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Dayton Loves Its Hoops

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The Dayton television market continues to be one of the best in college basketball, according to research of ratings for non-conference games during the 2013-14 season analyzed by ESPN.

According to the research, the Dayton television market is tied for the seventh-best in the country for college basketball TV ratings during the first two months of the season.

Dayton's 2.2 market share, which tied Columbus, was only behind Louisville (5.1), Greensboro, N.C. (3.3), Memphis (3.0), Raleigh-Durham (2.7), Kansas City (2.7) and Cincinnati (2.2). Indianapolis, Knoxville and Charlotte rounded out the top 10.

ESPN has compiled the television data for 11 years and Dayton has always been one of the top 14 markets. The Miami Valley has been in the top 10 three straight years and four of the last six.

The Flyers have a record 30 TV games - out of 31 - during the 2013-14 regular season. Sixteen games air on national television - nine games on the ESPN family of networks, five on CBS Sports Network and two on NBC Sports Network. The remaining Flyer games are shown regionally on FOX Sports Ohio and locally on WHIO-TV and Time Warner Cable Sports Channel.

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