

Top 100 Sports Programming of 2011 (M18-49)



<u>Rank</u>	<u>Program</u>	<u>Network</u>	<u>(Start) Date</u>	<u># TLC</u>	<u>US AA % M18-49</u>	
1	FOX Super Bowl XLV	FOX	2/6/11	1	43.2	Pittsburgh Vs Green Bay
2	FOX Super Bowl XLV Kickoff	FOX	2/6/11	1	27.3	
3	FOX Super Bowl Post Game	FOX	2/6/11	1	27.1	
4	AFC Championship On CBS	CBS	1/23/11	1	24.6	NY Jets At Pittsburgh
5	FOX NFC Championship	FOX	1/23/11	1	22.9	Green Bay At Chicago
6	AFC Divisional Playoff-Su	CBS	1/16/11	1	19.8	NY Jets At New England
7	FOX NFC Wildcard Game	FOX	1/9/11	1	18.7	Green Bay At Philadelphia
8	AFC Divisional Playoff-Sa	CBS	1/15/11	1	15.8	Baltimore At Pittsburgh
9	NBC NFL Playoff Game 2	NBC	1/8/11	1	15.4	New York Jets At Indianapolis
10	FOX NFC Playoff-Sun	FOX	1/16/11	1	15.2	Seattle At Chicago
11	FOX NFC Playoff-Sat	FOX	1/15/11	1	14.7	Green Bay At Atlanta
12	FOX Super Bowl Pre - 5:30	FOX	2/6/11	1	14.4	
13	NBC NFL Thursday Special	NBC	9/8/11	1	14.2	New Orleans At Green Bay
14	BCS Championship L	ESPN	1/10/11	1	14.1	Auburn/Oregon
15	AFC Wildcard Playoff	CBS	1/9/11	1	13.5	Baltimore At Kansas City
16	FOX NFL-Thu	FOX	11/24/11	1	13.2	Green Bay At Detroit
17	FOX NFL Sunday-National	FOX	1/2/11	8	13.2	
18	CBS NFL Single - Thu	CBS	11/24/11	1	13.2	Miami At Dallas
19	NBC NFL Playoff Game 1	NBC	1/8/11	1	12.9	New Orleans At Seattle
20	NBA Finals On ABC-Gm 6	ABC	6/12/11	1	12.7	Dallas At Miami
21	NBA Trophy Presentation	ABC	6/12/11	1	11.8	
22	CBS NFL National	CBS	1/2/11	9	11.1	
23	NBC Sunday Night Football	NBC	1/2/11	17	11.0	
24	FOX Super Bowl Pre - 5:00	FOX	2/6/11	1	10.1	
25	FOX NFL Sunday-Single	FOX	9/18/11	8	9.9	
26	FOX NFL Sat-National	FOX	12/24/11	1	9.8	Various Teams And Times
27	NBA Finals On ABC-Gm 5	ABC	6/9/11	1	9.7	Miami At Dallas
28	CBS NCAA Bskbl Champships	CBS	4/4/11	1	9.7	UConn Vs Butler
29	FOX NFC Championship-Post	FOX	1/23/11	1	9.4	Green Bay At Chicago
30	FOX World Series Game 7	FOX	10/28/11	1	9.2	Texas At St Louis
31	NBA Finals On ABC-Gm 1	ABC	5/31/11	1	8.9	Dallas At Miami
32	NBA Finals On ABC-Gm 4	ABC	6/7/11	1	8.8	Miami At Dallas
33	NBA Finals On ABC-Gm 2	ABC	6/2/11	1	8.5	Dallas At Miami
34	ESPN NFL Regular Season 2	ESPN Sports Network	9/12/11	1	8.4	Raiders Vs Broncos
35	CBS NFL Single	CBS	9/11/11	7	8.3	
36	NBA Finals On ABC-Gm 3	ABC	6/5/11	1	8.2	Miami At Dallas
37	FOX World Series Game 6	FOX	10/27/11	1	8.1	Texas At St Louis
38	Rose Bowl L	ESPN	1/1/11	1	7.9	Wisconsin/TCU
39	FOX NFC Wildcard Pre	FOX	1/9/11	1	7.9	Green Bay At Philadelphia
40	ESPN NFL Regular Season	ESPN Sports Network	9/12/11	16	7.9	
41	AFC Championship Pre-Game	CBS	1/23/11	1	7.7	NY Jets At Pittsburgh
42	NFL Regular Season L	ESPN	9/12/11	17	7.7	
43	FOX NFL Sunday-Regional	FOX	1/2/11	8	7.3	
44	FOX Super Bowl Pre - 4:30	FOX	2/6/11	1	7.2	
45	CBS NCAA Bskbl Champ Sa-2	CBS	4/2/11	1	7.1	Kentucky Vs UConn
46	CBS NCAA Bskbl Chmp Su-2	CBS	3/27/11	1	7.0	UNC Vs Kentucky
47	Sugar Bowl L	ESPN	1/4/11	1	6.9	Ohio St/Arkansas
48	FOX NFC Championship-Pre	FOX	1/23/11	1	6.9	Green Bay At Chicago
49	Home Depot Prime Clg Ftbl	CBS	10/1/11	2	6.6	
50	FOX Nascar Daytona 500	FOX	2/20/11	1	6.5	
51	NFL Kickoff 2011- 8P	NBC	9/8/11	1	6.4	
52	FOX AFC-NFC Pro Bowl	FOX	1/30/11	1	6.2	AFC Vs NFC

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53	CBS NFL Single-Spc	CBS	12/24/11	1	6.2	Various Teams And Times
54	AFC Wildcard Post Game	CBS	1/9/11	1	6.1	
55	FOX NFL Sat-Regional	FOX	12/24/11	1	6.0	Various Teams And Times
56	CBS NCAA Bskbl Champ-Sa-1	CBS	4/2/11	1	5.8	VCU Vs Butler
57	Masters Golf Tourn.-Sun	CBS	4/10/11	1	5.8	
58	CBS NFL Regional	CBS	1/2/11	9	5.8	
59	CBS NCAA Bskbl-Bridge	CBS	4/2/11	1	5.7	
60	FOX Wrld Series Gm7-Post	FOX	10/28/11	1	5.7	Texas At St Louis
61	NBA Playoffs On ABC-Su5	ABC	5/1/11	1	5.6	Boston At Miami
62	CBS NFL Today-Sun-Div-Plf	CBS	1/16/11	1	5.6	NY Jets At New England
63	NBA Christmas Special-2	ABC	12/25/11	1	5.5	Chicago At LA Lakers
64	SEX Champ-CBS: Dr Pepper	CBS	12/3/11	1	5.5	LSU Vs Georgia
65	FOX Super Bowl Pre - 4:00	FOX	2/6/11	1	5.4	
66	Orange Bowl L	ESPN	1/3/11	1	5.4	Virginia Tech/Stanford
67	FOX World Series Game 5	FOX	10/24/11	1	5.4	St Louis At Texas
68	FOX World Series Game 4	FOX	10/23/11	1	5.3	St Louis At Texas
69	FOX World Series Game 1	FOX	10/19/11	1	5.3	Texas At St Louis
70	CBS NCAA Bskbl Chmp Su-1	CBS	3/27/11	1	5.2	Kansas Vs VCU
71	FOX World Series Game 2	FOX	10/20/11	1	5.2	Texas At St Louis
72	FOX Super Bowl Pre - 3:30	FOX	2/6/11	1	5.0	
73	CBS NCAA Bskbl Chmp Fr 2	CBS	3/25/11	1	5.0	Kentucky Vs Ohio State
74	CBS NCAA Bskbl Chmp-Su-2	CBS	3/20/11	1	4.9	Duke Vs Michigan
75	NBC NFL Pre-Season 8/21	NBC	8/21/11	1	4.9	San Diego At Dallas
76	CBS NCAA Bskbl Chmp Sa-2	CBS	3/26/11	1	4.8	UConn Vs Arizona
77	NBA Playoffs On ABC-Su6	ABC	5/8/11	1	4.8	LA Lakers At Dallas
78	Outback Bowl	ABC	1/1/11	1	4.6	Florida Vs Penn State
79	NBA Playoffs On ABC-Sa2	ABC	5/7/11	1	4.6	Miami At Boston
80	CBS NFL Today-Sat-Div-Plf	CBS	1/15/11	1	4.6	Baltimore At Pittsburgh
81	NBC Stanley Cup Finals #7	NBC	6/15/11	1	4.5	Boston At Vancouver
82	FOX MLB All-Star Game	FOX	7/12/11	1	4.5	American Vs National
83	NBA Christmas Special-1	ABC	12/25/11	1	4.5	Miami At Dallas
84	College Football Spcl	CBS	11/25/11	1	4.5	Arkansas At LSU
85	CBS NCAA Bskbl Chmp Th 2	CBS	3/24/11	1	4.4	Duke Vs Arizona
86	Copa Oro 2011 25 Uni	UNI	6/25/11	2	4.4	
87	Fiesta Bowl L	ESPN	1/1/11	1	4.4	Connecticut/Oklahoma
88	NBC NFL Pre-Season 8/28	NBC	8/28/11	1	4.4	
89	AT&T Cotton Bowl	FOX	1/7/11	1	4.4	LSU Vs Texas A&M
90	CBS NFL Today-Thu	CBS	11/24/11	1	4.4	Miami At Dallas
91	NBA Playoffs On ABC-Su7	ABC	5/15/11	1	4.2	Memphis At Oklahoma City
92	CBS NCAA Bskbl Chmp-Su-3	CBS	3/20/11	1	4.2	Ohio St Vs George Mason
93	UFC On FOX	FOX	11/12/11	1	4.2	
94	Copa Oro 2011 24 Uni	UNI	6/22/11	2	4.1	
95	NFL On FOX Preseason 2	FOX	8/18/11	1	4.0	Philadelphia At Pittsburgh
96	NBA Playoffs-Conf Fnls L	ESPN	5/17/11	5	4.0	
97	FOX World Series Game 3	FOX	10/22/11	1	4.0	St Louis At Texas
98	2011 Reg Season Games	NFLN	11/10/11	7	4.0	
99	CBS NCAA Bskbl Chmp Sa-1	CBS	3/26/11	1	3.9	Florida Vs Butler
100	Football Nt America Prgam	NBC	1/8/11	1	3.9	

Source: The Nielsen Company, 1/1-12/31/11 Galaxy Lightning Estimates (Live+7)

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

Ad-supported Subscription Television only. Programming under 25 minutes excluded.