



Both Comcast SportsNet Bay Area and California are part of the rapidly growing Comcast regional sports network family. The 11 Comcast-affiliated regional sports networks produce over 2,400 live sporting events per year and reach more than 40 Million cable and satellite (DBS) households.



CSN Bay Area's Market

With a reach of
4 million
households in market
and an additional
4.1 million
households out of
market, CSNBA is the
perfect location for
sports programs
hoping to reach a
wide audience of
passionate and loyal
sports fans.



Live Sporting Events on CSNBA

Our Local Teams

Your programming will be running alongside live events from these teams, giving you a direct line to their loyal fan bases.



16 Post Game shows
+ press conferences



29 Live games
Between BA & CA



120+ NCAA games
Between BA & CA



140 Live Games
+ pre and post game shows



75 Live Games
+ pre and post game shows




7 Live Games



18 HS football/basketball games
Between BA & CA

Our Audience

Market Snapshot	Market Avg.	
HH Income \$75k+	51%	56%
HH Income \$100k+	37%	39%
Own Their Home	59%	62%
Bachelors Degree or More	38%	40%
Hispanic TV HH	17%	19%
Black / African-American TV HH	6%	14%

MARKET FACTS:



San Francisco is the 4th richest city in the world behind New York, Moscow and London for cities that are home to billionaires.



San Francisco has the largest Chinese community in the world outside of China.



There are 55 Fortune 500 companies headquartered in the CSN Bay Area / CSN California footprint.

Featured Outside Programming

Your Potential New Neighbors

Here's a glimpse at some of the elite sports programming that your show will be running alongside. These shows draw eyes to CSNBA all year long.

