



| Super Bowl | Date | Network | HHL D | | A18-49 | | A25-54 | |
|------------|-----------|---------|--------------|-----------------|--------------|-----------------|--------------|-----------------|
| | | | Live US AA % | Live+SD US AA % | Live US AA % | Live+SD US AA % | Live US AA % | Live+SD US AA % |
| XLVII | 2/3/2013 | CBS | | | | | | |
| XLVI | 2/5/2012 | NBC | 43.2 | 47.0 | 36.2 | 40.5 | 38.1 | 42.8 |
| XLV | 2/6/2011 | FOX | 43.5 | 46.0 | 36.8 | 39.9 | 38.2 | 41.7 |
| XLIV | 2/7/2010 | CBS | 42.8 | 45.0 | 35.7 | 38.6 | 37.3 | 40.5 |
| XLIII | 2/1/2009 | NBC | 40.2 | 42.0 | 34.2 | 36.7 | 35.0 | 37.5 |
| XLII | 2/3/2008 | FOX | 42.0 | 43.1 | 35.9 | 37.5 | 37.1 | 38.8 |
| XLI | 2/4/2007 | CBS | 42.0 | 42.6 | 34.1 | 35.2 | 36.1 | 37.1 |
| XL | 2/5/2006 | ABC | 41.5 | 41.6 | 34.4 | 34.6 | 37.5 | 37.7 |
| XXXIX | 2/6/2005 | FOX | 41.1 | | 33.2 | | 35.6 | |
| XXXVIII | 2/1/2004 | CBS | 41.4 | | 35.7 | | 38.0 | |
| XXXVII | 1/26/2003 | ABC | 40.7 | | 36.4 | | 38.2 | |
| XXXVI | 2/3/2002 | FOX | 40.4 | | 34.7 | | 37.2 | |
| XXXV | 1/28/2001 | CBS | 40.4 | | 35.8 | | 37.3 | |
| XXXIV | 1/30/2000 | ABC | 43.3 | | 37.9 | | 39.4 | |
| XXXIII | 1/31/1999 | FOX | 40.2 | | 36.4 | | 37.7 | |
| XXXII | 1/25/1998 | NBC | 44.5 | | 38.7 | | 40.4 | |
| XXXI | 1/26/1997 | FOX | 43.3 | | 38.5 | | 39.6 | |
| XXX | 1/28/1996 | NBC | 46.0 | | 41.2 | | 42.6 | |
| XXIX | 1/29/1995 | ABC | 41.3 | | 36.6 | | 37.9 | |
| XXVIII | 1/30/1994 | NBC | 45.5 | | 39.9 | | 41.9 | |
| XXVII | 1/31/1993 | NBC | 45.1 | | 40.7 | | 42.0 | |

Source: The Nielsen Company



| <u>Super Bowl</u> | <u>Date</u> | <u>Network</u> | <u>Hosting City</u> | <u>Teams/Score</u> |
|-------------------|-------------|----------------|---------------------|---|
| XLVII | 2/3/2013 | CBS | New Orleans, LA | |
| XLVI | 2/5/2012 | NBC | Indianapolis, IN | <i>New York Giants (21) - New England Patriots (17)</i> |
| XLV | 2/6/2011 | FOX | Arlington, TX | <i>Green Bay Packers (31) - Pittsburgh Steelers (25)</i> |
| XLIV | 2/7/2010 | CBS | Miami, FL | <i>New Orleans Saints (31) - Indianapolis Colts (17)</i> |
| XLIII | 2/1/2009 | NBC | Tampa, FL | <i>Pittsburgh Steelers (27) - Arizona Cardinals (23)</i> |
| XLII | 2/3/2008 | FOX | Glendale, AZ | <i>New York Giants (17) - New England Patriots (14)</i> |
| XLI | 2/4/2007 | CBS | Miami, FL | <i>Indianapolis Colts (29) - Chicago Bears (17)</i> |
| XL | 2/5/2006 | ABC | Detroit, MI | <i>Pittsburgh Steelers (21) - Seattle Seahawks (10)</i> |
| XXXIX | 2/6/2005 | FOX | Jacksonville, FL | <i>New England Patriots (24) - Philadelphia Eagles (21)</i> |
| XXXVIII | 2/1/2004 | CBS | Houston, TX | <i>New England Patriots (32) - Carolina Panthers (29)</i> |
| XXXVII | 1/26/2003 | ABC | San Diego, CA | <i>Tampa Bay Buccaneers (48) - Oakland Raiders (21)</i> |
| XXXVI | 2/3/2002 | FOX | New Orleans, LA | <i>New England Patriots (20) - St. Louis Rams (17)</i> |
| XXXV | 1/28/2001 | CBS | Tampa, FL | <i>Baltimore Ravens (34) - New York Giants (7)</i> |
| XXXIV | 1/30/2000 | ABC | Atlanta, GA | <i>St. Louis Rams (23) - Tennessee Titans (16)</i> |
| XXXIII | 1/31/1999 | FOX | Miami, FL | <i>Denver Broncos (34) - Atlanta Falcons (19)</i> |
| XXXII | 1/25/1998 | NBC | San Diego, CA | <i>Denver Broncos (31) - Green Bay Packers (24)</i> |
| XXXI | 1/26/1997 | FOX | New Orleans, LA | <i>Green Bay Packers (35) - New England Patriots (21)</i> |
| XXX | 1/28/1996 | NBC | Tempe, AZ | <i>Dallas Cowboys (27) - Pittsburgh Steelers (17)</i> |
| XXIX | 1/29/1995 | ABC | Miami, FL | <i>San Francisco 49ers (49) - San Diego Chargers (26)</i> |
| XXVIII | 1/30/1994 | NBC | Atlanta, GA | <i>Dallas Cowboys (30) - Buffalo Bills (13)</i> |
| XXVII | 1/31/1993 | NBC | Pasadena, CA | <i>Dallas Cowboys (52) - Buffalo Bills (17)</i> |

Source: The Nielsen Company