



2017 NCAA® FINAL FOUR® BY THE NUMBERS

REACH



22,998,000
AVERAGE NUMBER OF VIEWERS OF THE NATIONAL CHAMPIONSHIP GAME BETWEEN NORTH CAROLINA AND GONZAGA



176
COUNTRIES BROADCAST THE GAMES, INCLUDING 3.22 MILLION VIEWERS IN CHINA AND THE FIRST-EVER SPANISH RADIO BROADCAST



9.6 MILLION
LIVE STREAMS DURING THE FINAL FOUR – THE MOST EVER



60 MILLION
IMPRESSIONS WITH OFFICIAL MARCH MADNESS® SOCIAL CONTENT DURING THE FINAL FOUR



22
YEARS SINCE THE FINAL FOUR WAS LAST HELD IN THE WEST. FIRST TIME THE FINAL FOUR WAS HELD IN PHOENIX.



2,201
FINAL FOUR® MEDIA CREDENTIALS ISSUED, A RECORD HIGH

ATTENDANCE

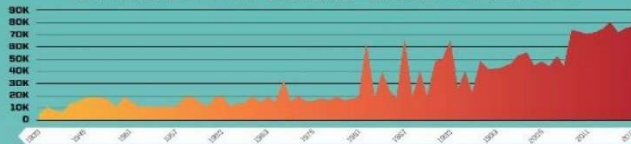
77,612
NATIONAL SEMIFINALS ATTENDANCE SECOND-HIGHEST TOTAL IN HISTORY



76,168
CHAMPIONSHIP GAME ATTENDANCE SECOND-HIGHEST TOTAL IN HISTORY

153,780
TWO-SESSION ATTENDANCE SECOND-HIGHEST TOTAL IN FINAL FOUR® HISTORY

NATIONAL CHAMPIONSHIP GAME ATTENDANCE



COMMUNITY



107,268
FANS ATTENDED THE TIP-OFF TAILGATE



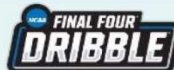
135,000
FANS ATTENDED THE MARCH MADNESS® MUSIC FESTIVAL



50,803
FANS ATTENDED THE FINAL FOUR® FAN FEST



34,000
STUDENTS PARTICIPATED IN READ TO THE FINAL FOUR®
6.2 MILLION
MINUTES READ



3,075
CHILDREN PARTICIPATED IN THE FINAL FOUR® DRIZZLE



3,332
TOTAL VOLUNTEERS
29,736
VOLUNTEERING HOURS