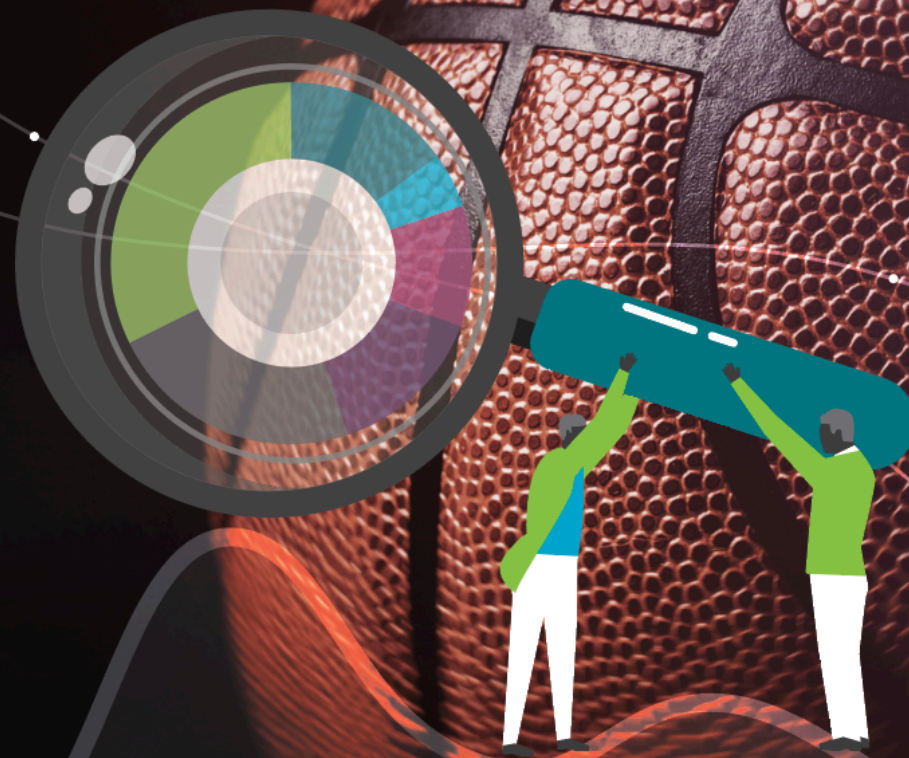


# Conviva's March Madness Round 1 Recap

Viewer Insights: Streaming + Social



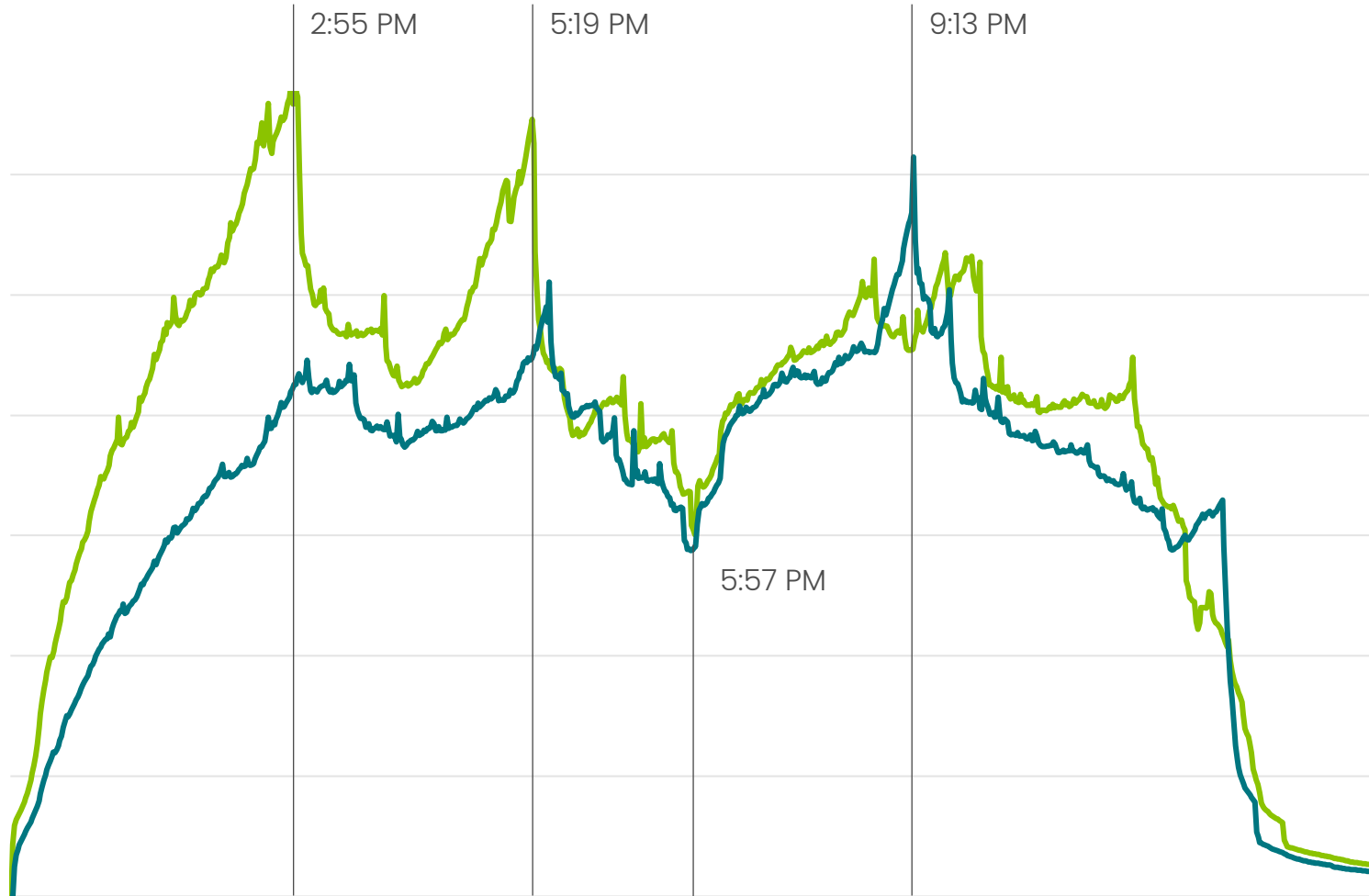
## A Record-breaking Big Dance

The Big Dance is a big celebration, a joyous culmination of competition, that keeps viewers glued to their screens—because anything can happen. Chaos is almost mandatory during March Madness but following the unwelcome tumult of last year when the tournament didn't even happen, this year's chaos feels more like a small sign that the world might be getting back to normal. Perhaps as expected, on the heels of a disappointing 2020, the 2021 tournament is the most streamed ever and the opening round alone set new records.

- **That's billion with a "b"** – The opening round in 2021 set new records with more than a billion minutes streamed across 32 games in just two days.
- **Big screens win big** – Viewing on televisions increased significantly to 68% share of time spent streaming in round one, as Roku captured 40% share of the category.
- **Madness drives engagement** – Engagements per post rose an average of 164% for teams in Round 1 as compared to the regular season.
- **Social brackets net winners** – Teams tallied three million total cross-platform engagements over just two days in Round 1 of the tournament, with Wisconsin, Syracuse, and Illinois taking the top three spots for total cross-platform engagements.
- **In the spotlight** – March Madness often vaults unexpected teams into national view. This year it's Oral Roberts with 15x growth of engagements per post versus the regular season and leading in cross-platform, Twitter, and Instagram engagement rates.

# March Madness Streaming Peaks

Historically the first day of Round 1 sees the most viewership. This held true in 2021 as **day one netted 15% more time spent streaming** than day two.



Day One | Day Two

Concurrent Plays – Round 1, 2021

12:00 – 02:00

## First Round — Friday, March 19

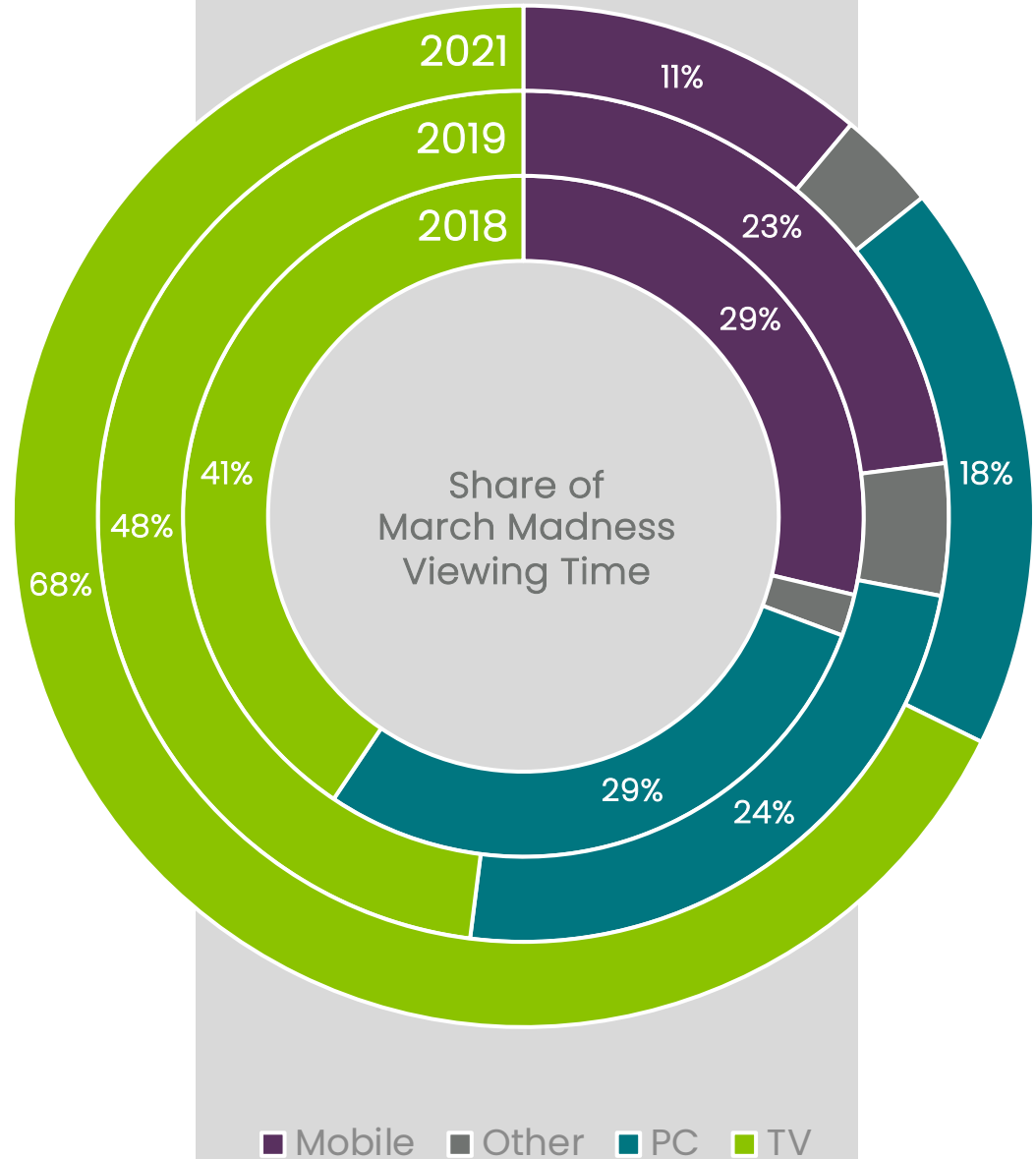
Matchup	EST
(7) Florida vs. (10) Virginia Tech	12:15 p.m.
(3) Arkansas vs. (14) Colgate	12:45 p.m.
(1) Illinois vs. (16) Drexel	1:15 p.m.
(6) Texas Tech vs. (11) Utah State	1:45 p.m.
(2) Ohio State vs. (15) Oral Roberts	3 p.m.
(1) Baylor vs. (16) Hartford	3:30 p.m.
(8) Loyola Chicago vs. (9) Georgia Tech	4 p.m.
(5) Tennessee vs. (12) Oregon State	4:30 p.m.
(4) Oklahoma State vs. (13) Liberty	6:25 p.m.
(8) North Carolina vs. (9) Wisconsin	7:10 p.m.
(2) Houston vs. (15) Cleveland State	7:15 p.m.
(4) Purdue vs. (13) North Texas	7:25 p.m.
(7) Clemson vs. (10) Rutgers	9:20 p.m.
(6) San Diego State vs. (11) Syracuse	9:40 p.m.
(3) West Virginia vs. (14) Morehead State	9:50 p.m.
(5) Villanova vs. (12) Winthrop	9:57 p.m.

## First Round — Saturday, March 20

(5) Colorado vs. (12) Georgetown	12:15 p.m.
(4) Florida State vs. (13) UNC Greensboro	12:45 p.m.
(3) Kansas vs. (14) Eastern Washington	1:15 p.m.
(8) LSU vs. (9) St. Bonaventure	1:45 p.m.
(1) Michigan vs. (16) Texas Southern	3 p.m.
(5) Creighton vs. (12) UC Santa Barbara	3:30 p.m.
(2) Alabama vs. (15) Iona	4 p.m.
(6) USC vs. (11) Wichita State/Drake	4:30 p.m.
(2) Iowa vs. (15) Grand Canyon	6:25 p.m.
(7) UConn vs. (10) Maryland	7:10 p.m.
(4) Virginia vs. (13) Ohio	7:15 p.m.
(8) Oklahoma vs. (9) Missouri	7:25 p.m.
(1) Gonzaga vs. (16) Norfolk State	9:20 p.m.
(6) BYU vs. (11) Michigan State/UCLA	9:40 p.m.
(3) Texas vs. (14) Abilene Christian	9:50 p.m.
(7) Oregon vs. (10) VCU	9:57 p.m.

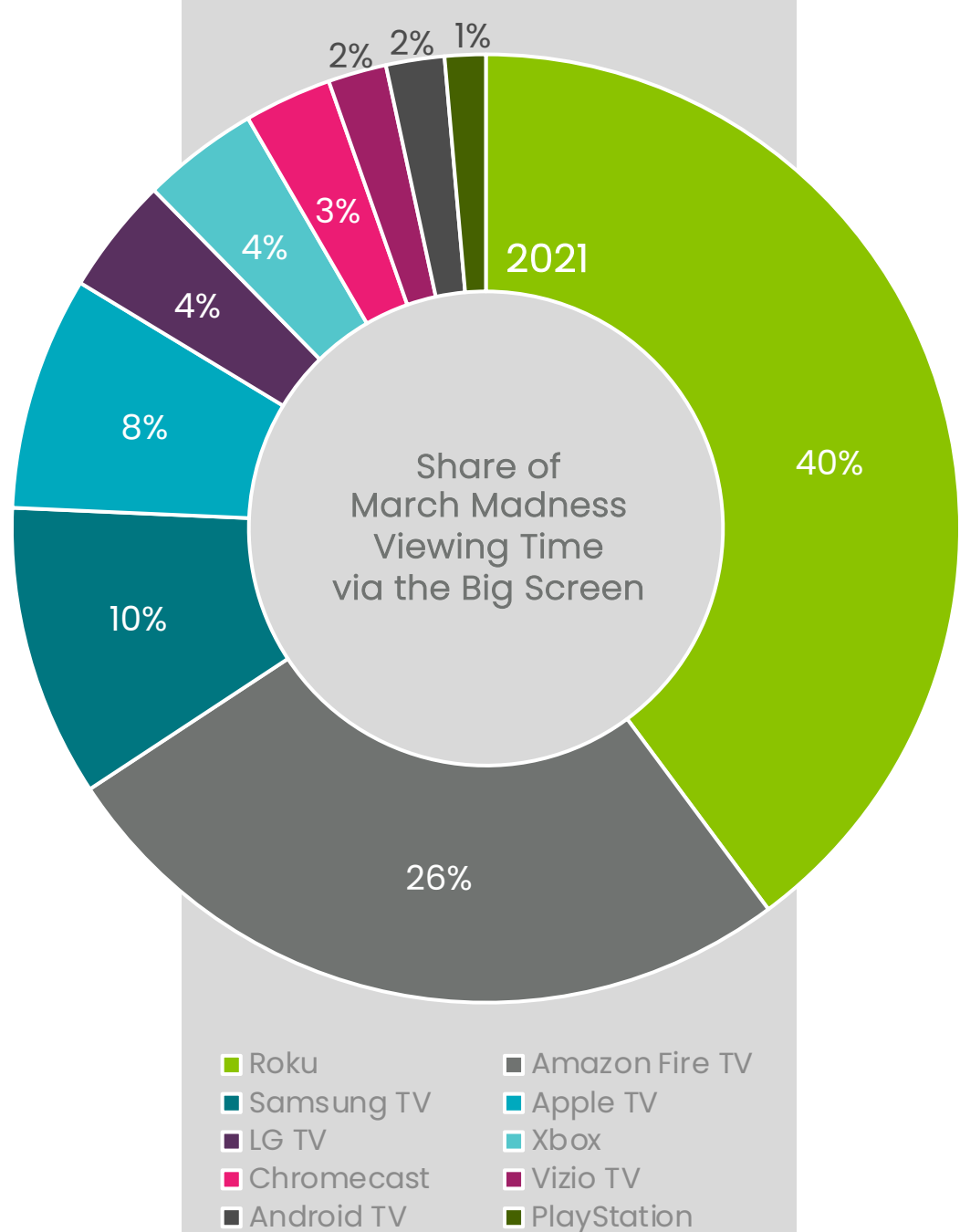
## March Madness Streaming Device Breakdown

March Madness 2021 revealed a striking trend towards the big screen. Viewing on televisions increased significantly to 68% share of time spent streaming in round one from 48% share in 2019 and just 41% share in the opening days of 2018. While PC also lost share, the increase in TV comes primarily at the expense of mobile viewing which has decreased to less than half the share it commanded during the previous March Madness. The pandemic-driven trend of in-home viewing and the overall, multi-year trend of increased streaming via televisions are undeniably significant factors in this shift.



## March Madness Streaming The Rise of the Big Screen

Televisions captured 68% of all time spent streaming in Round 1, and Roku was unsurprisingly leading the category with a commanding 40% share of big screen watch time. Amazon Fire TV captured second place with 26% share of viewing time, followed by Samsung TV with 10% and Apple TV with 8% share. LG TV and Xbox each tallied 4% share with Chromecast picking up 3%. Vizio, Android TV, and PlayStation lagged behind the field with under 2% share of March Madness viewing time.

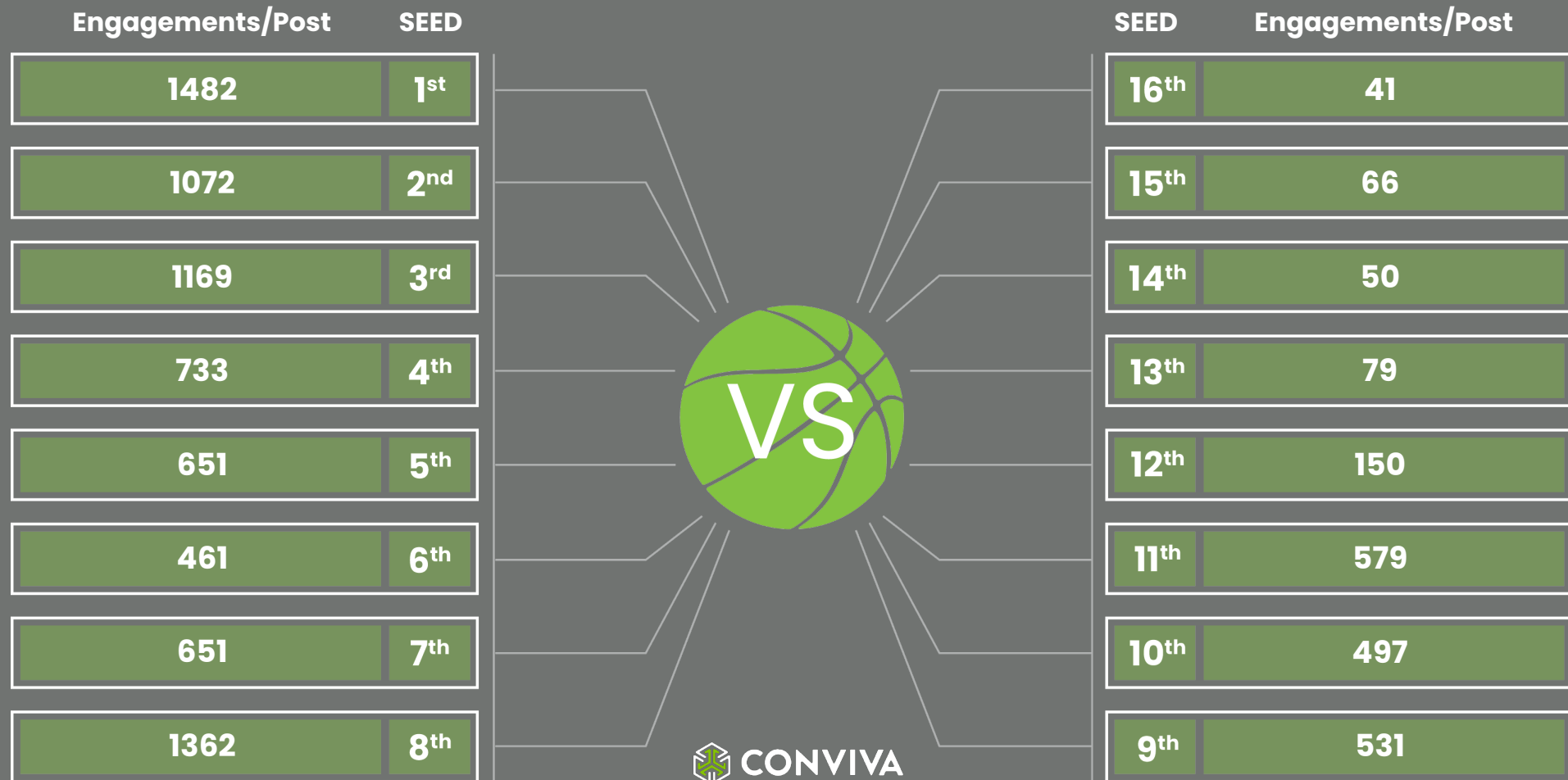




# Conviva's March Madness Men's Basketball Social Engagement Bracket

Regular Season: Nov 25–Mar 14

Looking at engagements per post for men's basketball accounts during the regular season, aggregated for each seed, reveals interesting trends. Teams with a 1 seed had the highest average engagements per post across Twitter, Instagram, and Facebook with 1,482, likely due to a spectacular season leading up to the tournament. 16 seed teams averaged the lowest cross-platform engagements per post at just 41.





Oral Roberts  
13.9%



UC Santa Barbara  
8.9%



Texas Southern  
6.2%



Ohio  
6.2%



VCU  
6.0%



Eastern Washington  
5.8%



Loyola Chicago  
5.5%



Winthrop  
5.4%



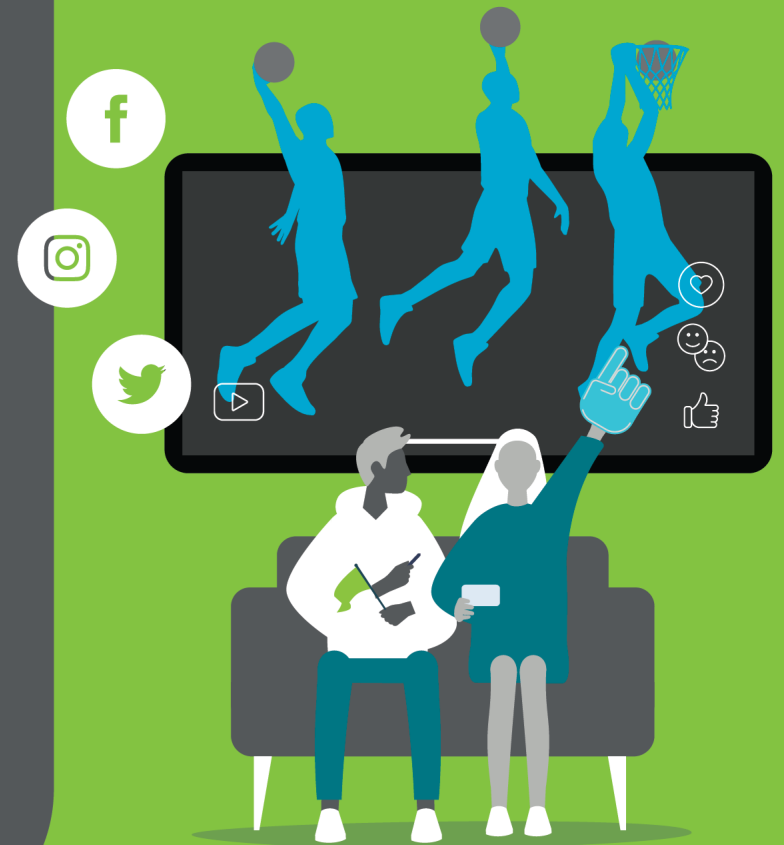
Colgate  
5.3%

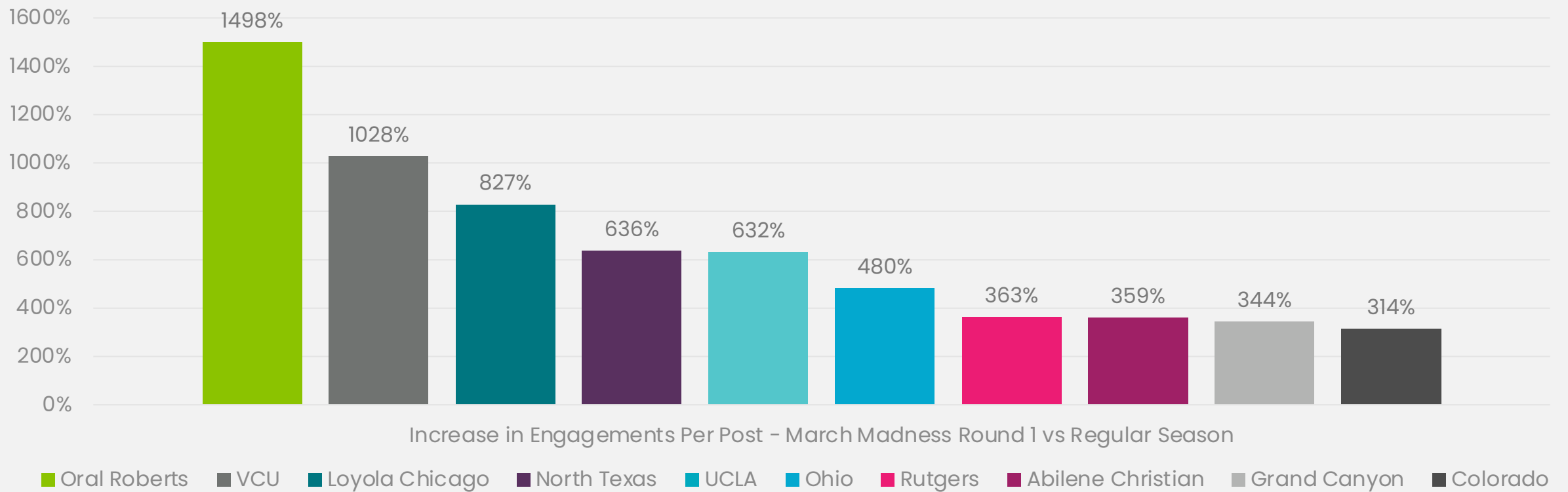


Rutgers  
4.5%

# Conviva's Top Teams March Madness Men's Basketball

Cross-platform | Engagement Rate





## March Madness Social Engagement Lift

Teams saw a huge increase in social engagement during the March Madness tournament with engagements per post in Round 1 reaching quadruple-digit gains on the regular season for some teams. **Engagements per post rose 164% for teams** on average in round one versus the regular season.

Oral Roberts recorded the largest increase over the regular season, up nearly 15x followed by VCU which also netted quadruple-digit gains. Loyola reached third with 8x regular season engagements per post.





Wisconsin  
211k



Syracuse  
171k



Illinois  
165k



Arkansas  
162k



Kansas  
159k



University of Michigan  
152k



West Virginia  
131k



North Carolina  
118k



Texas Tech  
101k



Ohio State  
91k



# Conviva's Top Teams March Madness Men's Basketball

Cross-platform | Total Engagements



1



Iona  
14.6%

2



Oregon State  
7.2%

3



Oklahoma State  
5.1%

4



North Texas  
4.8%

5



University of Texas  
4.7%

6



Abilene Christian  
4.2%

7



Drake  
4.0%

8



Rutgers  
3.8%

9



Purdue  
3.6%

10



Loyola Chicago  
3.4%

# Conviva's Top Teams March Madness Men's Basketball

Facebook | Engagement Rate



1



Wisconsin  
48k

2



West Virginia  
41k

3



Arkansas  
37k

4



Kansas  
32k

5



University of Michigan  
29k

6



Texas Tech  
26k

7



Illinois  
26k

8



Gonzaga  
17k

9



North Carolina  
13k

10



Villanova  
13k

# Conviva's Top Teams March Madness Men's Basketball

Facebook | Total Engagements





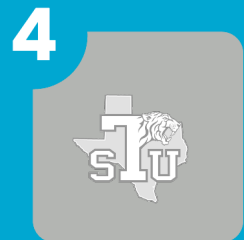
Oral Roberts  
6.9%



UC Santa Barbara  
6.3%



North Texas  
4.2%



Texas Southern  
4.1%



Ohio  
3.7%



VCU  
3.3%



Loyola Chicago  
3.3%



Liberty  
2.7%



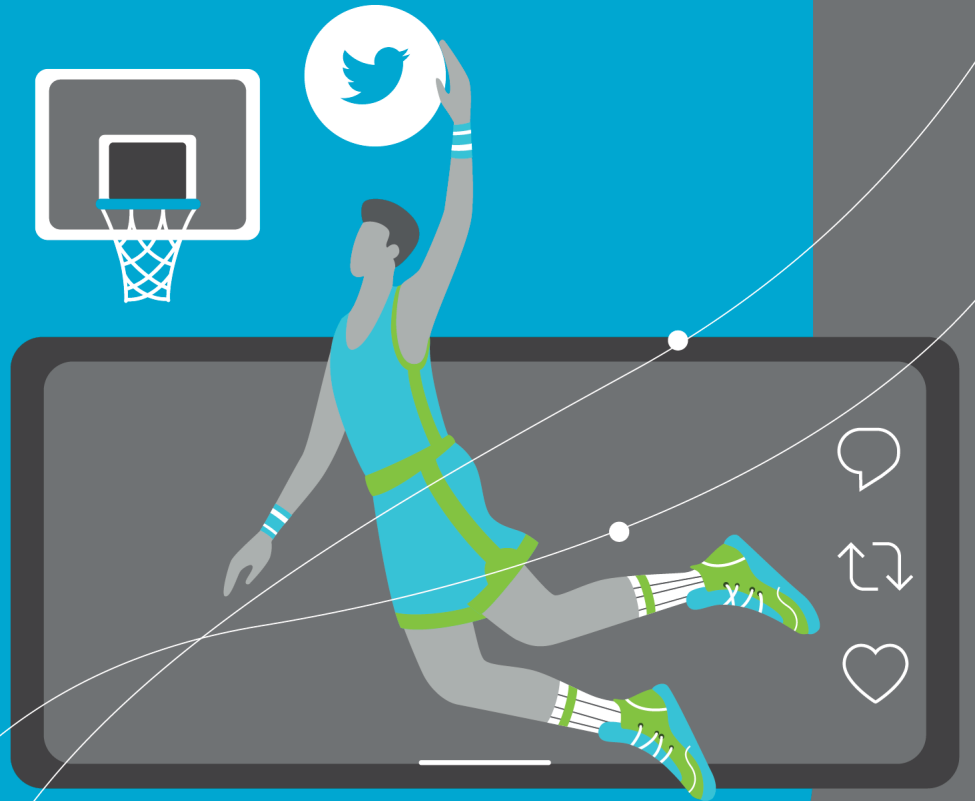
Cleveland State  
2.6%



Winthrop  
2.4%

# Conviva's Top Teams March Madness Men's Basketball

Twitter | Engagement Rate





Illinois  
40k



West Virginia  
40k



Syracuse  
36k



Arkansas  
33k



Kansas  
31k



Ohio  
29k



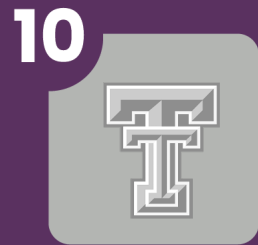
Maryland  
29k



Wisconsin  
27k



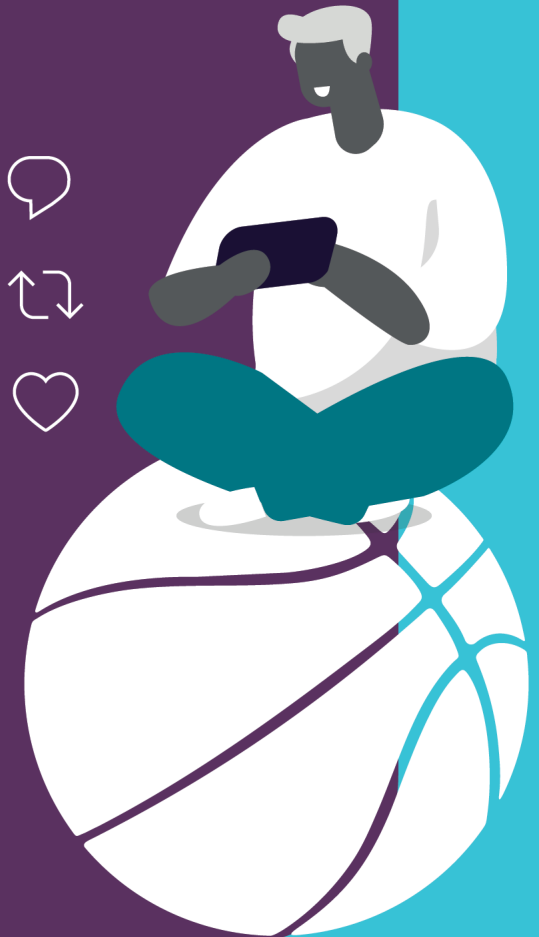
Loyola Chicago  
25k



Texas Tech  
21k

# Conviva's Top Teams March Madness Men's Basketball

Twitter | Total Engagements



1



Oral Roberts  
60.6%

2



Abilene  
41.4%

3



Hartford  
34.8%

4



Colgate  
34.0%

5



Ohio  
22.9%

6



Eastern Washington  
20.1%

7



UC Santa Barbara  
19.2%

8



Rutgers  
17.5%

9



Loyola  
15.5%

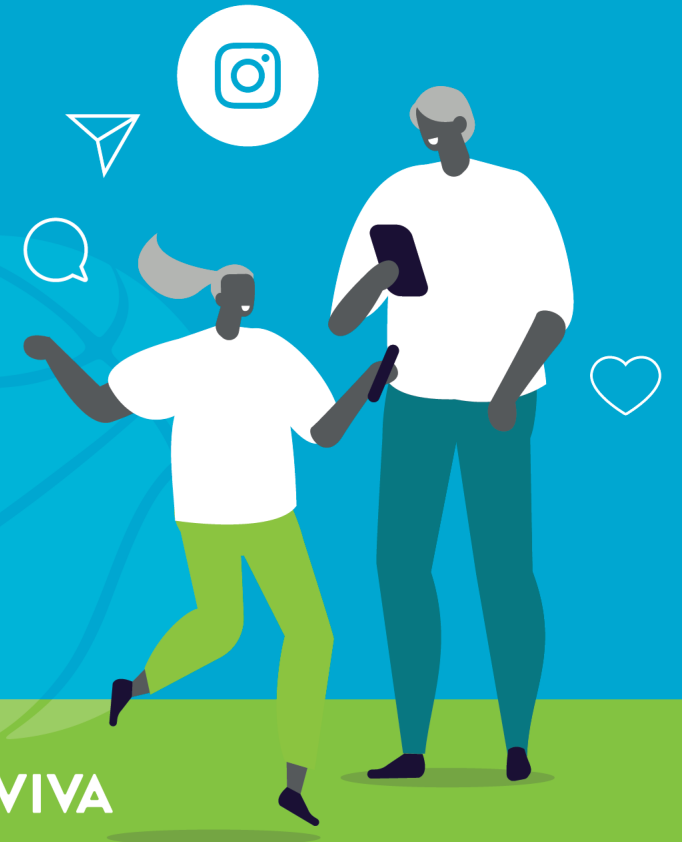
10



Drake  
14.9%

# Conviva's Top Teams March Madness Men's Basketball

Instagram | Engagement Rate





1



Wisconsin  
137k

2



Syracuse  
134k

3



University of Michigan  
104k

4



Illinois  
100k

5



Kansas  
96k

6



North Carolina  
92k

7



Arkansas  
92k

8



Ohio State  
68k

9



Texas Tech  
54k

10



West Virginia  
50k

# Conviva's Top Teams March Madness Men's Basketball

Instagram | Total Engagements



### Methodology

Data for Conviva's March Madness report was collected from Conviva's proprietary sensor technology, measuring in excess of 500 million unique viewers annually. Streaming data presented is aggregated findings from six streaming publishers and vMVPDs live streaming March Madness in round one, on March 19 and 20. The social data is representative of all teams participating in March Madness and includes accounts across Facebook, Twitter, Instagram, and YouTube for round one, on March 19 and 20. Comparisons to the regular season are based on social data for the window of November 25 to March 14.

### Any Questions?

Visit [www.conviva.com](http://www.conviva.com) or contact Conviva at [pr@conviva.com](mailto:pr@conviva.com).

### About Conviva

Conviva is the intelligence cloud for streaming media. Powered by our patented Stream Sensor™ and StreamID™, our real-time platform enables marketers, advertisers, tech ops, engineering and customer care teams to build, engage and monetize their audiences. Conviva is dedicated to supporting brands like CCTV, DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 2 trillion streaming data events daily, supporting more than 500 million unique viewers watching 180 billion streams per year across 3.3 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second.

