

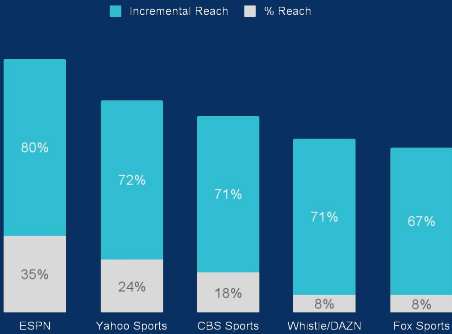


BASKETBALL

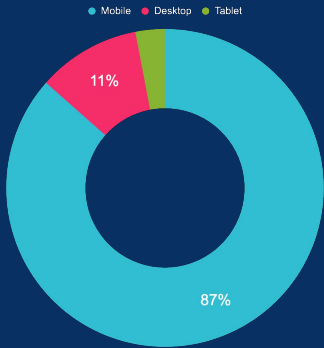
Reach  
**65m**  
 Basketball  
 users

**WE KNOW  
 THE BASKETBALL  
 CATEGORY**

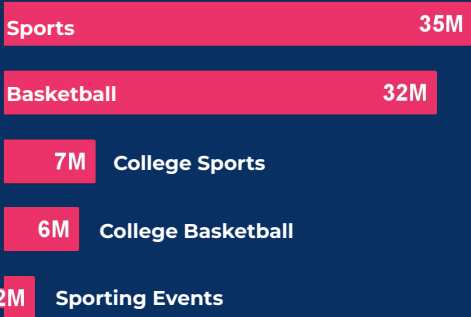
### Incremental Sports reach



### Device usage



### Top five key moment categories



### Highest indexing behaviours



Source: Comscore March 2025; Ozone 2026

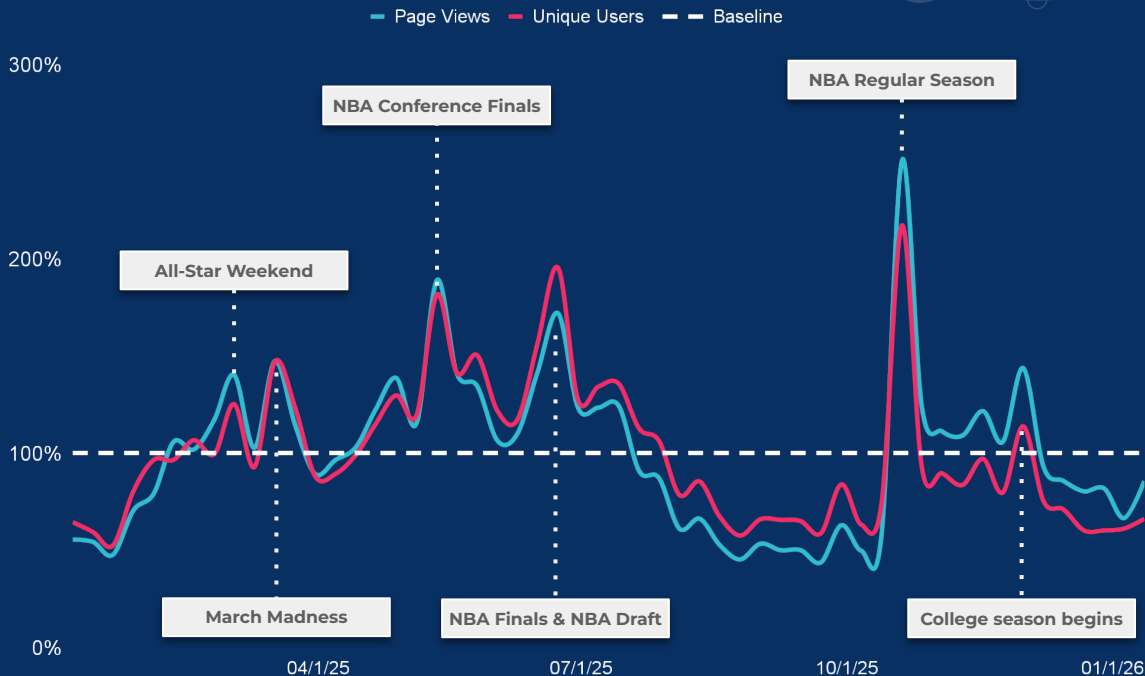


# Basketball

Key events see audiences surge, peaking with the **NBA Regular Season** tip-off when unique users lifted **2.5x**.

Summer milestones also drove significant growth. **The NBA Finals** and **Draft** triggered a **95%** unique users rise, while the **Conference Finals** pushed page views **89%** above baseline levels.

## Reach 65m Basketball users across the roundball game's key moments



# College Basketball

Nearly **50%** of annual page views and unique users are seen during the NCAA's **March Madness**.

From the **First Four** to the **Championship Game**, page views and unique users are **5.5x** higher vs. baseline.

The **Sweet 16** and **Elite Eight** phases drive **>7.5x** growth vs. baseline levels.

# Reach 65m fans during March Madness

The NCAA tournament is a slam dunk

