

Top 100 Sports Programming of 2013
Men 18-49



M18-49

Rank	Program	Network	(Start) Date	# Telecasts	Live+SD US AA%
1	Super Bowl XLVII	CBS	02/03/2013	1	43.1
2	Super Bowl XLVII-Delay	CBS	02/03/2013	1	41.8
3	Super Bowl XLVII Post Game	CBS	02/03/2013	1	27.2
4	Super Bowl Kick-Off	CBS	02/03/2013	1	24.7
5	AFC Championship On CBS	CBS	01/20/2013	1	21.2
6	FOX NFC Championship	FOX	01/20/2013	1	19.0
7	FOX NFC Wildcard Game	FOX	01/06/2013	1	17.7
8	AFC Divisional Playoff-Su	CBS	01/13/2013	1	17.1
9	FOX NFC Championship-Gun	FOX	01/20/2013	1	15.6
10	AFC Divisional Playoff-Sa	CBS	01/12/2013	1	15.4
11	FOX NFC Playoff-Sun	FOX	01/13/2013	1	14.8
12	FOX NFC Wildcard Post Gun	FOX	01/06/2013	1	14.6
13	FOX NFC Playoff-Sat	FOX	01/12/2013	1	14.2
14	NBC NFL Playoff Game 2	NBC	01/05/2013	1	13.8
15	NBC NFL Th Special	NBC	09/05/2013	1	13.5
16	AFC Wildcard Playoff	CBS	01/06/2013	1	13.2
17	NBC NFL Playoff Pre-Kick2	NBC	01/05/2013	1	13.0
18	NBA Finals On ABC-Gm 7	ABC	06/20/2013	1	13.0
19	Super Bowl Today-5	CBS	02/03/2013	1	12.6
20	BCS Championship	ESPN	01/07/2013	1	12.3
21	CBS NFL Single - Thu	CBS	11/28/2013	1	11.9
22	FOX NFL Sunday-National	FOX	09/08/2013	9	11.9
23	NBC NFL Playoff Bridge	NBC	01/05/2013	1	11.9
24	FOX NFL-Thu	FOX	11/28/2013	1	11.1
25	FOX NFL-Thu Post Gun	FOX	11/28/2013	1	10.9
26	CBS NCAA Bskbl Champships	CBS	04/08/2013	1	10.9
27	NBC NFL Playoff Game 1	NBC	01/05/2013	1	10.9
28	AFC Chmp Post Game On CBS	CBS	01/20/2013	1	10.8
29	CBS NFL National	CBS	09/15/2013	9	10.6
30	NBC Sunday Night Football	NBC	09/08/2013	17	10.5
31	NBA Finals On ABC-Gm 6	ABC	06/18/2013	1	10.5
32	FOX NFC Wildcard Post Gme	FOX	01/06/2013	1	10.2
33	AFC Div-Plf-Post-Game-Su	CBS	01/13/2013	1	9.8
34	NBA Trophy Presentation	ABC	06/20/2013	1	9.5
35	FNIA Weather Delay Spl	NBC	09/15/2013	1	9.4
36	NBC NFL Th Pre-Kick	NBC	09/05/2013	1	9.3
37	AFC Championship Pre-Game	CBS	01/20/2013	1	9.2
38	FOX NFL Sunday-Single	FOX	09/15/2013	8	8.9
39	NBA Finals On ABC-Gm 4	ABC	06/13/2013	1	8.5
40	NBC NFL Th Special	NBC	11/28/2013	1	8.5
41	BCS Championship Sust	ESPN	01/07/2013	1	8.5
42	FOX NFC Championship-Post	FOX	01/20/2013	1	8.3
43	AFC Wildcard Post Game	CBS	01/06/2013	1	8.2
44	NBA Finals On ABC-Gm 5	ABC	06/16/2013	1	8.1
45	FOX NFL Game Break	FOX	12/08/2013	1	8.1
46	FOX NFL-Thu Post Game	FOX	11/28/2013	1	7.9
47	Super Bowl Today-4	CBS	02/03/2013	1	7.8
48	FOX NFC Playoff-Sa Pst Gm	FOX	01/12/2013	1	7.8
49	NBA Finals On ABC-Gm 2	ABC	06/09/2013	1	7.6
50	NBC NFL Playoff Post	NBC	01/05/2013	1	7.6
51	CBS NCAA Bskbl Champ Sa-2	CBS	04/06/2013	1	7.5
52	NBA Finals On ABC-Gm 1	ABC	06/06/2013	1	7.4
53	NFL Regular Season	ESPN	09/09/2013	17	7.4
54	Sunday Night NFL Pre-Kick	NBC	09/08/2013	17	7.3
55	NBA Finals On ABC-Gm 3	ABC	06/11/2013	1	7.3
56	FOX NFL Sunday-Regional	FOX	09/08/2013	9	7.1
57	FOX NFL Game Break	FOX	12/15/2013	1	6.9
57	FOX World Series Game 6	FOX	10/30/2013	1	6.9
59	OT, The	FOX	09/08/2013	8	6.7

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Rank	Program	Network	(Start) Date	# Telecasts	Live+SD US AA%
60	CBS NFL Single	CBS	09/08/2013	8	6.7
61	CBS NCAA Bskbl Chmp Su-2	CBS	03/31/2013	1	6.6
62	OT, The(B)	FOX	10/13/2013	1	6.5
63	CBS NFL-Thu Post Game	CBS	11/28/2013	1	6.4
64	NBC NFL Th Post	NBC	09/05/2013	1	6.4
65	FOX NASCAR Daytona 500	FOX	02/24/2013	1	6.4
66	FOX NFL Game Break	FOX	12/29/2013	1	6.3
67	FOX NFC Playoff-Pst-Sun	FOX	01/13/2013	1	6.3
68	CBS NCAA Bskbl-Bridge	CBS	04/06/2013	1	6.2
69	CBS NFL Today-Sun-Div-Plf	CBS	01/13/2013	1	5.9
70	FOX World Series Gm4-Pre	FOX	10/27/2013	1	5.9
71	FOX NFL Sunday Bonus	FOX	09/29/2013	2	5.8
72	NBC NFL Th Post	NBC	11/28/2013	1	5.8
73	FOX World Series Game 4	FOX	10/27/2013	1	5.8
74	SEC Champ-CBS: Dr Pepper	CBS	12/07/2013	1	5.7
75	CBS NFL Regional	CBS	09/15/2013	9	5.7
76	CBS NFL Today Update	CBS	09/15/2013	6	5.7
77	NBC NFL Sunday Post	NBC	09/08/2013	17	5.6
78	CBS NCAA Bskbl Champ-Sa-1	CBS	04/06/2013	1	5.6
79	Big Ten Football Ch Game	FOX	12/07/2013	1	5.6
80	Football Nt America Pt 3	NBC	09/08/2013	17	5.5
81	FOX World Series Game 1	FOX	10/23/2013	1	5.4
82	CBS NCAA Bskbl Champ-Post	CBS	04/08/2013	1	5.4
83	NBC NFL Playoff Pre-Kick1	NBC	01/05/2013	1	5.4
84	CBS NCAA Bskbl Chmp-Su-3	CBS	03/24/2013	1	5.4
85	FOX NFC Wildcard Pre	FOX	01/06/2013	1	5.3
86	Masters Golf Tourn.-Sun	CBS	04/14/2013	1	5.3
87	Home Depot Prime Clg Ftbl	CBS	11/09/2013	1	5.2
88	FOX World Series Game 5	FOX	10/28/2013	1	5.2
89	NBC AFC-NFC Pro Bowl	NBC	01/27/2013	1	5.1
90	Super Bowl Today-3	CBS	02/03/2013	1	5.1
91	CBS NCAA Bskbl Chmp-Su-2	CBS	03/24/2013	1	5.0
92	FOX NFL-Thu Pre Kick	FOX	11/28/2013	1	5.0
93	NBA Playoffs- Conf Fnl	TNT	05/22/2013	7	5.0
94	CBS NCAA Post Gun Su 2	CBS	03/31/2013	1	5.0
95	CBS NFL Today-Thu	CBS	11/28/2013	1	5.0
96	CBS NCAA Bskbl Post	CBS	04/06/2013	1	5.0
97	CBS NCAA Post Gun Sat 2	CBS	03/30/2013	1	4.9
98	2013 NBA All Star Game	TNT	02/17/2013	1	4.9
99	NBC NFL Pre-Season Gm	NBC	08/04/2013	1	4.7
100	FOX NFC Championship-Pre	FOX	01/20/2013	1	4.7

Source: 1/1-12/31/13 The Nielsen Company NTI Live + Same Day estimates.

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

Programming under 5 minutes excluded.

Ad-Supported Cable Only