



2024 NCAA MEN'S FINAL FOUR

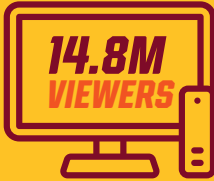
BY THE NUMBERS

2ND TIME PHOENIX HAS HOSTED (2017, 2024)

REACH

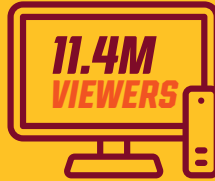
BROADCAST

CHAMPIONSHIP GAME



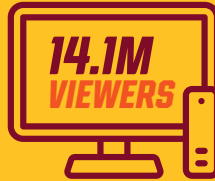
14.8M VIEWERS

SEMIFINALS - GAME 1



11.4M VIEWERS

SEMIFINALS - GAME 2



14.1M VIEWERS

SOCIAL ENGAGEMENTS ON MARCHMADNESSMBB PROPERTIES



CHAMPIONSHIP GAME

2.9M

ALL-TIME CHAMPIONSHIP GAME RECORD

ENTIRE TOURNAMENT

51.5M

ALL-TIME TOURNAMENT RECORD

LIVE STREAMS ON MARCH MADNESS LIVE



CHAMPIONSHIP GAME

1.5M

ENTIRE TOURNAMENT

65M



NATIONAL CHAMPION



NATIONAL SEMIFINALISTS



NATIONAL RUNNER-UP



ATTENDANCE

713,877 FULL TOURNAMENT

74,720

NATIONAL SEMIFINALS

2,173

CREDENTIALLED MEDIA



74,423

NATIONAL CHAMPIONSHIP
3RD HIGHEST IN CHAMPIONSHIP GAME HISTORY

1,132

VOLUNTEERS

50 OF 50 STATES REPRESENTED

FINAL FOUR TEAM FARTHEST FROM PHOENIX: UCONN - 2,573 MI.

COMMUNITY



3,000

FANS ATTENDED



52,283

FANS ATTENDED



10,983

FANS ATTENDED



67,451

FANS ATTENDED



102,137

FANS ATTENDED



20,154,704

MINUTES READ