

2024 - 2025

College Football

The road to crowning a national champion begins this fall with coverage of more than 150 key match-ups throughout the season on ESPN and ESPN2.



1

National
Championship

2

College Football
Playoff Semi-finals

4

College Football
Quarter-Finals

12

Team Playoff
Bowl Games

150+

Regular Season
Match-ups*

*Games total based on the number of regular season games broadcast in 2023

College Football Reaches Engaged Audiences



Heavy NCAA Football Viewing HHs
spent on average +8 hours with TV
daily during college football Season¹.



Engaged Audiences
92% of College Football viewing
on cable was done live during the
2023 season².



College Football Cable Viewers
in the 2023 season, over 47 million
households were reached by
College Football³.

Get to Know College Football Heavy Hitters⁴

+26%

more likely to have a
HHI \$200K+

+23%

more likely to have a
college degree

+33%

more likely to be in-
market for a new vehicle

+28%

more likely to be white
collar executives

College Football Viewers Are Huge Sports Fans⁴

+255%

more likely to heavy
College Basketball viewers

+190%

more likely to to be
heavy NFL viewers

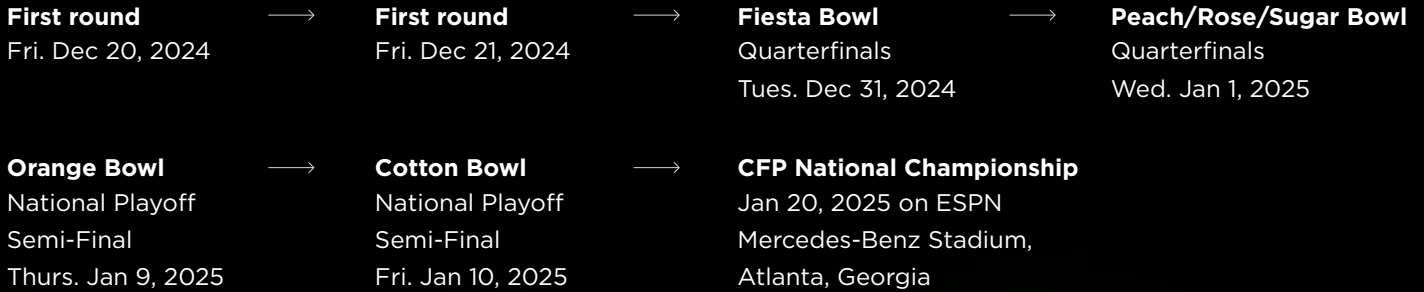
+159%

more likely to be
heavy NBA viewers

+152%

more likely to be
heavy NHL viewers

For the first time ever, the College Football Playoffs will introduce an expanded playoff format giving the 12 top-ranked teams an even playing field to compete against one another on the quest of being crowned National Champion.



Source: 1. Comcast Aggregated Viewership Data, Q4 2023, Full footprint, Target Heavy NCAA Football Viewing Households - the top 1/3 of NCAA Football viewing Comcast Households. 2. Nielsen Npower, Live compared to Live+7, Total households, 2023 College Football regular season on Cable. 3. Nielsen Npower, R&F Program Report, AA Projections for households, 2023 College Football Regular Season on cable, Aug - Dec 2023. 4. Comcast Aggregated Viewership Data, Target: NCAA Football Heavy Viewer, Q3 2023 Full Footprint. NCAA Football Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NCAA Football. NCAA Football time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households.