




FINAL DRIVE.TV

the last word on the latest gear 

2016

MEDIA KIT



YOKOHAMA



YOKO

HIGH OCTANE motorsports



Enter the high speed world of fast cars and professional motorsports

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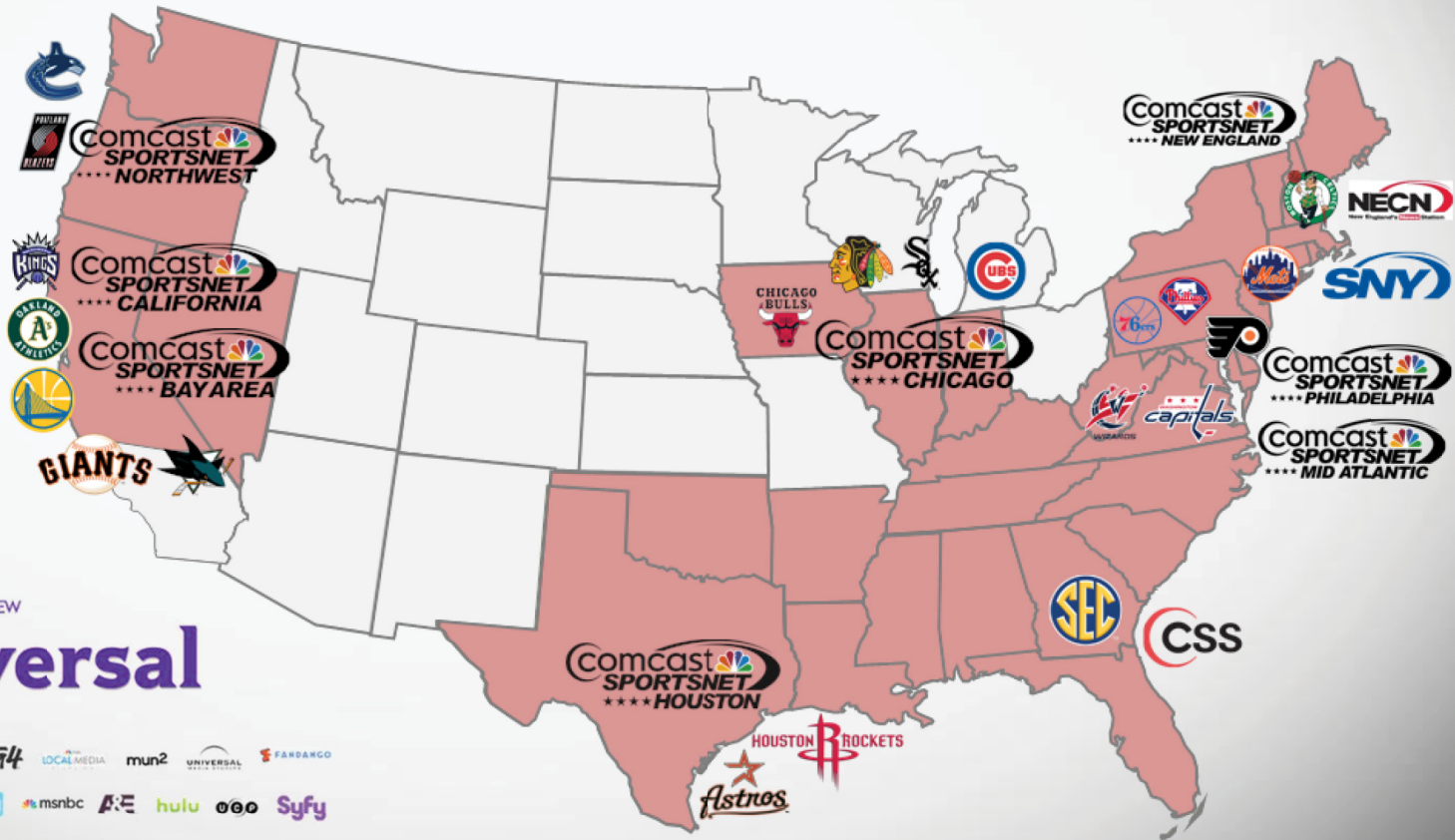
FINAL DRIVE.TV



**EXCLUSIVE BROADCASTER FOR
UNITED STATES TOURING
CAR CHAMPIONSHIP**

Comcast's Regional Sports Networks

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.



WELCOME TO THE NEW
NBCUniversal



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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.



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.





Questions?

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