



NCAA Mens Basketball Champ.		Network	HHL D		A18-49		A25-54	
Date	Live US AA %		Live+SD US AA %	Live US AA %	Live+SD US AA %	Live US AA %	Live+SD US AA %	
2012	4/2/2012	CBS	11.8	12.3	7.3	7.6	7.5	7.9
2011	4/4/2011	CBS	11.4	11.7	6.8	7.1	7.1	7.4
2010	4/5/2010	CBS	13.8	14.2	7.9	8.2	8.6	9.0
2009	4/6/2009	CBS	10.6	10.8	6.1	6.3	6.7	6.9
2008	4/7/2008	CBS	12.0	12.1	7.1	7.3	7.5	7.7
2007	4/2/2007	CBS	12.1	12.2	7.1	7.2	7.3	7.4
2006	4/3/2006	CBS	11.2	11.2	6.2	6.2	7.0	7.1
2005	4/4/2005	CBS	15.0		8.7		9.6	
2004	4/5/2004	CBS	11.0		6.3		7.2	
2003	4/7/2003	CBS	12.6		7.5		7.7	
2002	4/1/2002	CBS	15.0		9.3		10.3	
2001	4/2/2001	CBS	15.6		10.0		10.5	
2000	4/3/2000	CBS	14.1		8.2		9.0	
1999	3/29/1999	CBS	17.2		11.0		12.4	
1998	3/30/1998	CBS	17.8		11.9		12.9	
1997	3/31/1997	CBS	18.9		12.2		13.6	
1996	4/1/1996	CBS	18.3		12.1		12.6	
1995	4/3/1995	CBS	19.3		11.9		12.7	
1994	4/4/1994	CBS	21.6		15.4		15.9	
1993	4/5/1993	CBS	22.2		15.4		15.9	
1992	4/6/1992	CBS	22.7		16.2		17.2	

Source: The Nielsen Company



NCAA Mens

<u>Basketball Champ.</u>	<u>Date</u>	<u>Network</u>	<u>Hosting City</u>	<u>Teams/Score</u>
2012	4/2/2012	CBS	New Orleans, LA	<i>Kentucky (67) - Kansas (59)</i>
2011	4/4/2011	CBS	Houston, TX	<i>Connecticut (53) - Butler (41)</i>
2010	4/5/2010	CBS	Indianapolis, IN	<i>Duke (61) - Butler (59)</i>
2009	4/6/2009	CBS	Detroit, MI	<i>North Carolina (89) - Michigan State (72)</i>
2008	4/7/2008	CBS	San Antonio, TX	<i>Kansas (75) - Memphis (68)*</i>
2007	4/2/2007	CBS	Atlanta, GA	<i>Florida (84) - Ohio State (75)</i>
2006	4/3/2006	CBS	Indianapolis, IN	<i>University of Florida (73) - UCLA (57)</i>
2005	4/4/2005	CBS	St. Louis, MO	<i>North Carolina (75) - Illinois (70)</i>
2004	4/5/2004	CBS	San Antonio, TX	<i>Connecticut (82) - Georgia Tech (73)</i>
2003	4/7/2003	CBS	New Orleans, LA	<i>Syracuse (81) - Kansas (78)</i>
2002	4/1/2002	CBS	Atlanta, GA	<i>Maryland (64) - Indiana (52)</i>
2001	4/2/2001	CBS	Minneapolis, MN	<i>Duke (82) - Arizona (72)</i>
2000	4/3/2000	CBS	Indianapolis, IN	<i>Michigan State (89) - Florida (76)</i>
1999	3/29/1999	CBS	St. Petersburg, FL	<i>Connecticut (77) - Duke (74)</i>
1998	3/30/1998	CBS	San Antonio, TX	<i>Kentucky (78) - Utah (69)</i>
1997	3/31/1997	CBS	Indianapolis, IN	<i>Arizona (84) - Kentucky (79)*</i>
1996	4/1/1996	CBS	East Rutherford, NJ	<i>Kentucky (76) - Syracuse (67)</i>
1995	4/3/1995	CBS	Seattle, WA	<i>UCLA (89) - Arkansas (78)</i>
1994	4/4/1994	CBS	Charlotte, NC	<i>Arkansas (76) - Duke (72)</i>
1993	4/5/1993	CBS	New Orleans, LA	<i>North Carolina (77) - Michigan (71)</i>
1992	4/6/1992	CBS	Minneapolis, MN	<i>Duke (71) - Michigan (51)</i>

Source: The Nielsen Company

\*Overtime