



TOP 100 M18-49 SPORTS PROGRAMS, 2016

01/01/2016-12/31/2016

Rank	Program	Originator	Day Of Week	# of Telecasts	First Telecast Date	M18-49 Live+SD	
						US AA% (x.x)	US AA Proj (000 s)
1	SUPER BOWL 50	CBSSu	1	02/07/2016	40.5	25,489
2	SUPER BOWL 50 POST-GUN	CBSSu	1	02/07/2016	38.9	24,481
3	SUPER BOWL 50 POST-GAME	CBSSu	1	02/07/2016	27.7	17,417
4	SUPER BOWL KICK-OFF	CBSSu	1	02/07/2016	23.2	14,606
5	AFC CHAMPIONSHIP ON CBS	CBSSu	1	01/24/2016	20.7	13,003
6	FOX NFC CHAMPIONSHIP	FOXSu	1	01/24/2016	19.2	12,117
7	AFC CHAMP POST GUN ON CBS	CBSSu	1	01/24/2016	17.1	10,777
8	AFC DIVISIONAL PLAYOFF-SU	CBSSu	1	01/17/2016	16.4	10,354
9	FOX NFC WILDCARD GAME	FOXSu	1	01/10/2016	15.5	9,765
10	FOX WORLD SERIES GAME 7	FOX	..W....	1	11/02/2016	14.9	9,487
11	FOX NFC PLAYOFF-SUN	FOXSu	1	01/17/2016	14.8	9,318
12	FOX NFC CHAMPIONSHIP-GUN	FOXSu	1	01/24/2016	14.6	9,185
13	AFC DIV-PLF-POST-GUN-SU	CBSSu	1	01/17/2016	14.5	9,134
14	NBC NFL PLAYOFF GAME 1/10	NBCSu	1	01/10/2016	13.8	8,709
15	NBA FINALS ON ABC-GM 7	ABCSu	1	06/19/2016	13.8	8,683
16	FOX NFC PLAYOFF-SU PST GN	FOXSu	1	01/17/2016	13.7	8,653
17	NBC NFL PLAYOFF GAME 1/16	NBCSa.	1	01/16/2016	13.4	8,448
18	FOX NFL-THU	FOX	...Th...	1	11/24/2016	13.1	8,364
19	FOX NFL-THU POST GUN	FOX	...Th...	1	11/24/2016	12.8	8,142
20	AFC WILDCARD PLAYOFF	CBSSa.	1	01/09/2016	12.8	8,048
21	NBA TROPHY PRESENTATION	ABCSu	1	06/19/2016	12.7	8,001
22	AFC WILDCARD POST GUN	CBSSa.	1	01/09/2016	12.7	7,992
23	AFC DIVISIONAL PLAYOFF-SA	CBSSa.	1	01/16/2016	12.5	7,885
24	SUPER BOWL TODAY-5	CBSSu	1	02/07/2016	11.7	7,392
25	AFC DIV-PLF-POST-GAME-SU	CBSSu	1	01/17/2016	11.6	7,290
26	NBC NFL PLAYOFF POST 1/16	NBCSa.	1	01/16/2016	11.0	6,943
27	CFP CHAMPIONSHIP SUST L	ESPN	M.....	1	01/11/2016	11.0	6,915
28	CFP CHAMPIONSHIP L	ESPN	M.....	1	01/11/2016	11.0	6,899
29	FOX NFC WILDCARD PRE KICK	FOXSu	1	01/10/2016	10.9	6,887
30	AFC CHAMP PRE KICK ON CBS	CBSSu	1	01/24/2016	10.9	6,856
31	FOX NFC CHAMPIONSHIP-KICK	FOXSu	1	01/24/2016	10.9	6,849
32	FOX NFC CHAMP-THE OT	FOXSu	1	01/24/2016	10.6	6,701
33	NFL WILD CARD PO-ABC/ESPN	ABCSa.	1	01/09/2016	10.5	6,589
34	NBC NFL TH SPECIAL	NBC	...Th...	2	09/08/2016	10.4	6,646
35	FOX NFL SUNDAY-NATIONAL	FOXSu	8	01/03/2016	10.4	6,602
36	FOX NFL-THU POST GAME	FOX	...Th...	1	11/24/2016	10.2	6,514
37	CBS NFL SINGLE - THU	CBS	...Th...	1	11/24/2016	10.1	6,413
38	AFC DIV-PLF-PRE-KICK-SU	CBSSu	1	01/17/2016	10.0	6,326
39	FOX NFC WILDCARD POST GUN	FOXSu	1	01/10/2016	10.0	6,276
40	NBA FINALS ON ABC-GM 6	ABC	...Th...	1	06/16/2016	9.5	6,012
41	NBA FINALS ON ABC-GM 5	ABC	M.....	1	06/13/2016	9.4	5,949
42	CBS NFL-THU POST GUN	CBS	...Th...	1	11/24/2016	9.2	5,889
43	AFC DIV-PLF-POST-GUN-SA	CBSSa.	1	01/16/2016	9.2	5,777
44	NBA FINALS ON ABC-GM 1	ABC	...Th...	1	06/02/2016	9.1	5,727
45	FOX WRLD SERIES GM7-POST	FOX	..W....	1	11/02/2016	9.0	5,734
46	NBC SUNDAY NIGHT FOOTBALL	NBCSu	17	01/03/2016	9.0	5,699
47	SUM OLYM TUE PRIME 1	NBC	.Tu.....	1	08/09/2016	8.9	5,608
48	NBC NFL PLAYOFF POST 1/10	NBCSu	1	01/10/2016	8.9	5,577
49	FOX NFL-THU PRE KICK	FOX	...Th...	1	11/24/2016	8.8	5,592
50	CBS NFL NATIONAL	CBSSu	9	01/03/2016	8.7	5,554
51	AFC WILDCARD PRE-KICK	CBSSa.	1	01/09/2016	8.7	5,490



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52	AFC WILDCARD POST GAME	CBSSa.	1	01/09/2016	8.6	5,416
53	SUM OLYM SUN PRIME 1	NBCSu	1	08/07/2016	8.6	5,412
54	FOX NFC PLAYOFF-PST-SUN	FOXSu	1	01/17/2016	8.5	5,322
55	SUM OLYM THU PRIME 1	NBC	...Th...	1	08/11/2016	8.2	5,175
56	AFC CHMP POST GAME ON CBS	CBSSu	1	01/24/2016	8.1	5,122
57	NBA FINALS ON ABC-GM 2	ABCSu	1	06/05/2016	8.1	5,121
58	FOX WORLD SERIES GAME 5	FOXSu	1	10/30/2016	8.1	5,139
59	SUM OLYM MON PRIME 1	NBC	M.....	1	08/08/2016	8.0	5,034
60	NBC NFL PLYOFF PR-KCK1/16	NBCSa.	1	01/16/2016	8.0	5,031
61	SUPER BOWL TODAY-4	CBSSu	1	02/07/2016	7.9	4,987
62	FOX WORLD SERIES GAME 6	FOX	.Tu.....	1	11/01/2016	7.9	5,002
63	SUM OLYM SUN PRIME 2	NBCSu	1	08/14/2016	7.8	4,889
64	NBA FINALS ON ABC-GM 3	ABC	..W....	1	06/08/2016	7.7	4,879
65	NBA FINALS ON ABC-GM 4	ABCF..	1	06/10/2016	7.6	4,797
66	AFC DIV-PLF-PRE-KICK-SA	CBSSa.	1	01/16/2016	7.6	4,767
67	SUM OLYM WED PRIME 1	NBC	..W....	1	08/10/2016	7.4	4,670
68	CBS NFL-THU POST GAME	CBS	...Th...	1	11/24/2016	7.3	4,664
69	CFP SEMIFINAL SUST L	ESPNSa.	1	12/31/2016	7.3	4,656
70	FOX NFL SUNDAY-SINGLE	FOXSu	8	09/18/2016	7.2	4,598
71	FOX NFC PLAYOFF-KICK-SUN	FOXSu	1	01/17/2016	7.1	4,458
72	FOX WORLD SERIES GAME 1	FOX	.Tu.....	1	10/25/2016	7.1	4,501
73	CFP SEMIFINAL L	ESPNSa.	2	12/31/2016	7.1	4,498
74	CBS NFL NATL POST GUN	CBSSu	9	01/03/2016	7.0	4,456
75	ESPN NFL REGULAR SEASON 1	ESPN-SYN	M.....	1	09/12/2016	6.9	4,414
76	NBC NFL TH PRE-KICK	NBC	...Th...	2	09/08/2016	6.9	4,394
77	NBC+NFLN THU NT FOOTBALL	NBC	...Th...	5	11/17/2016	6.8	4,330
78	NBC NFL TH POST	NBC	...Th...	2	09/08/2016	6.7	4,283
79	NBC NFL PLYOFF PR-KCK1/10	NBCSu	1	01/10/2016	6.7	4,229
80	CBS NFL SINGLE	CBSSu	7	09/11/2016	6.6	4,221
81	CBS+NFLN THU NT FOOTBALL	CBS	...Th...	5	09/15/2016	6.6	4,197
82	SUM OLYM MON PRIME 2	NBC	M.....	1	08/15/2016	6.6	4,146
83	SUNDAY NIGHT NFL PRE-KICK	NBCSu	17	01/03/2016	6.6	4,175
84	FOX NFL SAT-NATIONAL	FOXSa.	1	12/24/2016	6.5	4,160
85	SUM OLYM TUE PRIME 2	NBC	.Tu.....	1	08/16/2016	6.5	4,088
86	FOX NFL SUNDAY-PST GN-NAT	FOXSu	16	01/03/2016	6.5	4,117
87	SUM OLYM SAT PRIME 2	NBCSa.	1	08/13/2016	6.5	4,066
88	FOX NFL SAT PST-GN-NAT	FOXSa.	1	12/24/2016	6.3	4,020
89	FOX WORLD SERIES GAME 3	FOXF..	1	10/28/2016	6.2	3,955
90	ESPN NFL REGULAR SEASON 2	ESPN-SYN	M.....	1	09/12/2016	6.2	3,942
91	SUM OLYM THU PRIME 2	NBC	...Th...	1	08/18/2016	6.2	3,874
92	FOX WORLD SERIES GM5-PRE	FOXSu	1	10/30/2016	6.1	3,887
93	FOX NFL GAME BREAK	FOXSu	8	01/03/2016	6.1	3,858
94	SUM OLYM FRI PRIME 1	NBCF..	1	08/12/2016	6.0	3,807
95	CBS NFL-THU PRE-KICK	CBS	...Th...	1	11/24/2016	6.0	3,844
96	TBS NCAA BSKBL CHAMPSHIPS	TBS	M.....	1	04/04/2016	5.9	3,743
97	SUM OLYM WED PRIME 2	NBC	..W....	1	08/17/2016	5.9	3,689
98	FOX WORLD SERIES GAME 2	FOX	..W....	1	10/26/2016	5.8	3,709
99	FOX NFL SAT-REGIONAL	FOXSa.	1	12/24/2016	5.8	3,670
100	SUM OLYM SAT PRIME 1	NBCSa.	1	08/06/2016	5.7	3,593

Source: 1/1/16-12/31/16 Nielsen Live+SD M18-49 estimates from NNTV.