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# UNDER THE MIKE-ROSCOPE

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## NCAA BB ATTENDANCE: ALWAYS\$ LOOKING FOR ANOTHER RECORD

The **NCAA** lists D-1 home attendance of **25.8M** fans for its 2008. Last yr's **March Madness** drew **763,607** fans with the **Ford Field** – Detroit Regional Attendance being over **57,000** for each session. (The San Antonio **Final Four 2** session attendance averaged **43,500±**.) The total attendance for the 1<sup>st</sup> **NCAA Tourney** in 1939 was **15, 025** for **5** sessions (avg **3,005**). In 1951, tourney attd was over **100,000** for the 1<sup>st</sup> time (**9** sessions, **110,645** tot attd; avg attd = **12,294**). In 1987 total attd surpassed **500,000** with **34** sessions at an avg of **19,257** per and a total attd of **654,744**. 2008's **Madness** brought the 1<sup>st</sup> **750,000+** audience with **35** sessions giving a total of **763,607** fans at **21,817** per game. WOW! This yr's **Tourney** should be **800,000+**. WOW!

### RECORD CROWD\$

#### TOP 5 COLLEGE BB PAID ATTDS, ALL TIME

1. **78,129** (KTY vs MSU, 12/13/03, **Ford Field**)
2. **68,112** (LSU vs ND, 1/20/90, **NO Superdome**)
3. **66,144** (LSU vs Geotown, 1/28/89, **NO Superdome**)
4. **64,959** (IN vs SYR, 3/28/87, **NO Superdome**)
5. **64,612** (NC vs Geotown, 3/29/82, **NO Superdome**)

#### TOP 5 POST SEASON ATTDS, ALL TIME

1. **57,563** (KS vs David, 3/30/08, **Ford Field**)
2. **57,028** (Regional Semis, 3/28/08, **Ford Field**)
3. **43,718** (NCAA Semi's 4/5/08, **Alamodome**)
4. **43,257** (KS vs MNP, 4/7/08, Finals, **Alamodome**)
5. **32,931** (Regional Semis, 3/28, **Reliant** in HST)

### THE FUTURE?

Here's the truth! There will be an ALL TIME 2 session record attendance at **Ford Field** in Detroit for **Final Four** this Weekend. So where is this puppy going? We ALL know the answer to that question. The answer of course is that **NCAA Tourney basketball** games are going to increasingly be played in enclosed football stadia. There can be little question that the **NCAA** folks are looking forward to drawing **1 M** fans for its tourney games w/o increasing the # of sessions. In order to do that, the current **35** sessions would have to avg **28,571.4** fans per. The day will soon come for **March Madness Mavens** when ALL sessions except for the 1<sup>st</sup> "play in" game will be played in *domed football stadia* where the important #s are NOT the \$core\$ of the game but the paid **AD-TENDANCE!** The issue of game visibility will soon be replaced by economic viability. "NOTHING, BUT, NET!",

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