NCAA Programs with One-And-Done Basketball Players and their Impact on the NCAA Tournament

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Abstract

In 2006, the National Basketball Players Association (NBPA) and the National Basketball Association (NBA) instituted a new rule that required players graduating high school to be 19 years of age and one year removed from high school before they are eligible to enter the NBA draft. The result of this was players going to college to play basketball for only one season. These players have come to be known as "one-and-dones." Every year, the National Collegiate Athletic Association (NCAA) has a tournament in March consisting of 68 division I schools to determine a champion. Millions of people tune in on cable and stream the tournament online every year. The impact of one-and-done players on the NCAA tournament over the last five years was measured by TV ratings of the individual games and the overall rounds of the tournament. This study looks to conclude that one-and-done players harm collegiate basketball programs and the NCAA due to the lack of the team's success and TV ratings.

Introduction

In 2005, the NBA (National Basketball Association) instituted a new collective bargaining agreement (CBA). One of the changes in the new CBA established an age limit for eligibility of high school players entering the NBA draft. Section L of the 2005 NBA CBA states that:

> Beginning in 2006, the age limit for entering the Draft will increase from 18 to 19 years of age. U.S. players must be at least one year removed from high school and 19 years of age (by the end of that calendar year) before entering the draft. An international player must turn 19 during the calendar year of the draft (NBA.com).

Before the new rule, many players entered the NBA straight from high school. While many players have been drafted from high school into the NBA, Kevin Garnett, who was drafted in 1995, marked the first modern NBA player to enter directly from high school. Since then, there have been many players who have had spectacular careers and are predicted to be inducted into the Basketball Hall of Fame: Kobe Bryant, LeBron James, and Kevin Garnett. However, there have also been many players who have been labeled by fans and the media as unsuccessful. Players such as Kwame Brown, Darius Miles, and Jonathan Bender are just a few considered to be some of the biggest high school failures (therichest.com). The 2005 CBA sought to mitigate the guessing of which players would be great and which players would be unsuccessful because "[o]wners were tired of spending money on kids that were never going to be worth what their contract said they had to be paid" (Dauster, 2016).

As a result, there has been a dramatic increase in the number of college basketball players deciding to leave college after their freshman year. In the 12 years that the rule has been in place, 114 college freshmen have declared for the NBA draft. In the 11 years prior to the rule, only 27 college freshmen declared for the NBA draft (Basketball.realgm.com, Table 1).

Table 1: Rookie Salaries

NBA Rookie Salary						
Year	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
2006	1,262,900	1,357,600	1,452,300	53.3%%	39.80%	4,072,800
2007	1,308,000	1,406,100	1,504,200	53.3%%	39.80%	4,218,300
2008	1,353,100	1,454,600	1,556,100	53.3%%	39.80%	4,363,800
2009	1,398,200	1,503,100	1,608,000	53.3%%	39.80%	4,509,300
2010	1,443,300	1,551,600	1,659,800	53.3%%	39.80%	4,654,700
2011	1,443,300	1,508,200	1,573,200	53.3%%	39.80%	4,524,700
2012	1,443,300	1,508,200	1,573,200	53.3%%	39.80%	4,524,700

2013	1,493,800	1,561,000	1,628,300	53.3%%	39.80%	4,683,100
2014	1,546,100	1,615,700	1,685,200	53.3%%	39.80%	4,847,000
2015	1,600,200	1,672,200	1,744,200	53.3%%	39.80%	5,016,600
2016	1,656,200	1,730,700	1,805,300	53.3%%	39.80%	5,192,200
2017	1,971,300	2,339,900	2,734,100	53.3%	39.80%	7,045,301
Total	17,919,700	19,208,900	20,523,900	53.3%%	39.80%	57,652,505
Average	$1,493,308.33	$1,600,741.67	$1,710,325.00			$4,804,375.44

Those players who leave after their freshman year of college have been labeled as one-and-dones, as their intention has been to come to college for only one year. This arguably has had a dramatic impact on collegiate programs (NBC Sports). Coaches now have to deal with this factor in their recruitment year-in and year-out to determine how to better build the program to win a national championship (ESPN.com). They risk giving a scholarship to an elite high school player who could possibly elevate a program in the single year that the player does play. However, after that one year, coaches risk losing team chemistry and setting the program back. Other high school graduates might also be dissuaded from signing because they fear not getting enough playing time or that the program might suffer because of the absence of a player who declared for the NBA draft.

> The college game teaches players about learning to commit to a team, trusting your teammates and playing within a larger framework. When players leave after just one year, they miss out on the opportunity to develop and grow as people and players. Those players could also be affecting the team dynamics and culture surrounding the program by leaving at any moment after freshman year (Westhem, 2014).

Since 2011, 68 NCAA Division I schools play in the NCAA tournament each year. There are 32 Division I basketball conferences, and the winner of each conference gets an automatic bid to the tournament. The remaining 36 teams are at-large bids. A selection committee discusses and gives bids to other Division I schools based on their final record, conference tournament results, strength of schedule, and a variety of other factors. The teams are divided into four regions (East, South, Midwest, and West) and are seeded (ranked) one through sixteen (NCAA.org). In each region, the number one seed plays the number sixteen seed, the number two seed plays the number fifteen seed, and so on up to the number eight versus the number nine seed in a single-elimination format. The rounds of the tournament are:

- The First Four
- The First Round (Round of 64)
- The Second Round (Round of 32)
- The Regional Semi-Finals (Sweet Sixteen)
- The Regional Finals (Elite Eight)
- The National Semi-finals (Final Four)
- The National Championship (NCAA.org)

The NCAA Tournament hosts 68 Division I schools in a single-elimination tournament. Of the 68 teams, 32 are the winners of their respective conference and get an automatic bid. The remaining 36 teams are at-large bids that are chosen by a committee based on records, strength of schedule, and a variety of other factors (NCAA.org).

Since 2011, there have been 78 one-and-done players that have come from 32 different Division I collegiate schools (NBA.com, Appendix 1). It is important for collegiate programs to make it into the NCAA tournament, not only for future recruitment, but because these schools receive more money from the NCAA the farther they make it into the tournament. Just making it into the NCAA tournament and not winning a game can earn a program $1.67 million. A Final Four appearance can earn $8.3 million (Hobson, 2014). For small schools, there are great economic benefits from making it into the tournament. For schools of Power Five conferences [Atlantic Coastal Conference (ACC), Big Ten, Big 12, Pac 12 and Southeastern Conference (SEC)], the economic benefits are more reason to keep a successful coach, build new facilities for new recruits, and much more.

The farther that good teams make it into the tournament, the more money the program gets (Time.com, Herosports.com). Additionally, more people will come to watch the games because of the popularity of the team or players, such as one-and-done players (RGI.com, Lubbockonline.com). The NCAA tournament and CBS Sports reached an agreement in 2010 on a 14-year contract with Turner Broadcasting to air games on their channels. Turner's network includes TNT, TBS and TruTV (NCAA.org, NYTimes). This allows CBS and the NCAA to air more games at once and it gave fans more viewing options. The first two rounds would be aired across all four networks, the regional-finals would be split between CBS and Turner, and regional-finals through the championship game would be aired on CBS (NY Times). Beginning in 2018, the semifinal and final games were simultaneously broadcast on two channels. The difference in the two broadcasts was bias: one channel's commentators were biased for one team; the other channel's commentators were biased for the other team.

The highest rated game was the 1979 championship between Michigan State and Indiana State. This game matched two Basketball Hall of Fame players against each other: Magic Johnson and Larry Bird. The game received a 24.1 rating (statista.com). The NCAA tournament's highest TV ratings have all been prior to 1994 (Statista.com). Even with streaming services and the addition of channels on which fans can watch the games, the highest rated game since 1994 was the 2015 National Championship between Duke and Wisconsin, which had a 16 rating (Sportsmediawatch.com). Today, there are arguably not many household names in collegiate basketball. Even if they are household names, they become household names because they are in the NBA a year later. The NCAA tournament is more unpredictable today. This possibly brings in TV viewership, but for the overall tournament, there is not a compelling reason to watch unless an underdog team makes it into the championship.

This study attempts to look at all of the one-and-done players and their schools since 2011, the NCAA tournament ratings of the years the school had those players, and the year following their departure to the NBA over the last seven years. This information will include the success of the school after the one-and-done player left and TV ratings of the NCAA Tournament.

Significance of the Study

The findings of this study may aid college basketball programs in their recruitment of high school players as well as college athletic departments on how to advertise and market for the basketball program. If schools have a one-and-done player, the athletic program can know to feature the player more in their marketing. The program can also have an idea of what to expect

the following year after the player departs. This study aims to provide a clearer picture on how one-and-done players affect college basketball programs. This study could show that a basketball program may or may not benefit during the season in which the program has a one-and-done player on the team. The benefits could disappear the following season after the player leaves or the benefits for the program could rise following the departure of the player.

RQ1: What is the success of the collegiate team in the following year after a program has (a) one-and-done player(s) leave for the NBA?

The year after a one-and-done player will be measured by roster turnover. Success will be determined by:

- Winning percentage
- Post-season success
- Attendance

RQ2: Is there a difference in TV ratings and viewership of the NCAA tournament between each year if there are more schools with one-and-done players?

RQ3: Is there a difference in regular season attendance from year-to-year with teams with one-and-done players?

RQ4: Is there a difference in online streaming viewership when there are more teams playing with one-and-done players in the NCAA Tournament?

Assumptions

For the purposes of this study, it was assumed that:

- Attendance information listed by the NCAA is accurate.
- Stadium capacity listed by each school's athletic website is accurate.
- Players listed on the roster from each year for each school is accurate.

Definition of Terms

- Blue-Blood: Schools who have had a renowned history of succeeding in college basketball; Duke, Kansas, North Carolina, Kentucky are considered to be blue-bloods with other schools like Syracuse, UCLA, Michigan State, Villanova, Connecticut, and Indiana being considered at times.
- Draft Pick: The right of a sports team to select a player during the annual selection process.
- NBA (National Basketball Association): The top professional basketball league in the United States that is comprised of 30 teams located in the United States and one in Canada.
- NBA Draft: An annual event at which NBA teams are allowed to select new players from the pool of eligible entrants from United States colleges and professional leagues around the world.
- NCAA (National Collegiate Athletic Association): A member-led organization dedicated to the well-being and lifelong success of college athletes; consists of 1,121 colleges and universities (NCAA.org).
- NCAA Tournament: An annual 68 team tournament that determines the national championship for NCAA men's college basketball.

- NIT Tournament: The National Invitational Tournament is an annual single-elimination tournament comprised of 32 NCAA Division I teams that are not selected to be in the NCAA Tournament.
- One-and-Done Player: A basketball player who attends college for one season before leaving to become a professional player in the NBA.
- Peer School: An NCAA school in the NCAA Tournament which did not have a one-and-done player.
- Postseason Success: How far a college basketball program advances in the NCAA tournament (if the team make the tournament at all).
- Roster Turnover: The number of new players on a team divided by the total number of players on that same team for any given season.
- Success: Determined by winning percentage, postseason success, and regular season attendance.
- TV Ratings: A measure of viewership of a TV program; one rating point represents 1% of households of a particular year.
- TV Viewership: Number of people watching a particular program.
- Winning Percentage: The number of games won by a team divided by the total number of games the team played in one regular season.

Literature Review

The Effect Of One-and-done Players On Division I Men's College Basketball Programs, Fanney, 2009

Fanney's 2009 study of one-and-done players on college basketball teams looks at their effect on their regular season winning percentage, NCAA tournament games played, attendance, merchandise sales, and roster turnover. The study's sample size ranged from the 1995 season (the beginning of the trend of high school players foregoing college for the NBA) to the 2007 season (the year up to which data were available). For his data collection, Fanney compiled his data through online searches. There were many limitations to the data that were readily available. If the data were not online, direct phone calls to the university's sports information offices were made. Fanney ran ANOVA outputs to determine if there were significant differences in his five variables. T-tests were then run to determine if there were significant differences between years at one-and-done schools. Once all the data of all the variables were collected, "...ANOVA output was used to determine if there were significant differences between winning percentages, NCAA tournament games played, ticket sales, merchandise sales, and roster turnovers of one-and-done schools and their peer schools in the seasons before, during, and after a one-and-done player" (Fanney, 2009). Independent T-tests were also run where there were significant differences between years at one-and-done schools. Fanney's test did find a significant difference between the number of NCAA tournament games played and peer institutions. Specifically, T-tests showed there was a significant difference between NCAA tournament games played by one-and-done schools for seasons before and with a one-and-done player. Also, "...t-tests showed a significant difference between one-and-done schools and peer schools for the number of

NCAA tournament games played during the season with a one-and-done player" (Fanney, 36-39). The findings on these two variables are the ones that are relatable and applicable to this study. While Fanney's data collection and analysis ranges from 1995-2007, the same method can be used for the eleven years since the 2005 NBA CBA took effect.

The Financial and Competitive Value of NCAA Basketball Recruits, Borghesi, 2018

Borghesi's 2018 study analyzes the value of high school basketball prospects based on ranking. High school recruits are ranked one through five stars. A one-star recruit is the lowest rating of talent and a five-star recruit is the highest level of talent. The study found that five- and four-star recruits can generate $625,000 and $178,000 respectively in marginal revenue. The article argues that college athletes should be paid based on the revenue they generate for their school. Nevertheless, these five- and four-star recruits are typically the players that only go to college for one year. If these players stayed longer, college programs have the possibility have profiting even more.

The Effects of Roster Turnover on Demand in the NBA, Morse, Shapiro, McEvoy, Rascher, 2008

Using a regression model, this study examined the impact of roster turnover in the NBA. The study sought to compare roster turnover in the NBA to the MLB (Major League Baseball) as conducted by Kahane and Shmanske (1997). Twelve different variables were examined including winning percentage, attendance, and all-star players. The authors found that the differences in professional baseball and basketball could be fan devotion based on team history. "...[B]aseball fans have a purist mentality and may be negatively affected by the aspect of player

movement" (page 9). The study also predicts that baseball fans may find that if a player with more talent replaces a player who was a fan favorite, fans are more willing to accept the move.

History of the NBA Draft

The current NBA draft lottery began in 1985 as a way to fairly determine the first three picks. The following year, the format was modified so that the lottery would only determine the first three picks of the first round. To achieve some equity for weaker programs, the rest of the non-playoff teams would pick in order, with the worst winning percentage picking first. In 1989, a weighted system was adopted in which teams with a worse record had a higher chance of a lottery ball having their number generated to have a higher overall pick. After the first three picks, the order of the draft would be in order of teams with the worst record to the best record. The odds for each team to get the number one pick are as follows:

Table 2: NBA Draft Selection Order and Odds

Order of Picks (Worst Record to Best Record)	Odds
Team 1	250
Team 2	199
Team 3	156
Team 4	119
Team 5	88
Team 6	63
Team 7	43
Team 8	28
Team 9	17

Team 10	11
Team 11	8
Team 12	7
Team 13	6
Team 14	5

(NBA.com)

NBA Draft Eligibility

The first major change to the NBA draft came after the Supreme Court decision *Haywood v NBA (1971) (*caselaw.com*).* Prior to 1971, players were not allowed to enter the NBA draft unless they had been four years removed from high school (which in most cases meant playing in college). Spencer Haywood played one year at Trinidad State Junior College followed by one year at the University of Detroit. Afterwards, Haywood declared for the NBA Draft. In 1974, Moses Malone would become the first player to enter the NBA without ever enrolling in college (NBA.com). Other than Darryl Dawkins and Bill Willoughby in 1975 (basketball-reference.com), no other players entered the NBA out of high school other than Shawn Kemp in 1989 (basketball-reference.com). After 1995, multiple hall of fame players such as Kevin Garnett, Kobe Bryant, Tracy McGrady, and LeBron James would enter the NBA without ever going to college. However, during this period, there were players who never flourished in the NBA, such as Kwame Brown, Darius Miles, and Jonathan Bender. In 2005, the NBA and the NBPA (National Basketball Players Association) negotiated a new collective bargaining agreement that required players to be at least 19 years old at the time of the draft and

one year removed from high school. This year could be spent either overseas or at college (NBA.com).

Impact of the NBA Age Limit on NCAA Basketball

Most recently, the biggest impact of this rule has been on college basketball players receiving benefits. Part 1, Section 2 of the Summary of NCAA Eligibility Regulations - NCAA Division I handbook states:

> a. You are not eligible for participation in a sport if you have ever: (1) Taken pay, or the promise of pay, for competing in that sport,
> (4) Used your athletics skill for pay in any form in that sport.
> b. You are not eligible in a sport if you, or your relatives or friends, ever have accepted money, transportation, lodging, entertainment or other benefits from an agent or agreed to have an agent market your athletics ability or reputation in that sport,
> c. You are not eligible in any sport if, after collegiate enrollment, you accept any pay for promoting a commercial product or service or allow your name or picture to be used for promoting a commercial product or service.

Part 1, Section 3 also states that a player is not eligible if he/she "…receive[s] financial aid other than the financial aid that your institution distributes" (Summary of NCAA Regulations).

On September 26, 2017, four collegiate assistant coaches were indicted on charges of fraud and corruption schemes (sbnation.com). The FBI had been investigating alleged bribery

schemes among managers, coaches, and players and families as well as an alleged fraud scheme involving sportswear companies, players and families, and NCAA division I colleges (sbnation.com). While it has not been uncommon for players to receive improper benefits on the college level (ESPN.com), it was the first time a scheme of this magnitude had ever happened. Many people voiced that the NBA and NCAA need to find some kind of solution. Even former Secretary of State Condoleezza Rice (ESPN.com) weighed in. During the 2018 NBA All-Star Weekend, NBA Commissioner Adam Silver said that the NBA is conflicted about changing the one-and-done rule (bleacherreport.com). Silver said that:

> "We're conflicted, to be honest. We're outside of our cycle of collective bargaining right now, which is when we generally address an issue like that. But [NBPA executive director] Michele Roberts and I have also agreed there's no reason we shouldn't at least be discussing it right now…. I think something has to change."

Other Potential Impacts of the NBA Age Limit

Changing the one-and-done rule could potentially help to identify players who are ready for the professional level and players who are not. Since the 2005 collective bargaining agreement, 720 players have been drafted in the 12 drafts. Of those 720, only 114 of those players played one year in college or played overseas for a year after high school (one-and-dones). With the NBA Draft consisting of two rounds with 30 picks in each round, these players are on average being drafted 15th overall. With a 15th overall pick, NBA

franchises are paying one-and-done players an average of $4,804,375.44 for their first three years (basketball.realgm.com). The first three years of the contract are guaranteed.

Methodology

The roster during and after the year each school had a one-and-done player was looked at to determine the roster turnover. When measuring roster turnover, all new players were considered, including transfers, graduate transfers, and freshmen. The regular season record of each team was used to eliminate more games played such as in a team's conference tournament, the NIT Tournament, or the NCAA Tournament. To calculate attendance, each venue for one-and-done schools was researched to find out the capacity. Attendance numbers from the regular season were collected from NCAA.org. Attendance numbers were gathered from NCAA.org If a venue at which a team played at changed or was remodeled, the number was accurately reflected in the data. Attendance was measured as a percentage of the maximum seating capacity of the home arena. For example, in 2016, Duke averaged 9,314 people per game while Syracuse averaged 21,592 per game. However, Duke had 100% capacity where Syracuse averaged 65% capacity because of the difference in the maximum seating capacity of each arena. The roster turnover was analyzed with the regular season winning percentage, postseason success, and regular season attendance. Overall TV ratings and viewership was gathered from a variety of online sources for each round of each year of the NCAA Tournament as well as the overall ratings of each NCAA Tournament. Finally, a survey was posted via Twitter and Facebook to gather new data concerning one-and-done players and the NCAA Tournament.

Research Hypotheses

H1: The higher the roster turnover of teams with one-and-done players, the less successful the program will be the following year.

H2: For teams with one-and-done players that lose in the same round year-to-year, TV ratings will decrease.

H3: Schools with one-and-done players will have less attendance the year after the player leaves the school.

H4: Online streaming viewership will decrease when there are fewer teams playing that have one-and-done players.

Results

Success of One-And-Done Schools

Of schools with one-and-done players, 59 schools had an average roster turnover of 44%. The following results were found when looking at success of the program:

Table 3: Roster Turnover

	Avg. Roster Turnover	Avg. Same Year	Avg. Following Year
Win Percentage	44%	72.03%	68.78%
Post-Season*	44%	7	7
Attendance^	43%	86.63	83.34

*2012-2013 UConn team was suspended from the post-season for failing to reach academic standards
2014-2015 Syracuse team self-imposed a postseason ban.
2017-2018 UCLA team was rated a 7 (the round of 64) because they were the only team who lost in the First-Four round.
^Roster Turnover was not fully factored because attendance figures were not available for the 2017-2018 season

Results showed that as teams had greater roster turnover, regular season winning percentage decreased the following year (Appendix 2-3). The difference in winning percentage from year-to-year was also greater as roster turnover increased. Of the 27 schools that had a higher winning percentage the year after a one-and-done player departed, nine of those schools are considered "blue bloods." Of the 18 schools who have only had one one-and-done player, only six have had a higher winning percentage the following season.

To determine postseason success, teams were assigned a number based on how well the team did in the postseason (Table 4). Teams either had no postseason, went to the NIT Tournament, or went to the NCAA Tournament.

Table 4: Postseason Success Ratings

Postseason Success	Rating
No Postseason	0
NIT First Round	1
NIT Second Round	2
NIT Quarter-Final	3
NIT Semi-Final	4
Lost NIT	5
Won NIT	6
NCAA Round of 64	7
NCAA Round of 32	8
NCAA Sweet 16	9

NCAA Elite 8	10
NCAA Final 4	11
Lost NCAA Championship	12
Won NCAA Championship	13

The median roster turnover was 41.67%. When looking at postseason success for schools who had one-and-done players with a roster turnover of 41.67% or higher, 15 teams had either a worse or same postseason rating and 15 teams had a better postseason rating. When looking at postseason success for schools who had one-and-done players with a roster turnover less than 41.67%, 18 schools had a worse or same postseason rating and 11 teams had a better postseason rating. This would suggest that teams with lower roster turnover do worse in the postseason and that there is no difference in postseason success for teams with higher roster turnover. Of the 18 schools who have had only one one-and-done player attend their school, 11 schools had the same or worse postseason success (Appendix 4-5).

For regular season attendance, results showed that teams who had more new players on their roster the following year had less attendance the following season (Appendix 6-7). When looking at attendance capacity filled, schools with one-and-done players averaged 86.6% capacity filled during the year the one-and-done player was at the school and 83.4% capacity filled the year after the one-and-done player departed the school. Of the 14 schools who have had only one one-and-done player attend their school, 10 schools had less capacity filled the year after the one-and-done player attended the school.

TV Ratings

Data for each year of the NCAA Tournaments' TV ratings (Table 5, Appendix 8-10) and TV viewership (Table 6, Appendix 11-13) was collected. The number of teams that had one-and-done players were collected, as well (Table 7).

Table 5: TV Ratings

	Round of 64	Round of 32	Sweet 16	Elite 8	Final Four	Championship
2011	1.28	3.06	3.65	6.95	8.9	11.7
2012	5.5	6.1	3.74	5.78	9	12.3
2013	N/A	N/A	3.74	6.48	9.45	14
2014	1.41	3.21	3.61	6.28	8.05	12.4
2015	N/A	N/A	N/A	7.78	10.55	16
2016	1.37	2.87	5.12	6.7	6.7	10.6
2017	1.3	3.27	2.88	5.98	9.45	13.2
2018	1.41	2.85	3.16	6.08	7	9.2

Table 6: TV Viewership

	Round of 64	Round of 32	Sweet 16	Elite 8	Final Four	Championship
2011	1.9	4.9	5.8	13.25	15.46	20.06
2012	N/A	N/A	5.2	9.4	15.26	20.87
2013	N/A	N/A	5.9	10.88	15.8	23.43
2014	1.94	5.21	5.9	10.4	13.95	21.2
2015	N/A	N/A	N/A	15.16	18.97	28.26
2016	1.8	4.69	N/A	N/A	11.7	17.75
2017	1.9	5.4	5.76	10.13	16.76	22.98
2018	2.3	4.72	5.23	10.44	13.12	16

(Table 5-6: Sportsmediawatch.com, showbuzzdaily.com, sportsbusinessdaily.com, programminginsider.com, statista.com)

Table 7: Number of Schools with One-and-Done

2011	2012	2013	2014	2015	2016	2017	2018*
Duke	Kentucky	UNLV	Arizona	Arizona	Cal	Arizona	Alabama
Kentucky	Florida	Kansas	Duke	Duke	Duke	Creighton	Arizona
Texas	UConn	Pitt	Indiana	Kansas	Florida St.	Duke	Dayton
Tennessee	Duke	UCLA	Kansas	Kentucky	Kansas	Florida St.	DePaul
Kansas	St. John's	Kentucky	Kentucky	Ohio St.	Kentucky	Gonzaga	Duke
Total: 5	Washington	Arizona	Syracuse	Syracuse	LSU	Kansas	Iowa St.
	Baylor	Providence	UCLA	Texas	Marquette	Kentucky	Kentucky
	Total: 7	Total: 7	Total: 7	UCLA	Maryland	NC State	Maryland
				UNLV	Michigan St.	Texas	Miami
				Total: 9	Syracuse	UCLA	Michigan St.
					UNLV	UNC	Missouri
					Washington	Washington	Oklahoma
					Total: 12	Total: 12	Oregon
							San Diego St
							Texas
							Texas Tech
							UCLA
							UNLV
							Western Kentucky/None
							Total: 19

*2018 shows a list of schools with one-and-done players who have declared for the draft and is not a final list.

With the available data, results showed that as more teams with one-and-done players made it into the NCAA Tournament, TV ratings and TV viewership numbers decrease. When comparing the average postseason finish of one-and-done players with TV ratings and viewership the following season, there was not enough available data from TV ratings and viewership to form any conclusions. For the 2013 and 2016 season, teams finished with an average postseason finish of six and five respectively. This meant that they had an average postseason finish of NIT champions and lost the NIT championship. TV ratings and viewership were not measured for the NIT Tournament (Appendix 14).

Attendance

57% of teams (27) had a decrease in attendance the following season and 43% of teams (20) had and an increase the following season (Appendix 15-16). Results also showed that schools with the biggest decrease in attendance were not considered "blue-blood" schools (Table 8).

Table 8: Greatest Decrease in Attendance

School	Capacity Filled Same Year	Capacity Filled Next Year	Percent Decrease
LSU (15-16)	11,383	7,019	38.34%
Ohio St. (14-15)	14,648	12,284	16.14%
Baylor (11-12)	7,914	6,705	15.27%
UConn (11-12)	12,640	10,728	15.13%
UCLA (12-13)	9,549	8,136	14.79%
UNLV (12-13)	15,196	13,125	13.63%

Blue-blood programs (Table 9) that had one-and-done players saw a capacity filled difference between a -3% to a 3% and averaging .06% decrease in capacity filled.

Table 9: Attendance for "Blue-Blood" Schools

School	Capacity Filled Same Year	Capacity Filled Next Year	Difference in Percent Capacity Filled
Kentucky (11-12)	23,721	23,099	-2.62%
Kentucky (14-15)	23,572	23,362	-0.89%
Kentucky (12-13)	23,099	22,964	-0.58%
Kansas (13-14)	16,437	16,383	-0.33%

Kansas (15-16)	16,436	16,395	-0.25%
Kansas (10-11)	16,463	16,445	-0.11
Kansas (12-13)	16,438	16,437	-0.01
Duke (10-11)	9,314	9,314	0%
Duke (11-12)	9,314	9,314	0%
Duke (13-14)	9,314	9,314	0%
Duke (14-15)	9,314	9,314	0%
Duke (15-16)	9,314	9,314	0%
Kansas (14-15)	16,383	16,436	0.32%
Kentucky (15-16)	23,362	23,462	0.43%
Kentucky (10-11)	23,603	23,721	0.5%
Kentucky (13-14)	22,964	23,572	2.65%

Online Streaming

Data for online streaming was not publicly available. Streaming numbers were accounted for in the TV ratings and viewership numbers.

Survey

A survey was sent via Twitter and Facebook asking sports fans to complete it. There were 127 participants. The survey asked five questions concerning the NCAA Tournament and one-and-done players:

- Approximately how many hours, on average, do you watch the NCAA Tournament each year?

- How closely do you follow basketball (collegiate and professional) according to a 1-5 Likert Scale?
- How do you watch the NCAA Tournament most often?
- Which player (of declared one-and-done players) would have more impact next season if they stayed at their respective college?
- Which player (of past one-and-done players) would have had more impact for their college team the following season if they had stayed at their respective school?

The first question was divided into intervals of 10 hours with an option for those who do not watch the NCAA Tournament at all (Appendix 17). Almost 30% of participants said that they only watch one to ten hours of the tournament each year. Since the first and second rounds are aired on Thursday and Friday during the day, many people may not be able to watch as many games as they would like. The Sweet 16 and Elite 8 also air on Thursday and Friday but are scheduled toward primetime hours.

The second question asked participants how closely they follow basketball on a scale of one to five where one was “don’t follow at all” and five was “follow very closely.” The results were weighed heavily in the middle showing that participants had a little to a lot of knowledge about basketball (Appendix 18).

The third question asked participants how they primarily watch the NCAA Tournament: cable/satellite, streaming service, or a combination of the two (Appendix 19). This was different from a 2018 Statista report where 73 people said they prefered to watch via cable and 22 via streaming (statista.com). With more people cutting the cord and getting rid of cable and turning

to streaming services for cheaper prices, most participants said they watch the tournament with cable/satellite followed by a combination of the two. The first two rounds of the tournament are aired all day with games starting around noon and ending close to midnight. Since the first two rounds of the tournament start on Thursday and Friday, a lot of people who work are unable to watch the games from home. Alternatively, people will opt to watching games on their computer or smart device during the day and watch via cable once they are home that evening. Those who really watch the tournament enjoy watching multiple games at once during the first two rounds. Since the tournament is offered on four different channels with games overlapping in start time, many people will watch multiple games on multiple devices whether they are at home or away from home.

The fourth question looked at the top six freshmen who declared for the NBA Draft according to ESPN's 2018 mock draft (ESPN.com, Appendix 20). Participants had the option to respond "I do not know or care." Texas's Mohamed Bamba received the most responses (28.6%) followed by Oklahoma's Trae Young (17.5%). The majority of participants surveyed were from a Big Twelve school in the southern United States. This shows that since Young and Bamba attended Big Twelve schools, these were the players participants were familiar with. Ayton, Jackson, Jr., Bagley, and Carter Jr., of Arizona, Michigan State, and Duke respectively may have been less well known since they were not from Big 12 schools. Results could also show that Young and Bamba could have potentially had the most impact the following season if they were to stay because Texas and Oklahoma are not considered "blue blood" programs. The other players who were survey options were all from "blue-blood" programs. Participants answered that they do not know or care 23.8%. This would correlate with how participants answered the

first two questions in that they only watch 0-20 hours of the NCAA Tournament and have little of knowledge of basketball in general.

The final question looked at past one-and-done players and which one of them would have had more impact on their school the following season (Appendix 21). Players were selected based on success on the professional level. Six guards and six forwards/centers were selected from between 2006 (the first year that freshmen were allowed to enter the NBA Draft) and 2017. Kevin Durant of Texas (30.7%) and Ben Simmons of Louisiana State University (LSU) (10.25%) received the most responses. Just like question four, these players may have received the most responses because of geography and familiarity. Again, just like question four, the majority of players came from "blue-blood" programs. Participants may have believed that because LSU and Texas are not "blue-blood" programs, Durant and Simmons would have had more impact on their respective program the following year. Participants answered that they do not know or care 22.05%; the second most responses. Again, this could correlate to participants having little knowledge of basketball.

Summary and Conclusions

Summary

The purpose of this study was to determine the impact that one-and-done NCAA Division I basketball players have on the NCAA Tournament. Success was measured by three variables: (a) Determined by winning percentage, (b) postseason success, and (c) regular season attendance. To gauge the impact of one-and-done players, data were collected for the year during which a one-and-done player and the year after a one-and-done player played in college. Roster

turnover was collected for the same years. TV ratings and viewership data were also collected to gauge how one-and-done players impact the NCAA Tournament.

With the institution of the NBA Age Limit Rule in 2006, the top high school players could no longer be eligible to enter the NBA draft the year after they graduated. This resulted in players playing overseas or going to college for only one year to gain eligibility to enter the NBA draft. During that season, players forfeit the opportunity to earn millions of dollars in exchange for bettering their basketball skills and a college education. At the same time, college athletic departments get the benefits (such as financially) that recruiting a top player provide.

This has caused controversy in the integrity of NCAA basketball and the NBA. Furthermore, it has opened the door to more players receiving improper benefits from outside sources and athletic programs.

Quantifying the impact of one-and-done players in this study makes it possible for athletic departments to better understand how to market and prepare for a season during and after a one-and-done player attends college, compensating student athletes, and changing the draft requirement of the NBA 2005 CBA.

Discussion

RQ1: What is the success of the collegiate team in the following year after a program has (a) one-and-done player(s) leave for the NBA?

The year after a one-and-done player left was measured by roster turnover and success was determined by (a) winning percentage, (b) postseason success, (c) attendance. As roster turnover increased, all measures for success decreased. Individually, winning percentage,

postseason success, and regular season attendance all were lower the year after a one-and-done player departed their school. This shows that roster turnover does have an effect on how a team is viewed the following season and how turnover can impact the team itself. As found in *The Effects of Roster Turnover on Demand in the National Basketball Association,* the average roster turnover is 36.2% and found no significant difference. The average roster turnover of one-and-done schools was 44%. While only slightly higher, the depth of talent at the collegiate level is not comparable to the NBA. Also, "blue-blood" programs are able to recruit more one-and-done players the year after a one-and-done player leaves. These fans are devoted to the program and feel that the program is replacing great talent with more great talent. It can be implied that schools who have only had one one-and-done player do not have the recruiting power of experience of schools who have had multiple one-and-done players compared to schools who have had multiple one and done players. For those schools with multiple one-and done players, there is less success and higher roster turnover. The data also show that only three teams (Duke, Kentucky, and North Carolina) have won a national championship with a one-and-done player.

RQ2: Is there a difference in TV ratings and viewership of the NCAA tournament between each year if there are more schools with one-and-done players?

Results showed that one-and-done schools do not have much postseason success. Many people watch the NCAA Tournament to see underdog teams upset well-known schools. During the year of the tournament. As more teams compete to recruit top high school players to come to their school, ratings and viewership are declining. TV ratings and viewership are declining,

possibly due to the lack of household names that people tune in to watch. As TV ratings and viewership go down, the less advertising revenue there is. This results in less money for schools to earn as they advance further into the NCAA Tournament.

RQ3: Is there a difference in regular season attendance from year-to-year with teams with one-and-done players?

As mentioned previously, schools who have only had one one-and-done player have been unable to bring in more people the following year. This can hurt the revenue the athletic program of the school earns (advertising, concessions, apparel, etc.).

RQ4: Is there a difference in online streaming viewership when there are more teams playing with one-and-done players in the NCAA Tournament?

Data for only streaming was not publicly available. However, as more people continue to get rid of cable and turn towards streaming, early round numbers may increase since those are the rounds that last longer. These rounds are more difficult to watch since they are during the weekdays and usually during business hours.

One of the biggest conclusions found is that "blue blood" schools are not heavily affected by one-and-done players. Due to the reputation of the school, it is easy for these schools to recruit new players even if they lose several players from the previous year. "Blue blood" schools tend to have a high arena capacity filled, postseason success, and winning percentage every year. Kentucky has a wide range of success. For instance, in the 2011-12 season, Kentucky

won the NCAA National Championship. However, the next year, Kentucky failed to qualify for the NCAA Tournament and worse, lost in the first round of the NIT Tournament the following season. Kentucky still manages to find high success despite this wide range.

Limitations and Future Research

This study was limited by publicly available TV ratings for the NCAA tournament. There is little data publicly available for the NCAA tournament prior to the 2010-2011 season as well as the early rounds of the 2013-2015 NCAA Tournament. As more time passes since a specific year of the tournament, there is limited public data on individual games. Data for only streaming ratings and viewership were not publicly available. Streaming measurements were accounted for in overall TV ratings and viewership. If overall TV ratings were not available, TV rating of P18-49 (people ages 18 to 49) were used.

This study's effectiveness was also limited by the ability to gather attendance numbers from the 2017-2018 NCAA basketball season because the NCAA had not released the numbers at the time this study was conducted.

Future research should also consider comparing peer schools who made the NCAA Tournament in the same measures of roster turnover and success to compare them with schools who have had one-and-done players.

If the NBA changes the requirements on when players can enter the league, research can be done to see if NCAA programs have less roster turnover because they are retaining players longer and are more successful. Research can also be conducted to see if the NCAA tournament has an increase in TV ratings and viewership.

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Appendix 1

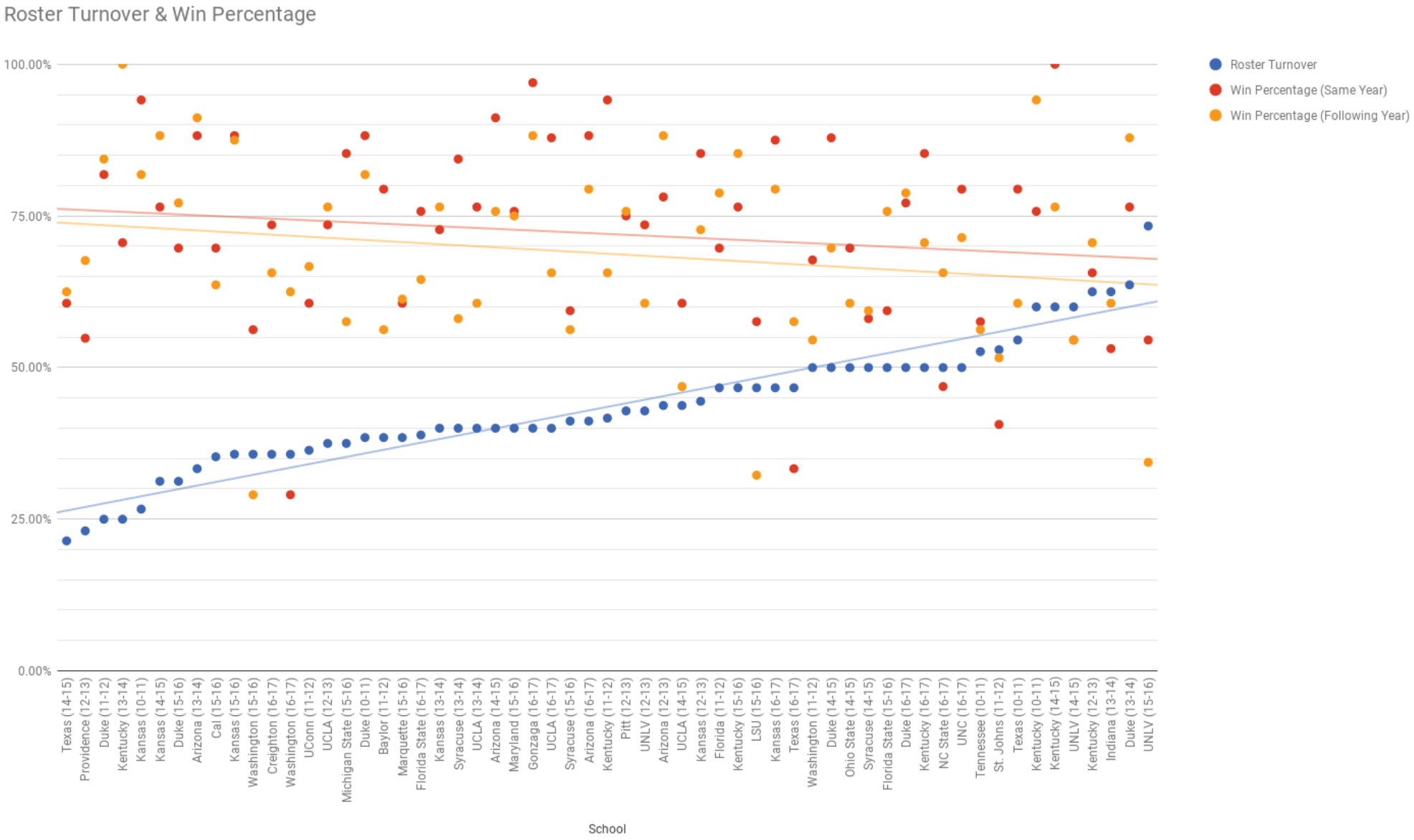
One-and-Done Players		
Year	Player	School
2011	Kyrie Irving	Duke
	Enes Kanter	Kentucky
	Tristan Thompson	Texas
	Brandon Knight	Kentucky
	Tobias Harris	Tennessee
	Cory Jospeh	Texas
	Josh Selby	Kansas
2012	Anthony Davis	Kentucky
	Michael Kidd-Gilchrist	Kentucky
	Bradley Beal	Florida
	Andre Drummond	UConn
	Austin Rivers	Duke
	Maruice Harkless	St. John's
	Tony Wroten	Washington
	Marquis Teague	Kentucky
	Quincy Miller	Baylor
2013	Anthony Bennett	UNLV
	Nerlens Noel	Kentucky
	Ben McLemore	Kansas
	Steven Adams	Pitt
	Shabazz Muhammad	UCLA
	Archie Goodwin	Kentucky
	Grant Jerrett	Arizona
	Ricky Ledo	Providence
2014	Andrew Wiggins	Kansas
	Jabari Parker	Duke
	Joel Embiid	Kansas
	Aaron Gordon	Arizona
	Julius Randle	Kentucky
	Noah Vonleh	Indiana
	Zach LaVine	UCLA
	James Young	Kentucky
	Tyler Ennis	Syracuse
2015	Karl Anthony Towns	Kentucky
	D'Angelo Russell	Ohio St.
	Jahil Okafor	Duke
	Stanley Johnson	Arizona
	Justise Winslow	Duke
	Myles Turner	Texas
	Trey Lyles	Kentucky
	Devin Booker	Kentucky
	Kelly Oubre Jr.	Kansas
	Rashad Vaughn	UNLV
	Tyus Jones	Duke
	Crhis McCullough	Syracuse
	Kevon Looney	UCLA
2016	Ben Simmons	LSU
	Bradon Ingram	Duke
	Jaylen Brown	Cal
	Jamal Murray	Kentucky
	Marquese Chriss	Washington
	Henry Ellenson	Marquette
	Malik Beasley	Florida St.
	Malachi Richardson	Syracuse
	Skai Labissiere	Kentucky
	Dejounte Murray	Washington
	Deyonta Davis	Michigan St.
	Cheick Diallo	Kansas
	Diamond Stone	Maryland
	Stephen Zimmerman	UNLV
2017	Markelle Fultz	Washington

Appendix 1

	Lonzo Ball	UCLA
	Jayson Tatum	Duke
	Josh Jackson	Kansas
	De'Aaron Fox	Kentucky
	Jonathan Isac	Florida St.
	Lari Markkanen	Arizona
	Dennis Smith Jr.	NC State
	Zach Collins	Gonzaga
	Malik Monk	Kentucky
	Bam Adebayo	Kentucky
	Justin Patton	Creighton
	TJ Leaf	UCLA
	Harry Giles	Duke
	Jarrett Allen	Texas
	Tony Bradley	UNC
	Frank Jackson	Duke
	Ike Anigobogu	UCLA
2018	Deandre Ayton	Arizona
	Kostas Antetokounmpo	Dayton
	Mohamed Bamba	Texas
	Marvin Bagley III	Duke
	LiAngelo Ball	UCLA/None
	Troy Brown Jr.	Oregon
	Wendell Carter Jr.	Duke
	Trevon Duval	Duke
	Bruno Fernando	Maryland
	Shai Gilgeous-Alexander	Kentucky
	Jaylen Hands	UCLA
	Jaren Jackson Jr.	Michigan St.
	Kevin Knox	Kentucky
	Matur Maker	High School

	Brandon McCoy	UNLV
	Jalen McDaniels	San Diego St
	Jontay Porter	Missouri
	Michael Porter Jr.	Missouri
	Anfernee Simons	High School
	Mitchell Robinson	None/Western Kentucky
	Collin Sexton	Alabama
	Zhaire Smith	Texas Tech
	Max Strus	DePaul
	Gary Trent Jr.	Duke
	Lonnie Walker	Miami
	PJ Washington	Kentucky
	Lindell Wiggins	Iowa St.
	Kris Wilkes	UCLA
	Trae Young	Oklahoma

Appendix 2


Roster Turnover & Win Percentage
100.00%
75.00%
50.00%
25.00%
0.00%
Roster Turnover
Win Percentage (Same Year)
Win Percentage (Following Year)
Texas (14-15)
Providence (12-13)
Duke (11-12)
Kentucky (13-14)
Kansas (10-11)
Kansas (14-15)
Duke (15-16)
Arizona (13-14)
Cal (15-16)
Kansas (15-16)
Washington (15-16)
Creighton (16-17)
Washington (16-17)
UConn (11-12)
UCLA (12-13)
Michigan State (15-16)
Duke (10-11)
Baylor (11-12)
Marquette (15-16)
Florida State (16-17)
Kansas (13-14)
Syracuse (13-14)
UCLA (13-14)
Arizona (14-15)
Maryland (15-16)
Gonzaga (16-17)
UCLA (16-17)
Syracuse (15-16)
Arizona (16-17)
Kentucky (11-12)
Pitt (12-13)
UNLV (12-13)
Arizona (12-13)
UCLA (14-15)
Kansas (12-13)
Florida (11-12)
Kentucky (15-16)
LSU (15-16)
Kansas (16-17)
Texas (16-17)
Washington (11-12)
Duke (14-15)
Ohio State (14-15)
Syracuse (14-15)
Florida State (15-16)
Duke (16-17)
Kentucky (16-17)
NC State (16-17)
UNC (16-17)
Tennessee (10-11)
St. Johns (11-12)
Texas (10-11)
Kentucky (10-11)
Kentucky (14-15)
UNLV (14-15)
Kentucky (12-13)
Indiana (13-14)
Duke (13-14)
UNLV (15-16)
School

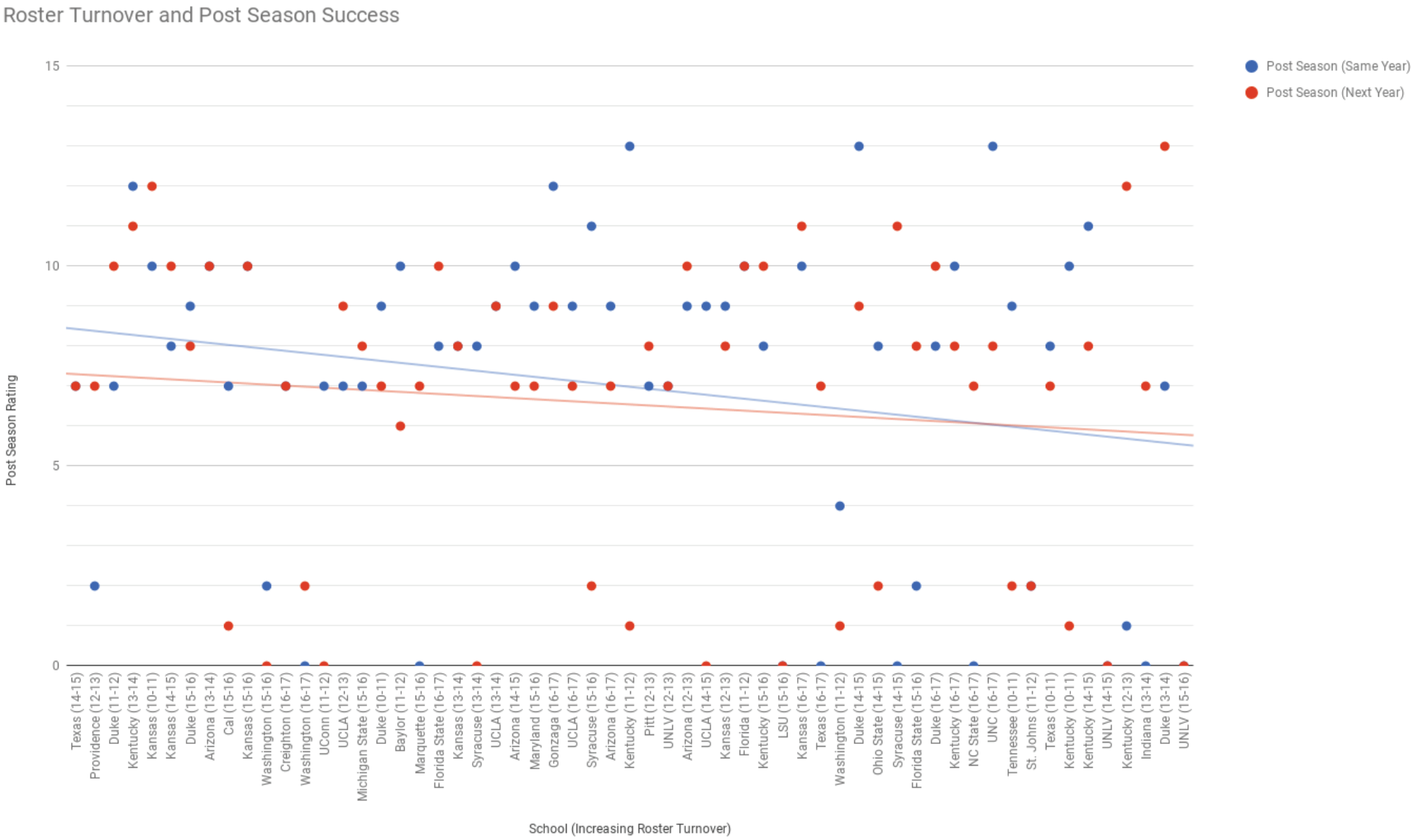
Appendix 3

Roster Turnover and Win Percantage									
School	New	Total	Roster Turnover	Wins	Loses	Win Percentage (Same Year)	Wins	Loses	Win Percentage (Following Year)
Texas (14-15)	3	14	21.43%	20	13	60.61%	20	12	62.50%
Providence (12-13)	3	13	23.08%	17	14	54.84%	23	11	67.65%
Duke (11-12)	3	12	25.00%	27	6	81.82%	27	5	84.38%
Kentucky (13-14)	4	16	25.00%	24	10	70.59%	34	0	100.00%
Kansas (10-11)	4	15	26.67%	32	2	94.12%	27	6	81.82%
Kansas (14-15)	5	16	31.25%	26	8	76.47%	30	4	88.24%
Duke (15-16)	5	16	31.25%	23	10	69.70%	27	8	77.14%
Arizona (13-14)	5	15	33.33%	30	4	88.24%	31	3	91.18%
Cal (15-16)	6	17	35.29%	23	10	69.70%	21	12	63.64%
Kansas (15-16)	5	14	35.71%	30	4	88.24%	28	4	87.50%
Washington (15-16)	5	14	35.71%	18	14	56.25%	9	22	29.03%
Creighton (16-17)	5	14	35.71%	25	9	73.53%	21	11	65.63%
Washington (16-17)	5	14	35.71%	9	22	29.03%	20	12	62.50%
UConn (11-12)	4	11	36.36%	20	13	60.61%	20	10	66.67%
UCLA (12-13)	6	16	37.50%	25	9	73.53%	26	8	76.47%
Michigan State (15-16)	6	16	37.50%	29	5	85.29%	19	14	57.58%
Duke (10-11)	5	13	38.46%	30	4	88.24%	27	6	81.82%
Baylor (11-12)	5	13	38.46%	27	7	79.41%	18	14	56.25%
Marquette (15-16)	5	13	38.46%	20	13	60.61%	19	12	61.29%
Florida State (16-17)	7	18	38.89%	25	8	75.76%	20	11	64.52%
Kansas (13-14)	6	15	40.00%	24	9	72.73%	26	8	76.47%
Syracuse (13-14)	6	15	40.00%	27	5	84.38%	18	13	58.06%
UCLA (13-14)	6	15	40.00%	26	8	76.47%	20	13	60.61%
Arizona (14-15)	6	15	40.00%	31	3	91.18%	25	8	75.76%
Maryland (15-16)	6	15	40.00%	25	8	75.76%	24	8	75.00%
Gonzaga (16-17)	6	15	40.00%	32	1	96.97%	30	4	88.24%
UCLA (16-17)	6	15	40.00%	29	4	87.88%	21	11	65.63%
Syracuse (15-16)	7	17	41.18%	19	13	59.38%	18	14	56.25%
Arizona (16-17)	7	17	41.18%	30	4	88.24%	27	7	79.41%
Kentucky (11-12)	5	12	41.67%	32	2	94.12%	21	11	65.63%
Pitt (12-13)	6	14	42.86%	24	8	75.00%	25	9	75.76%
UNLV (12-13)	6	14	42.86%	25	9	73.53%	20	13	60.61%
Arizona (12-13)	7	16	43.75%	25	7	78.13%	30	4	88.24%
UCLA (14-15)	7	16	43.75%	20	13	60.61%	15	17	46.88%
Kansas (12-13)	8	18	44.44%	29	5	85.29%	24	9	72.73%
Florida (11-12)	7	15	46.67%	23	10	69.70%	26	7	78.79%
Kentucky (15-16)	7	15	46.67%	26	8	76.47%	29	5	85.29%
LSU (15-16)	7	15	46.67%	19	14	57.58%	10	21	32.26%
Kansas (16-17)	7	15	46.67%	28	4	87.50%	27	7	79.41%
Texas (16-17)	7	15	46.67%	11	22	33.33%	19	14	57.58%

Appendix 3

Washington (11-12)	7	14	50.00%	21	10	67.74%	18	15	54.55%
Duke (14-15)	6	12	50.00%	29	4	87.88%	23	10	69.70%
Ohio State (14-15)	6	12	50.00%	23	10	69.70%	20	13	60.61%
Syracuse (14-15)	9	18	50.00%	18	13	58.06%	19	13	59.38%
Florida State (15-16)	8	16	50.00%	19	13	59.38%	25	8	75.76%
Duke (16-17)	7	14	50.00%	27	8	77.14%	26	7	78.79%
Kentucky (16-17)	7	14	50.00%	29	5	85.29%	24	10	70.59%
NC State (16-17)	6	12	50.00%	15	17	46.88%	21	11	65.63%
UNC (16-17)	8	16	50.00%	27	7	79.41%	25	10	71.43%
Tennessee (10-11)	10	19	52.63%	19	14	57.58%	18	14	56.25%
St. Johns (11-12)	9	17	52.94%	13	19	40.63%	16	15	51.61%
Texas (10-11)	6	11	54.55%	27	7	79.41%	20	13	60.61%
Kentucky (10-11)	9	15	60.00%	25	8	75.76%	32	2	94.12%
Kentucky (14-15)	9	15	60.00%	34	0	100.00%	26	8	76.47%
UNLV (14-15)	9	15	60.00%	18	15	54.55%	18	15	54.55%
Kentucky (12-13)	10	16	62.50%	21	11	65.63%	24	10	70.59%
Indiana (13-14)	10	16	62.50%	17	15	53.13%	20	13	60.61%
Duke (13-14)	7	11	63.64%	26	8	76.47%	29	4	87.88%
UNLV (15-16)	11	15	73.33%	18	15	54.55%	11	21	34.38%
Average			43.52%			72.03%			68.78%

Appendix 4


Roster Turnover and Post Season Success
Post Season (Same Year)
Post Season (Next Year)
Post Season Rating
15
10
5
0
Texas (14-15)
Providence (12-13)
Duke (11-12)
Kentucky (13-14)
Kansas (10-11)
Kansas (14-15)
Duke (15-16)
Arizona (13-14)
Cal (15-16)
Kansas (15-16)
Washington (15-16)
Creighton (16-17)
Washington (16-17)
UConn (11-12)
UCLA (12-13)
Michigan State (15-16)
Duke (10-11)
Baylor (11-12)
Marquette (15-16)
Florida State (16-17)
Kansas (13-14)
Syracuse (13-14)
UCLA (13-14)
Arizona (14-15)
Maryland (15-16)
Gonzaga (16-17)
UCLA (16-17)
Syracuse (15-16)
Arizona (16-17)
Kentucky (11-12)
Pitt (12-13)
UNLV (12-13)
Arizona (12-13)
UCLA (14-15)
Kansas (12-13)
Florida (11-12)
Kentucky (15-16)
LSU (15-16)
Kansas (16-17)
Texas (16-17)
Washington (11-12)
Duke (14-15)
Ohio State (14-15)
Syracuse (14-15)
Florida State (15-16)
Duke (16-17)
Kentucky (16-17)
NC State (16-17)
UNC (16-17)
Tennessee (10-11)
St. Johns (11-12)
Texas (10-11)
Kentucky (10-11)
Kentucky (14-15)
UNLV (14-15)
Kentucky (12-13)
Indiana (13-14)
Duke (13-14)
UNLV (15-16)
School (Increasing Roster Turnover)

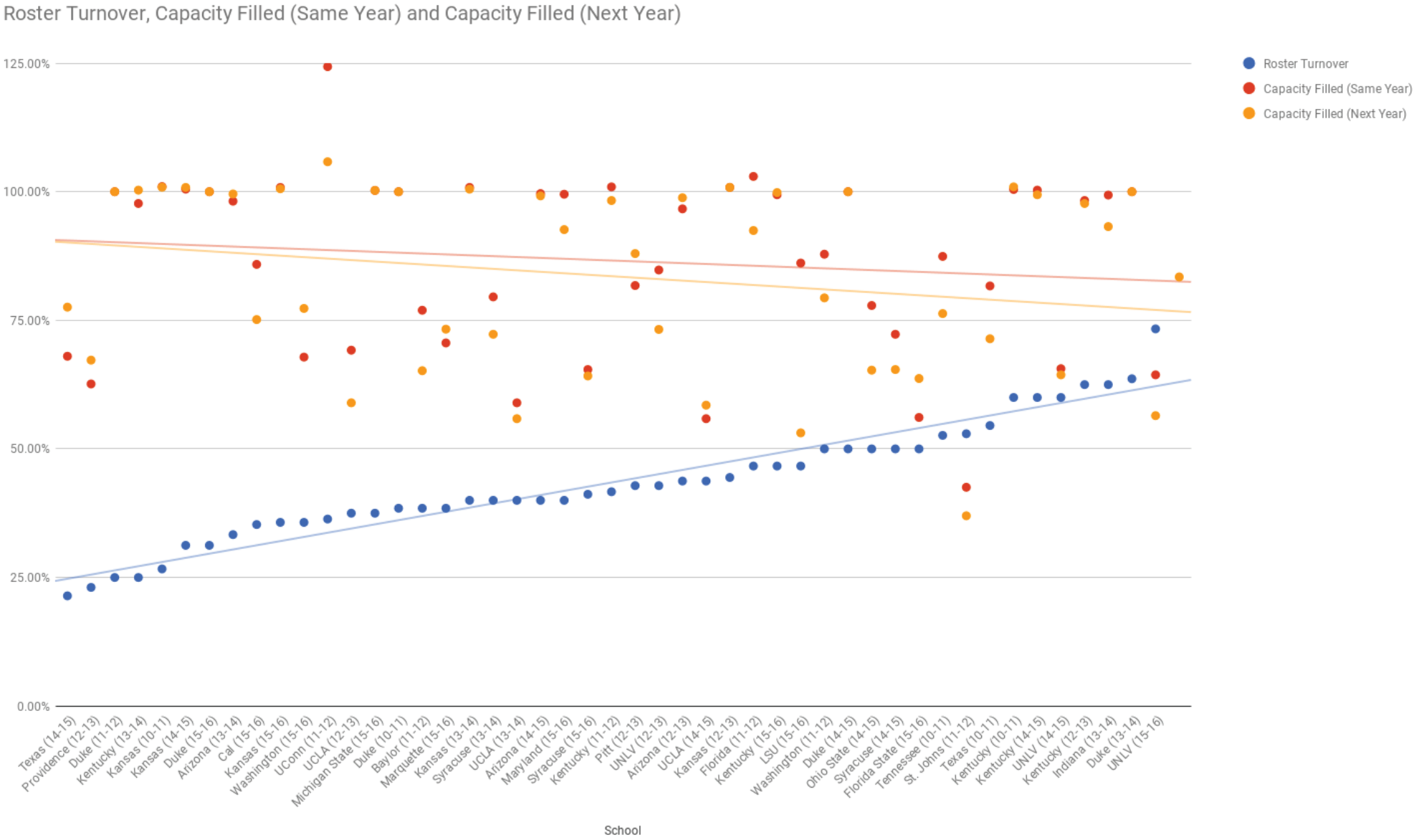
Appendix 5

Roster Turnover and Postseason Success					
School	New	Total	Roster Turnover	Post Season (Same Year)	Post Season (Next Year)
Texas (14-15)	3	14	21.43%	7	7
Providence (12-13)	3	13	23.08%	2	7
Duke (11-12)	3	12	25.00%	7	10
Kentucky (13-14)	4	16	25.00%	12	11
Kansas (10-11)	4	15	26.67%	10	12
Kansas (14-15)	5	16	31.25%	8	10
Duke (15-16)	5	16	31.25%	9	8
Arizona (13-14)	5	15	33.33%	10	10
Cal (15-16)	6	17	35.29%	7	1
Kansas (15-16)	5	14	35.71%	10	10
Washington (15-16)	5	14	35.71%	2	0
Creighton (16-17)	5	14	35.71%	7	7
Washington (16-17)	5	14	35.71%	0	2
UConn (11-12)	4	11	36.36%	7	0
UCLA (12-13)	6	16	37.50%	7	9
Michigan State (15-16)	6	16	37.50%	7	8
Duke (10-11)	5	13	38.46%	9	7
Baylor (11-12)	5	13	38.46%	10	6
Marquette (15-16)	5	13	38.46%	0	7
Florida State (16-17)	7	18	38.89%	8	10
Kansas (13-14)	6	15	40.00%	8	8
Syracuse (13-14)	6	15	40.00%	8	0
UCLA (13-14)	6	15	40.00%	9	9
Arizona (14-15)	6	15	40.00%	10	7
Maryland (15-16)	6	15	40.00%	9	7
Gonzaga (16-17)	6	15	40.00%	12	9
UCLA (16-17)	6	15	40.00%	9	7
Syracuse (15-16)	7	17	41.18%	11	2
Arizona (16-17)	7	17	41.18%	9	7
Kentucky (11-12)	5	12	41.67%	13	1

Appendix 5

Pitt (12-13)	6	14	42.86%	7	8
UNLV (12-13)	6	14	42.86%	7	7
Arizona (12-13)	7	16	43.75%	9	10
UCLA (14-15)	7	16	43.75%	9	0
Kansas (12-13)	8	18	44.44%	9	8
Florida (11-12)	7	15	46.67%	10	10
Kentucky (15-16)	7	15	46.67%	8	10
LSU (15-16)	7	15	46.67%	0	0
Kansas (16-17)	7	15	46.67%	10	11
Texas (16-17)	7	15	46.67%	0	7
Washington (11-12)	7	14	50.00%	4	1
Duke (14-15)	6	12	50.00%	13	9
Ohio State (14-15)	6	12	50.00%	8	2
Syracuse (14-15)	9	18	50.00%	0	11
Florida State (15-16)	8	16	50.00%	2	8
Duke (16-17)	7	14	50.00%	8	10
Kentucky (16-17)	7	14	50.00%	10	8
NC State (16-17)	6	12	50.00%	0	7
UNC (16-17)	8	16	50.00%	13	8
Tennessee (10-11)	10	19	52.63%	9	2
St. Johns (11-12)	9	17	52.94%	2	2
Texas (10-11)	6	11	54.55%	8	7
Kentucky (10-11)	9	15	60.00%	10	1
Kentucky (14-15)	9	15	60.00%	11	8
UNLV (14-15)	9	15	60.00%	0	0
Kentucky (12-13)	10	16	62.50%	1	12
Indiana (13-14)	10	16	62.50%	0	7
Duke (13-14)	7	11	63.64%	7	13
UNLV (15-16)	11	15	73.33%	0	0
Average			43.52%	6.983050847	6.542373

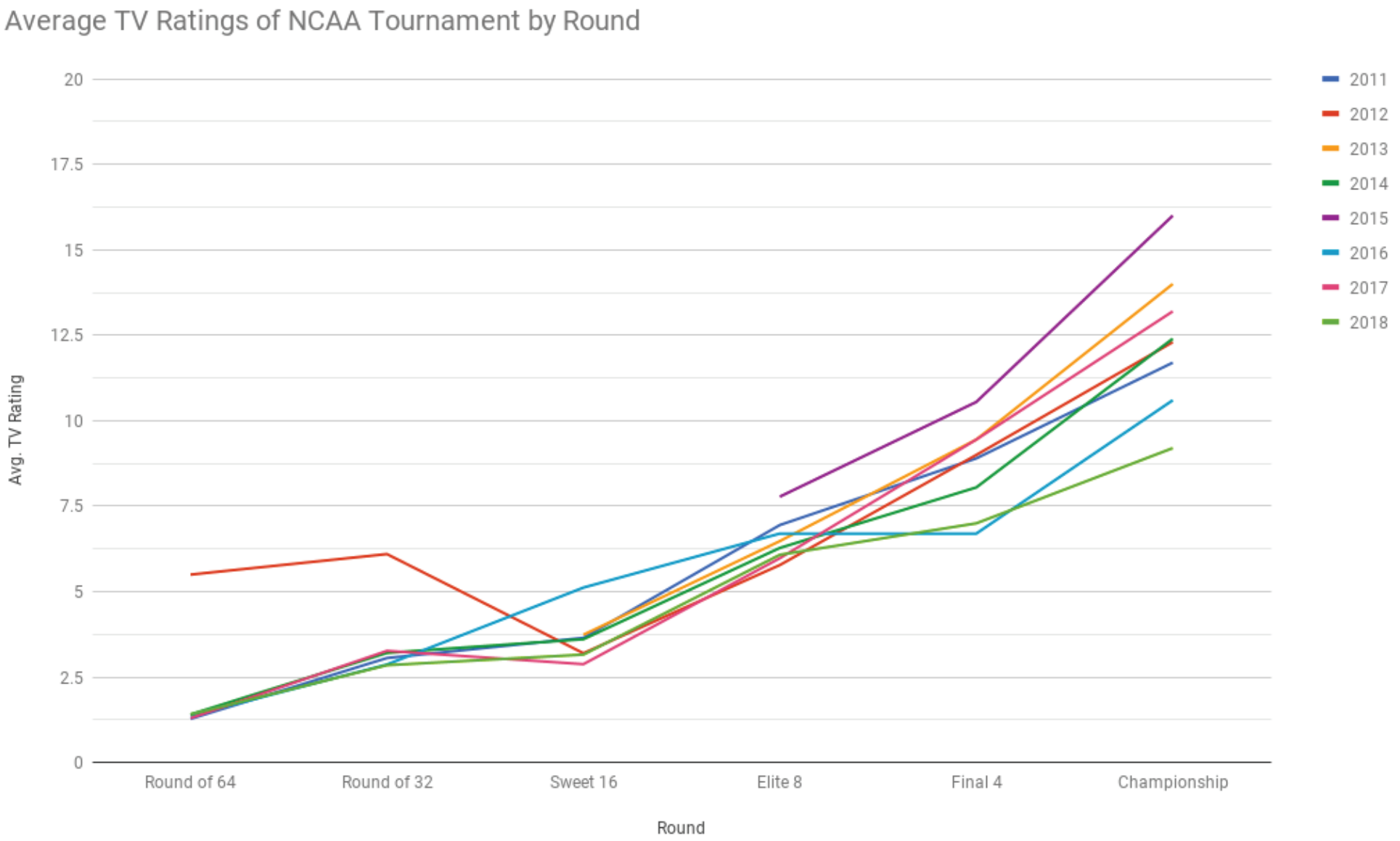
Appendix 6


Roster Turnover, Capacity Filled (Same Year) and Capacity Filled (Next Year)
125.00%
100.00%
75.00%
50.00%
25.00%
0.00%
Roster Turnover
Capacity Filled (Same Year)
Capacity Filled (Next Year)
Texas (14-15)
Providence (12-13)
Duke (11-12)
Kentucky (13-14)
Kansas (10-11)
Kansas (14-15)
Duke (15-16)
Arizona (13-14)
Cal (15-16)
Kansas (15-16)
Washington (15-16)
UConn (11-12)
UCLA (12-13)
Michigan State (15-16)
Duke (10-11)
Baylor (11-12)
Marquette (15-16)
Kansas (13-14)
Syracuse (13-14)
UCLA (13-14)
Arizona (14-15)
Maryland (15-16)
Syracuse (15-16)
Kentucky (11-12)
Pitt (12-13)
UNLV (12-13)
Arizona (12-13)
UCLA (14-15)
Kansas (12-13)
Florida (11-12)
Kentucky (15-16)
LSU (15-16)
Washington (11-12)
Duke (14-15)
Ohio State (14-15)
Syracuse (14-15)
Florida State (15-16)
Tennessee (10-11)
St. Johns (11-12)
Texas (10-11)
Kentucky (10-11)
Kentucky (14-15)
UNLV (14-15)
Kentucky (12-13)
Indiana (13-14)
Duke (13-14)
UNLV (15-16)
School

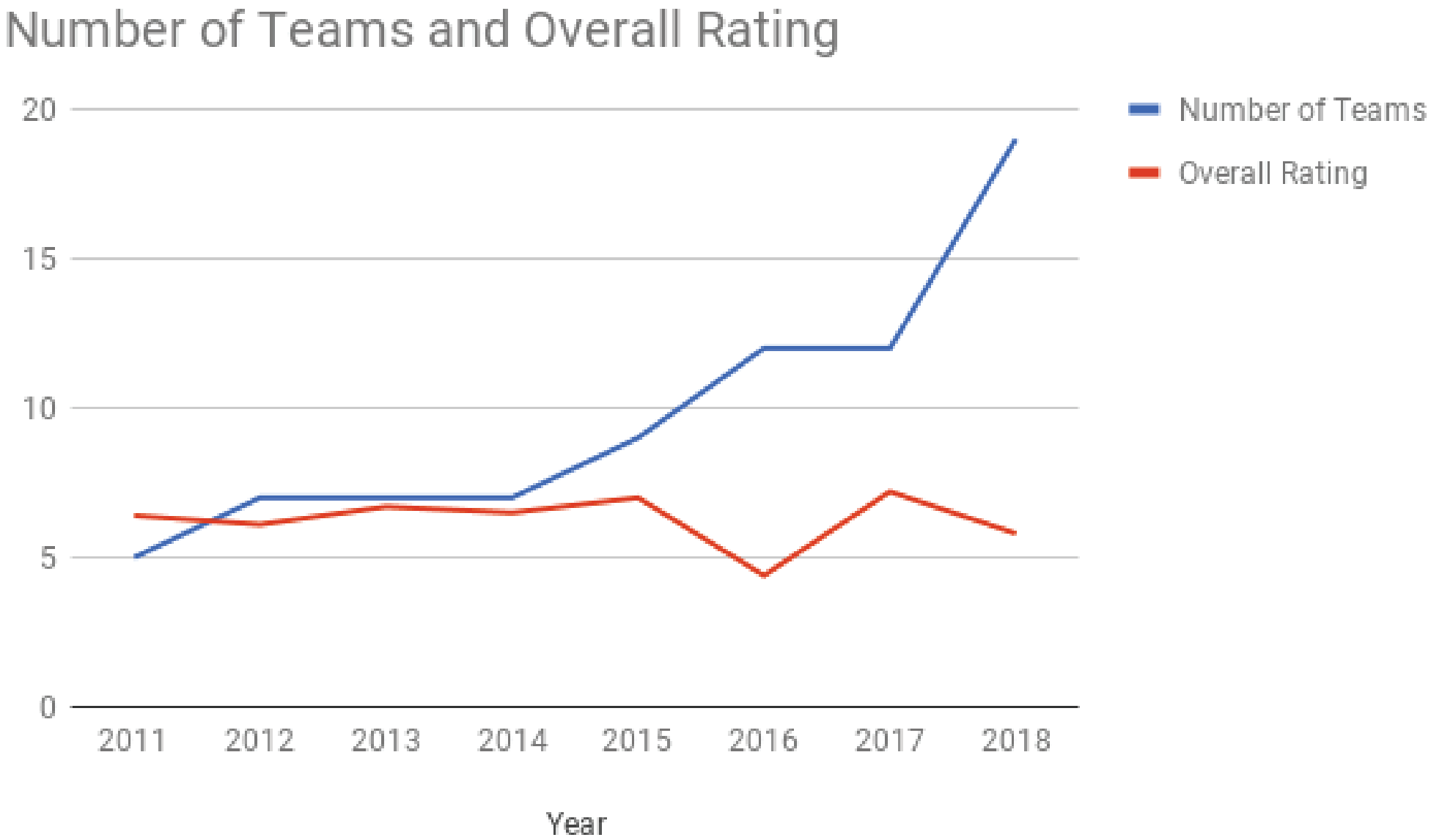
Appendix 7

Roster Turnover and Attendance													
School	New	Total	Roster Turnover	Games (Same Year)	Attendance (Same Year)	Average (Same Year)	Capacity of Arena	Capacity Filled (Same Year)	Games (Next Year)	Attendance (Next Year)	Average (Next Year)	Capacity of Arena	Capacity Filled (Next Year)
Texas (14-15)	3	14	21.43%	18	202,489	11,249	16,540	68.01%	17	218,082	12,828	16,540	77.56%
Providence (12-13)	3	13	23.08%	18	139,901	7,772	12,410	62.63%	16	133,548	8,347	12,410	67.26%
Duke (11-12)	3	12	25.00%	16	149,024	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Kentucky (13-14)	4	16	25.00%	18	413,350	22,964	23,500	97.72%	19	447,874	23,572	23,500	100.31%
Kansas (10-11)	4	15	26.67%	18	295,856	16,463	16,300	101.00%	17	279,557	16,445	16,300	100.89%
Kansas (14-15)	5	16	31.25%	16	262,127	16,383	16,300	100.51%	17	279,412	16,436	16,300	100.83%
Duke (15-16)	5	16	31.25%	18	167,652	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Arizona (13-14)	5	15	33.33%	18	258,749	14,375	14,644	98.16%	17	248,046	14,591	14,655	99.56%
Cal (15-16)	6	17	35.29%	18	183,293	10,183	11,858	85.87%	19	169,298	8,910	11,858	75.14%
Kansas (15-16)	5	14	35.71%	17	279,412	16,436	16,300	100.83%	16	262,320	16,395	16,300	100.58%
Washington (15-16)	5	14	35.71%	18	122,127	6,785	10,000	67.85%	16	123,698	7,731	10,000	77.31%
UConn (11-12)	4	11	36.36%	17	214,873	12,640	10,167	124.32%	16	171,644	10,728	10,137	105.83%
UCLA (12-13)	6	16	37.50%	18	171,874	9,549	13,800	69.19%	18	146,455	8,136	13,800	58.96%
Michigan State (15-16)	6	16	37.50%	16	236,752	14,797	14,759	100.26%	16	236,752	14,797	14,759	100.26%
Duke (10-11)	5	13	38.46%	17	158,338	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Baylor (11-12)	5	13	38.46%	17	134,541	7,914	10,284	76.96%	20	134,108	6,705	10,284	65.20%
Marquette (15-16)	5	13	38.46%	19	252,858	13,308	18,850	70.60%	17	233,169	13,716	18,717	73.28%
Kansas (13-14)	6	15	40.00%	16	262,993	16,437	16,300	100.84%	16	262,127	16,383	16,300	100.51%
Syracuse (13-14)	6	15	40.00%	18	472,550	26,253	33,000	79.55%	18	429,378	23,854	33,000	72.29%
UCLA (13-14)	6	15	40.00%	18	146,455	8,136	13,800	58.96%	17	131,079	7,711	13,800	55.87%
Arizona (14-15)	6	15	40.00%	17	248,046	14,591	14,644	99.64%	18	261,478	14,527	14,644	99.20%
Maryland (15-16)	6	15	40.00%	17	303,676	17,863	17,950	99.52%	18	299,306	16,628	17,950	92.64%
Syracuse (15-16)	7	17	41.18%	17	367,068	21,592	33,000	65.43%	21	444,809	21,181	33,000	64.19%
Kentucky (11-12)	5	12	41.67%	18	426,978	23,721	23,500	100.94%	18	415,775	23,099	23,500	98.29%
Pitt (12-13)	6	14	42.86%	19	194,321	10,227	12,508	81.77%	18	198,078	11,004	12,508	87.98%
UNLV (12-13)	6	14	42.86%	22	334,320	15,196	17,923	84.79%	20	262,501	13,125	17,923	73.23%
Arizona (12-13)	7	16	43.75%	16	226,505	14,157	14,644	96.67%	18	258,749	14,375	14,545	98.83%
UCLA (14-15)	7	16	43.75%	17	131,079	7,711	13,800	55.87%	17	137,247	8,073	13,800	58.50%
Kansas (12-13)	8	18	44.44%	18	295,889	16,438	16,300	100.85%	16	262,993	16,437	16,300	100.84%
Florida (11-12)	7	15	46.67%	16	166,951	10,434	10,133	102.97%	15	160,160	10,677	11,548	92.46%
Kentucky (15-16)	7	15	46.67%	17	397,148	23,362	23,500	99.41%	17	398,850	23,462	23,500	99.84%
LSU (15-16)	7	15	46.67%	18	204,890	11,383	13,215	86.14%	16	112,307	7,019	13,215	53.12%
Washington (11-12)	7	14	50.00%	20	175,700	8,785	10,000	87.85%	18	142,860	7,937	10,000	79.37%
Duke (14-15)	6	12	50.00%	16	149,024	9,314	9,314	100.00%	18	167,652	9,314	9,314	100.00%
Ohio State (14-15)	6	12	50.00%	20	292,968	14,648	18,809	77.88%	21	257,957	12,284	18,809	65.31%
Syracuse (14-15)	9	18	50.00%	18	429,378	23,854	33,000	72.29%	17	367,068	21,592	33,000	65.43%
Florida State (15-16)	8	16	50.00%	15	105,221	7,015	12,500	56.12%	18	143,302	7,961	12,500	63.69%
Tennessee (10-11)	10	19	52.63%	18	341,130	18,952	21,678	87.43%	19	314,321	16,543	21,678	76.31%
St. Johns (11-12)	9	17	52.94%	20	168,560	8,428	19,812	42.54%	17	124,608	7,330	19,812	37.00%
Texas (10-11)	6	11	54.55%	18	246,044	13,669	16,734	81.68%	18	215,097	11,950	16,734	71.41%
Kentucky (10-11)	9	15	60.00%	15	354,046	23,603	23,500	100.44%	18	426,978	23,721	23,500	100.94%
Kentucky (14-15)	9	15	60.00%	19	447,874	23,572	23,500	100.31%	17	397,148	23,362	23,500	99.41%
UNLV (14-15)	9	15	60.00%	18	211,622	11,757	17,923	65.60%	17	196,219	11,542	17,923	64.40%
Kentucky (12-13)	10	16	62.50%	18	415,775	23,099	23,500	98.29%	18	413,350	22,964	23,500	97.72%
Indiana (13-14)	10	16	62.50%	18	312,453	17,359	17,472	99.35%	19	309,477	16,288	17,472	93.22%
Duke (13-14)	7	11	63.64%	17	158,338	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
UNLV (15-16)	11	15	73.33%	17	196,219	11,542	17,923	64.40%	19	192,281	10,120	17,923	56.46%
Average			43.47%					86.63%					83.43%

Appendix 8


Average TV Ratings of NCAA Tournament by Round
20
17.5
15
12.5
10
7.5
5
2.5
0
Avg. TV Rating
Round of 64
Round of 32
Sweet 16
Elite 8
Final 4
Championship
Round
2011
2012
2013
2014
2015
2016
2017
2018

Appendix 9

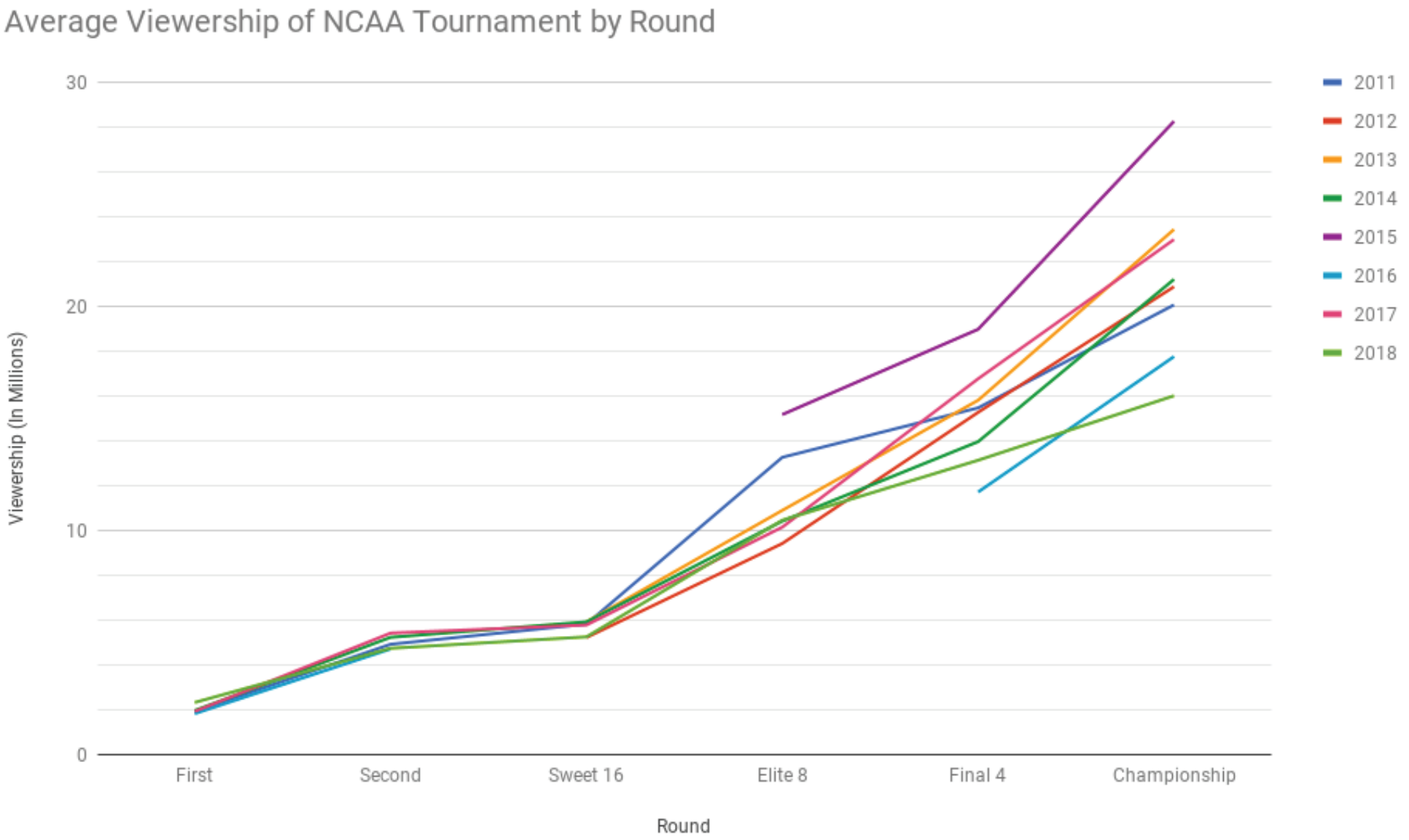

Number of Teams and Overall Rating
20
15
10
5
0
2011
2012
2013
2014
2015
2016
2017
2018
Year
Number of Teams
Overall Rating

Appendix 10

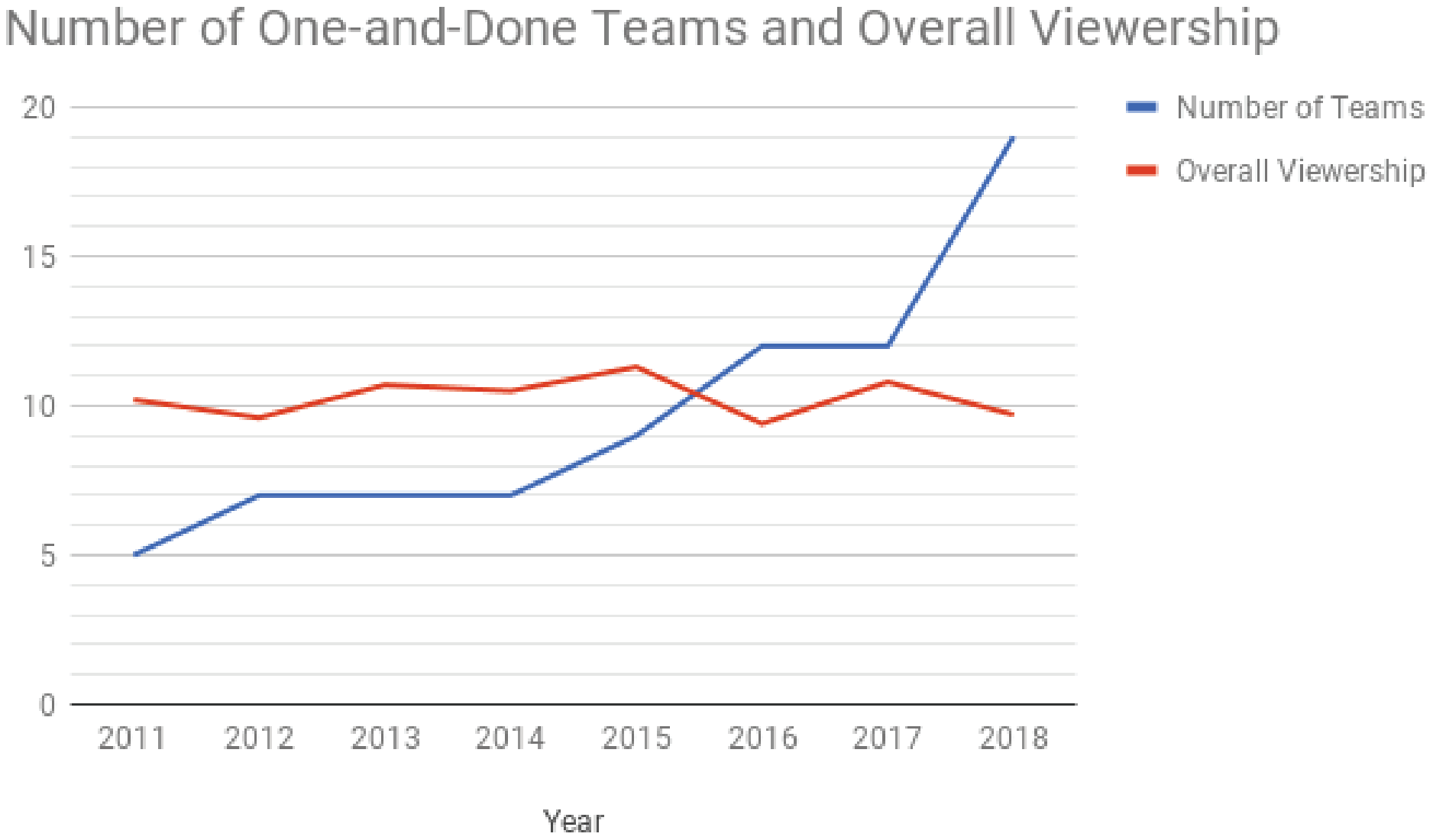
Overall TV Ratings and Number of One-and-Done Schools			
Year	Number of Teams	Overall Rating	
2011	5	6.4	
2012	7	6.1	
2013	7	6.7	
2014	7	6.5	
2015	9	7	
2016	12	4.4	
2017	12	7.2	
2018	19	5.8	

TV Ratings						
	Round of 64	Round of 32	Sweet 16	Elite 8	Final 4	Championship
2011	1.28	3.06	3.65	6.95	8.9	11.7
2012	5.5	6.1	3.2	5.78	9	12.3
2013	N/A	N/A	3.74	6.48	9.45	14
2014	1.41	3.21	3.61	6.28	8.05	12.4
2015	N/A	N/A	N/A	7.78	10.55	16
2016	1.37	2.87	5.12	6.7	6.7	10.6
2017	1.3	3.27	2.88	5.98	9.45	13.2
2018	1.41	2.85	3.16	6.08	7	9.2

Appendix 11


Average Viewership of NCAA Tournament by Round
30
20
10
0
Viewership (In Millions)
First
Second
Sweet 16
Elite 8
Final 4
Championship
Round
2011
2012
2013
2014
2015
2016
2017
2018

Appendix 12


Number of One-and-Done Teams and Overall Viewership
20
15
10
5
0
2011
2012
2013
2014
2015
2016
2017
2018
Year
Number of Teams
Overall Viewership

Appendix 13

Overall TV Viewership and Number of One-and-Done Schools			
Year	Number of Teams	Overall Viewership	
2011	5	10.2	
2012	7	9.6	
2013	7	10.7	
2014	7	10.5	
2015	9	11.3	
2016	12	9.4	
2017	12	10.8	
2018	19	9.7	

TV Viewership By Round						
	First	Second	Sweet 16	Elite 8	Final 4	Championship
2011	1.9	4.9	5.8	13.25	15.46	20.06
2012	N/A	N/A	5.2	9.4	15.26	20.87
2013	N/A	N/A	5.9	10.88	15.8	23.43
2014	1.94	5.21	5.9	10.4	13.95	21.2
2015	N/A	N/A		15.16	18.97	28.26
2016	1.8	4.69	N/A	N/A	11.7	17.75
2017	1.9	5.4	5.76	10.13	16.76	22.98
2018	2.3	4.72	5.23	10.44	13.12	16

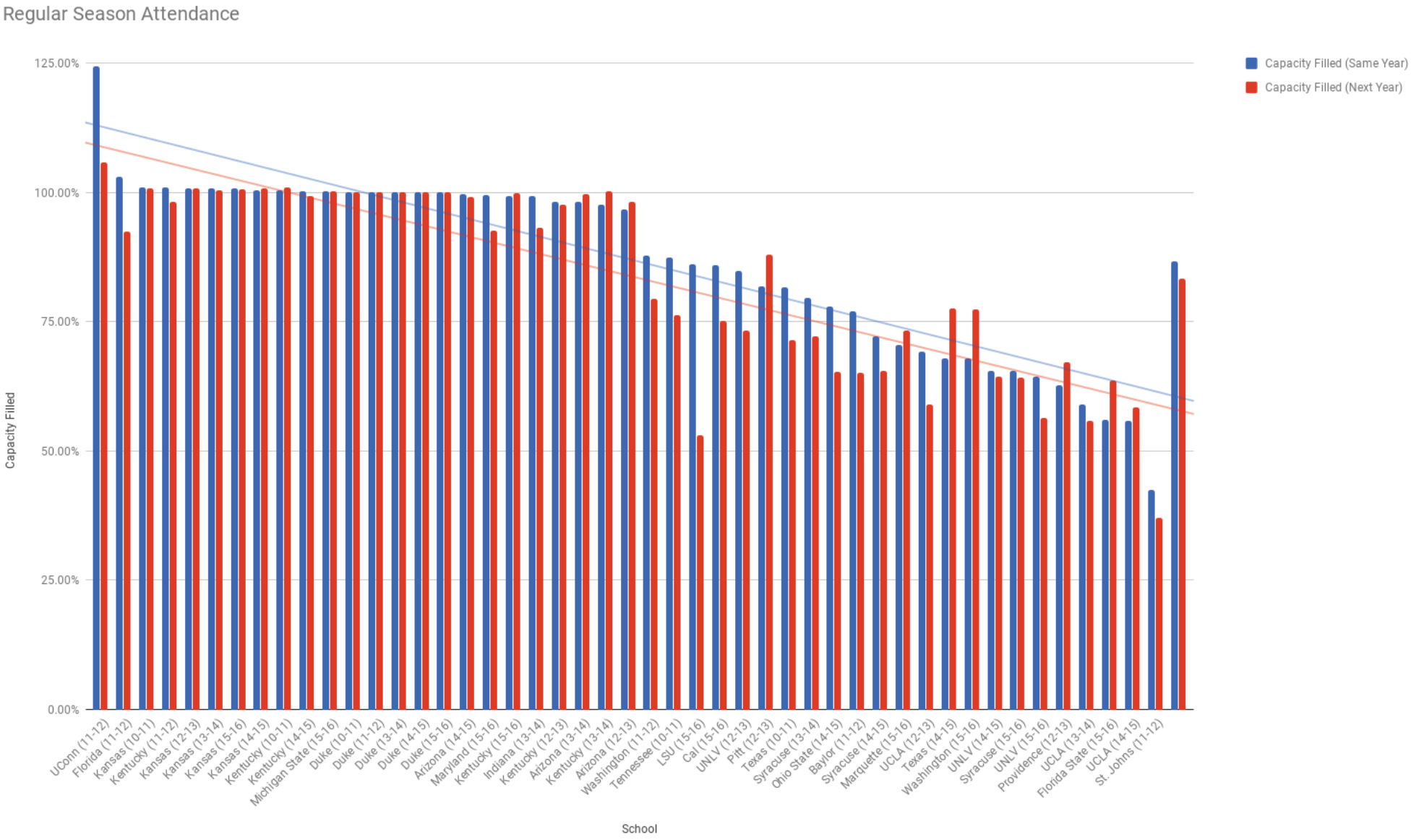
Appendix 14

Postseason Average Finish by Year						
2011	Duke	7	9			
	Kansas	12	10			
	Kentucky	13	11			
	Tennessee	1	7			
	Texas	7	8			
Average Finish		Sweet 16	9			
2012	Baylor	6	10			
	Duke	10	7			
	Florida	10	10			
	Kentucky	1	13			
	St. John's	2	2			
	UConn	0	7			
	Washington	1	4			
Average Finish		Round of 32	7.571428571			
2013	Arizona	10	9			
	Kansas	8	9			
	Kentucky	12	1			
	Pitt	8	7			
	Providence	7	2			
	UCLA	9	7			
	UNLV	7	7			
		NIT Champions	6			
2014	Arizona	10	10			
	Duke	13	7			
	Indiana	7	0			
	Kansas	8	8			
	Kentucky	11	12			
	Syracuse	0	8			
	UCLA	9	9			

Appendix 14

Average Finish		Round of 32	7.714285714			
2015	Arizona	7	10			
	Duke	9	13			
	Kansas	10	8			
	Kentucky	8	11			
	Ohio St.	2	8			
	Syracuse	11	0			
	Texas	7	7			
	UCLA	0	9			
	UNLV	0	0			
Average Finish		Round of 64	7.333333333			
2016	Cal	1	7			
	Duke	8	9			
	Florida St.	8	2			
	Kansas	10	10			
	Kentucky	10	8			
	LSU	0	0			
	Marquette	7	0			
	Maryland	7	9			
	Michigan St.	8	7			
	Syracuse	2	11			
	UNLV	0	0			
	Washington	0	2			
		Lost NIT Championship	5.416666667			
2017	Arizona	7	9			
	Creighton	7	7			
	Duke	8	8			
	Florida St.	10	8			
	Gonzaga	9	12			
	Kansas	11	10			
	Kentucky	8	10			
	NC State	7	0			
	Texas	7	0			
	UCLA	11	9			
	UNC	8	13			
	Washington	2	0			
Average Finish		Round of 64	7.166666667			

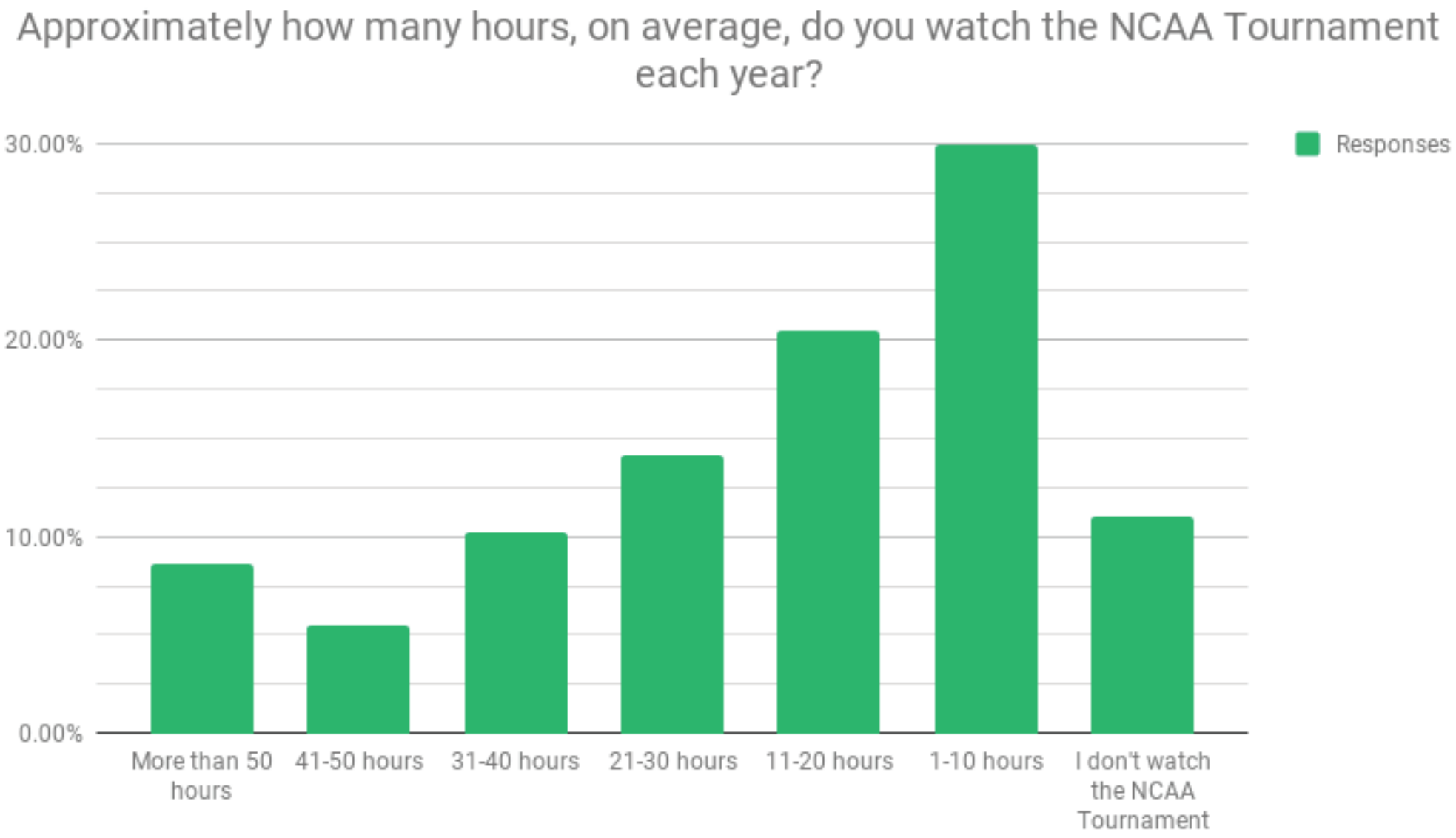
Appendix 15


Regular Season Attendance
Capacity Filled (Same Year)
Capacity Filled (Next Year)
125.00%
100.00%
75.00%
50.00%
25.00%
0.00%
Capacity Filled
School
UConn (11-12)
Florida (11-12)
Kansas (10-11)
Kentucky (11-12)
Kansas (12-13)
Kansas (13-14)
Kansas (15-16)
Kansas (14-15)
Kentucky (10-11)
Kentucky (14-15)
Michigan State (15-16)
Duke (10-11)
Duke (11-12)
Duke (13-14)
Duke (14-15)
Duke (15-16)
Arizona (14-15)
Maryland (15-16)
Kentucky (15-16)
Indiana (13-14)
Kentucky (12-13)
Arizona (13-14)
Kentucky (13-14)
Arizona (12-13)
Washington (11-12)
Tennessee (10-11)
LSU (15-16)
Cal (15-16)
UNLV (12-13)
Pitt (12-13)
Texas (10-11)
Syracuse (13-14)
Ohio State (14-15)
Baylor (11-12)
Syracuse (14-15)
Marquette (15-16)
UCLA (12-13)
Texas (14-15)
Washington (15-16)
UNLV (14-15)
Syracuse (15-16)
UNLV (15-16)
Providence (12-13)
UCLA (13-14)
Florida State (15-16)
UCLA (14-15)
St. Johns (11-12)

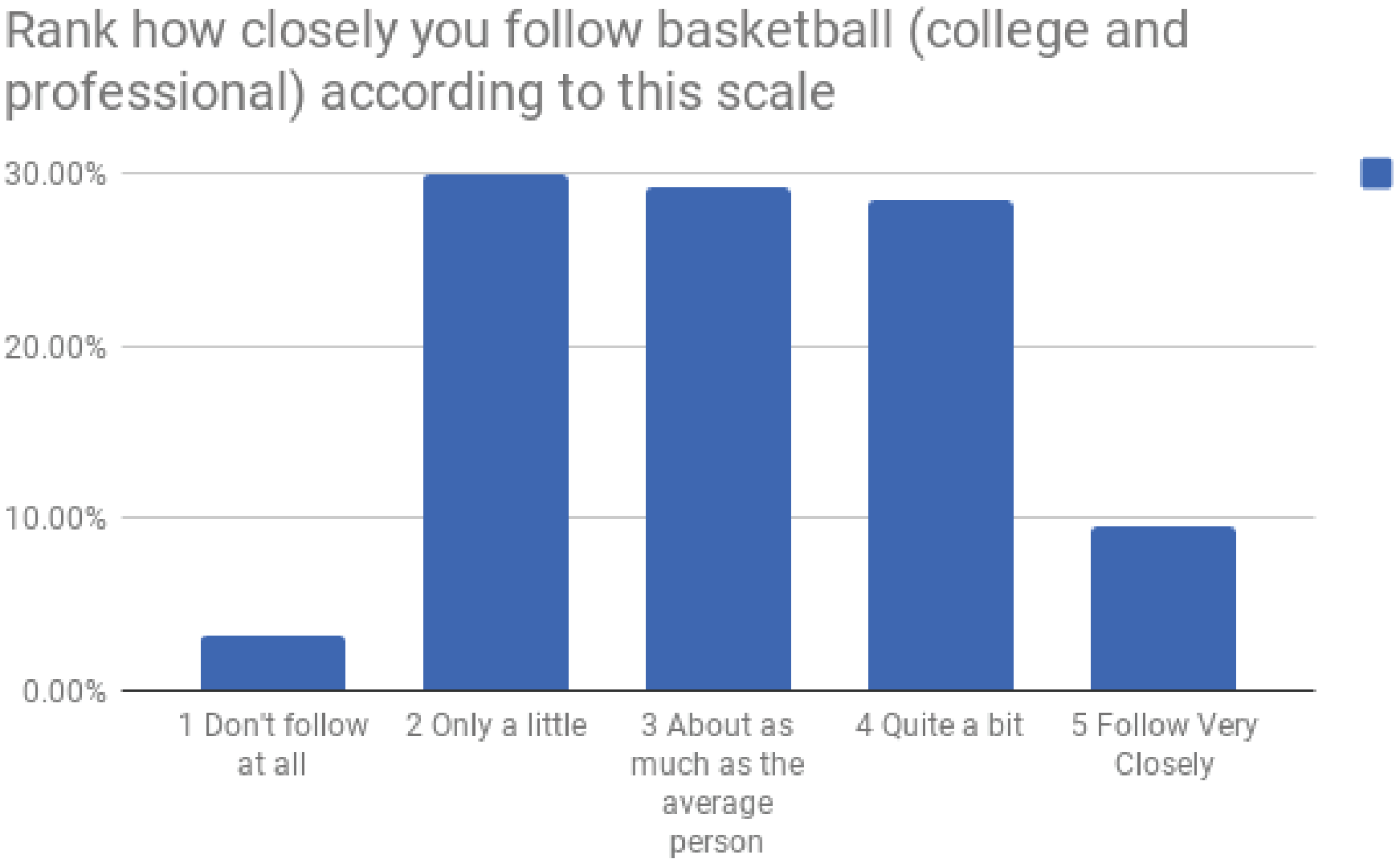
Appendix 16

One-and-Done School Attendance										
School	Games (Same Year)	Attendance (Same Year)	Average (Same Year)	Capacity of Arena	Capacity Filled (Same Year)	Games (Next Year)	Attendance (Next Year)	Average (Next Year)	Capacity of Arena	Capacity Filled (Next Year)
UConn (11-12)	17	214,873	12,640	10,167	124.32%	16	171,644	10,728	10,137	105.83%
Florida (11-12)	16	166,951	10,434	10,133	102.97%	15	160,160	10,677	11,548	92.46%
Kansas (10-11)	18	295,856	16,463	16,300	101.00%	17	279,557	16,445	16,300	100.89%
Kentucky (11-12)	18	426,978	23,721	23,500	100.94%	18	415,775	23,099	23,500	98.29%
Kansas (12-13)	18	295,889	16,438	16,300	100.85%	16	262,993	16,437	16,300	100.84%
Kansas (13-14)	16	262,993	16,437	16,300	100.84%	16	262,127	16,383	16,300	100.51%
Kansas (15-16)	17	279,412	16,436	16,300	100.83%	16	262,320	16,395	16,300	100.58%
Kansas (14-15)	16	262,127	16,383	16,300	100.51%	17	279,412	16,436	16,300	100.83%
Kentucky (10-11)	15	354,046	23,603	23,500	100.44%	18	426,978	23,721	23,500	100.94%
Kentucky (14-15)	19	447,874	23,572	23,500	100.31%	17	397,148	23,362	23,500	99.41%
Michigan State (15-16)	16	236,752	14,797	14,759	100.26%	16	236,752	14,797	14,759	100.26%
Duke (10-11)	17	158,338	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Duke (11-12)	16	149,024	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Duke (13-14)	17	158,338	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Duke (14-15)	16	149,024	9,314	9,314	100.00%	18	167,652	9,314	9,314	100.00%
Duke (15-16)	18	167,652	9,314	9,314	100.00%	16	149,024	9,314	9,314	100.00%
Arizona (14-15)	17	248,046	14,591	14,644	99.64%	18	261,478	14,527	14,644	99.20%
Maryland (15-16)	17	303,676	17,863	17,950	99.52%	18	299,306	16,628	17,950	92.64%
Kentucky (15-16)	17	397,148	23,362	23,500	99.41%	17	398,850	23,462	23,500	99.84%
Indiana (13-14)	18	312,453	17,359	17,472	99.35%	19	309,477	16,288	17,472	93.22%
Kentucky (12-13)	18	415,775	23,099	23,500	98.29%	18	413,350	22,964	23,500	97.72%
Arizona (13-14)	18	258,749	14,375	14,644	98.16%	17	248,046	14,591	14,644	99.64%
Kentucky (13-14)	18	413,350	22,964	23,500	97.72%	19	447,874	23,572	23,500	100.31%
Arizona (12-13)	16	226,505	14,157	14,644	96.67%	18	258,749	14,375	14,644	98.16%
Washington (11-12)	20	175,700	8,785	10,000	87.85%	18	142,860	7,937	10,000	79.37%
Tennessee (10-11)	18	341,130	18,952	21,678	87.43%	19	314,321	16,543	21,678	76.31%
LSU (15-16)	18	204,890	11,383	13,215	86.14%	16	112,307	7,019	13,215	53.12%
Cal (15-16)	18	183,293	10,183	11,858	85.87%	19	169,298	8,910	11,858	75.14%
UNLV (12-13)	22	334,320	15,196	17,923	84.79%	20	262,501	13,125	17,923	73.23%
Pitt (12-13)	19	194,321	10,227	12,508	81.77%	18	198,078	11,004	12,508	87.98%
Texas (10-11)	18	246,044	13,669	16,734	81.68%	18	215,097	11,950	16,734	71.41%
Syracuse (13-14)	18	472,550	26,253	33,000	79.55%	18	429,378	23,854	33,000	72.29%
Ohio State (14-15)	20	292,968	14,648	18,809	77.88%	21	257,957	12,284	18,809	65.31%
Baylor (11-12)	17	134,541	7,914	10,284	76.96%	20	134,108	6,705	10,284	65.20%
Syracuse (14-15)	18	429,378	23,854	33,000	72.29%	17	367,068	21,592	33,000	65.43%
Marquette (15-16)	19	252,858	13,308	18,850	70.60%	17	233,169	13,716	18,717	73.28%
UCLA (12-13)	18	171,874	9,549	13,800	69.19%	18	146,455	8,136	13,800	58.96%
Texas (14-15)	18	202,489	11,249	16,540	68.01%	17	218,082	12,828	16,540	77.56%
Washington (15-16)	18	122,127	6,785	10,000	67.85%	16	123,698	7,731	10,000	77.31%
UNLV (14-15)	18	211,622	11,757	17,923	65.60%	17	196,219	11,542	17,923	64.40%
Syracuse (15-16)	17	367,068	21,592	33,000	65.43%	21	444,809	21,181	33,000	64.19%
UNLV (15-16)	17	196,219	11,542	17,923	64.40%	19	192,281	10,120	17,923	56.46%
Providence (12-13)	18	139,901	7,772	12,410	62.63%	16	133,548	8,347	12,410	67.26%
UCLA (13-14)	18	146,455	8,136	13,800	58.96%	17	131,079	7,711	13,800	55.87%
Florida State (15-16)	15	105,221	7,015	12,500	56.12%	18	143,302	7,961	12,500	63.69%
UCLA (14-15)	17	131,079	7,711	13,800	55.87%	17	137,247	8,073	13,800	58.50%
St. Johns (11-12)	20	168,560	8,428	19,812	42.54%	17	124,608	7,330	19,812	37.00%
Average					86.63%					83.42%

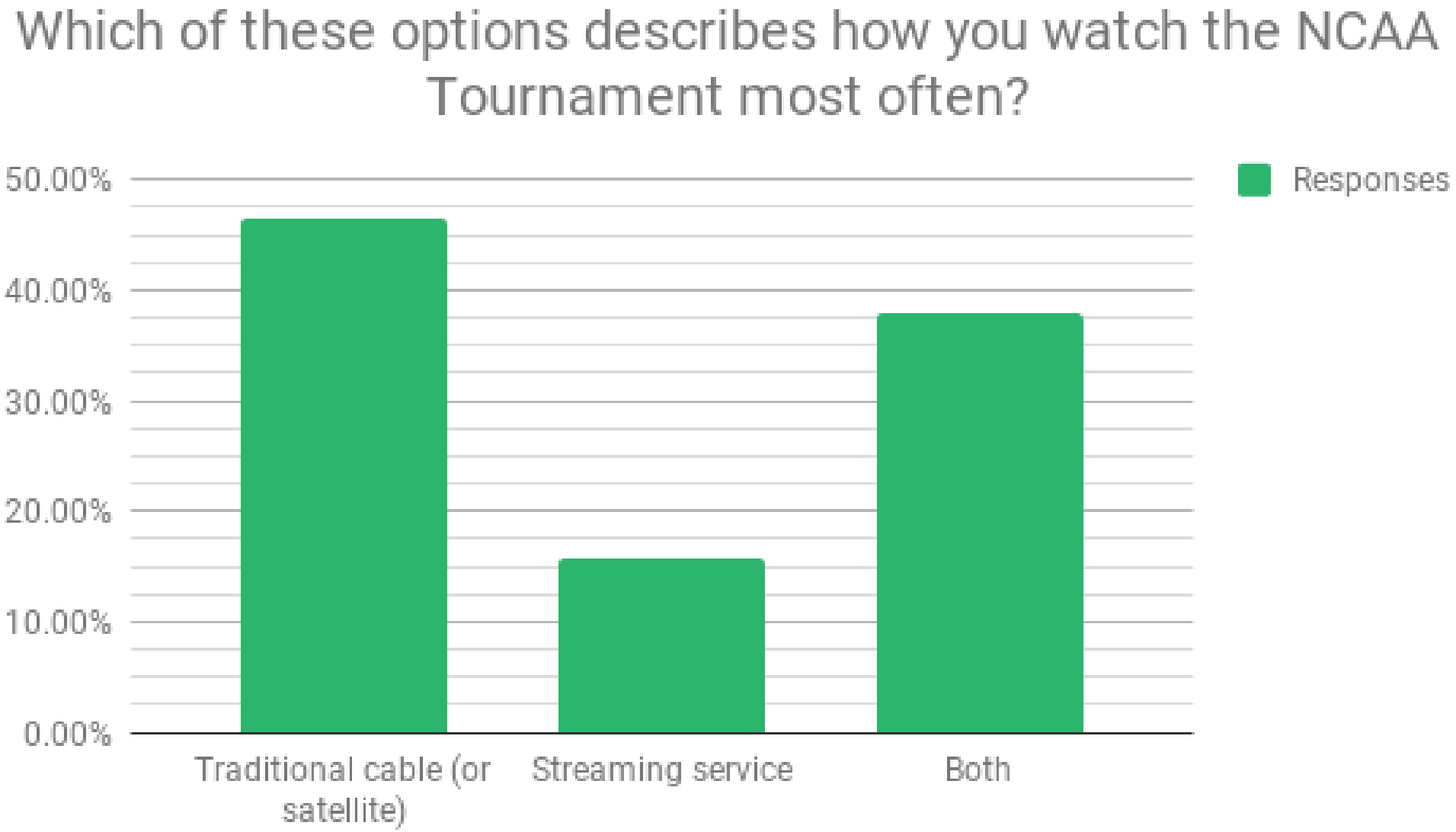
Appendix 17


Approximately how many hours, on average, do you watch the NCAA Tournament each year?
Responses
30.00%
20.00%
10.00%
0.00%
More than 50 hours
41-50 hours
31-40 hours
21-30 hours
11-20 hours
1-10 hours
I don't watch the NCAA Tournament

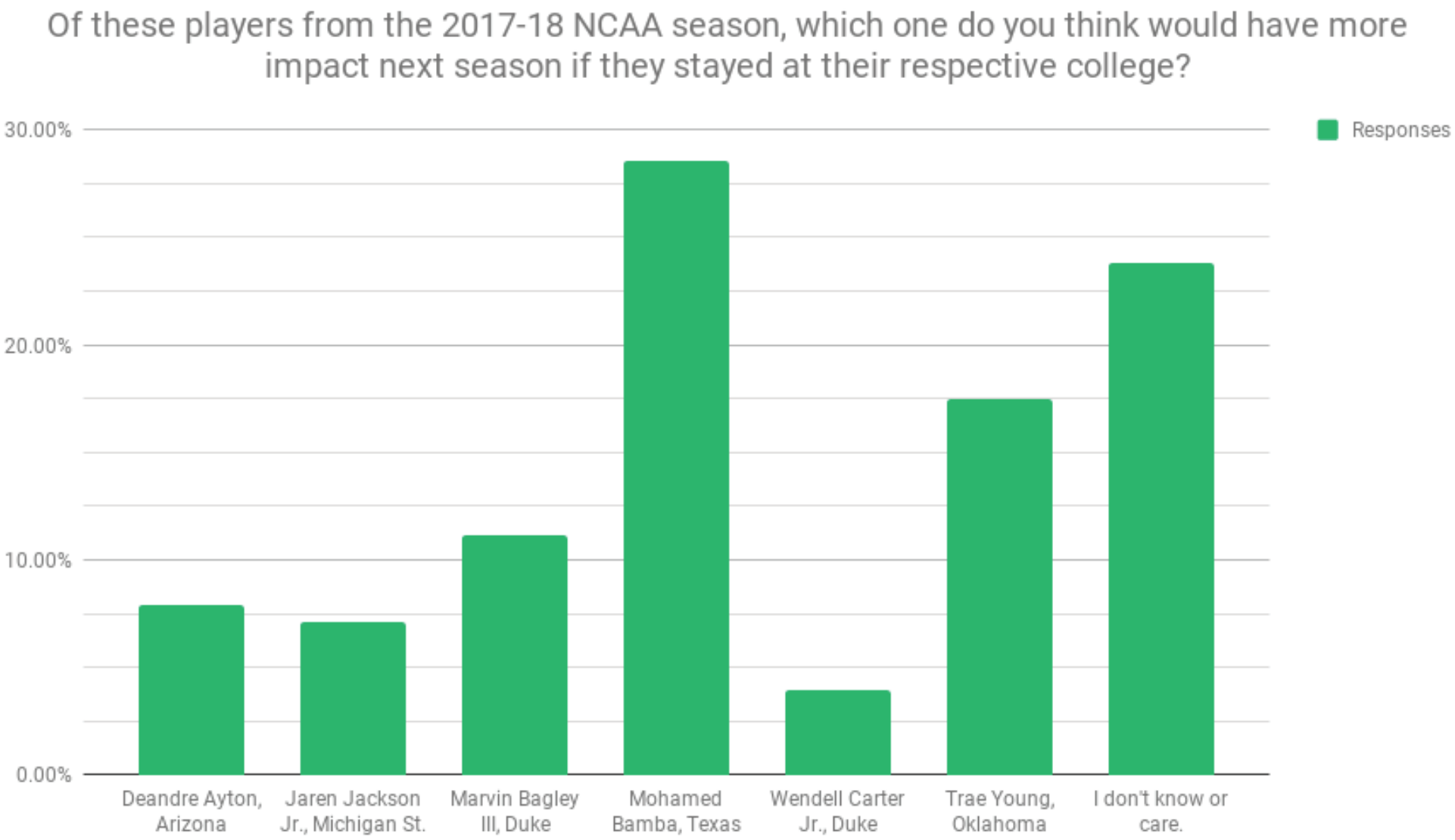
Appendix 18


Rank how closely you follow basketball (college and professional) according to this scale
30.00%
20.00%
10.00%
0.00%
1 Don't follow at all
2 Only a little
3 About as much as the average person
4 Quite a bit
5 Follow Very Closely

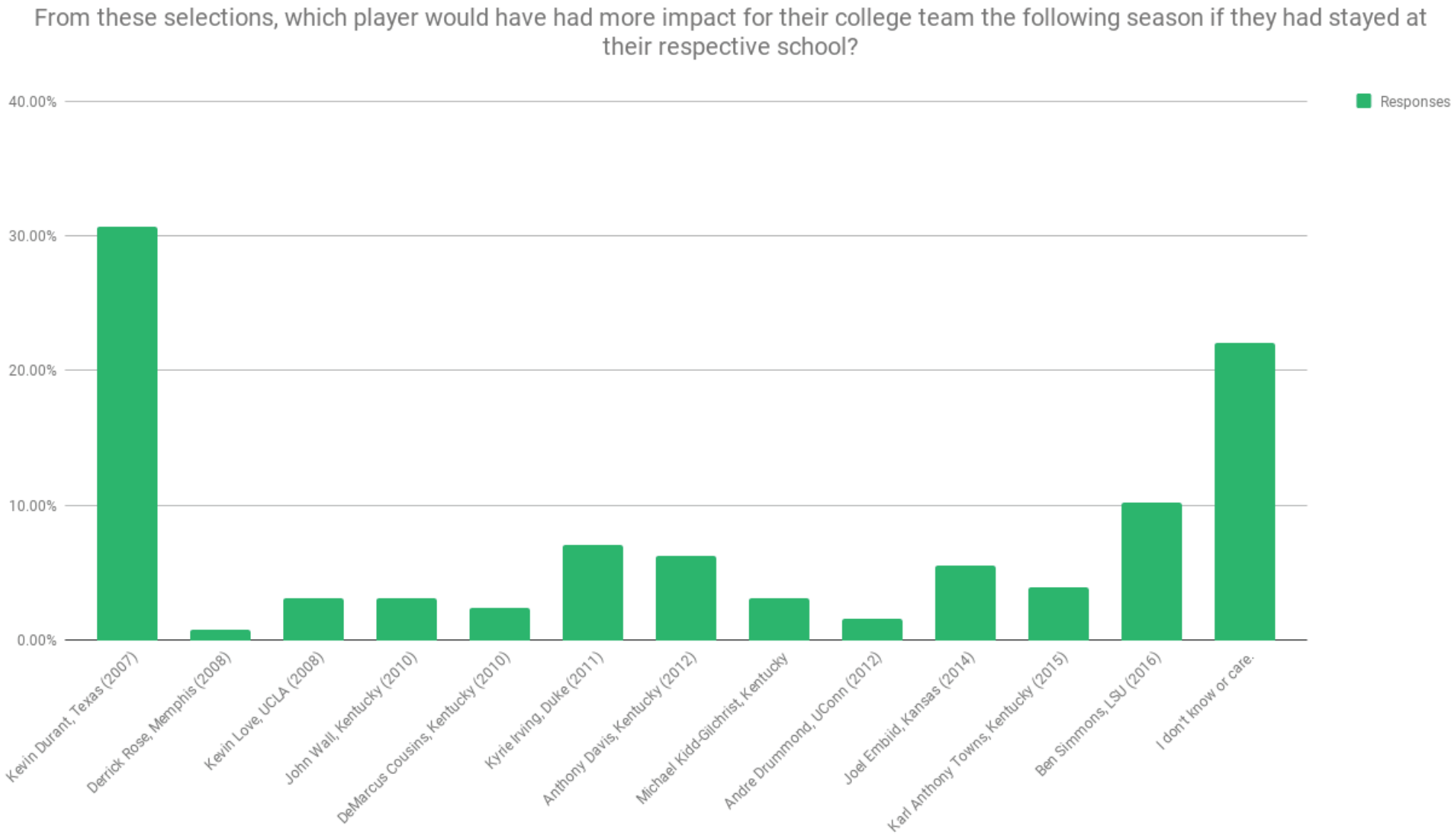
Appendix 19


Which of these options describes how you watch the NCAA Tournament most often?
Responses
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Traditional cable (or satellite)
Streaming service
Both

Appendix 20


Of these players from the 2017-18 NCAA season, which one do you think would have more impact next season if they stayed at their respective college?
Responses
30.00%
20.00%
10.00%
0.00%
Deandre Ayton, Arizona
Jaren Jackson Jr., Michigan St.
Marvin Bagley III, Duke
Mohamed Bamba, Texas
Wendell Carter Jr., Duke
Trae Young, Oklahoma
I don't know or care.

Appendix 21


From these selections, which player would have had more impact for their college team the following season if they had stayed at their respective school?
Responses
40.00%
30.00%
20.00%
10.00%
0.00%
Kevin Durant, Texas (2007)
Derrick Rose, Memphis (2008)
Kevin Love, UCLA (2008)
John Wall, Kentucky (2010)
DeMarcus Cousins, Kentucky (2010)
Kyrie Irving, Duke (2011)
Anthony Davis, Kentucky (2012)
Michael Kidd-Gilchrist, Kentucky
Andre Drummond, UConn (2012)
Joel Embiid, Kansas (2014)
Karl Anthony Towns, Kentucky (2015)
Ben Simmons, LSU (2016)
I don't know or care.