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NFL 2005 TV RECAP

NEARLY 200 MILLION AMERICANS WATCHED NFL GAMES

NFL RATES 61 PERCENT HIGHER THAN OTHER PRIMETIME PROGRAMMING

NFL GAMES ARE 4 OF TOP 10 NETWORK PROGRAMS; TOP 5 AMONG MEN 18-49; 9 OF TOP 10 CABLECASTS

BRONCOS, COLTS & COWBOYS EACH IN THREE OF LEAGUE'S 10 MOST-WATCHED GAMES

Football fans across America continued to tune their televisions to NFL games in large numbers in 2005. Nearly 200 million Americans (195.8 million according to Nielsen Media Research) – or approximately seven of every 10 people in the U.S. – watched NFL games in 2005.

Consider these end-of-season facts:

- NFL viewership on broadcast television finished ahead of network primetime viewership by its widest margin ever. NFL games on ABC, CBS and FOX averaged 15.6 million viewers 61 percent higher than the average primetime viewership among the four major over-the-air networks (9.7 million average on ABC, CBS, FOX, NBC).
- NFL games account for <u>four of the top 10 programs on network television</u> this season (see chart below). In addition, NFL games account for the <u>five of the top seven shows among men</u> <u>18-34</u> and <u>six of the top seven (including the top five) programs among men 18-49</u> (see charts below).
- ESPN NFL games accounted for <u>9 of the 10 most-watched basic cable programs</u> in 2005 (see chart below).
- NFL games were the top-ranked program locally 69.3 percent of the time up from 68 percent in 2004. Out of 489 local rating weeks this season, the No. 1 spot for the week for all programs in those individual markets went to an NFL game 339 times. That means that nearly seven of 10 times the NFL game drew higher local ratings than Desperate Housewives, CSI or any other popular TV show.

Following are the top network television programs nationally in average total viewers each week:

Network	
<u>Program</u>	<u>Viewers</u>
1. CSI	24.4 million
2. Desperate Housewives	22.3 million
3. FOX National Game	20.4 million
4. CBS National Game	19.2 million
5. Without A Trace	18.35 million
6. Survivor: Guatemala	18.30 million
7. Grey's Anatomy	17.7 million
8. CSI: Miami	17.5 million
9. ABC Monday Night Football	16.3 million
10. FOX Single Game	15.7 million

Following are this season's top 15 programs on network television in key demographics (avg. rating):

Men 18-34		Men 18-49	
<u>Program</u>	Rating	<u>Program</u> R	<u>ating</u>
1. FOX National Game	9.1	1. FOX National Game	10.5
2. CBS National Game	8.4	2. CBS National Game	9.9
3. ABC Monday Night Football	7.6	3. ABC Monday Night Football	8.7
4. The Simpsons	7.1	4. FOX Single Game	8.1
5. Family Guy	6.9	5. CBS Single Game	6.9
6. FOX Single Game	6.8	6. CSI	6.6
7. CBS Single Game	5.9	7. CBS Regional Game	6.5
7. American Dad	5.9	8. Desperate Housewives	6.4
9. CBS Regional Game	5.7	9. The Simpsons	6.1
10. The OT (Fox NFL Postgame)	5.6	10. The OT (Fox NFL Postgame)	6.0
11. War at Home	5.5	11. FOX Regional Game	5.9
12. Desperate Housewives	5.4	11. ABC NFL Monday Showcase	5.9
13. FOX Regional Game	5.2	13. Lost	5.5
14. ABC NFL Monday Showcase	4.9	14. Survivor: Guatemala	5.3
15. Grey's Anatomy	4.8	15. Family Guy	5.2
15. CSI	4.8		

Broadcast Notes:

Regional -- First window of a doubleheader **National** -- Second window of a doubleheader

Single -- Only window on network not airing doubleheader that week.

Source: NFL, Nielsen Media Research, 9/8/05-1/1/06

Following are the 10 most-watched regular-season games in 2005:

<u>Date</u>	Program (Game)	<u>Viewers</u>
Nov. 24	CBS Thanksgiving (Broncos-Cowboys)	26.4 million
Nov. 27	FOX Sunday National (mostly Giants-Seahawks)	24.2 million
Jan. 1	FOX Sunday National (mostly Redskins-Eagles)	23.1 million
Nov. 28	ABC Monday Night (Steelers-Colts)	22.6 million
Nov. 7	ABC Monday Night (Colts-Patriots)	21.9 million
Dec. 4	CBS Sunday National (mostly Broncos-Chiefs)	21.4 million
Dec. 18	CBS Single Game (mostly Chargers-Colts)	21.3 million
Sept. 11	FOX Sunday National (mostly Cowboys-Chargers)	21.3 million
Dec. 11	CBS Sunday National (mostly Chiefs-Cowboys)	21.2 million
Oct. 30	FOX Sunday National (mostly Eagles-Broncos)	21.0 million

Source: NFL, Nielsen Media Research, 9/8/05-1/1/06

Following are the most watched programs on basic cable in 2005:

Program, Date	<u>Viewers</u>
1. ESPN NFL Football (Colts-Ravens), 9/11	11.25 million
2. ESPN NFL Football (Eagles-Redskins), 11/6	11.21 million
3. ESPN NFL Football (Falcons-Bears), 12/18	10.45 million
4. ESPN NFL Football (Chiefs-Raiders), 9/18	10.34 million
5. ESPN NFL Football (Browns-Steelers), 11/13	9.82 million
6. ESPN NFL Football (Giants-Chargers), 9/25	9.75 million
7. ESPN NFL Football (Bills-Patriots), 10/30	9.70 million
8. TNT NBA Playoff Game, 6/6	9.15 million
9. ESPN NFL Football (Lions-Packers), 12/11	8.90 million
10. ESPN NFL Football (Vikings-Ravens), 12/25	8.76 million

Source: NFL, Nielsen Media Research, 1/1/05-12/31/05