



2015 TV RATINGS

REGULAR SEASON RECAP

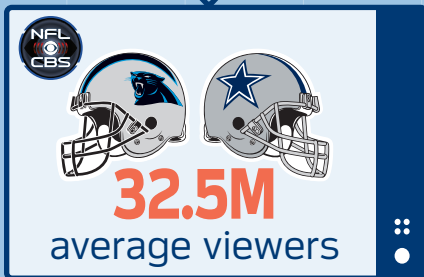
Sept. 10-Jan. 3



NFL games account for the **TOP 25** & **46 of the TOP 50** most-watched shows on TV since Kickoff on Sept. 10

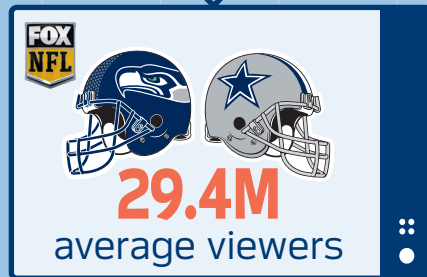


#1



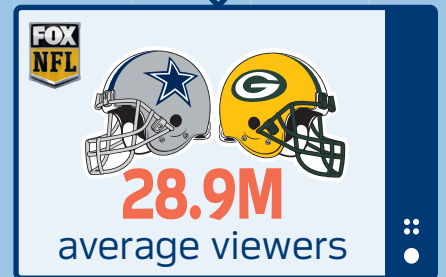
CBS Thanksgiving Day, 11/26/15

#2

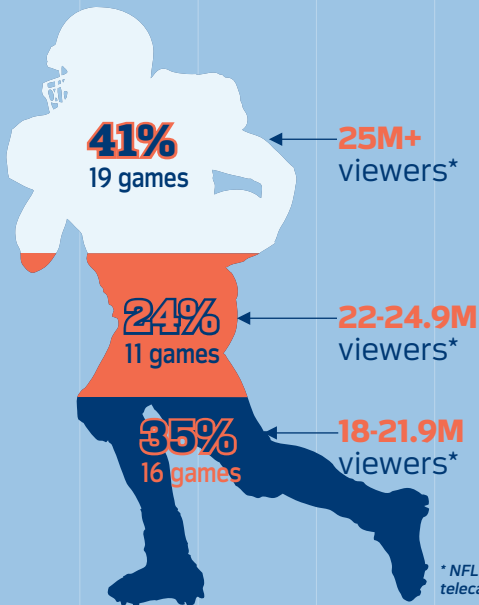


FOX Sunday National Window, 11/1/15

#3



FOX Sunday National Window, 12/13/15



NFL Viewership

Non-NFL telecasts that ranked in top 50

- #26 GOP Debate
- #30 Macy's Thanksgiving Parade
- #33 New Year's Rockin Eve Part 1
- #49 CFP Semifinal: Michigan State-Alabama

Source: NFL & Nielsen Media Research. Live + Same Day Data Stream, Minimum Telecast Length of 25 minutes.

* NFL games in the top 50 most-watched telecasts since Kickoff on Sept. 10

NFL Network Averages



NFL on CBS
averaged

19.1M
viewers

most-watched regular season
since NFL returned to network

*NFL returned to CBS in 1998

Source: Nielsen. Live + Same Day Data Stream.



NFL on FOX
averaged

20.7M
viewers

2nd most-watched
regular season ever

*Data available since 1994



SNF on NBC
averaged

22.5M
viewers

most-watched
season

*NBC acquired SNF in 2006

Source: NFL & Nielsen Media Research. Live + Same Day Data Stream, Minimum Telecast Length of 25 minutes.