

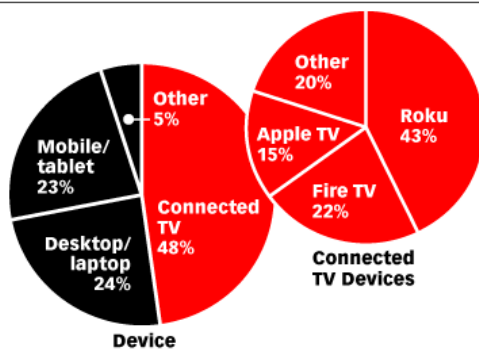
# Podcast | Hoop Streams: How March Madness Plays Out on TV and Video

## AUDIO |

### eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna talks about March Madness and the NCAA men's and women's basketball tournaments. He explains who's watching, how they're watching, and how much advertisers are dropping on the Final Four event.

**Share of US Time Spent Viewing NCAA March Madness\*, by Device, March 2019**  
% of total



*Note: represents activity on the Conviva platform, broader industry metrics may vary; \*rounds 1 & 2 only*  
Source: Conviva, "2019 March Madness Streaming Report: Round 1 & 2"; eMarketer calculations, April 1, 2019

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