

digilant

March Madness 2025

Smart Strategies for Success

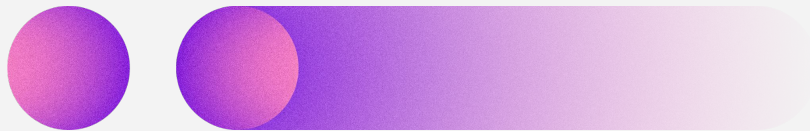


2024 Key Viewership Milestones

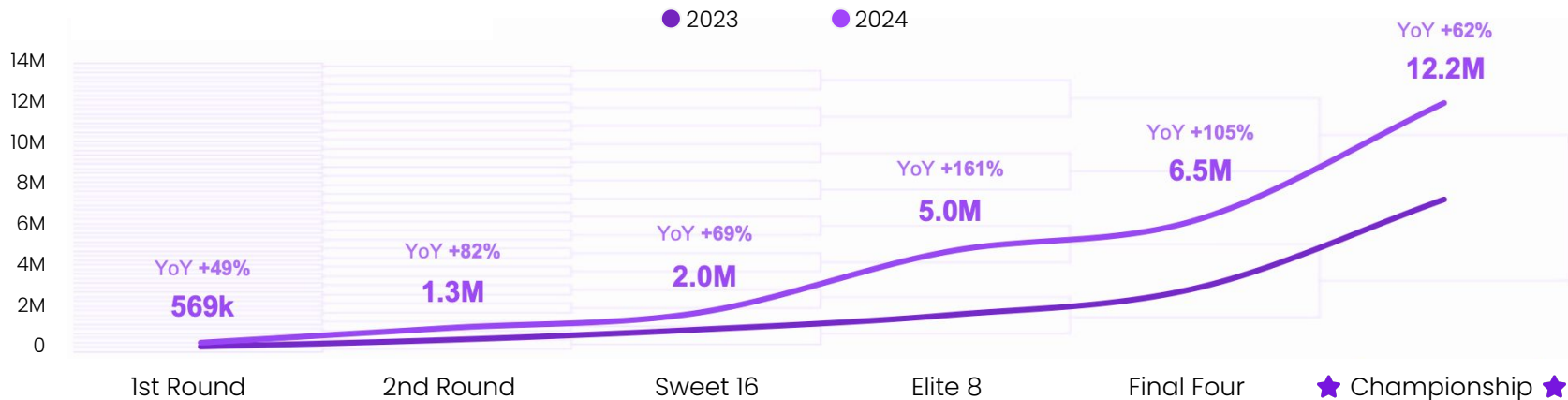
- **National Championship Game:** Averaged **18.9 million viewers**, peaking at 24.1 million, making this game the most-watched women's college basketball game in history and the **most-viewed basketball game** at any level since 2019.
- **Final Four:** Averaged **13.8 million viewers** across its three games, marking a **114% increase** from 2023 and setting a new record for the event.



2024 Key Viewership Milestones



Women's tournament viewership by round
Average U.S. households per game





2024 Key Viewership Milestones

- **Overall Tournament Viewership:** Averaged 9.86 million viewers per game, reflecting a 3% increase from the prior year.
- **National Championship Game:** The final between Purdue and UConn attracted approximately 14.82 million viewers, marking a 4% rise from 2023. However, this was the second-lowest viewership for a men's final, with 2023 holding the record low.
- **Elite Eight Highlight:** The matchup between NC State and Duke drew 15.14 million viewers, peaking at 18.81 million, making it the most-watched Elite Eight game since 2019.

2024 Key Viewership Milestones



Men's tournament viewership by round
Average U.S. households per game

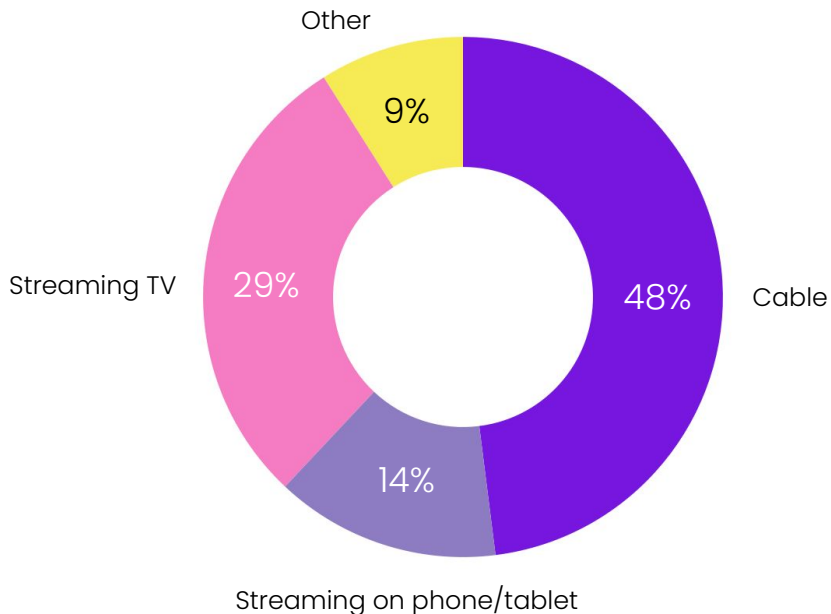


2024 Viewership Trends

Last year, cable and satellite TV remained the preferred methods for watching March Madness. However, fans are increasingly leveraging connected TV, desktop, mobile and tablet to watch games.

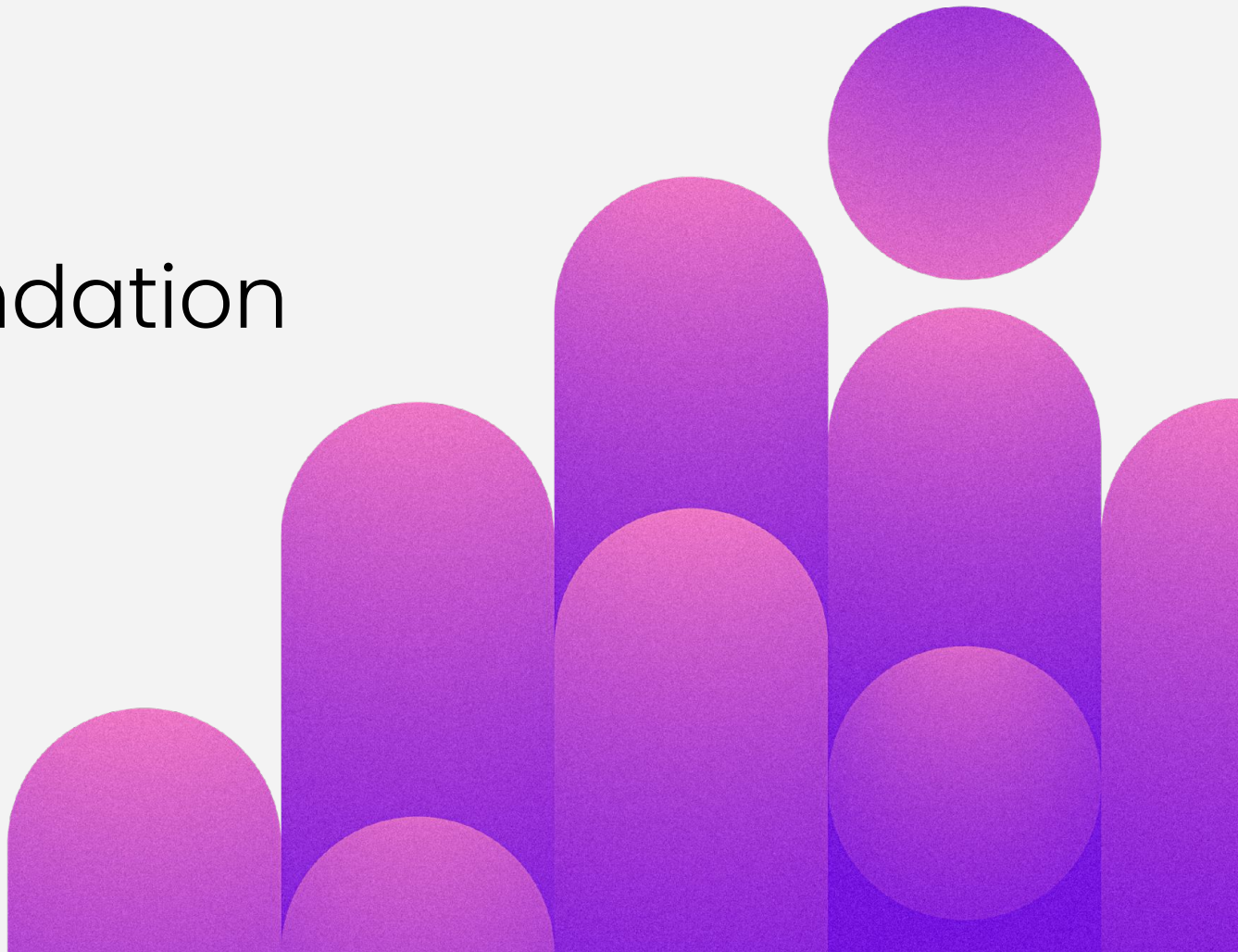
An omnichannel approach ensures you reach fans no matter which device they tune in to watch the tournament.

Preferred method of watching March Madness in the United States in 2023, by platform

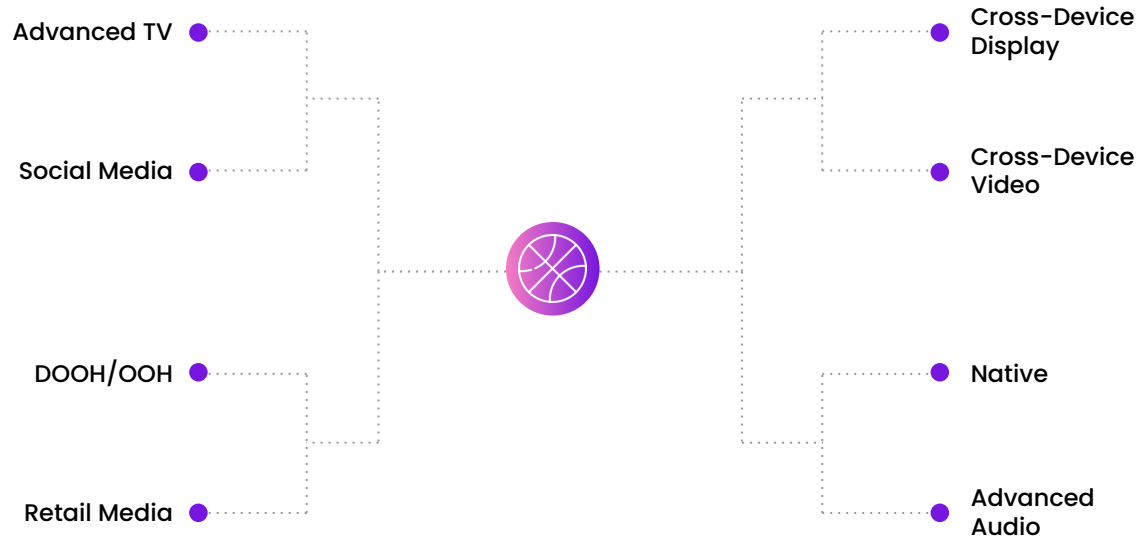


Source, [Statista](#)

Strategic Recommendation



March Madness Strategy for Success



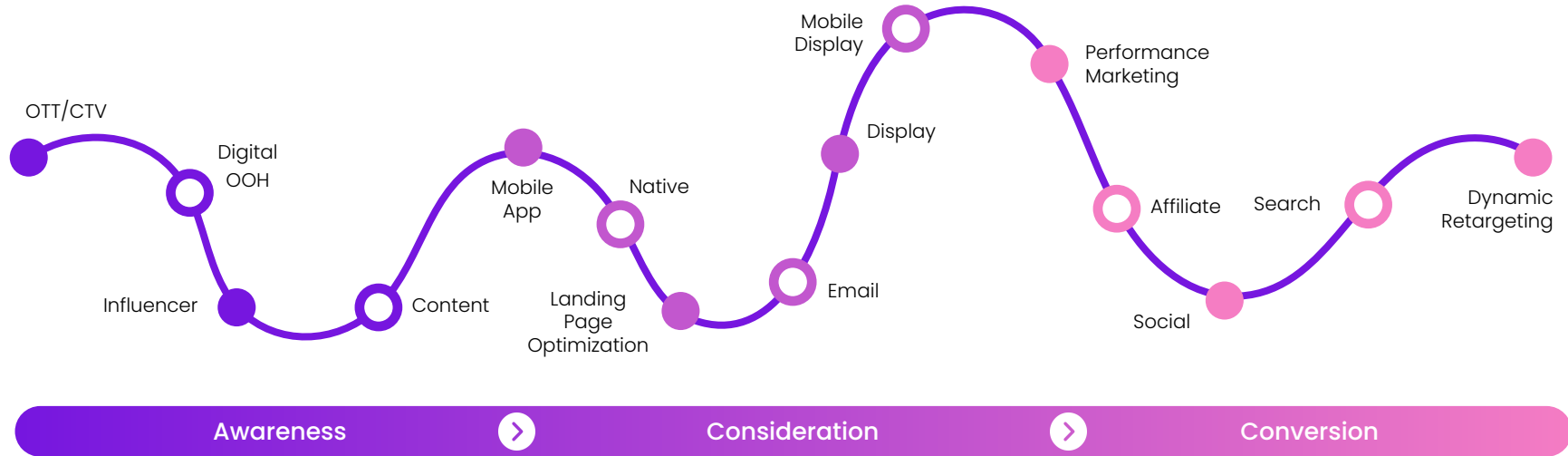
Which format will drive success for your brand?

Use multiple channels and formats across your campaign to drive impact throughout their digital journey and:

- increase brand awareness
- encourage viewer interaction with your brand
- capitalize on shortening attention spans
- engage viewers within their preferred environments

March Madness Strategy: Omnichannel Approach

The consumer path to purchase is not linear, which is why an omnichannel approach is paramount in reaching your target audience throughout their online journey. As fans consume March Madness content, using multiple channels helps advertisers reach audiences during their busy days, tell a more cohesive story, and drive impact.

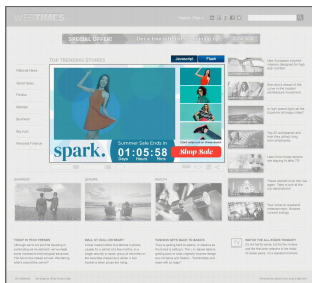


March Madness Strategy: Emerging Channels & Formats

Dynamic Creative Formats

Break through the clutter with eye-catching creative formats

Countdown Clock



Create urgency and drive action for your brand with a countdown clock to highlight an event or sale.

QR (Quick Response) Code



Utilize a scannable QR code across your CTV creative to drive action encouraging viewers to learn more about your brand, access a coupon code, or more.

Emerging Channels

Use emerging channels to reach audiences in new environments throughout the busy March Madness Season.

- Advanced TV (CTV / OTT)
- Audio (across podcasts, streaming radio & music)
- Out-of-home (OOH) / Digital out-of-home (DOOH)
- Retail Media

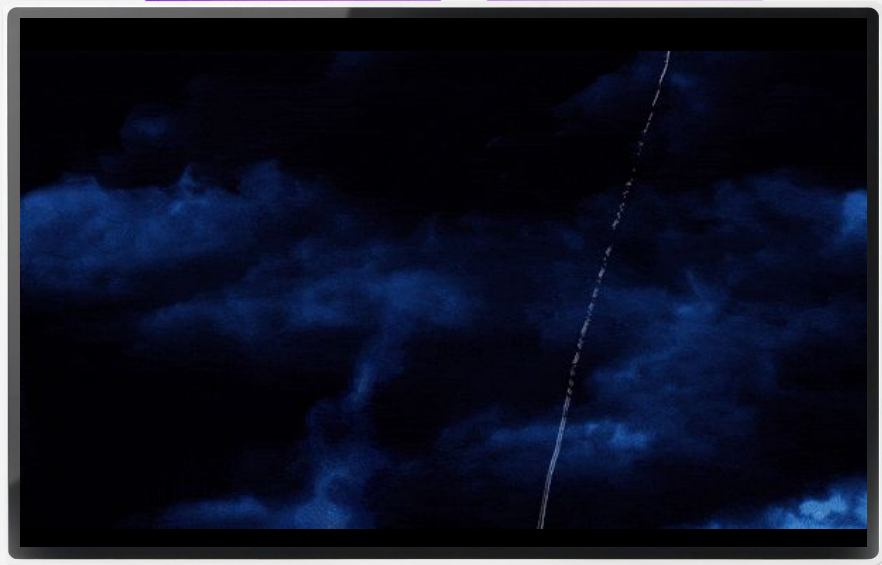
CTV Creative Recommendation Sports Ticker

Boost viewer interaction on connected TV (CTV) by leveraging the sports ticker for March Madness. This dynamic feature displays real-time scores and game schedules for both men's and women's March Madness, enhancing the overall viewing experience.



91%

Sports fans are more likely to pay attention to ads with a Sports Ticker.



March Madness Strategy: Unique Targeting

As the digital landscape evolves, it's crucial to ensure your data is both privacy-safe and optimized for reaching your target audience—especially during major events like March Madness.

Automatic Content Recognition (ACR)

Find users based on what they watch, at the game or the network level.

Sample Users

- Viewers who watched 2024 March Madness games
- Viewers currently watching the games
- Heavy sports viewers

Retail Media Networks (RMN)

Run advertising across RMN websites and apps or use their first-party data for targeting.

Sample partners



Contextual Targeting

Align your brand with relevant March Madness content such as articles recapping the game, interviews, game analyses, and more!

Sample content terms include, but are not limited to:

- March Madness
- Final Four
- Game day recipes

Thank you!

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