

**Top 100 Sports Programming of 2012
Men 18-49**



Rank	Program	Network	(Start) Date	# Telecasts	M18-49	
					Live+SD	US AA%
1	Super Bowl XLVI	NBC	02/05/2012	1	44.5	
2	Super Bowl Pre-Kick	NBC	02/05/2012	1	34.2	
3	Super Bowl Post	NBC	02/05/2012	1	32.4	
4	Super Bowl Kick-Off	NBC	02/05/2012	1	27.3	
5	FOX NFC Championship	FOX	01/22/2012	1	26.9	
6	AFC Championship On CBS	CBS	01/22/2012	1	22.2	
7	AFC Wildcard Playoff	CBS	01/08/2012	1	20.1	
8	FOX NFC Playoff-Sun	FOX	01/15/2012	1	20.1	
9	AFC Wildcard Post Game	CBS	01/08/2012	1	16.6	
10	FOX NFC Playoff-Sat	FOX	01/14/2012	1	16.4	
11	FOX NFC Playoff-Su Pst Gn	FOX	01/15/2012	1	16.4	
12	AFC Divisional Playoff-Sa	CBS	01/14/2012	1	15.6	
13	Super Bowl Pregm 530P	NBC	02/05/2012	1	15.0	
14	NBC NFL Playoff Game 2	NBC	01/07/2012	1	14.6	
15	FOX NFC Championship-Post	FOX	01/22/2012	1	14.5	
16	AFC Divisional Playoff-Su	CBS	01/15/2012	1	14.3	
17	NBC NFL Wed Special	NBC	09/05/2012	1	13.1	
18	FOX NFC Wildcard Game	FOX	01/08/2012	1	13.0	
19	FOX NFL-Thu	FOX	11/22/2012	1	12.8	
20	CBS NFL Single - Thu	CBS	11/22/2012	1	12.1	
21	FOX NFC Playoff-Pst-Sun	FOX	01/15/2012	1	11.7	
22	BCS Championship	ESPN	01/09/2012	1	11.6	
23	Sum Olym Tue Prime 1	NBC	07/31/2012	1	11.5	
24	FOX NFL Sunday-National	FOX	01/01/2012	10	11.5	
25	BCS Championship Sust	ESPN	01/09/2012	1	11.3	
26	NBC NFL Playoff Pre-Kick2	NBC	01/07/2012	1	11.3	
27	FOX NFC Playoff-Sa Pst Gn	FOX	01/14/2012	1	11.2	
28	NBC Sunday Night Football	NBC	01/01/2012	18	11.1	
29	Sum Olym Thu Prime 1	NBC	08/02/2012	1	11.0	
30	Sum Olym Sun Prime 1	NBC	07/29/2012	1	11.0	
31	CBS NFL National	CBS	01/01/2012	10	10.8	
32	AFC Chmp Post Game On CBS	CBS	01/22/2012	1	10.4	
33	NBC NFL Playoff Game 1	NBC	01/07/2012	1	10.4	
34	AFC Div-Plf-Post-Gun-Sa	CBS	01/14/2012	1	10.4	
35	Sum Olym Sun Prime 2	NBC	08/05/2012	1	10.2	
36	FOX NFC Wildcard Post Gun	FOX	01/08/2012	1	10.2	
37	NBC NFL Playoff Bridge	NBC	01/07/2012	1	10.2	
38	CBS NCAA Bskbl Champships	CBS	04/02/2012	1	10.1	
39	Sum Olym Mon Prime 1	NBC	07/30/2012	1	10.1	
40	Super Bowl Pregm 5P	NBC	02/05/2012	1	9.7	
41	NBA Finals On ABC-Gm 4	ABC	06/19/2012	1	9.5	
42	NBA Finals On ABC-Gm 5	ABC	06/21/2012	1	9.5	
43	Sum Olym Wed Prime 2	NBC	08/08/2012	1	9.5	
44	Sum Olym Wed Prime 1	NBC	08/01/2012	1	9.4	
45	NBC NFL Wed Pre-Kick	NBC	09/05/2012	1	9.4	
46	FOX NFC Championship-Pre	FOX	01/22/2012	1	9.3	
47	NBA Finals On ABC-Gm 2	ABC	06/14/2012	1	9.2	
48	NBC NFL Th Special	NBC	11/22/2012	1	9.2	
49	FOX NFL Sunday-Single	FOX	09/16/2012	8	9.1	
50	Sum Olym Tue Prime 2	NBC	08/07/2012	1	8.9	
51	NBA Finals On ABC-Gm 1	ABC	06/12/2012	1	8.8	
52	Sum Olym Sat Prime 1	NBC	07/28/2012	1	8.6	
53	Sum Olym Fri Prime 1	NBC	08/03/2012	1	8.5	
54	Sum Olym Sat Prime 2	NBC	08/04/2012	1	8.4	
55	NBA Finals On ABC-Gm 3	ABC	06/17/2012	1	8.3	
56	AFC Wildcard Pre Game	CBS	01/08/2012	1	8.1	
57	Sum Olym Mon Prime 2	NBC	08/06/2012	1	8.0	
58	FOX NFL Game Break	FOX	10/28/2012	4	8.0	
59	Sunday Night NFL Pre-Kick	NBC	01/01/2012	18	7.9	
60	NBC NFL Wed Post	NBC	09/05/2012	1	7.7	

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61	NBA Trophy Presentation	ABC	06/21/2012	1	7.6
62	Rose Bowl	ESPN	01/02/2012	1	7.4
63	NFL Regular Season	ESPN	09/10/2012	17	7.4
64	CBS NFL-Thu Post Gun	CBS	11/22/2012	1	7.4
65	CBS NFL Single	CBS	09/09/2012	8	7.3
66	Sum Olym Thu Prime 2	NBC	08/09/2012	1	7.2
67	CBS NCAA Bskbl Champ Sa-2	CBS	03/31/2012	1	7.2
68	FOX NFC Playoff-Pre-Sun	FOX	01/15/2012	1	7.1
69	SEC Champ-CBS: Dr Pepper	CBS	12/01/2012	1	7.1
70	Super Bowl Pregm 430P	NBC	02/05/2012	1	7.0
71	AFC Div-Plf-Post-Game-Sa	CBS	01/14/2012	1	6.9
72	Rose Bowl Post-Game	ESPN	01/02/2012	1	6.9
73	Sum Olym Fri Prime 2	NBC	08/10/2012	1	6.8
74	FOX World Series Gm 4-Pre	FOX	10/28/2012	1	6.7
75	FOX NFL Sunday-Regional	FOX	01/01/2012	10	6.6
76	Fiesta Bowl	ESPN	01/02/2012	1	6.5
77	NBC NFL Sunday Post	NBC	01/01/2012	17	6.5
78	AFC Div-Plf-Post-Game-Su	CBS	01/15/2012	1	6.4
79	NBC NFL Th Pre-Kick	NBC	11/22/2012	1	6.4
80	FOX NFC Wildcard Post Gme	FOX	01/08/2012	1	6.2
81	CBS NCAA Bskbl Champ-Sa-1	CBS	03/31/2012	1	6.1
82	CBS NCAA Bskbl Chmp Su-2	CBS	03/25/2012	1	6.1
83	NBA Playoffs-Conf Fnls	ESPN	05/28/2012	7	6.1
84	CBS NFL Regional	CBS	01/01/2012	10	6.1
85	FOX World Series Game 4	FOX	10/28/2012	1	6.1
86	Sum Olym Sat Prime 3	NBC	08/11/2012	1	6.0
87	NBC NFL Playoff Pre-Kick1	NBC	01/07/2012	1	6.0
88	The OT	FOX	01/01/2012	8	6.0
89	Super Bowl Pregm 4P	NBC	02/05/2012	1	5.9
90	CBS NCAA Bskbl-Bridge	CBS	03/31/2012	1	5.9
91	FOX Nascar Dytona 500 Mon	FOX	02/27/2012	1	5.9
92	CBS NFL Today Update	CBS	09/16/2012	5	5.9
93	AFC Championship Pre-Game	CBS	01/22/2012	1	5.8
94	FOX Daytona 500 Red Flg-Bns	FOX	02/27/2012	1	5.7
95	Fiesta Bowl Sust	ESPN	01/02/2012	1	5.7
96	Football Nt America Pt 3	NBC	01/01/2012	18	5.7
97	Sum Olym Sun Am 3	NBC	08/12/2012	1	5.6
98	NBC AFC-NFC Pro Bowl	NBC	01/29/2012	1	5.5
99	CBS NCAA Bskbl Chmp Sa-2	CBS	03/24/2012	1	5.4
100	CBS NCAA Bskbl Champ-Post	CBS	04/02/2012	1	5.3

Source: 1/1-12/31/12 The Nielsen Company NTI Live + Same Day estimates.
 Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker.
 Programming under 5 minutes excluded.
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