

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 Season<sup>1</sup>.



**Engaged Audiences**  
92% of College Football viewing  
on cable was done live during the  
2023 season<sup>2</sup>.



**College Football Cable Viewers**  
in the 2023 season, over 47 million  
households were reached by  
College Football<sup>3</sup>.

## Get to Know College Football Heavy Hitters<sup>4</sup>

**+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 Fans<sup>4</sup>

**+255%**

more likely to be heavy  
College Basketball viewers

**+190%**

more likely to be  
heavy NFL viewers

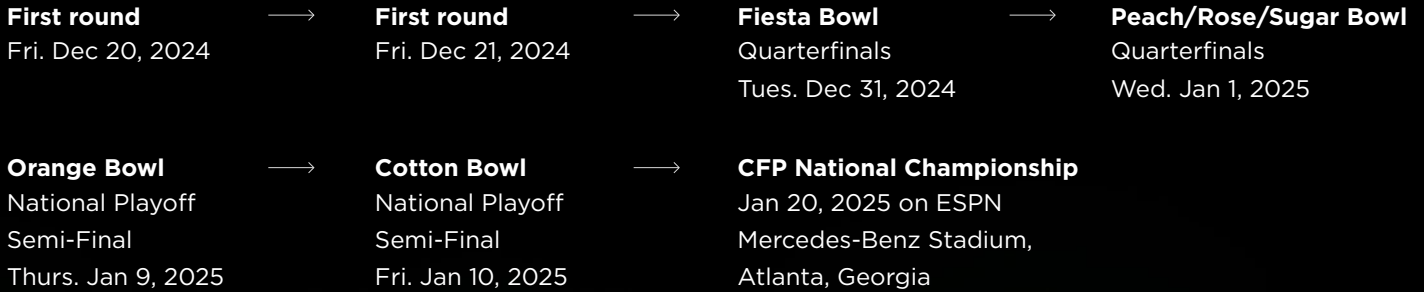
**+159%**

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.