



National Media Spots Inc.

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Network Profile

NBC Sports Network, part of the NBC Sports Group, is dedicated to serving passionate sports fans. The network is the cable television home of the Summer and Winter Olympics, National Hockey League (NHL), Major League Soccer (MLS), IndyCar Series, Tour de France and the 34th America’s Cup, the Premier League and Formula One.

Age Groups

A 18-34	18.9%
A 35-49	25.2%
A 50+	55.9%
Median Age	54

Household Income

\$100K+	42%
\$75K+	15.1%
\$50K - \$74,999	18.8%
\$25K - \$49,999	19%
Median Income	\$72.1K

Household Information

Graduated College	38%
1+ child HH	33.5%
Own Home	77%

Demographics

White	86%
Af. American	7%
Hispanic	6%
Asian	4%

Gender

Male	69%
Female	31%

Regionalization

Pacific	17%
Central	28%
New England	26%
Southwest	7%
Southeast	23%

Featured Programs

Olympics	NASCAR	IndyCar Series
Premier League	FIFA World Cup	NHL
College Football	College Basketball	Tour de France