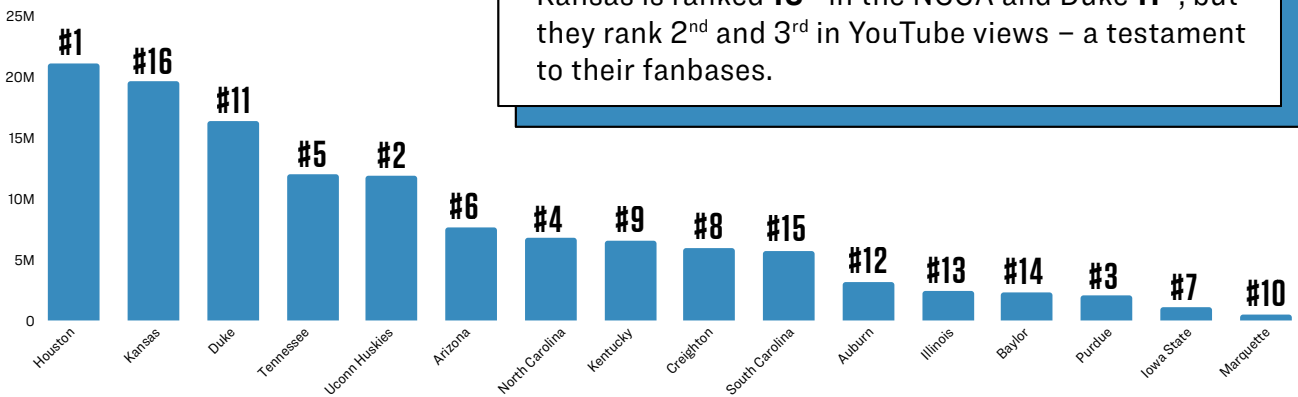


MARCH MADNESS

ON YOUTUBE

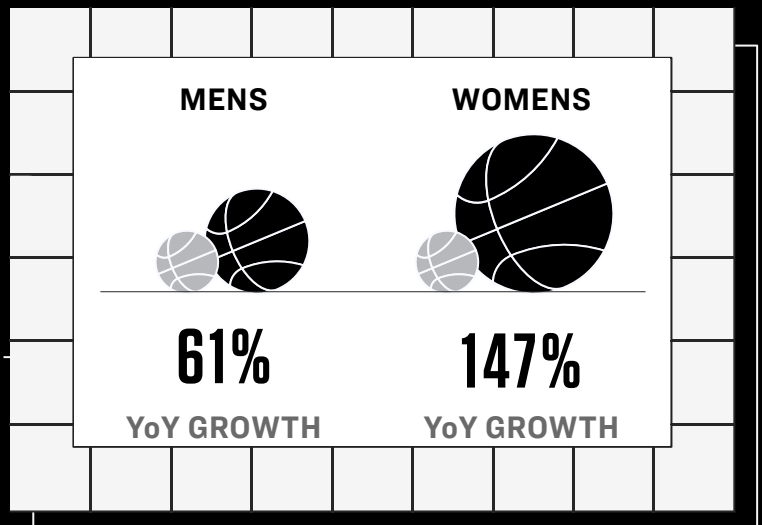
Going into March Madness, Houston is the **#1** ranked team in the NCAA and the most viewed team on YouTube.

Kansas is ranked **16th** in the NCAA and Duke **11th**, but they rank **2nd** and **3rd** in YouTube views – a testament to their fanbases.



SOURCE: Pixability Insights, Views of videos mentioning basketball programs from each school.

The YouTube views of the top 16 Men's teams have grown 61% year-over-year, but the top 16 women's teams have seen their views grow faster at 147% year-over-year. We're also seeing a few of the women stars out-shining some of the top men stars in YouTube views leading up to the tournament.



17.5M



February Views

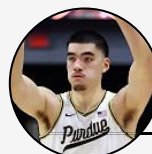
CAITLIN CLARK



ANGEL REESE
6,482,355



KYLE FILIPOWSKI
1,657,189



ZACH EDEY
829,958