

Top 100 Sports Programming of 2010 (M25-54)



Rank	Program	Network	(Start) Date	# TLC	US AA % M25-54	
1	Super Bowl XLIV	CBS	2/7/10	1	44.8	Indianapolis Vs New Orleans
2	FOX NFC Championship	FOX	1/24/10	1	29.5	Minnesota At New Orleans
3	Super Bowl Kick-Off	CBS	2/7/10	1	26.4	Indianapolis Vs New Orleans
4	AFC Championship On CBS	CBS	1/24/10	1	24.1	NY Jets At Indianapolis
5	FOX NFC Playoff-Sun	FOX	1/17/10	1	19.9	Dallas At Minnesota
6	FOX NFC Wildcard Game	FOX	1/10/10	1	18.9	Green Bay At Arizona
7	AFC Divisional Playoff-Su	CBS	1/17/10	1	18.5	NY Jets At San Diego
8	NBC NFL Playoff Game 2	NBC	1/9/10	1	16.7	Philadelphia At Dallas
9	AFC Divisional Playoff-Sa	CBS	1/16/10	1	15.9	Baltimore At Indianapolis
10	NBC NFL Thursday Special	NBC	9/9/10	1	15.4	Minnesota At New Orleans
11	2010 Citi BCS Nat Chmp Gm	ABC	1/7/10	1	15.2	Texas Vs Alabama
12	AFC Wildcard Playoff	CBS	1/10/10	1	15.0	Baltimore At New England
13	FOX NFC Playoff-Sat	FOX	1/16/10	1	15.0	Arizona At New Orleans
14	FOX NFL-Thu	FOX	11/25/10	1	14.6	New Orleans At Dallas
15	FOX NFL Sunday-National	FOX	1/3/10	9	14.0	
16	NBA Finals On ABC-Gm 7	ABC	6/17/10	1	13.7	Boston At LA Lakers
17	Super Bowl Today-5	CBS	2/7/10	1	13.7	
18	NBC NFL Playoff Game 1	NBC	1/9/10	1	13.5	NY Jets At Cincinnati
19	CBS NFL Single - Thu	CBS	11/25/10	1	13.3	New England At Detroit
20	CBS NFL National	CBS	1/3/10	9	13.0	
21	FOX NFC Championship-Post	FOX	1/24/10	1	12.2	Minnesota At New Orleans
22	NBC Sunday Night Football	NBC	1/3/10	16	12.1	
23	NBC NFL Tuesday Special	NBC	12/28/10	1	12.0	Minnesota At Philadelphia
24	FOX NFC Championship-Pre	FOX	1/24/10	1	11.7	Minnesota At New Orleans
25	CBS NCAA Bskbl Champships	CBS	4/5/10	1	11.6	Butler Vs Duke
26	Rose Bowl	ABC	1/1/10	1	10.9	Ohio State Vs Oregon
27	Wntr Olym Wed Prime 1	NBC	2/17/10	1	10.6	
28	FOX NFL Sunday-Single	FOX	9/19/10	8	10.1	
29	NBA Finals On ABC-Gm 5	ABC	6/13/10	1	9.7	LA Lakers At Boston
30	Wntr Olym Sat Prime 2	NBC	2/20/10	1	9.6	
31	Wntr Olym Sat Prime 1	NBC	2/13/10	1	9.4	
32	ESPN NFL Regular Season	ESPN Sports Network	9/13/10	15	9.2	
33	NBA Finals On ABC-Gm 6	ABC	6/15/10	1	9.2	Boston At LA Lakers
34	CBS NFL Single	CBS	9/12/10	8	9.1	
35	NFL Regular Season L	ESPN	9/13/10	17	8.9	
36	Super Bowl Today-4	CBS	2/7/10	1	8.9	
37	NBA Finals On ABC-Gm 4	ABC	6/10/10	1	8.8	LA Lakers At Boston
38	Wntr Olym Fri Prime 2	NBC	2/26/10	1	8.7	
39	NBA Finals On ABC-Gm 3	ABC	6/8/10	1	8.5	LA Lakers At Boston
40	NBA Finals On ABC-Gm 2	ABC	6/6/10	1	8.4	Boston At LA Lakers
41	Wntr Olym Mon Prime 1	NBC	2/15/10	1	8.3	
42	Wntr Olym Sun Prime 1	NBC	2/14/10	1	8.1	
43	Wntr Olym Thu Prime 1	NBC	2/18/10	1	7.9	
44	ESPN NFL Regular Season 2	ESPN Sports Network	9/13/10	1	7.8	Chargers Vs Chiefs
45	Fifa World Cup-6/26	ABC	6/26/10	1	7.7	USA Vs Ghana
46	Fox Nfl Sunday-Regional	FOX	1/3/10	9	7.7	
47	Wntr Olym Sunday Pm 3	NBC	2/28/10	2	7.6	
48	FOX NFL Pre-Thu	FOX	11/25/10	1	7.6	New Orleans At Dallas
49	NBA Finals On ABC-Gm 1	ABC	6/3/10	1	7.6	Boston At LA Lakers
50	AllState Sugar Bowl	FOX	1/1/10	1	7.5	Florida Vs Cincinnati
51	CBS NCAA Bskbl Champ Sa-2	CBS	4/3/10	1	7.4	West Virginia Vs Duke
52	CBS NFL Regional	CBS	1/3/10	9	7.4	

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53	Tostitos Fiesta Bowl	FOX	1/4/10	1	7.3	TCU Vs Boise State
54	Masters Golf Tourn.-Sun	CBS	4/11/10	1	7.3	
55	BCS Championship Pre-Game	ABC	1/7/10	1	7.2	
56	FOX Nascar Daytona 500	FOX	2/14/10	1	7.2	
57	FOX World Series Game 1	FOX	10/27/10	1	7.2	Texas At San Francisco
58	CBS NCAA Bskbl Chmp Su-2	CBS	3/28/10	1	7.2	Baylor Vs Duke
59	Wntr Olym Sun Prime 2	NBC	2/21/10	1	7.2	
60	Wntr Olym Thu Prime 2	NBC	2/25/10	1	7.1	
61	OT, The	FOX	1/3/10	9	6.9	
62	Fifa World Cup-7/11	ABC	7/11/10	1	6.7	Netherlands Vs Spain
63	CBS NFL Today-Sun-Div-Plf	CBS	1/17/10	1	6.7	
64	CBS NCAA Bskbl-Bridge	CBS	4/3/10	1	6.6	
65	Wntr Olym Wed Prime 2	NBC	2/24/10	1	6.6	
66	FOX NFC Wildcard Pre	FOX	1/10/10	1	6.6	Green Bay At Arizona
67	FOX World Series Game 4	FOX	10/31/10	1	6.6	San Francisco At Texas
68	Wntr Olym Fri Prime 1	NBC	2/19/10	1	6.5	
69	FOX World Series Game 5	FOX	11/1/10	1	6.5	San Francisco At Texas
70	CBS NCAA Bskbl Champ-Sa-1	CBS	4/3/10	1	6.4	Butler Vs Michigan State
71	CBS NFL Today-Sat-Div-Plf	CBS	1/16/10	1	6.4	
72	FOX Daytona 500-Race Dly2	FOX	2/14/10	1	6.4	
73	Wntr Olym Tue Prime 2	NBC	2/23/10	1	6.3	
74	Fifa World Cup-6/12	ABC	6/12/10	1	6.3	USA Vs England
75	AFC Championship Pre-Game	CBS	1/24/10	1	6.3	
76	CBS NCAA Bskbl Chmp Th 2	CBS	3/25/10	1	6.2	Xavier Vs Ks St/Cornell Vs Ky
77	NFL Pro Bowl L	ESPN	1/31/10	1	6.2	2010 AFC-NFC Pro Bowl
78	Wntr Olym Sat Prime 3	NBC	2/27/10	1	6.2	
79	FOX World Series Game 2	FOX	10/28/10	1	6.2	Texas At San Francisco
80	NBC NFL Pre-Season 8/8	NBC	8/8/10	1	6.2	Hall Of Fame: Cinn Vs Dallas
81	Wntr Olym Mon Prime 2	NBC	2/22/10	1	6.2	
82	Football Nt America Pt 3	NBC	1/3/10	17	6.1	
83	Vancouver Gold	NBC	2/28/10	1	6.0	
84	FOX Daytona 500-Race Dly1	FOX	2/14/10	1	6.0	
85	Wntr Olym Tue Prime 1	NBC	2/16/10	1	6.0	
86	CBS NCAA Bskbl Chmp Fr 2	CBS	3/26/10	1	6.0	N. Ia Vs Mi St/Purdue Vs Duke
87	NBA Christmas Special-2	ABC	12/25/10	1	6.0	Miami At LA Lakers
88	CBS NCAA Bskbl Chmp Sa-2	CBS	3/27/10	1	5.9	West Virginia Vs Kentucky
89	FOX MLB All-Star Game	FOX	7/13/10	1	5.9	National Vs American
90	Lebron - The Decision L	ESPN	7/8/10	1	5.9	
91	CBS NCAA Bskbl Chmp-Sa-3	CBS	3/20/10	1	5.8	Various Teams And Times
92	FedEx Orange Bowl	FOX	1/5/10	1	5.8	Georgia Tech Vs Iowa
93	Super Bowl Today-3	CBS	2/7/10	1	5.8	
94	NFL Opening Kick-Off Show	NBC	9/9/10	1	5.7	
95	College Football Spcl	CBS	11/26/10	1	5.7	Auburn At Alabama
96	CBS NCAA Bskbl Chmp-Su-3	CBS	3/21/10	1	5.7	Various Teams And Times
97	NFL On FOX Preseason 3	FOX	8/29/10	1	5.5	Pittsburgh At Denver
98	NBC NFL Pre-Season 8/22	NBC	8/22/10	1	5.5	Minnesota At San Francisco
99	CBS NCAA Bskbl Chmp Su-1	CBS	3/28/10	1	5.5	Tennessee Vs Michigan State
100	FOX MLB NLCS Game 5	FOX	10/21/10	1	5.4	Philadelphia At San Francisco

Source: The Nielsen Company, 1/1-12/31/10 Galaxy Lightning Estimates (Live+7)

Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker.

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