

# TOP 100 SPORTS PROGRAMMING of 2014

MEN 25-54



MEN 25-54

<u>Rank</u>	<u>Program Name</u>	<u>Originator</u>	<u>Telecast Count</u>	<u>MC US AA %</u>	<u>MC US AA Proj (000)</u>
1	FOX SUPER BOWL XLVIII	FOX	1	43.1	25,349
2	FOX SUPER BOWL POST-GUN	FOX	1	36.6	21,565
3	FOX SUPERBOWL XLVIII KICK	FOX	1	27.4	16,124
4	FOX SUPER BOWL POST GAME	FOX	1	26.4	15,546
5	FOX NFC CHAMPIONSHIP	FOX	1	25.7	15,133
6	AFC CHAMPIONSHIP ON CBS	CBS	1	23.9	14,097
7	FOX NFC WILDCARD GAME	FOX	1	22.2	13,077
8	AFC DIVISIONAL PLAYOFF-SU	CBS	1	20.0	11,762
9	FOX NFC CHAMPIONSHIP-KICK	FOX	1	18.8	11,054
10	FOX NFC PLAYOFF-SUN	FOX	1	16.9	9,935
11	NBC NFL PLAYOFF GAME 2	NBC	1	16.5	9,735
12	FOX SUPER BOWL PRE - 5:30	FOX	1	16.1	9,503
13	AFC WILDCARD PLAYOFF	CBS	1	15.5	9,137
14	FOX NFC PLAYOFF-SAT	FOX	1	15.5	9,112
15	NBC NFL PLAYOFF PRE-KICK2	NBC	1	15.3	9,033
16	AFC DIVISIONAL PLAYOFF-SA	CBS	1	15.2	8,937
17	FOX NFC CHAMP-THE OT	FOX	1	14.4	8,453
18	FOX NFL-THU	FOX	1	14.1	8,300
19	FOX NFC WILDCARD PRE KICK	FOX	1	14.0	8,214
20	FOX NFC WILDCARD POST GME	FOX	1	13.8	8,125
21	FOX NFL SUNDAY-NATIONAL	FOX	9	13.3	7,801
22	NBC NFL PLAYOFF GAME 1	NBC	1	13.2	7,753
23	AFC DIV-PLF-POST-GAME-SU	CBS	1	12.9	7,568
24	CBS NFL SINGLE-THU	CBS	1	12.9	7,559
25	NBC NFL TH SPECIAL	NBC	2	12.4	7,274
26	BCS CHAMPIONSHIP L	ESPN	1	12.3	7,251
27	AFC CHMP POST GAME ON CBS	CBS	1	12.2	7,154
28	CBS NFL NATIONAL	CBS	9	12.0	7,056
29	NBC SUNDAY NIGHT FOOTBALL	NBC	17	11.3	6,655
30	FOX SUPER BOWL PRE - 5:00	FOX	1	11.3	6,631
31	NBC NFL PLAYOFF POST	NBC	1	10.9	6,397
32	FOX NFL-THU POST GUN	FOX	1	10.7	6,268
33	FOX NFL-THU PRE KICK	FOX	1	10.5	6,160
34	CBS NCAA BSKBL CHAMPSHIPS	CBS	1	9.8	5,785
35	FOX WORLD SERIES GAME 7	FOX	1	9.7	5,686
36	FOX NFL SUNDAY-SINGLE	FOX	8	9.5	5,606
37	NBA FINALS ON ABC-GM 5	ABC	1	9.1	5,352
38	FOX NFC CHAMPIONSHIP-PRE	FOX	1	9.0	5,296
39	CBS+NFLN THU NT FOOTBALL	CBS	7	8.8	5,205
40	FOX NFL GAME BREAK	FOX	6	8.5	5,019
41	NBC NFL TH PRE-KICK	NBC	2	8.5	5,018
42	FOX NFC PLAYOFF-KICK-SAT	FOX	1	8.5	4,992
43	WNTR OLYM SUN PRIME 1	NBC	1	8.4	4,955

# TOP 100 SPORTS PROGRAMMING of 2014

MEN 25-54



MEN 25-54

<u>Rank</u>	<u>Program Name</u>	<u>Originator</u>	<u>Telecast Count</u>	<u>MC US AA %</u>	<u>MC US AA Proj (000)</u>
44	NBA TROPHY PRESENTATION	ABC	1	8.4	4,937
45	SUNDAY NIGHT NFL PRE-KICK	NBC	17	8.3	4,898
46	FOX NFC PLAYOFF-PST-SUN	FOX	1	8.3	4,880
47	ESPN NFL REGULAR SEASON 1	ESPN	1	8.3	4,874
48	CBS NFL-THU POST GAME	CBS	1	8.2	4,809
49	CBS NFL SINGLE	CBS	8	8.1	4,746
50	FOX NFC PLAYOFF-KICK-SUN	FOX	1	7.9	4,675
51	NBA FINALS ON ABC-GM 4	ABC	1	7.9	4,666
52	NBA FINALS ON ABC-GM 2	ABC	1	7.9	4,664
53	FOX SUPER BOWL PRE - 4:30	FOX	1	7.9	4,646
54	ESPN NFL REGULAR SEASON	ESPN	15	7.9	4,622
55	CBS NFL TODAY-SUN-DIV-PLF	CBS	1	7.8	4,598
56	ROSE BOWL L	ESPN	1	7.8	4,591
57	NBA FINALS ON ABC-GM 1	ABC	1	7.7	4,533
58	AFC DIV-PLF-POST-GAME-SA	CBS	1	7.6	4,474
59	NBC NFL TH POST	NBC	2	7.6	4,469
60	SUGAR BOWL L	ESPN	1	7.6	4,453
61	FOX NFL SUNDAY-REGIONAL	FOX	9	7.5	4,440
62	NFL REGULAR SEASON L	ESPN	17	7.5	4,431
63	NBA FINALS ON ABC-GM 3	ABC	1	7.4	4,374
64	WNTR OLYM MON PRIME 1	NBC	1	7.3	4,324
65	ESPN NFL REGULAR SEASON 2	ESPN	1	7.3	4,302
65	WNTR OLYM TUE PRIME 1	NBC	1	7.3	4,302
67	CBS NCAA BSKBL CHMP SU-2	CBS	1	7.1	4,194
68	WNTR OLYM SAT PRIME 1	NBC	1	7.1	4,178
69	AFC WILDCARD POST GAME	CBS	1	7.0	4,147
70	FOX NFL-THU POST GAME	FOX	1	7.0	4,127
71	WNTR OLYM THU PRIME 2	NBC	1	7.0	4,109
72	FOX SUPER BOWL PRE - 4:00	FOX	1	6.9	4,033
73	FIFA WORLD CUP-7/13 2:00P	ABC	1	6.8	4,022
74	WNTR OLYM MON PRIME 2	NBC	1	6.8	4,004
75	OT, THE	FOX	10	6.7	3,968
76	FOX NFC PLAYOFF-SA PST GM	FOX	1	6.7	3,961
77	CBS+NFLN SAT NT FOOTBALL	CBS	1	6.6	3,891
78	NBC NFL PLAYOFF PRE-KICK1	NBC	1	6.6	3,882
79	CBS NCAA BSKBL CHMP-SU-2	CBS	1	6.6	3,879
80	CBS NFL REGIONAL	CBS	9	6.6	3,859
81	WNTR OLYM WED PRIME 1	NBC	1	6.5	3,809
82	WNTR OLYM TUE PRIME 2	NBC	1	6.4	3,765
83	FOX NFL PRE-THU	FOX	1	6.3	3,692
84	AFC CHAMPIONSHIP PRE-GAME	CBS	1	6.2	3,663
85	FOOTBALL NT AMERICA PT 3	NBC	17	6.2	3,633
86	CBS+NFLN THU NT POST-GUN	CBS	7	6.1	3,601

# TOP 100 SPORTS PROGRAMMING of 2014

MEN 25-54



MEN 25-54

<u>Rank</u>	<u>Program Name</u>	<u>Originator</u>	<u>Telecast Count</u>	<u>MC US AA %</u>	<u>MC US AA Proj (000)</u>
87	WNTR OLYM THU PRIME 1	NBC	1	6.0	3,546
88	WNTR OLYM SUN PRIME 2	NBC	1	6.0	3,544
89	CBS NCAA BSKBL CHMP-SU-3	CBS	1	6.0	3,516
90	NBC NFL SUNDAY POST	NBC	17	5.9	3,498
91	SEC CHAMP-CBS: DR PEPPER	CBS	1	5.9	3,472
92	WNTR OLYM WED PRIME 2	NBC	1	5.9	3,455
93	CBS NFL NATL POST GAME	CBS	1	5.8	3,397
94	CBS NFL TODAY UPDATE	CBS	9	5.8	3,388
95	CBS+NFLN SAT NT POST-GUN	CBS	1	5.7	3,355
96	NFL OPENING KICK-OFF SHOW	NBC	1	5.7	3,338
97	WNTR OLYM SAT PRIME 2	NBC	1	5.5	3,262
98	FIFA W CUP-7/13 POST MTCH	ABC	1	5.5	3,250
99	FOX SUPER BOWL PRE - 3:30	FOX	1	5.5	3,233
100	BELMONT STAKES	NBC	1	5.5	3,219

Source: 1/1-12/31/14 The Nielsen Company NTI Live+SD estimates (NPower)

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

Programming under 5 minutes excluded