



NCAA Mens

Basketball Championship	Date	Network	HHL D US AA % ('000)			A18-49 US AA % ('000)			A25-54 US AA % ('000)		
			Live	Live+SD	Live+1	Live	Live+SD	Live+1	Live	Live+SD	Live+1
2021	4/5/2021	CBS	8.7 (10,516)	9.4 (11,356)	9.4 (11,412)	3.8 (4,957)	4.1 (5,331)	4.1 (5,341)	4.8 (5,786)	5.1 (6,194)	5.1 (6,211)
2020	4/6/2020	Turner	Tournament cancelled due to COVID-19								
2019	4/8/2019	CBS	11.0 (13,151)	11.6 (13,900)	11.7 (14,007)	5.1 (6,526)	5.4 (6,906)	5.4 (6,934)	5.9 (7,111)	6.3 (7,585)	6.3 (7,616)
2018	4/2/2018	TBS	7.1 (8,437)	7.5 (8,974)	7.6 (9,042)	3.9 (5,008)	4.1 (5,298)	4.1 (5,311)	4.2 (5,129)	4.5 (5,465)	4.5 (5,484)
		TNT	1.3 (1,536)	1.3 (1,583)	1.3 (1,591)	0.5 (691)	0.6 (713)	0.6 (715)	0.7 (812)	0.7 (837)	0.7 (840)
		TRU	0.4 (420)	0.4 (446)	0.4 (446)	0.2 (232)	0.2 (248)	0.2 (248)	0.2 (225)	0.2 (241)	0.2 (241)
		Combined	8.8 (10,393)	9.2 (11,003)	9.3 (11,079)	4.6 (5,931)	4.9 (6,259)	4.9 (6,274)	5.1 (6,166)	5.4 (6,543)	5.4 (6,565)
2017	4/3/2017	CBS	12.5 (14,805)	13.2 (15,624)	13.3 (15,765)	6.7 (8,535)	7.1 (9,093)	7.1 (9,137)	7.4 (8,933)	7.9 (9,492)	7.9 (9,546)
2016	4/4/2016	TBS	7.7 (8,951)	8.1 (9,473)	8.2 (9,589)	4.3 (5,423)	4.5 (5,734)	4.6 (5,785)	4.7 (5,539)	5.0 (5,898)	5.0 (5,955)
		TNT	1.9 (2,183)	1.9 (2,265)	2.0 (2,276)	1.0 (1,295)	1.1 (1,357)	1.1 (1,365)	1.1 (1,336)	1.2 (1,406)	1.2 (1,413)
		TRU	0.5 (539)	0.5 (552)	0.5 (554)	0.3 (382)	0.3 (389)	0.3 (391)	0.3 (332)	0.3 (338)	0.3 (340)
		Combined	10.1 (11,673)	10.5 (12,290)	10.7 (12,419)	5.6 (7,101)	5.9 (7,480)	6.0 (7,541)	6.1 (7,207)	6.5 (7,642)	6.5 (7,708)
2015	4/6/2015	CBS	15.3 (17,806)	16.0 (18,619)	16.1 (18,718)	8.7 (11,042)	9.1 (11,575)	9.1 (11,614)	9.3 (11,138)	9.8 (11,770)	9.9 (11,824)
2014	4/7/2014	CBS	12.0 (13,923)	12.5 (14,432)	12.5 (14,502)	6.9 (8,779)	7.2 (9,158)	7.2 (9,174)	7.4 (8,880)	7.8 (9,313)	7.8 (9,336)
2013	4/8/2013	CBS	13.5 (15,374)	14.0 (15,949)	14.1 (16,050)	7.9 (10,055)	8.4 (10,574)	8.4 (10,610)	8.6 (10,163)	9.0 (10,722)	9.1 (10,763)
2012	4/2/2012	CBS	11.8 (13,589)	12.3 (14,101)	12.3 (14,124)	7.3 (9,274)	7.6 (9,719)	7.6 (9,732)	7.5 (9,071)	7.9 (9,555)	7.9 (9,570)
2011	4/4/2011	CBS	11.4 (13,157)	11.7 (13,564)	11.7 (13,600)	6.8 (8,999)	7.1 (9,379)	7.1 (9,393)	7.1 (8,837)	7.4 (9,246)	7.4 (9,261)
2010	4/5/2010	CBS	13.8 (15,878)	14.2 (16,270)	14.2 (16,304)	7.9 (10,459)	8.2 (10,814)	8.2 (10,822)	8.6 (10,747)	9.0 (11,166)	9.0 (11,174)
2009	4/6/2009	CBS	10.6 (12,144)	10.8 (12,393)	10.8 (12,402)	6.1 (8,086)	6.3 (8,317)	6.3 (8,320)	6.7 (8,274)	6.9 (8,527)	6.9 (8,534)
2008	4/7/2008	CBS	12.0 (13,512)	12.1 (13,692)	12.2 (13,711)	7.1 (9,345)	7.3 (9,521)	7.3 (9,533)	7.5 (9,299)	7.7 (9,479)	7.7 (9,491)
2007	4/2/2007	CBS	12.1 (13,480)	12.2 (13,625)	12.2 (13,631)	7.1 (9,223)	7.2 (9,367)	7.2 (9,374)	7.3 (8,913)	7.4 (9,051)	7.4 (9,059)

Source: The Nielsen Company



NCAA Mens
Basketball

<u>Championship</u>	<u>Date</u>	<u>Network</u>	<u>Hosting City</u>	<u>Teams/Score</u>
2021	4/5/2021	CBS	Indianapolis, IN	<i>Baylor (86) - Gonzaga (70)</i>
2020	4/6/2020	Turner	Atlanta, GA	
2019	4/8/2019	CBS	Minneapolis, MN	<i>Virginia (85) - Texas Tech (77)*</i>
2018	4/2/2018	TBS TNT TRU Combined	San Antonio, TX	<i>Villanova (79) - Michigan (62)</i>
2017	4/3/2017	CBS	Phoenix, AZ	<i>North Carolina (71) - Gonzaga (65)</i>
2016	4/4/2016	TBS TNT TRU Combined	Houston, TX	<i>Villanova (77) - North Carolina (74)</i>
2015	4/6/2015	CBS	Indianapolis, IN	<i>Duke (68) - Wisconsin (63)</i>
2014	4/7/2014	CBS	Arlington, TX	<i>Connecticut (60) - Kentucky (54)</i>
2013	4/8/2013	CBS	Atlanta, GA	<i>Louisville (82) - Michigan (76)</i>
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>

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*Overtime