

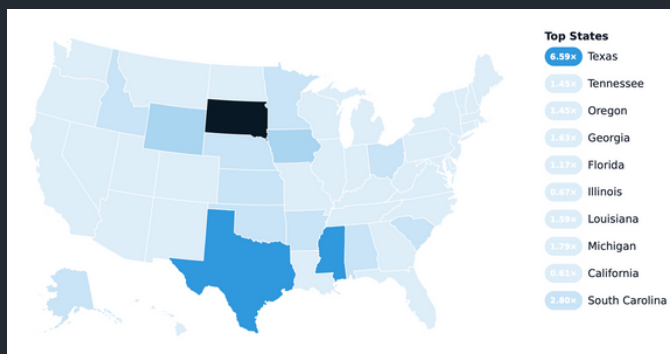
FINAL FOUR TEAM AUDIENCES

March Madness is down to the Final Fours.

Auburn vs. Florida and Duke vs. Houston on the men's side, South Carolina vs. Texas and UCONN vs. UCLA in the women's bracket. Marked by top-seed dominance, it's been a tournament to remember as broadcast audiences are bigger and more engaged than ever.

The first weekend of the men's tournament drew [the biggest audience in more than 30 years](#). The women's tournament has been down from last year's record-setting viewership—which included mega stars Caitlin Clark and Angel Reese—but remains [significantly ahead of every prior year](#).

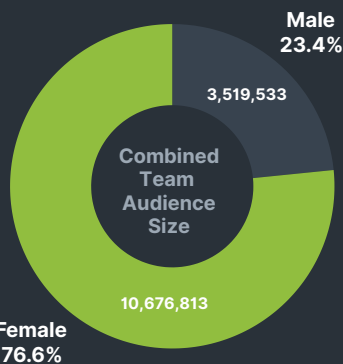
While TV viewership favors the men's tournament, Women's Basketball student-athletes are outpacing their male counterparts when it comes to the reach of their online channels.



WBB Final Four student-athletes have

3x

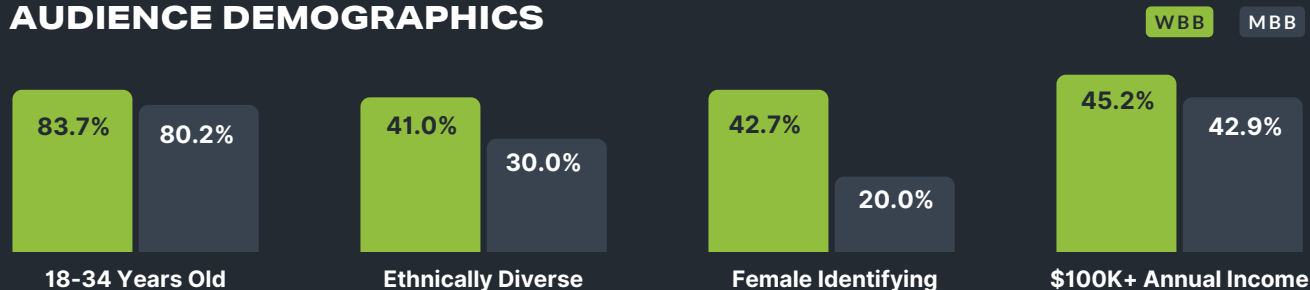
more combined social followers than MBB Final Four athletes



During the home stretch of the season, the combined social audience of the Men's Final Four teams grew by **20.3%** (2,924,402 on January 13 compared to 3,519,533 on April 1). The audience of student-athletes on Women's Final Four teams increased **11.4%** (9,587,659 to 10,676,813).

Florida was the fastest growing team on the men's side (**34.5%**) compared to UCONN on the women's side (**12.3%**).

AUDIENCE DEMOGRAPHICS



The power of women's sports fandom is undeniable. WBB fans drive results for brands. Advertisers are lining up to continue investing in women student-athletes, ad spend that is outpacing men **59%** to **41%** on athlete influencer partnerships. Women's sports continue to deliver—on and off the court.