



TOP 100 MEN 18-49 SPORTS PROGRAMS, 2018

1/1/18-12/31/18

Males 18 - 49 (Live+1)

Rank	Program Name	Originator	Day Of Week	Telecasts	First Telecast Date	MC US AA %	MC US AA Proj (000)
1	SUPER BOWL GAME LII	NBCS	1	2/4/2018	35.80	22,909
2	SUPER BOWL POST	NBCS	1	2/4/2018	26.65	17,059
3	SUPER BOWL PRE-KICK	NBCS	1	2/4/2018	25.32	16,202
4	SUPER BOWL KICK OFF	NBCS	1	2/4/2018	19.92	12,748
5	FOX NFC CHAMPIONSHIP	FOXS	1	1/21/2018	16.80	10,752
6	AFC CHAMPIONSHIP ON CBS	CBSS	1	1/21/2018	16.44	10,523
7	AFC CHAMP POST GUN ON CBS	CBSS	1	1/21/2018	14.20	9,085
8	FOX NFC PLAYOFF-SUN	FOXS	1	1/14/2018	13.45	8,605
9	FOX NFC PLAYOFF-SU PST GN	FOXS	1	1/14/2018	12.78	8,182
10	FOX NFC WILDCARD GAME	FOXS	1	1/7/2018	12.19	7,804
11	FOX NFC CHAMPIONSHIP-KICK	FOXS	1	1/21/2018	12.10	7,745
12	CFP CHAMPIONSHIP L	ESPN	M.....	1	1/8/2018	11.81	7,557
13	AFC DIVISIONAL PLAYOFF-SU	CBSS	1	1/14/2018	11.78	7,540
14	SUPER BOWL PREGM 530P	NBCS	1	2/4/2018	11.43	7,314
15	AFC DIV-PLF-POST-GUN-SU	CBSS	1	1/14/2018	11.39	7,292
16	FOX NFC CHAMPIONSHIP-GUN	FOXS	1	1/21/2018	10.89	6,969
17	FOX NFL-THU	FOX	...R...	1	11/22/2018	10.84	6,944
18	FOX NFC WILDCARD POST GUN	FOXS	1	1/7/2018	10.51	6,727
19	NBC NFL PLAYOFF GAME 1/13	NBCS.	1	1/13/2018	10.24	6,552
20	AFC DIVISIONAL PLAYOFF-SA	CBSS.	1	1/13/2018	10.12	6,476
21	FOX NFC PLAYOFF-PST-SUN	FOXS	1	1/14/2018	9.82	6,282
22	AFC WILDCARD PLAYOFF	CBSS	1	1/7/2018	9.71	6,215
23	NBC NFL PLAYOFF GAME 1/6	NBCS.	1	1/6/2018	9.34	5,976
24	CBS NFL SINGLE-THU	CBS	...R...	1	11/22/2018	9.17	5,873
25	AFC WILDCARD POST GUN	CBSS	1	1/7/2018	8.94	5,724
26	AFC CHAMP PRE KICK ON CBS	CBSS	1	1/21/2018	8.72	5,578
27	NBA FINALS ON ABC-GM 2	ABCS	1	6/3/2018	8.63	5,526
28	FOX NFL-THU POST GUN	FOX	...R...	1	11/22/2018	8.60	5,508
29	NBC NFL TH SPECIAL	NBC	...R...	2	9/6/2018	8.51	5,448
30	NBA FINALS ON ABC-GM 1	ABC	...R...	1	5/31/2018	8.46	5,412
31	CBS NFL-THU POST GUN	CBS	...R...	1	11/22/2018	8.39	5,375
32	FOX NFL SUNDAY-NATIONAL	FOXS	9	9/9/2018	8.34	5,337
33	NBA FINALS ON ABC-GM 3	ABC	..W....	1	6/6/2018	8.31	5,321
34	FOX NFC WILDCARD POST GME	FOXS	1	1/7/2018	8.00	5,118
35	NBC SUNDAY NIGHT FOOTBALL	NBCS	17	9/9/2018	7.95	5,093
36	AFC DIV-PLF-PRE-KICK-SA	CBSS.	1	1/13/2018	7.87	5,037
37	CFP SEMIFINAL L	ESPN	M.....S.	4	1/1/2018	7.85	5,026
38	CBS NFL NATIONAL	CBSS	9	9/16/2018	7.66	4,905
39	SUPER BOWL PREGM 5P	NBCS	1	2/4/2018	7.64	4,890
40	FOX NFC CHAMPIONSHIP-POST	FOXS	1	1/21/2018	7.57	4,844
41	AFC CHMP POST GAME ON CBS	CBSS	1	1/21/2018	7.51	4,808
42	FOX NFL-THU PRE KICK	FOX	...R...	1	11/22/2018	7.48	4,789
43	FOX NFC PLAYOFF-KICK-SUN	FOXS	1	1/14/2018	7.28	4,658
44	FOX NFC WILDCARD PRE KICK	FOXS	1	1/7/2018	7.17	4,588
45	NBC NFL PLAYOFF POST 1/13	NBCS.	1	1/13/2018	7.00	4,479
46	NBA FINALS ON ABC-GM 4	ABCF..	1	6/8/2018	6.69	4,279



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47	CBS NFL-THU POST GAME	CBS	...R...	1	11/22/2018	6.61	4,234
48	ORANGE BOWL SUST L	ESPNS.	1	12/29/2018	6.57	4,208
49	FOX NFL SUNDAY-SINGLE	FOXS	8	9/16/2018	6.35	4,069
50	NBC NFL PLYOFF PR-KCK1/6	NBCS.	1	1/6/2018	6.29	4,027
51	CBS NFL NATL POST GUN	CBSS	9	9/16/2018	6.22	3,980
52	SEC CHAMP-CBS: DR PEPPER	CBSS.	1	12/1/2018	6.20	3,970
53	NBC NFL PLAYOFF POST 1/6	NBCS.	1	1/6/2018	6.12	3,919
54	WNTR OLYM OPEN CERE	NBCF..	1	2/9/2018	6.09	3,900
55	NBC NFL TH PRE-KICK	NBC	...R...	2	9/6/2018	6.02	3,854
56	ESPN NFL REGULAR SEASON 1	ESPN-SYN	M.....	1	9/10/2018	5.87	3,761
57	ESPN NFL REGULAR SEASON	ESPN-SYN	M.....	15	9/17/2018	5.87	3,756
58	FOX+NFLN THU NT FOOTBALL	FOX	...R...	11	9/27/2018	5.85	3,748
59	FOX NFC CHAMPIONSHIP-PRE	FOXS	1	1/21/2018	5.83	3,731
60	ESPN NFL REGULAR SEASON 2	ESPN-SYN	M.....	1	9/10/2018	5.77	3,694
61	FOX WORLD SERIES GAME 5	FOXS	1	10/28/2018	5.73	3,668
62	NFL WEATHER DELAY 9/6	NBC	...R...	1	9/6/2018	5.72	3,660
63	AFC DIV-PLF-POST-GUN-SA	CBSS.	1	1/13/2018	5.64	3,608
64	TBS NCAA BSKBL CHAMPSHIPS	TBS NETWORK	M.....	1	4/2/2018	5.64	3,607
65	FOX NFL SUNDAY-PST GN-NAT	FOXS	17	9/9/2018	5.60	3,589
66	NFL REGULAR SEASON L	ESPN	M.....	17	9/10/2018	5.58	3,573
67	CBS NCAA BSKBL CHMP SU-2	CBSS	1	3/25/2018	5.51	3,530
68	CBS NFL SINGLE	CBSS	8	9/9/2018	5.51	3,530
69	CFP SEMIFINAL SUST L	ESPN	M.....	1	1/1/2018	5.46	3,496
70	AFC DIV-PLF-PRE-KICK-SU	CBSS	1	1/14/2018	5.34	3,418
71	CBS NFL-THU PRE-KICK	CBS	...R...	1	11/22/2018	5.33	3,413
72	NFL WILD CARD GAME-ABC	ABCS.	1	1/6/2018	5.33	3,408
73	FOX WORLD SERIES GM5-PRE	FOXS	1	10/28/2018	5.31	3,401
74	COTTON BOWL SUST L	ESPNS.	1	12/29/2018	5.30	3,394
75	SUPER BOWL PREGM 430P	NBCS	1	2/4/2018	5.29	3,389
76	AFC DIV-PLF-POST-GAME-SU	CBSS	1	1/14/2018	5.28	3,378
77	NBA FINALS-GM2 POST	ABCS	1	6/3/2018	5.23	3,347
78	AFC WILDCARD POST GAME	CBSS	1	1/7/2018	5.23	3,346
79	SUNDAY NIGHT NFL PRE-KICK	NBCS	17	9/9/2018	5.20	3,327
80	FOX NFL SUNDAY-REGIONAL	FOXS	9	9/9/2018	5.17	3,308
81	NBA PLAYOFFS- CONF FNLS L	TNT	MTWR.SS	7	5/14/2018	5.06	3,237
82	FOX FIFA MEN WC FINAL	FOXS	1	7/15/2018	5.04	3,224
83	WNTR OLYM SUN PRIME 1	NBCS	1	2/11/2018	5.02	3,216
84	NBA TROPHY PRESENTATION	ABCF..	1	6/8/2018	4.98	3,185
85	NBC NFL PLYOFF PR-KCK1/13	NBCS.	1	1/13/2018	4.97	3,184
86	WNTR OLYM MON PRIME 1	NBC	M.....	1	2/12/2018	4.97	3,181
87	WNTR OLYM TUE PRIME 1	NBC	.T.....	1	2/13/2018	4.96	3,175
88	FOX NFL GAME BREAK	FOXS	1	9/9/2018	4.89	3,129
89	NBC NFL SUNDAY POST	NBCS	17	9/9/2018	4.83	3,091
90	FOX WORLD SERIES GAME 1	FOX	.T.....	1	10/23/2018	4.81	3,078
91	FOX NFL PRE-THU	FOX	...R...	1	11/22/2018	4.71	3,019
92	NBA PLAYOFFS-CONF FNLS L	ESPN	MTW.FSS	6	5/15/2018	4.70	3,008



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92	NBC NFL TH POST	NBC	...R...	2	9/6/2018	4.70	3,008
94	CBS NFL REGIONAL	CBSS	9	9/16/2018	4.66	2,982
95	AFC WILDCARD PRE-KICK	CBSS	1	1/7/2018	4.63	2,966
96	CBS NFL REG POST GUN	CBSS	9	9/16/2018	4.60	2,944
97	2018 REG SSN	NFLN-SYN	...R...	2	9/13/2018	4.52	2,893
98	FOX+NFLN THU NT POST-GUN	FOX	...R...	11	9/27/2018	4.46	2,858
99	CBS NFL NATL POST GAME	CBSS	1	10/14/2018	4.43	2,840
100	AFC DIV-PLF-POST-GAME-SA	CBSS.	1	1/13/2018	4.41	2,821

Source: 1/1/2018-12/31/2018 Nielsen Live+1 Men 18-49 estimates from NPOWER