



The Kickoff

Regular Season:

- The highest level of NCAA Football is the **Football Bowl Subdivision (FBS)** with 136 Schools in 10 conferences
- Most FBS teams play **12 regular-season games** plus a conference championship

Postseason:

- The **College Football Playoff** includes **12 teams**; the top 4 ranked teams receive a bye, and teams **#5-#12** play in Round 1
- **Quarterfinals, Semis, and National Championship** play out from there
- **Up to 33 non-CFP Bowl Games** also played

Gridiron Greats

2025-26 [College Football Playoff Champion](#)

Indiana over Miami 27-21

2025-26 [Heisman Trophy Winner](#):
Fernando Mendoza (QB), Indiana

After a mass exodus by more traditional football powerhouses, the **Pac-12** will now include **Oregon State, Washington State, Boise State, Colorado State, Fresno State, San Diego State, Utah State, and Texas State.**



In the Huddle

Top 2026-27 Players to Watch:

- **QBs:** Arch Manning - Texas, Julian Sayin - Ohio State, Gunner Stockton - Georgia, Dante Moore - Oregon
- **RBs:** Bo Jackson - Ohio State, Mark Fletcher Jr. - Miami
- **WRs:** Ryan Wingo - TX, Jeremiah Smith - Ohio State

Top Contenders:

Early projections show the CFP field to include Indiana, Texas, Georgia, Texas Tech, Notre Dame, USC, Texas A&M, Ohio State, Miami, and Oregon.



By the Numbers



500+
Regular Season, Bowl
+ Playoff Games



59%
Telecasts avail
through SR¹

The Scoreboard²

- Regular season games averaged 4M viewers per game across ESPN Nets, BTN, and FS1
- The 11-game CFP pulled in 161M viewers, up 5% YOY
- The 33 non-CFP Bowls averaged 3.1M viewers per game, up 13% YOY

Game Day Calendar

08/29-11/28	Regular Season
10/27-12/06	Weekly CFP Ranking Shows
12/04-12/05	Conference Championships
12/06/26	CFP Selection Show
12/15/26	Bowl Season Begins
12/18-12/19	CFP Round One
12/30-01/15	CFP Quarterfinals/Semifinals
01/25/27	CFP Championship

Ad-Insertable Networks



Top Ad Categories³

Sponsorships	TV/Radio Advertising	Digital Advertising
<ul style="list-style-type: none"> • Restaurant/Event Space • Hotel/Resort • Banking • Soft Drink • Auto Dealer • Property/Casualty Ins. • Credit Union 	<ul style="list-style-type: none"> • Banking • Property/Casualty Ins. • Restaurant/Event Space • Pharma/OTC • Hotel/Resort • Soft Drink • Auto Manufacturer 	<ul style="list-style-type: none"> • Hotel/Resort • Restaurant/Event Space • Banking • Athletic Footwear/Apparel • Auto Dealer • Hospital • Tourism

Programming Subject to Change. Network Ad-Insertion and Inventory Availability May Vary by Market. Source: (1) Nielsen NPower 3Q24-2Q25, Total Day, Live National Sports Events on Ad-Supported Cable & Broadcast TV, adjusted for new Media Rights Deals, including streaming exclusives & Local/Regional Sports coverage. Spectrum Reach and Broadcast coverage includes streaming but does not include streaming exclusives. (2) ESPN Press Room Jan 2026. (3) Top Categories – Sponsors United (For ALL D1 College Sports)