

20-21 AAA STATE TOURNAMENT WEB & APP ANALYTICS

FARM BUREAU INSURANCE

2021 4A GIRLS BASKETBALL TATE CHAMPIONS

BASKETBALL STATE FINALS 2021

152 GAMES. 176 TEAMS. 12 STATE CHAMPIONS.

POWERED BY:

MASCOTMEDIA

SCOREBOARD

2021 BASKETBALL PLAYOFFS

NHS 5 5:45. FAY 6

NORTHSIDE

FAYETTEVILLE

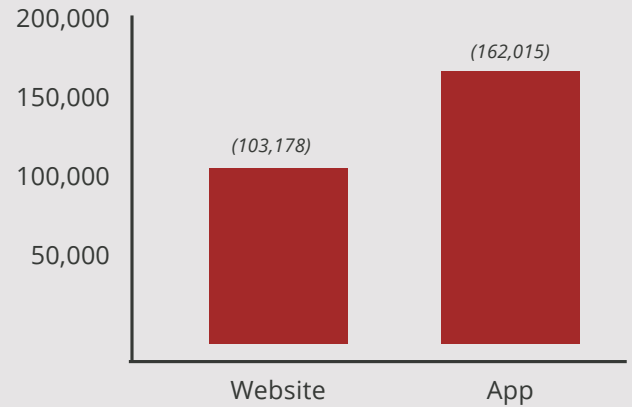
SBLive

DRAGONFLY

2020-2021 Arkansas Activities Association State Basketball Tournament Analytic Summary

Media Type	Users	Broadcast Views	Session Total (hours)
AAA Website	46,593	103,178	36,065
AAA App	72,239	162,015	3,360
Other App & Website	-	21,324	-
	118,832	286,517	39,425

286,517 BROADCAST VIEWS



2,365,500

**TOTAL MINUTES
OF BROADCASTING
WATCHED**



12
COUNTRIES

18
STATES

US BROADCAST REACH

Arkansas	Iowa	New York
California	Kansas	Oklahoma
Colorado	Louisiana	Tennessee
Florida	Minnesota	Texas
Georgia	Mississippi	Virginia
Illinois	Missouri	Wisconsin

WORLD BROADCAST REACH

United States	Netherlands
Azerbaijan	Qatar
Canada	Mali
Germany	United Arab Emirates
United Kingdom	France
Mexico	Georgia