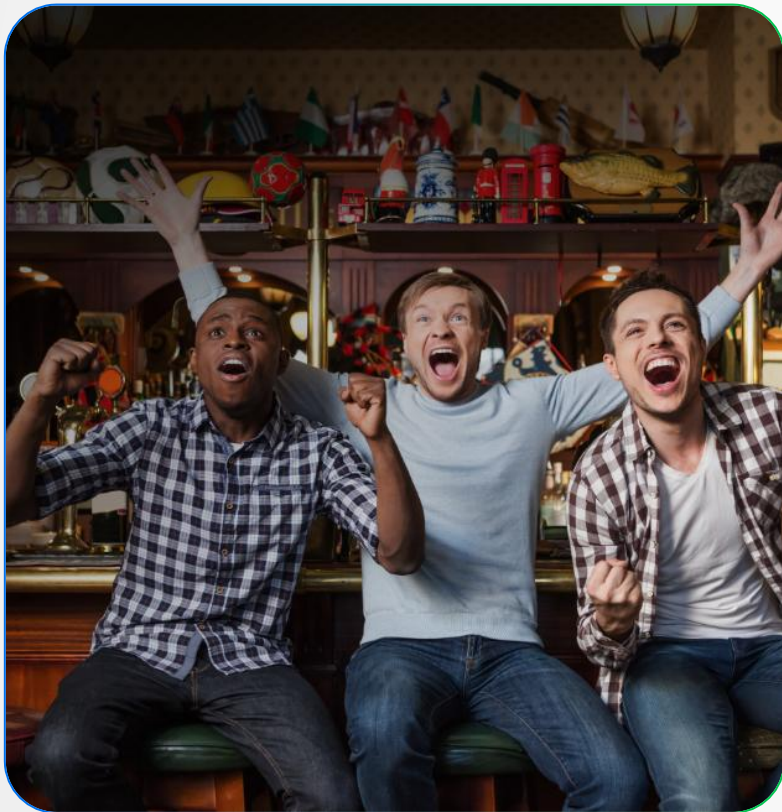


College Football Fans



Traditional TV

40% A18-49

43% A25-54

82% A35+

55 Median Age

61% Male

71% Any College

76% Own Home

26% Higher Median HHI

82% Brand Loyal

57% Avid Fans
(Enjoy 3 or More Sports)

Streaming TV

A18-49 64%

A25-54 60%

A35+ 66%

Median Age 43

Male 65%

Any College 72%

Own Home 66%

Higher Median HHI 34%

Brand Loyal 81%

Avid Fans 56%
(Enjoy 3 or More Sports)

