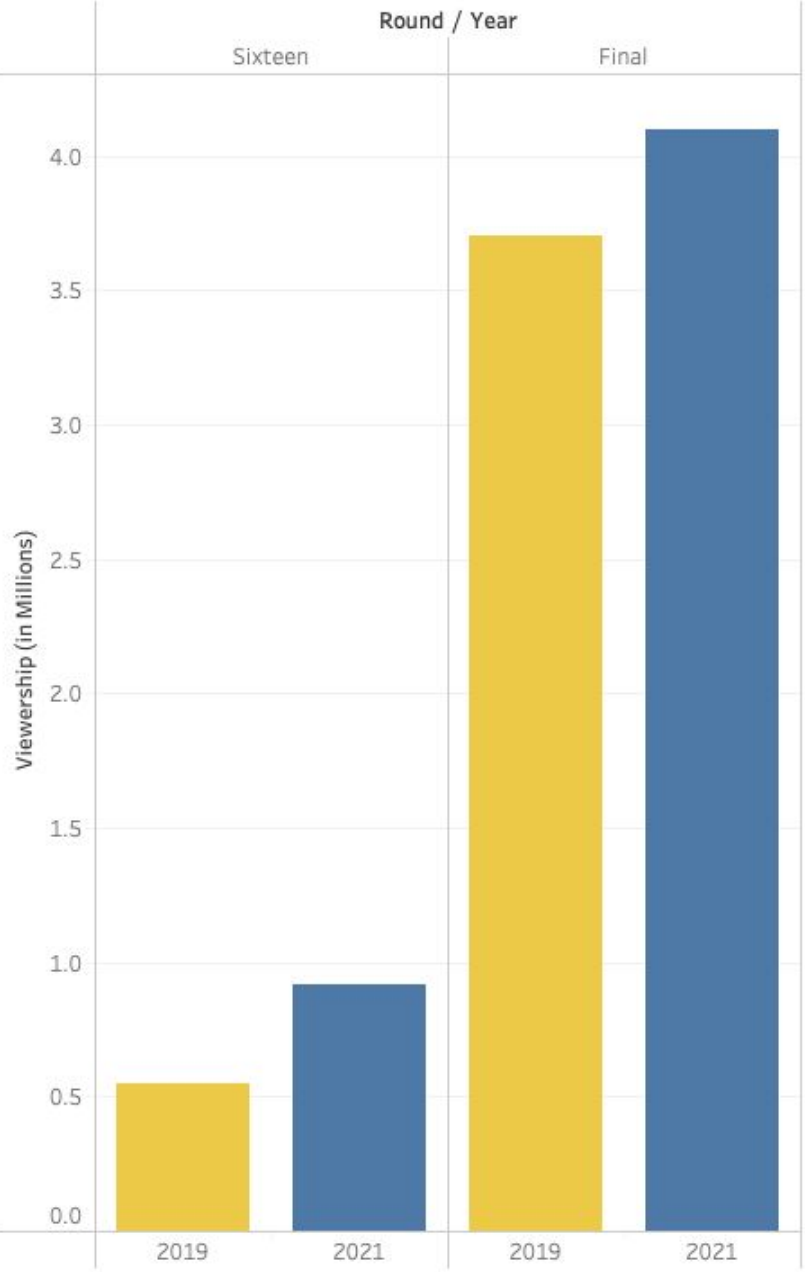


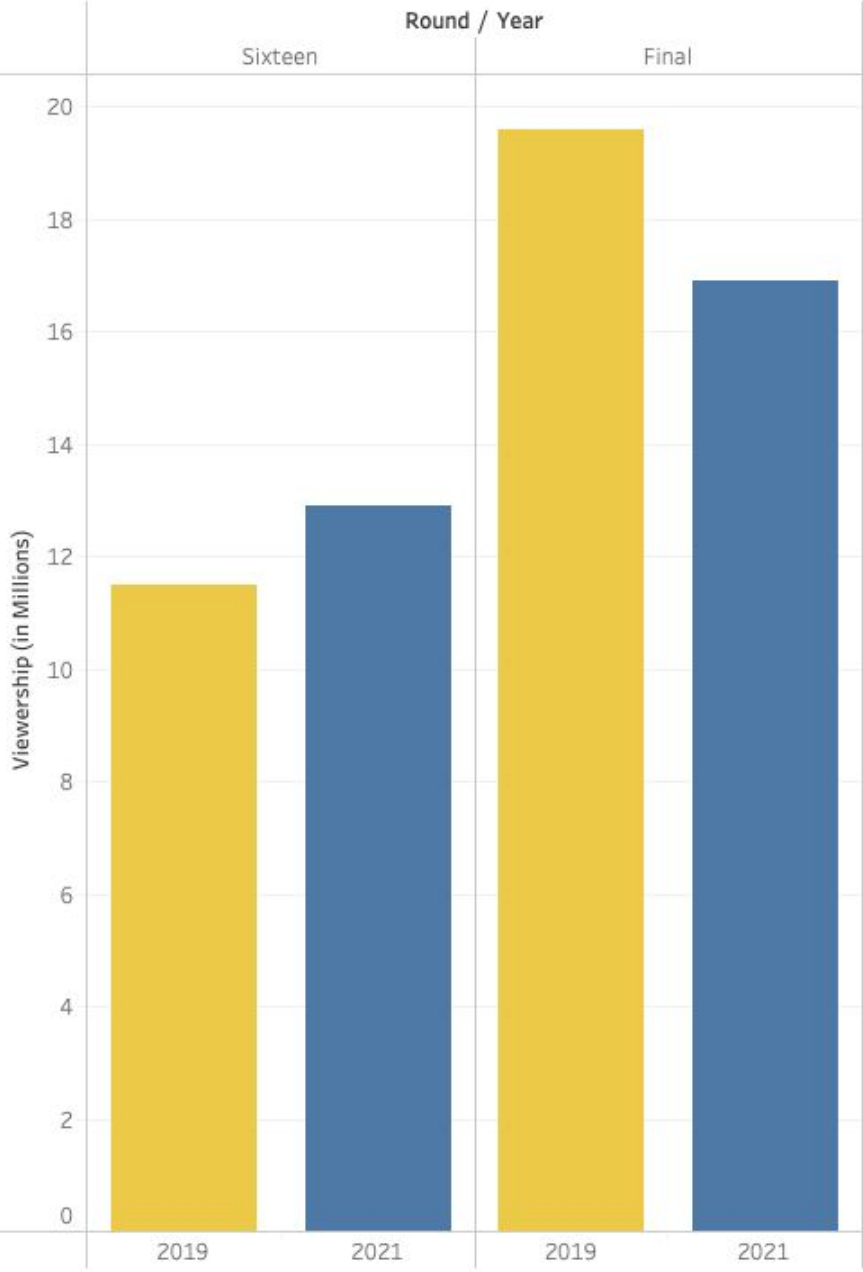
Leaders and Best in Basketball: Men's and Women's NCAA Visibility and Performance, 2019-2022



Viewership of U of M Women's NCAA by Round and Year

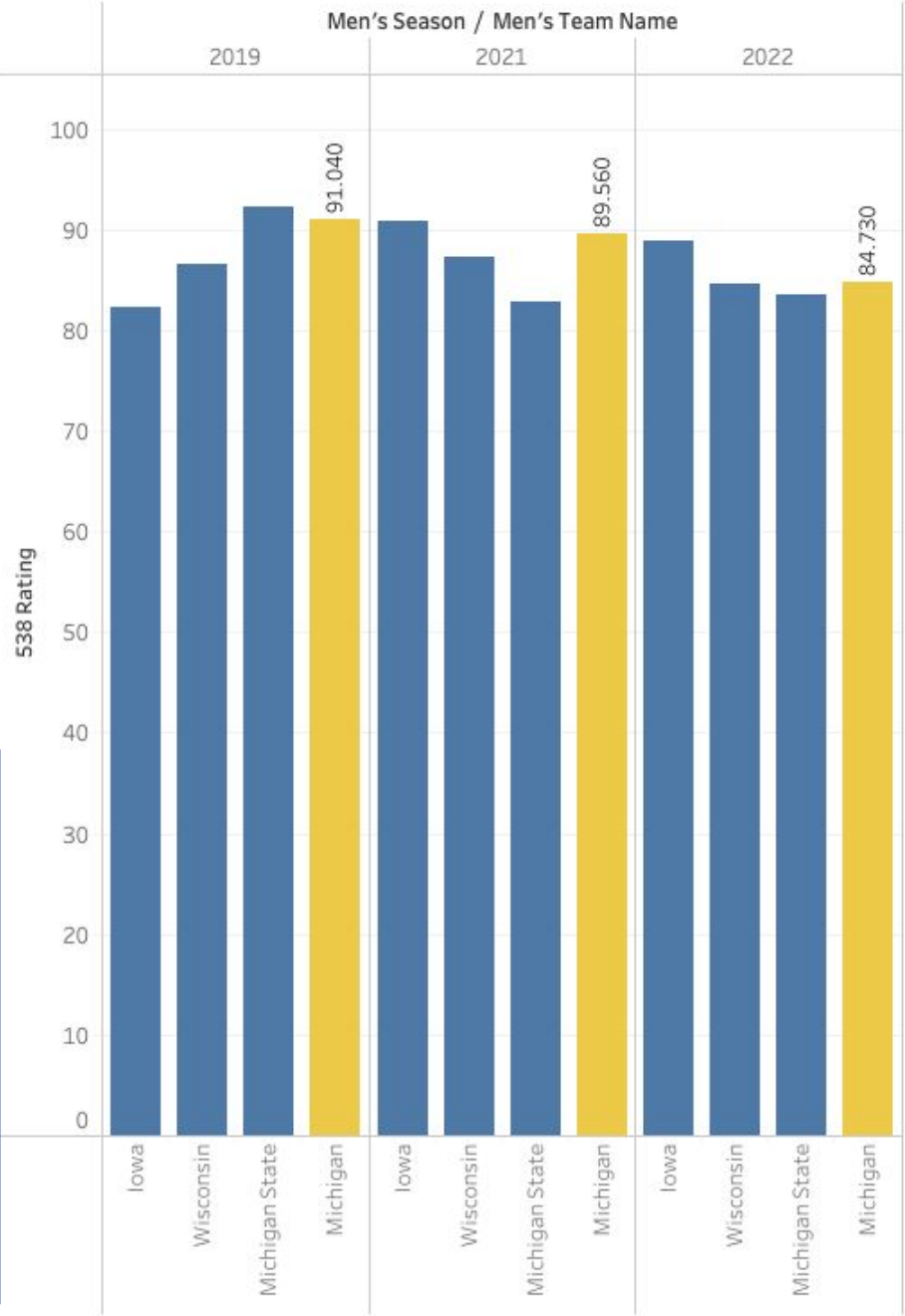


Viewership of U of M Men's NCAA by Round and Year



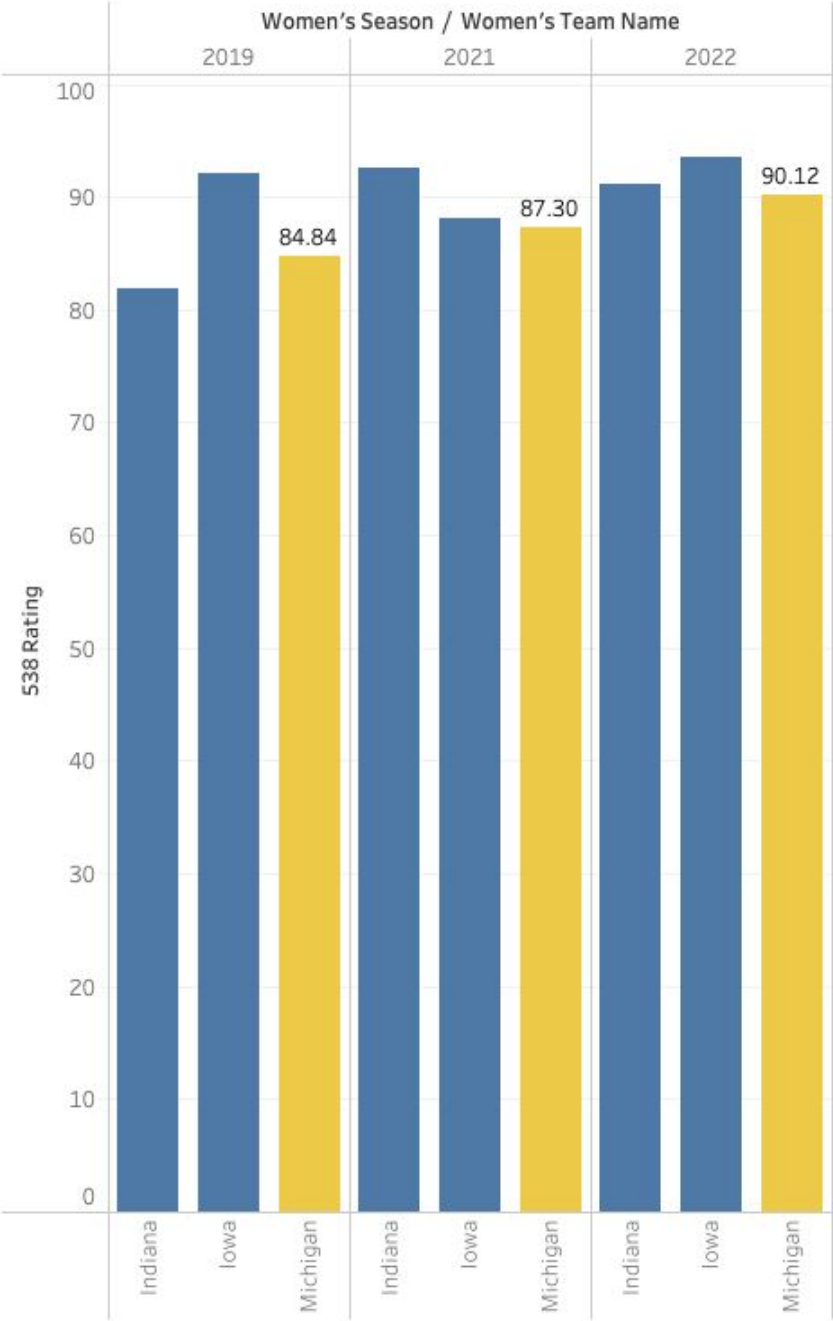
In most cases, viewership of the Sixteen and Final rounds for both U of M Teams has increased from 2019 to 2021.

Men's NCAA March Madness Ratings (538)



From 2019-2022, Michigan Men consistently maintained a runner-up 538 rating compared against three key competitors: Wisconsin, Iowa, and MSU.

Women's NCAA March Madness Ratings (538)



From 2019-2022, Michigan Women continued to top their previous year's 538 rating, while teams Indiana and Iowa failed to match this consistency.