

TOP 100 SPORTS PROGRAMMING of 2014

MEN 18-49



MEN 18-49

<u>Rank</u>	<u>Program Name</u>	<u>Originator</u>	<u>Telecast Count</u>	<u>MC US AA %</u>	<u>MC US AA Proj (000)</u>
1	FOX SUPER BOWL XLVIII	FOX	1	42.0	26,461
2	FOX SUPER BOWL POST-GUN	FOX	1	37.5	23,603
3	FOX SUPER BOWL POST GAME	FOX	1	27.5	17,324
4	FOX SUPERBOWL XLVIII KICK	FOX	1	26.0	16,371
5	FOX NFC CHAMPIONSHIP	FOX	1	23.4	14,702
6	AFC CHAMPIONSHIP ON CBS	CBS	1	21.3	13,420
7	FOX NFC WILDCARD GAME	FOX	1	19.1	12,003
8	AFC DIVISIONAL PLAYOFF-SU	CBS	1	17.2	10,854
9	FOX NFC CHAMPIONSHIP-KICK	FOX	1	17.2	10,833
10	FOX SUPER BOWL PRE - 5:30	FOX	1	15.0	9,422
11	FOX NFC PLAYOFF-SUN	FOX	1	14.3	9,008
12	NBC NFL PLAYOFF GAME 2	NBC	1	14.2	8,907
13	NBC NFL PLAYOFF PRE-KICK2	NBC	1	13.5	8,473
14	FOX NFC CHAMP-THE OT	FOX	1	13.4	8,465
15	AFC DIVISIONAL PLAYOFF-SA	CBS	1	13.1	8,270
16	FOX NFC PLAYOFF-SAT	FOX	1	13.1	8,256
17	AFC WILDCARD PLAYOFF	CBS	1	12.8	8,032
18	FOX NFL-THU	FOX	1	12.6	7,948
19	FOX NFC WILDCARD POST GME	FOX	1	12.4	7,835
20	FOX NFL SUNDAY-NATIONAL	FOX	9	11.5	7,262
21	FOX NFC WILDCARD PRE KICK	FOX	1	11.5	7,217
22	NBC NFL PLAYOFF GAME 1	NBC	1	11.4	7,171
23	BCS CHAMPIONSHIP L	ESPN	1	11.3	7,140
24	NBC NFL TH SPECIAL	NBC	2	11.2	7,050
25	CBS NFL SINGLE-THU	CBS	1	11.2	7,030
26	AFC DIV-PLF-POST-GAME-SU	CBS	1	11.0	6,938
27	AFC CHMP POST GAME ON CBS	CBS	1	10.8	6,775
28	CBS NFL NATIONAL	CBS	9	10.4	6,574
29	FOX SUPER BOWL PRE - 5:00	FOX	1	10.3	6,471
30	NBC SUNDAY NIGHT FOOTBALL	NBC	17	9.9	6,263
31	FOX NFL-THU PRE KICK	FOX	1	9.5	5,980
32	CBS NCAA BSKBL CHAMPSHIPS	CBS	1	9.5	5,974
33	FOX NFL-THU POST GUN	FOX	1	9.4	5,925
34	NBC NFL PLAYOFF POST	NBC	1	9.2	5,769
35	NBA FINALS ON ABC-GM 5	ABC	1	8.6	5,404
36	FOX WORLD SERIES GAME 7	FOX	1	8.5	5,354
37	FOX NFL SUNDAY-SINGLE	FOX	8	8.4	5,285
38	FOX NFC CHAMPIONSHIP-PRE	FOX	1	8.3	5,197
39	CBS+NFLN THU NT FOOTBALL	CBS	7	8.0	5,015
40	NBA TROPHY PRESENTATION	ABC	1	7.9	4,964
41	ESPN NFL REGULAR SEASON 1	ESPN	1	7.9	4,963
42	NBA FINALS ON ABC-GM 1	ABC	1	7.8	4,915
43	NBA FINALS ON ABC-GM 4	ABC	1	7.6	4,786

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44	NBC NFL TH PRE-KICK	NBC	2	7.6	4,763
45	CBS NFL-THU POST GAME	CBS	1	7.6	4,762
46	NBA FINALS ON ABC-GM 2	ABC	1	7.5	4,749
47	NBA FINALS ON ABC-GM 3	ABC	1	7.5	4,691
48	ESPN NFL REGULAR SEASON 2	ESPN	1	7.4	4,654
49	FOX NFL GAME BREAK	FOX	6	7.3	4,604
50	SUNDAY NIGHT NFL PRE-KICK	NBC	17	7.2	4,525
51	FOX NFC PLAYOFF-PST-SUN	FOX	1	7.2	4,519
52	ESPN NFL REGULAR SEASON	ESPN	15	7.0	4,417
53	WNTR OLYM SUN PRIME 1	NBC	1	7.0	4,414
54	CBS NFL SINGLE	CBS	8	7.0	4,400
55	FOX NFC PLAYOFF-KICK-SAT	FOX	1	6.9	4,365
56	NFL REGULAR SEASON L	ESPN	17	6.8	4,297
57	SUGAR BOWL L	ESPN	1	6.8	4,278
58	FOX SUPER BOWL PRE - 4:30	FOX	1	6.8	4,266
59	NBC NFL TH POST	NBC	2	6.7	4,240
60	CBS NFL TODAY-SUN-DIV-PLF	CBS	1	6.7	4,233
61	FOX NFC PLAYOFF-KICK-SUN	FOX	1	6.6	4,182
62	CBS NCAA BSKBL CHMP SU-2	CBS	1	6.6	4,180
63	ROSE BOWL L	ESPN	1	6.6	4,165
64	FOX NFL SUNDAY-REGIONAL	FOX	9	6.6	4,153
65	WNTR OLYM MON PRIME 1	NBC	1	6.6	4,143
66	FIFA WORLD CUP-7/13 2:00P	ABC	1	6.5	4,103
67	AFC DIV-PLF-POST-GAME-SA	CBS	1	6.4	4,033
68	WNTR OLYM TUE PRIME 1	NBC	1	6.3	3,947
69	FOX NFL-THU POST GAME	FOX	1	6.2	3,907
70	AFC WILDCARD POST GAME	CBS	1	6.1	3,860
71	FOX NFC PLAYOFF-SA PST GM	FOX	1	5.9	3,708
72	OT, THE	FOX	10	5.9	3,695
73	FOX SUPER BOWL PRE - 4:00	FOX	1	5.9	3,688
74	CBS NCAA BSKBL CHMP-SU-2	CBS	1	5.8	3,664
75	WNTR OLYM SAT PRIME 1	NBC	1	5.8	3,663
76	CBS+NFLN THU NT POST-GUN	CBS	7	5.7	3,602
77	CBS NFL REGIONAL	CBS	9	5.7	3,597
78	FOX NFL PRE-THU	FOX	1	5.7	3,584
79	WNTR OLYM THU PRIME 2	NBC	1	5.6	3,522
80	CBS NCAA BSKBL CHMP-SU-3	CBS	1	5.5	3,478
81	CBS+NFLN SAT NT FOOTBALL	CBS	1	5.5	3,440
82	NBC NFL PLAYOFF PRE-KICK1	NBC	1	5.4	3,416
83	WNTR OLYM THU PRIME 1	NBC	1	5.4	3,415
84	WNTR OLYM WED PRIME 1	NBC	1	5.3	3,351
85	FOOTBALL NT AMERICA PT 3	NBC	17	5.3	3,333
86	WNTR OLYM MON PRIME 2	NBC	1	5.3	3,311

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87	NBC NFL SUNDAY POST	NBC	17	5.3	3,310
88	AFC CHAMPIONSHIP PRE-GAME	CBS	1	5.2	3,259
89	NBC NFL PRO BOWL	NBC	1	5.1	3,200
90	WNTR OLYM TUE PRIME 2	NBC	1	5.1	3,192
91	SEC CHAMP-CBS: DR PEPPER	CBS	1	5.1	3,190
92	FIFA W CUP-7/13 POST MTCH	ABC	1	5.0	3,170
93	CBS NFL TODAY UPDATE	CBS	9	5.0	3,158
94	NFL OPENING KICK-OFF SHOW	NBC	1	5.0	3,129
95	CBS NFL NATL POST GAME	CBS	1	4.9	3,113
96	CBS NCAA BSKBL CHAMP-POST	CBS	1	4.9	3,076
97	CBS NCAA BSKBL CHMP FR 2	CBS	1	4.8	3,042
98	CBS NCAA BSKBL-BRIDGE-SUN	CBS	1	4.8	3,040
99	CBS NCAA BSKBL CHMP-PRE-2	CBS	1	4.8	2,995
100	FOX SUPER BOWL PRE - 3:30	FOX	1	4.8	2,991

Source: 1/1-12/31/14 The Nielsen Company NTI Live+SD estimates (NPower)

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

Programming under 5 minutes excluded