

Top 100 Sports Programming of 2011 (M25-54)



<u>Rank</u>	<u>Program</u>	<u>Network</u>	<u>(Start) Date</u>	<u># TLC</u>	<u>US AA % M25-54</u>	
1	FOX Super Bowl XLV	FOX	2/6/11	1	45.3	Pittsburgh Vs Green Bay
2	FOX Super bowl XLV Kickoff	FOX	2/6/11	1	29.5	
3	FOX Super Bowl Post Game	FOX	2/6/11	1	27.7	
4	AFC Championship On CBS	CBS	1/23/11	1	26.6	NY Jets At Pittsburgh
5	FOX NFC Championship	FOX	1/23/11	1	25.3	Green Bay At Chicago
6	AFC Divisional Playoff-Su	CBS	1/16/11	1	22.8	NY Jets At New England
7	FOX NFC Wildcard Game	FOX	1/9/11	1	20.8	Green Bay At Philadelphia
8	AFC Divisional Playoff-Sa	CBS	1/15/11	1	17.8	Baltimore At Pittsburgh
9	NBC NFL Playoff Game 2	NBC	1/8/11	1	17.6	New York Jets At Indianapolis
10	FOX NFC Playoff-Sun	FOX	1/16/11	1	17.5	Seattle At Chicago
11	FOX NFC Playoff-Sat	FOX	1/15/11	1	16.6	Green Bay At Atlanta
12	FOX Super Bowl Pre - 5:30	FOX	2/6/11	1	16.1	
13	AFC Wildcard Playoff	CBS	1/9/11	1	15.3	Baltimore At Kansas City
14	NBC NFL Thursday Special	NBC	9/8/11	1	15.2	New Orleans At Green Bay
15	NBC NFL Playoff Game 1	NBC	1/8/11	1	15.1	New Orleans At Seattle
16	FOX NFL-Thu	FOX	11/24/11	1	15.1	Green Bay At Detroit
17	CBS NFL Single - Thu	CBS	11/24/11	1	15.0	Miami At Dallas
18	FOX NFL Sunday-National	FOX	1/2/11	8	14.6	
19	BCS Championship L	ESPN	1/10/11	1	14.2	Auburn/Oregon
20	NBA Finals On ABC-Gm 6	ABC	6/12/11	1	13.0	Dallas At Miami
21	CBS NFL National	CBS	1/2/11	9	12.4	
22	NBC Sunday Night Football	NBC	1/2/11	17	12.2	
23	NBA Trophy Presentation	ABC	6/12/11	1	12.0	
24	FOX Super Bowl Pre - 5:00	FOX	2/6/11	1	11.5	
25	FOX NFL Sat-National	FOX	12/24/11	1	11.3	Various Teams And Times
26	FOX NFL Sunday-Single	FOX	9/18/11	8	11.0	
27	FOX World Series Game 7	FOX	10/28/11	1	10.8	Texas At St Louis
28	FOX NFC Championship-Post	FOX	1/23/11	1	10.3	Green Bay At Chicago
29	NBA Finals On ABC-Gm 5	ABC	6/9/11	1	10.0	Miami At Dallas
30	FOX World Series Game 6	FOX	10/27/11	1	9.7	Texas At St Louis
31	CBS NCAA Bskbl Champships	CBS	4/4/11	1	9.6	UConn Vs Butler
32	CBS NFL Single	CBS	9/11/11	7	9.3	
33	Rose Bowl L	ESPN	1/1/11	1	9.1	Wisconsin/TCU
34	FOX NFC Wildcard Pre	FOX	1/9/11	1	8.9	Green Bay At Philadelphia
35	NBA Finals On ABC-Gm 1	ABC	5/31/11	1	8.8	Dallas At Miami
36	NBA Finals On ABC-Gm 2	ABC	6/2/11	1	8.8	Dallas At Miami
37	NBA Finals On ABC-Gm 4	ABC	6/7/11	1	8.7	Miami At Dallas
38	ESPN NFL Regular Season	ESPN Sports Network	9/12/11	16	8.7	
39	NBA Finals On ABC-Gm 3	ABC	6/5/11	1	8.6	Miami At Dallas
40	FOX Super Bowl Pre - 4:30	FOX	2/6/11	1	8.4	
41	AFC Championship Pre-Game	CBS	1/23/11	1	8.3	NY Jets At Pittsburgh
42	FOX Nascar Daytona 500	FOX	2/20/11	1	8.3	
43	NFL Regular Season L	ESPN	9/12/11	17	8.3	
44	CBS NCAA Bskbl Champ Sa-2	CBS	4/2/11	1	8.1	Kentucky Vs UConn
45	FOX NFL Sunday-Regional	FOX	1/2/11	8	8.1	
46	ESPN NFL Regular Season 2	ESPN Sports Network	9/12/11	1	8.0	Raiders Vs Broncos
47	FOX NFC Championship-Pre	FOX	1/23/11	1	7.9	Green Bay At Chicago
48	Sugar Bowl L	ESPN	1/4/11	1	7.5	Ohio St/Arkansas
49	CBS NCAA Bskbl Chmp Su-2	CBS	3/27/11	1	7.4	UNC Vs Kentucky
50	CBS NFL Single-Spc	CBS	12/24/11	1	7.3	Various Teams And Times
51	NFL Kickoff 2011- 8P	NBC	9/8/11	1	7.3	
52	Home Depot Prime Clg Ftbl	CBS	10/1/11	2	7.3	

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53	AFC Wildcard Post Game	CBS	1/9/11	1	7.0	
54	Masters Golf Tourn.-Sun	CBS	4/10/11	1	6.9	
55	FOX AFC-NFC Pro Bowl	FOX	1/30/11	1	6.8	AFC Vs NFC
56	FOX NFL Sat-Regional	FOX	12/24/11	1	6.8	Various Teams And Times
57	CBS NFL Regional	CBS	1/2/11	9	6.7	
58	CBS NCAA Bskbl Champ-Sa-1	CBS	4/2/11	1	6.5	VCU Vs Butler
59	FOX Super Bowl Pre - 4:00	FOX	2/6/11	1	6.5	
60	CBS NFL Today-Sun-Div-Plf	CBS	1/16/11	1	6.5	NY Jets At New England
61	FOX World Series Game 4	FOX	10/23/11	1	6.5	St Louis At Texas
62	FOX Wrld Series Gm7-Post	FOX	10/28/11	1	6.4	Texas At St Louis
63	FOX World Series Game 2	FOX	10/20/11	1	6.4	Texas At St Louis
64	CBS NCAA Bskbl-Bridge	CBS	4/2/11	1	6.3	
65	FOX World Series Game 1	FOX	10/19/11	1	6.3	Texas At St Louis
66	FOX World Series Game 5	FOX	10/24/11	1	6.2	St Louis At Texas
67	SEC Champ-CBS: Dr Pepper	CBS	12/3/11	1	6.0	LSU Vs Georgia
68	FOX Super Bowl Pre - 3:30	FOX	2/6/11	1	5.9	
69	Orange Bowl L	ESPN	1/3/11	1	5.8	Virginia Tech/Stanford
70	NBC NFL Pre-Season 8/21	NBC	8/21/11	1	5.7	San Diego At Dallas
71	CBS NCAA Bskbl Chmp Su-1	CBS	3/27/11	1	5.6	Kansas Vs VCU
72	CBS NCAA Bskbl Chmp-Su-2	CBS	3/20/11	1	5.5	Duke Vs Michigan
73	NBA Playoffs On ABC-Su5	ABC	5/1/11	1	5.5	Boston At Miami
74	CBS NFL Today-Sat-Div-Plf	CBS	1/15/11	1	5.4	Baltimore At Pittsburgh
75	CBS NCAA Bskbl Chmp Fr 2	CBS	3/25/11	1	5.4	Kentucky Vs Ohio State
76	CBS NCAA Bskbl Chmp Sa-2	CBS	3/26/11	1	5.4	UConn Vs Arizona
77	NBA Christmas Special-2	ABC	12/25/11	1	5.4	Chicago At LA Lakers
78	FOX MLB All-Star Game	FOX	7/12/11	1	5.2	American Vs National
79	Outback Bowl	ABC	1/1/11	1	5.2	Florida Vs Penn State
80	College Football Spcl	CBS	11/25/11	1	5.1	Arkansas At LSU
81	Fiesta Bowl L	ESPN	1/1/11	1	5.0	Connecticut/Oklahoma
82	NBC Stanley Cup Finals #7	NBC	6/15/11	1	5.0	Boston At Vancouver
83	CBS NCAA Bskbl Chmp-Su-3	CBS	3/20/11	1	5.0	Ohio St Vs George Mason
84	CBS NFL Today-Thu	CBS	11/24/11	1	5.0	Miami At Dallas
85	FOX World Series Game 3	FOX	10/22/11	1	5.0	St Louis At Texas
86	NBC NFL Pre-Season 8/28	NBC	8/28/11	1	4.9	
87	NBA Playoffs On ABC-Su6	ABC	5/8/11	1	4.9	LA Lakers At Dallas
88	Football Nt America Prgam	NBC	1/8/11	1	4.8	
89	FOX NFC Playoff-Pre-Sun	FOX	1/16/11	1	4.7	Seattle At Chicago
90	NBA Playoffs On ABC-Sa2	ABC	5/7/11	1	4.7	Miami At Boston
91	AT&T Cotton Bowl	FOX	1/7/11	1	4.6	LSU Vs Texas A&M
92	2011 Reg Season Games	NFLN	11/10/11	7	4.6	
93	FOX Super Bowl Pre - 3:00	FOX	2/6/11	1	4.5	
94	CBS NCAA Bskbl Chmp Th 2	CBS	3/24/11	1	4.5	Duke Vs Arizona
95	NFL On FOX Preseason 2	FOX	8/18/11	1	4.5	Philadelphia At Pittsburgh
96	NBA Christmas Special-1	ABC	12/25/11	1	4.5	Miami At Dallas
97	Cbs Ncaa Bskbl Chmp-Sa-2	CBS	3/19/11	1	4.4	UCLA Vs Florida
98	CBS NCAA Bskbl Chmp Sa-1	CBS	3/26/11	1	4.4	Florida Vs Butler
99	Copa Oro 2011 25 Uni	UNI	6/25/11	2	4.4	
100	Masters Golf Tourn. Sat.	CBS	4/9/11	1	4.3	

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.

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