

Top 100 Sports Programming of 2010 (M18-49)



Rank	Program	Network	(Start) Date	# TLC	US AA % M18-49	Notes
1	Super Bowl XLIV	CBS	2/7/10	1	42.3	Indianapolis Vs New Orleans
2	FOX NFC Championship	FOX	1/24/10	1	26.4	Minnesota At New Orleans
3	Super Bowl Kick-Off	CBS	2/7/10	1	24.3	Indianapolis Vs New Orleans
4	AFC Championship On CBS	CBS	1/24/10	1	21.0	NY Jets At Indianapolis
5	FOX NFC Playoff-Sun	FOX	1/17/10	1	17.4	Dallas At Minnesota
6	FOX NFC Wildcard Game	FOX	1/10/10	1	16.2	Green Bay At Arizona
7	AFC Divisional Playoff-Su	CBS	1/17/10	1	15.9	NY Jets At San Diego
8	NBC NFL Playoff Game 2	NBC	1/9/10	1	15.0	Philadelphia At Dallas
9	NBC NFL Thursday Special	NBC	9/9/10	1	14.1	Minnesota At New Orleans
10	NBA Finals On ABC-Gm 7	ABC	6/17/10	1	14.0	Boston At LA Lakers
11	AFC Divisional Playoff-Sa	CBS	1/16/10	1	13.9	Baltimore At Indianapolis
12	2010 Citi BCS Nat Chmp Gm	ABC	1/7/10	1	13.8	Texas Vs Alabama
13	FOX NFL-Thu	FOX	11/25/10	1	13.3	New Orleans At Dallas
14	FOX NFC Playoff-Sat	FOX	1/16/10	1	13.2	Arizona At New Orleans
15	AFC Wildcard Playoff	CBS	1/10/10	1	12.7	Baltimore At New England
16	Super Bowl Today-5	CBS	2/7/10	1	12.6	
17	FOX NFL Sunday-National	FOX	1/3/10	9	12.3	
18	NBC NFL Playoff Game 1	NBC	1/9/10	1	11.9	NY Jets At Cincinnati
19	CBS NFL Single - Thu	CBS	11/25/10	1	11.7	New England At Detroit
20	CBS NFL National	CBS	1/3/10	9	11.6	
21	FOX NFC Championship-Post	FOX	1/24/10	1	11.2	Minnesota At New Orleans
22	NBC Sunday Night Football	NBC	1/3/10	16	10.9	
23	CBS NCAA Bskbl Champships	CBS	4/5/10	1	10.4	Butler Vs Duke
24	NBC NFL Tuesday Special	NBC	12/28/10	1	10.4	Minnesota At Philadelphia
25	FOX NFC Championship-Pre	FOX	1/24/10	1	10.1	Minnesota At New Orleans
26	Rose Bowl	ABC	1/1/10	1	9.3	Ohio State Vs Oregon
27	NBA Finals On ABC-Gm 5	ABC	6/13/10	1	9.2	LA Lakers At Boston
28	NBA Finals On ABC-Gm 6	ABC	6/15/10	1	9.1	Boston At LA Lakers
29	FOX NFL Sunday-Single	FOX	9/19/10	8	8.9	
30	Wntr Olym Wed Prime 1	NBC	2/17/10	1	8.8	
31	ESPN NFL Regular Season	ESPN Sports Network	9/13/10	15	8.6	
32	NBA Finals On ABC-Gm 3	ABC	6/8/10	1	8.6	LA Lakers At Boston
33	NBA Finals On ABC-Gm 4	ABC	6/10/10	1	8.5	LA Lakers At Boston
34	Nfl Regular Season L	ESPN	9/13/10	17	8.3	
35	NBA Finals On ABC-Gm 2	ABC	6/6/10	1	8.3	Boston At LA Lakers
36	Super Bowl Today-4	CBS	2/7/10	1	8.1	
37	CBS NFL Single	CBS	9/12/10	8	8.0	
38	Wntr Olym Sat Prime 1	NBC	2/13/10	1	7.6	
39	NBA Finals On ABC-Gm 1	ABC	6/3/10	1	7.5	Boston At LA Lakers
40	Fifa World Cup-6/26	ABC	6/26/10	1	7.3	USA Vs Ghana
41	Wntr Olym Sat Prime 2	NBC	2/20/10	1	7.3	
42	ESPN NFL Regular Season 2	ESPN Sports Network	9/13/10	1	7.3	Chargers Vs Chiefs
43	FOX NFL Pre-Thu	FOX	11/25/10	1	6.9	New Orleans At Dallas
44	FOX NFL Sunday-Regional	FOX	1/3/10	9	6.8	
45	Wntr Olym Mon Prime 1	NBC	2/15/10	1	6.7	
46	Wntr Olym Sunday Pm 3	NBC	2/28/10	2	6.7	
47	CBS NFL Regional	CBS	1/3/10	9	6.7	
48	Fifa World Cup-7/11	ABC	7/11/10	1	6.7	Netherlands Vs Spain
49	Tostitos Fiesta Bowl	FOX	1/4/10	1	6.5	TCU Vs Boise State
50	BCS Championship Pre-Game	ABC	1/7/10	1	6.5	
51	Wntr Olym Sun Prime 1	NBC	2/14/10	1	6.4	
52	Wntr Olym Fri Prime 2	NBC	2/26/10	1	6.4	



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53	AllState Sugar Bowl	FOX	1/1/10	1	6.4	Florida Vs Cincinnati
54	Wntr Olym Thu Prime 1	NBC	2/18/10	1	6.4	
55	Fifa World Cup-6/12	ABC	6/12/10	1	6.3	USA Vs England
56	CBS NCAA Bskbl Champ Sa-2	CBS	4/3/10	1	6.2	West Virginia Vs Duke
57	CBS NCAA Bskbl Chmp Su-2	CBS	3/28/10	1	6.2	Baylor Vs Duke
58	OT, The	FOX	1/3/10	9	6.1	
59	FOX World Series Game 1	FOX	10/27/10	1	6.0	Texas At San Francisco
60	NBA Christmas Special-2	ABC	12/25/10	1	6.0	Miami At LA Lakers
61	Lebron - The Decision L	ESPN	7/8/10	1	5.9	
62	CBS NFL Today-Sun-Div-Plf	CBS	1/17/10	1	5.9	
63	NFL Pro Bowl L	ESPN	1/31/10	1	5.8	2010 AFC-NFC Pro Bowl
64	CBS NCAA Bskbl Chmp Th 2	CBS	3/25/10	1	5.8	Xavier Vs Ks St/Cornell Vs Ky
65	Masters Golf Tourn.-Sun	CBS	4/11/10	1	5.7	
66	CBS NCAA Bskbl-Bridge	CBS	4/3/10	1	5.6	
67	Wntr Olym Thu Prime 2	NBC	2/25/10	1	5.5	
68	FOX Nascar Daytona 500	FOX	2/14/10	1	5.5	
69	CBS NFL Today-Sat-Div-Plf	CBS	1/16/10	1	5.5	
70	FOX NFC Wildcard Pre	FOX	1/10/10	1	5.4	Green Bay At Arizona
71	CBS NCAA Bskbl Champ-Sa-1	CBS	4/3/10	1	5.4	Butler Vs Michigan State
72	Wntr Olym Sun Prime 2	NBC	2/21/10	1	5.4	
73	AFC Championship Pre-Game	CBS	1/24/10	1	5.4	
74	FOX World Series Game 4	FOX	10/31/10	1	5.4	San Francisco At Texas
75	NBC NFL Pre-Season 8/8	NBC	8/8/10	1	5.4	Hall Of Fame: Cinn Vs Dallas
76	FOX World Series Game 5	FOX	11/1/10	1	5.3	San Francisco At Texas
77	Super Bowl Today-3	CBS	2/7/10	1	5.3	
78	NFL Opening Kick-Off Show	NBC	9/9/10	1	5.3	
79	Football Nt America Pt 3	NBC	1/3/10	17	5.3	
80	FOX World Series Game 2	FOX	10/28/10	1	5.3	Texas At San Francisco
81	College Football Spcl	CBS	11/26/10	1	5.2	Auburn At Alabama
82	CBS NCAA Bskbl Chmp Fr 2	CBS	3/26/10	1	5.2	N. Ia Vs Mi St/Purdue Vs Duke
83	FOX MLB All-Star Game	FOX	7/13/10	1	5.2	National Vs American
84	Wntr Olym Wed Prime 2	NBC	2/24/10	1	5.2	
85	CBS NCAA Bskbl Chmp Sa-2	CBS	3/27/10	1	5.1	West Virginia Vs Kentucky
86	FedEx Orange Bowl	FOX	1/5/10	1	5.1	Georgia Tech Vs Iowa
87	NFL On FOX Preseason 3	FOX	8/29/10	1	5.0	Pittsburgh At Denver
88	FOX Daytona 500-Race Dly2	FOX	2/14/10	1	5.0	
89	Copa Mundial 2010-52-Uni	UNI	6/27/10	1	4.9	Argentina Vs Mexico
90	CBS NCAA Bskbl Chmp-Sa-3	CBS	3/20/10	1	4.9	Various Teams And Times
91	Wntr Olym Tue Prime 2	NBC	2/23/10	1	4.9	
92	CBS NCAA Bskbl Chmp-Su-3	CBS	3/21/10	1	4.9	Various Teams And Times
93	NBC NFL Pre-Season 8/22	NBC	8/22/10	1	4.9	Minnesota At San Francisco
94	Wntr Olym Fri Prime 1	NBC	2/19/10	1	4.8	
95	Wntr Olym Tue Prime 1	NBC	2/16/10	1	4.8	
96	CBS NCAA Bskbl Chmp Su-1	CBS	3/28/10	1	4.8	Tennessee Vs Michigan State
97	Wntr Olym Mon Prime 2	NBC	2/22/10	1	4.7	
98	CBS NCAA Bskbl Chmp-Sa-4	CBS	3/20/10	1	4.7	BYU Vs Ks St/Wake Forest Vs Ky
99	SEC Champ-CBS: Dr Pepper	CBS	12/4/10	1	4.7	Auburn Vs So Carolina
100	Vancouver Gold	NBC	2/28/10	1	4.7	

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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