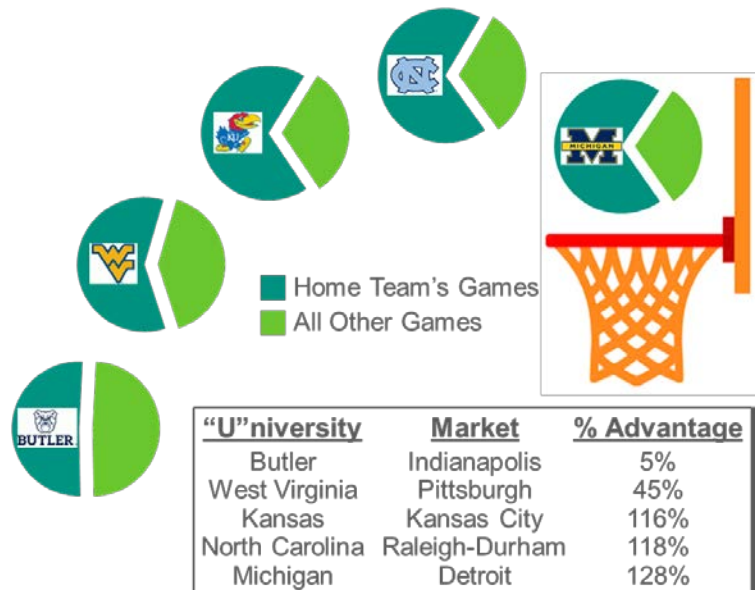
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TOURNAMENT TEAMS DOMINATE THE RATINGS IN THEIR HOMETOWN MARKET

The power of LOCAL is never more evident than when a team competing in the NCAA Men’s Basketball Tournament, aka March Madness, is featured in its home market.

In 2017, five teams that advanced to the “Sweet 16” round were located in Nielsen overnight markets and also appeared at least one time during the tournament on the local CBS affiliate. The average HH Rating for these teams’ games in their home market exceeded the average rating for all other games by a notable margin. This “homecourt advantage” ranged from 5% for Butler in its hometown Indianapolis market (an advantage tempered by just one telecast, and a strong showing for non-hometown but nearby Purdue in the same round) to an impressive 128% over-delivery for Michigan’s games in its hometown Detroit market for games in all rounds through the “Sweet 16.”

HH Rating Advantage in Home Market
Home Team Compared to Non-Home Teams



BROADCAST TAKES IT TO THE HOOP IN THE NCAA CHAMPIONSHIP GAME

The NCAA Tournament championship game aired on cable in 2016 and on CBS in 2017. The University of North Carolina played in both games, and both games came down to the wire. In 2017, the 33.8 HH Rating on hometown station WNCN in Raleigh-Durham far surpassed the 22.6 rating delivered on cable in the market the previous year. That marks a 50% audience advantage for LOCAL BROADCAST TELEVISION!

