

Always Winning

SDPB's coverage of high school sports and activities

SDPB
SPORTS

For twenty years SDPB has partnered with the **South Dakota High School Activities Association** to highlight athletic champions and superior performers in the arts. What started as coverage of the “Big Five” sports – Football, Volleyball, Wrestling, Girls and Boys Basketball – has expanded to include every activity sanctioned by the SDHSAA.



HIGH SCHOOL SPORTS LIVESTREAMS 2023-2024

Soccer 18,324
Cheer & Dance 5,107
Football 150,396
Volleyball 241,830
Gymnastics 21,052
Wrestling 363,377
Basketball 357,635
Track 84,859
Softball 2,380
TOTAL 1,244,960



2023-2024 STATS

- 33% increase in viewership for football
- 47% increase in viewership for volleyball
- 10% increase in viewership for gymnastics
- 17% increase in viewership for track
- 77% increase in viewership for championship events in three years



South Dakotans – both in-state and expats – rely on our coverage of high school activities. The ultimate winners are the students, our viewers, listeners, and online consumers.