

Easy Tweet: [.@nfl](#) kickoff weekend most-watched ever; more than 105 million viewers tune in for 6<sup>th</sup> straight year



FOR IMMEDIATE RELEASE  
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## **BACK TO FOOTBALL**

### **KICKOFF WEEKEND MOST-WATCHED EVER**

***Sixth Consecutive Kickoff Weekend: More Than 105 Million Viewers Tune In***

***Kickoff Weekend Games 3 of 10 Most-Watched Telecasts Since Super Bowl XLIX***

***NFL Games Top Ratings in 29 of 30 NFL Markets***

The NFL got Back to Football in exciting and record-breaking fashion. With an average of 19.9 million viewers for NFL games (Sept. 10-14), 2015 was the **most-watched NFL Kickoff Weekend ever**, topping the average 19.6 million viewers for 2013's Kickoff Weekend.

For the sixth consecutive year, **more than 105M viewers watched Kickoff Weekend games** on CBS, ESPN, FOX and NBC.

NBC's Thursday Kickoff game, which featured the Super Bowl XLIX champion New England Patriots hosting the Pittsburgh Steelers, was the **most-watched show of the week** and the **second-most watched Kickoff game ever**, averaging 27.4M viewers.

The New York Giants at Dallas Cowboys matchup on NBC's *Sunday Night Football* was the second-most watched show of the week (26.8M viewers) and the second most-watched *Sunday Night Football* opener ever. Two additional NFL telecasts topped 20 million viewers – CBS Sunday National (mostly Ravens-Broncos, 23.3M viewers) and the Fox Sunday Single (mostly Packers-Bears, 20.1M viewers).

In addition, NFL Kickoff Weekend games were three of the top 10 most-watched telecasts among all television programs since Super Bowl Sunday including awards shows, such as the Academy Awards, and Presidential Debates.

Locally, NFL games topped the ratings in 29 NFL markets:

<u>Program</u>	<u># of NFL Markets Ranked #1</u>
<b>NFL Football</b>	<b>29</b>
<i>College Football (VA Tech-Ohio State)</i>	1

The following is the list of the NFL markets where football was the top-rated program for the “broadcast week” of Sept.7-13:

<b>Week of 9/7-9/13</b>			<b>HH</b>	<b>HH</b>	<b>RTG</b>
<b>Market</b>	<b>Game</b>	<b>Date</b>	<b>RTG</b>	<b>SHR</b>	<b>Rank</b>
Milwaukee	Green Bay at Chicago	9/13/2015	46.4	75	1
Buffalo	Indianapolis at Buffalo	9/13/2015	43.9	69	1
New Orleans	New Orleans at Arizona	9/13/2015	43.7	65	1
Boston	Pittsburgh at New England	9/10/2015	39.1	63	1
Denver	Baltimore at Denver	9/13/2015	38.5	70	1
Baltimore	Baltimore at Denver	9/13/2015	37.7	63	1
Seattle	Seattle at St. Louis	9/13/2015	37.3	77	1
Dallas	New York Giants at Dallas	9/13/2015	35.9	55	1
Pittsburgh	Pittsburgh at New England	9/10/2015	33.6	50	1
Kansas City	Kansas City at Houston	9/13/2015	33.3	61	1
Cincinnati	Cincinnati at Oakland	9/13/2015	30.2	53	1
Indianapolis	Indianapolis at Buffalo	9/13/2015	29.9	57	1
Detroit	Detroit at San Diego	9/13/2015	28.7	50	1
San Diego	Detroit at San Diego	9/13/2015	27.2	55	1
Houston	Kansas City at Houston	9/13/2015	27.1	56	1
Chicago	Green Bay at Chicago	9/13/2015	27.0	56	1
Nashville	Tennessee at Tampa Bay	9/13/2015	26.6	44	1
Phoenix	New Orleans at Arizona	9/13/2015	24.1	46	1
Jacksonville	Carolina at Jacksonville	9/13/2015	24.1	43	1
Washington D.C.	Miami at Washington	9/13/2015	22.0	49	1
Tampa Bay	Tennessee at Tampa Bay	9/13/2015	21.5	37	1
Philadelphia	Pittsburgh at New England	9/10/2015	20.4	32	1
Charlotte	Carolina at Jacksonville	9/13/2015	19.8	41	1
New York	New York Giants at Dallas	9/13/2015	19.3	31	1
Miami	Miami at Washington	9/13/2015	17.9	38	1
St. Louis	Seattle at St. Louis	9/13/2015	17.7	37	1
Minneapolis	Green Bay at Chicago	9/13/2015	16.2	43	1
Atlanta	Pittsburgh at New England	9/10/2015	15.3	25	1
San Fran-Oakland	Pittsburgh at New England	9/10/2015	12.7	25	1

Source: NFL & The Nielsen Company

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