



TOP 100 M25-54 SPORTS PROGRAMS, 2016

01/01/2016-12/31/2016

Rank	Program	Originator	Day Of Week	# of Telecasts	First Telecast Date	M25-54 Live+SD	
						US AA% (x.x)	US AA Proj (000 s)
1	SUPER BOWL 50	CBSSu	1	02/07/2016	44.0	25,742
2	SUPER BOWL 50 POST-GUN	CBSSu	1	02/07/2016	41.7	24,423
3	SUPER BOWL 50 POST-GAME	CBSSu	1	02/07/2016	29.3	17,120
4	SUPER BOWL KICK-OFF	CBSSu	1	02/07/2016	26.1	15,287
5	AFC CHAMPIONSHIP ON CBS	CBSSu	1	01/24/2016	24.2	14,157
6	FOX NFC CHAMPIONSHIP	FOXSu	1	01/24/2016	22.0	12,856
7	AFC CHAMP POST GUN ON CBS	CBSSu	1	01/24/2016	20.1	11,791
8	AFC DIVISIONAL PLAYOFF-SU	CBSSu	1	01/17/2016	19.6	11,467
9	FOX NFC WILDCARD GAME	FOXSu	1	01/10/2016	18.7	10,940
10	FOX NFC PLAYOFF-SUN	FOXSu	1	01/17/2016	17.6	10,328
11	AFC DIV-PLF-POST-GUN-SU	CBSSu	1	01/17/2016	17.2	10,051
12	FOX WORLD SERIES GAME 7	FOX	..W....	1	11/02/2016	16.7	9,895
13	NBC NFL PLAYOFF GAME 1/10	NBCSu	1	01/10/2016	16.6	9,708
14	FOX NFC CHAMPIONSHIP-GUN	FOXSu	1	01/24/2016	16.5	9,684
15	FOX NFC PLAYOFF-SU PST GN	FOXSu	1	01/17/2016	16.2	9,473
16	NBC NFL PLAYOFF GAME 1/16	NBCSa.	1	01/16/2016	16.1	9,396
17	FOX NFL-THU	FOX	...Th...	1	11/24/2016	15.3	9,054
18	AFC WILDCARD PLAYOFF	CBSSa.	1	01/09/2016	15.2	8,891
19	AFC WILDCARD POST GUN	CBSSa.	1	01/09/2016	14.9	8,737
20	FOX NFL-THU POST GUN	FOX	...Th...	1	11/24/2016	14.9	8,810
21	AFC DIVISIONAL PLAYOFF-SA	CBSSa.	1	01/16/2016	14.8	8,642
22	NBA FINALS ON ABC-GM 7	ABCSu	1	06/19/2016	14.2	8,325
23	SUPER BOWL TODAY-5	CBSSu	1	02/07/2016	13.8	8,051
24	AFC DIV-PLF-POST-GAME-SU	CBSSu	1	01/17/2016	13.7	8,025
25	FOX NFC WILDCARD PRE KICK	FOXSu	1	01/10/2016	13.3	7,800
26	AFC CHAMP PRE KICK ON CBS	CBSSu	1	01/24/2016	13.2	7,743
27	NBA TROPHY PRESENTATION	ABCSu	1	06/19/2016	12.9	7,561
28	NBC NFL PLAYOFF POST 1/16	NBCSa.	1	01/16/2016	12.7	7,427
29	FOX NFC CHAMPIONSHIP-KICK	FOXSu	1	01/24/2016	12.3	7,202
30	FOX NFL SUNDAY-NATIONAL	FOXSu	8	01/03/2016	12.3	7,254
31	NFL WILD CARD PO-ABC/ESPN	ABCSa.	1	01/09/2016	12.2	7,157
32	AFC DIV-PLF-PRE-KICK-SU	CBSSu	1	01/17/2016	12.2	7,148
33	CFP CHAMPIONSHIP L	ESPN	M.....	1	01/11/2016	12.1	7,100
34	FOX NFC CHAMP-THE OT	FOXSu	1	01/24/2016	12.1	7,083
35	NBC NFL TH SPECIAL	NBC	...Th...	2	09/08/2016	12.0	7,127
36	CFP CHAMPIONSHIP SUST L	ESPN	M.....	1	01/11/2016	12.0	7,024
37	CBS NFL SINGLE - THU	CBS	...Th...	1	11/24/2016	11.9	7,017
38	FOX NFL-THU POST GAME	FOX	...Th...	1	11/24/2016	11.8	7,009
39	FOX NFC WILDCARD POST GUN	FOXSu	1	01/10/2016	11.7	6,844
40	SUM OLYM TUE PRIME 1	NBC	.Tu.....	1	08/09/2016	10.9	6,378
41	AFC DIV-PLF-POST-GUN-SA	CBSSa.	1	01/16/2016	10.7	6,274
42	CBS NFL-THU POST GUN	CBS	...Th...	1	11/24/2016	10.7	6,311
43	NBC NFL PLAYOFF POST 1/10	NBCSu	1	01/10/2016	10.5	6,121
44	SUM OLYM SUN PRIME 1	NBCSu	1	08/07/2016	10.4	6,105
45	CBS NFL NATIONAL	CBSSu	9	01/03/2016	10.4	6,162
46	AFC WILDCARD PRE-KICK	CBSSa.	1	01/09/2016	10.4	6,095
47	NBC SUNDAY NIGHT FOOTBALL	NBCSu	17	01/03/2016	10.4	6,148
48	FOX NFL-THU PRE KICK	FOX	...Th...	1	11/24/2016	10.2	6,064
49	AFC WILDCARD POST GAME	CBSSa.	1	01/09/2016	10.2	5,964
50	SUM OLYM THU PRIME 1	NBC	...Th...	1	08/11/2016	10.0	5,880
51	NBC NFL PLYOFF PR-KCK1/16	NBCSa.	1	01/16/2016	9.8	5,764



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52	NBA FINALS ON ABC-GM 5	ABC	M.....	1	06/13/2016	9.8	5,747
53	NBA FINALS ON ABC-GM 6	ABC	...Th...	1	06/16/2016	9.8	5,732
54	FOX NFC PLAYOFF-PST-SUN	FOXSu	1	01/17/2016	9.8	5,707
55	AFC CHMP POST GAME ON CBS	CBSSu	1	01/24/2016	9.7	5,688
56	SUM OLYM MON PRIME 1	NBC	M.....	1	08/08/2016	9.7	5,682
57	FOX WRLD SERIES GM7-POST	FOX	..W....	1	11/02/2016	9.6	5,707
58	SUPER BOWL TODAY-4	CBSSu	1	02/07/2016	9.6	5,634
59	SUM OLYM SUN PRIME 2	NBCSu	1	08/14/2016	9.6	5,617
60	FOX WORLD SERIES GAME 5	FOXSu	1	10/30/2016	9.4	5,588
61	NBA FINALS ON ABC-GM 1	ABC	...Th...	1	06/02/2016	9.4	5,507
62	AFC DIV-PLF-PRE-KICK-SA	CBSSa.	1	01/16/2016	9.1	5,347
63	SUM OLYM WED PRIME 1	NBC	..W....	1	08/10/2016	9.1	5,301
64	FOX WORLD SERIES GAME 6	FOX	.Tu.....	1	11/01/2016	9.1	5,360
65	CFP SEMIFINAL SUST L	ESPNSa.	1	12/31/2016	8.9	5,264
66	NBA FINALS ON ABC-GM 2	ABCSu	1	06/05/2016	8.8	5,133
67	FOX NFC PLAYOFF-KICK-SUN	FOXSu	1	01/17/2016	8.7	5,099
68	CBS NFL-THU POST GAME	CBS	...Th...	1	11/24/2016	8.5	5,044
69	CFP SEMIFINAL L	ESPNSa.	2	12/31/2016	8.5	5,018
70	FOX NFL SUNDAY-SINGLE	FOXSu	8	09/18/2016	8.4	5,001
71	NBC NFL PLYOFF PR-KCK1/10	NBCSu	1	01/10/2016	8.3	4,866
72	CBS NFL NATL POST GUN	CBSSu	9	01/03/2016	8.3	4,882
73	FOX WORLD SERIES GAME 1	FOX	.Tu.....	1	10/25/2016	8.3	4,887
74	NBC+NFLN THU NT FOOTBALL	NBC	...Th...	5	11/17/2016	8.2	4,853
75	SUM OLYM MON PRIME 2	NBC	M.....	1	08/15/2016	8.1	4,761
76	NBA FINALS ON ABC-GM 4	ABCF..	1	06/10/2016	8.1	4,741
77	SUM OLYM SAT PRIME 2	NBCSa.	1	08/13/2016	8.0	4,698
78	NBA FINALS ON ABC-GM 3	ABC	..W....	1	06/08/2016	8.0	4,693
79	FOX NFL SAT-NATIONAL	FOXSa.	1	12/24/2016	8.0	4,740
80	SUM OLYM TUE PRIME 2	NBC	.Tu.....	1	08/16/2016	8.0	4,676
81	NBC NFL TH PRE-KICK	NBC	...Th...	2	09/08/2016	8.0	4,726
82	CBS NFL SINGLE	CBSSu	7	09/11/2016	7.9	4,663
83	ESPN NFL REGULAR SEASON 1	ESPN-SYN	M.....	1	09/12/2016	7.9	4,650
84	SUNDAY NIGHT NFL PRE-KICK	NBCSu	17	01/03/2016	7.8	4,595
85	CBS+NFLN THU NT FOOTBALL	CBS	...Th...	5	09/15/2016	7.7	4,554
86	NBC NFL TH POST	NBC	...Th...	2	09/08/2016	7.7	4,541
87	SUM OLYM THU PRIME 2	NBC	...Th...	1	08/18/2016	7.6	4,471
88	FOX NFL SUNDAY-PST GN-NAT	FOXSu	16	01/03/2016	7.5	4,460
89	SUM OLYM FRI PRIME 1	NBCF..	1	08/12/2016	7.5	4,403
90	FOX WORLD SERIES GAME 3	FOXF..	1	10/28/2016	7.5	4,436
91	FOX NFL SAT PST-GN-NAT	FOXSa.	1	12/24/2016	7.4	4,394
92	CBS NFL-THU PRE-KICK	CBS	...Th...	1	11/24/2016	7.3	4,322
93	FOX WORLD SERIES GM5-PRE	FOXSu	1	10/30/2016	7.3	4,317
94	SUM OLYM WED PRIME 2	NBC	..W....	1	08/17/2016	7.2	4,233
95	FOX NFL GAME BREAK	FOXSu	8	01/03/2016	7.2	4,271
96	SUM OLYM SAT PRIME 1	NBCSa.	1	08/06/2016	7.0	4,107
97	FOX WORLD SERIES GAME 2	FOX	..W....	1	10/26/2016	7.0	4,129
98	FOX NFL SAT-REGIONAL	FOXSa.	1	12/24/2016	7.0	4,121
99	SUM OLYM FRI PRIME 2	NBCF..	1	08/19/2016	6.9	4,029
100	CBS NFL REG POST GUN	CBSSu	9	01/03/2016	6.9	4,062

Source: 1/1/16-12/31/16 Nielsen Live+SD M25-54 estimates from NNTV.