



FOR IMMEDIATE RELEASE
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NFL 2013 TV RECAP

205 MILLION FANS TUNED IN

34 of 35 MOST-WATCHED SHOWS THIS FALL

SECOND CONSECUTIVE YEAR: NFL GAME TV'S MOST WATCHED SHOW ALL 17 WEEKS

NFL GAME VIEWERSHIP NEARLY TRIPLES BROADCAST PRIMETIME

RECORD SEASON FOR NFL NETWORK

Football fans tuned into the 2013 NFL season in BIG numbers. According to The Nielsen Company, the 2013 regular season reached **205 million unique viewers, representing 81 percent of all television homes and 70 percent of potential viewers in the U.S.**

The 2013 NFL Regular Season averaged 17.6 million viewers per game telecast, the second most-watched season ever behind the 2010 season (17.9 million).

NFL games accounted for **34 of the 35 most-watched TV shows among all programming last fall** (*chart below*).

Twenty-two NFL game telecasts this season were watched by at least 25 million viewers – nearly triple the total for the full 2012 season (eight).

For the second consecutive year, an **NFL game was the week's most-watched TV show in all 17 weeks of the season.**

NFL games **nearly tripled broadcast primetime viewership**. NFL games on CBS, FOX and NBC averaged 20.3 million viewers – 190 percent higher than the average primetime viewership among the four major over-the-air networks (7.0 million average on ABC, CBS, FOX, NBC). That NFL advantage is more than triple the 56 percent edge of a decade ago (*chart below*).

Over the past decade, average viewership of NFL games on broadcast television has increased 31% from 15.5 million in 2003 to 20.3 million in 2013.

More 2013 NFL TV highlights:

- NBC *Sunday Night Football* ranked as the most-watched primetime program for the fourth consecutive fall season averaging 21.7 million viewers. The Week 17 *SNF* game (Eagles-Cowboys) was the most-watched primetime game of the season with an average of 27.4 million viewers. For the past two years, *Sunday Night Football* ranked as the most watched

television show for the full fall-spring TV season, becoming the first sports series to ever hold that position.

- FOX had its most-viewed season ever with an average of 21.1 million viewers per game.
- CBS' Thanksgiving Day Game (Oakland Raiders-Dallas Cowboys) was the most-watched show of the fall season with 31.7 million viewers. 2013 was CBS' second most-watched season ever with an average of 18.6 million viewers.
- NFL games accounted for 46 of the 50 most-watched telecasts (since Sept. 5) among adults aged 18-49 – with CBS, FOX, ESPN and NBC each represented on that list.
- ESPN's *Monday Night Football* was the most-watched series on cable for the eighth consecutive year with an average of 13.7 million viewers.
- NFL Network wrapped up its eighth season of *Thursday Night Football* with a record average of 8.1 million viewers (including the audience from over-the-air stations in local markets) and ranked as the most-watched Thursday program on cable last fall.
- NFL Network's average weekday primetime viewership jumped eight percent from a record 2012.

NFL VS. PRIMETIME VIEWERSHIP ON BROADCAST TV

	NFL on Broadcast	Broadcast Primetime	NFL % Advantage
2003 Avg. Viewers	15.5 million	9.9 million	56%
2004 Avg. Viewers	15.4 million	9.8 million	57%
2005 Avg. Viewers	15.6 million	9.7 million	61%
2006 Avg. Viewers	16.3 million	9.8 million	66%
2007 Avg. Viewers	16.6 million	8.7 million	91%
2008 Avg. Viewers	16.6 million	8.8 million	89%
2009 Avg. Viewers	18.4 million	8.5 million	116%
2010 Avg. Viewers	20.0 million	8.2 million	144%
2011 Avg. Viewers	19.8 million	8.1 million	144%
2012 Avg. Viewers	19.3 million	7.6 million	154%
2013 Avg. Viewers	20.3 million	7.0 million	190%
<i>Source: NFL & The Nielsen Company. NFL regular season on Broadcast television (CBS, FOX & NBC...ABC prior to 2006). Broadcast primetime on BIG 4 networks (ABC, CBS, NBC & FOX) all programs, NFL regular season dates used.</i>			

For the season, NFL games rank as 34 of the top 35 most-watched TV shows since Labor Day. Following are the most-watched programs this fall:

Program	Viewers
1. CBS Thanksgiving Day Game (Raiders-Cowboys), 11/28	31.7 million
2. FOX Sunday National (mostly Packers-49ers), 9/8	28.5 million
3. FOX Thanksgiving Day Game (Packers-Lions), 11/28	28.3 million
4. CBS Sunday National (mostly Broncos-Cowboys), 10/6	28.3 million
5. CBS Sunday National (mostly Broncos-Chiefs), 12/1	28.1 million
6. FOX Sunday National (Cowboys-Giants), 11/24	27.9 million
7. FOX Sunday National (Packers-Cowboys), 12/15	27.8 million
8. FOX Sunday National (Seahawks-49ers), 12/8	27.6 million
9. NBC Sunday Night Football (Eagles-Cowboys), 12/29	27.4 million
10. FOX Sunday National (mostly Eagles-Broncos), 9/29	27.0 million
11. NBC Sunday Night Football (Chiefs-Broncos), 11/17	26.9 million
12. NBC Sunday Night Football (Broncos-Colts), 10/20	26.9 million
13. FOX Sunday National (mostly 49ers-Saints), 11/17	26.9 million
14. FOX Sunday National (mostly Saints-Patriots), 10/13	26.7 million
15. NBC Sunday Night Football (Broncos-Patriots), 11/24	26.5 million
16. CBS Sunday National (mostly Broncos-Giants), 9/15	26.4 million
17. FOX Sunday National (mostly Packers-Bears), 12/29	26.4 million
18. CBS Sunday National (mostly Colts-49ers), 9/22	25.6 million
19. FOX Sunday National (mostly Redskins-Broncos), 10/27	25.5 million
20. NBC Sunday Night Football (Giants-Cowboys), 9/8	25.4 million
21. CBS Sunday National (mostly Ravens-Steelers & Texans-Chiefs), 10/20	25.3 million
22. NBC Macy's Thanksgiving Parade, 11/28	25.2 million
23. NBC Thursday Night Kickoff Game (Ravens-Broncos), 9/5	25.1 million
24. CBS Sunday National (mostly Patriots-Ravens), 12/22	24.2 million
25. CBS Sunday National (mostly Broncos-Chargers), 11/10	24.1 million
26. CBS Sunday National (mostly Steelers-Patriots), 11/3	24.0 million
27. NBC Sunday Night Football (Redskins-Cowboys), 10/13	22.1 million
28. FOX Sunday Single (mostly Redskins-Packers & Saints-Buccaneers), 9/15	21.9 million
29. FOX Sunday Single (mostly Saints-Panthers & Giants-Lions), 12/22	21.9 million
30. NBC Thanksgiving Night Game (Steelers-Ravens), 11/28	21.1 million
31. NBC Sunday Night Football (Cowboys-Saints), 11/10	21.1 million
32. FOX Sunday Single (mostly Packers-Bengals, Giants-Panthers & Rams-Cowboys), 9/22	20.9 million
33. NBC Sunday Night Football (49ers-Seahawks), 9/15	20.5 million
34. NBC Sunday Night Football (Bears-Steelers), 9/22	20.5 million
35. NBC Sunday Night Football (Patriots-Falcons), 9/29	20.5 million

Source: NFL & The Nielsen Company

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