



TOP 100 M25-54 SPORTS PROGRAMS, 2017

01/01/2017-12/31/2017

Rank	Program	Originator	Day Of Week	# of Telecasts	First Telecast Date	M25-54	
						US AA% (x.xx)	US AA Proj (000 s)
1	FOX SUPER BOWL LI	FOXSu	1	02/05/2017	43.39	25,678
2	FOX SUPER BOWL POST-GUN	FOXSu	1	02/05/2017	34.59	20,471
3	FOX SUPER BOWL POST GAME	FOXSu	1	02/05/2017	25.50	15,091
4	FOX SUPERBOWL LI KICK	FOXSu	1	02/05/2017	25.00	14,797
5	FOX NFC PLAYOFF-SUN	FOXSu	1	01/15/2017	22.21	13,142
6	AFC CHAMPIONSHIP ON CBS	CBSSu	1	01/22/2017	21.96	12,996
7	FOX NFC CHAMPIONSHIP	FOXSu	1	01/22/2017	21.00	12,426
8	FOX NFC WILDCARD GAME	FOXSu	1	01/08/2017	18.59	11,004
9	FOX NFC PLAYOFF-SU PST GN	FOXSu	1	01/15/2017	18.35	10,862
10	NBC NFL PLAYOFF GAME 1/15	NBCSu	1	01/15/2017	17.86	10,568
11	AFC CHAMP POST GUN ON CBS	CBSSu	1	01/22/2017	15.30	9,055
12	FOX NFC CHAMPIONSHIP-GUN	FOXSu	1	01/22/2017	14.95	8,847
13	AFC DIVISIONAL PLAYOFF-SA	CBSSa.	1	01/14/2017	14.18	8,393
14	AFC WILDCARD PLAYOFF	CBSSu	1	01/08/2017	14.13	8,363
15	FOX NFC WILDCARD POST GUN	FOXSu	1	01/08/2017	14.12	8,357
16	FOX NFC PLAYOFF-PST-SUN	FOXSu	1	01/15/2017	14.01	8,289
17	FOX SUPER BOWL PRE - 5:30	FOXSu	1	02/05/2017	13.86	8,205
18	FOX NFC PLAYOFF-SAT	FOXSa.	1	01/14/2017	13.70	8,106
19	AFC CHAMP PRE KICK ON CBS	CBSSu	1	01/22/2017	13.41	7,935
20	NBC NFL PLAYOFF GAME 1/7	NBCSa.	1	01/07/2017	12.88	7,622
21	FOX NFC PLAYOFF-KICK-SUN	FOXSu	1	01/15/2017	12.78	7,563
22	CFP CHAMPIONSHIP L	ESPN	M.....	1	01/09/2017	12.18	7,209
23	NBA FINALS ON ABC-GM 5	ABC	M.....	1	06/12/2017	11.76	6,962
24	NFL WILD CARD PO-ABC/ESPN	ABCSa.	1	01/07/2017	11.69	6,916
25	FOX WORLD SERIES GAME 7	FOX	.W....	1	11/01/2017	11.61	6,903
26	AFC WILDCARD POST GUN	CBSSu	1	01/08/2017	11.34	6,713
27	NBC NFL PLAYOFF POST 1/15	NBCSu	1	01/15/2017	11.30	6,689
28	CBS NFL SINGLE-THU	CBS	...Th..	1	11/23/2017	11.16	6,635
29	FOX NFC WILDCARD POST GME	FOXSu	1	01/08/2017	11.11	6,576
30	FOX NFC WILDCARD PRE KICK	FOXSu	1	01/08/2017	11.04	6,532
31	FOX NFL-THU	FOX	...Th..	1	11/23/2017	10.96	6,517
32	AFC CHMP POST GAME ON CBS	CBSSu	1	01/22/2017	10.82	6,402
33	FOX NFC CHAMPIONSHIP-KICK	FOXSu	1	01/22/2017	10.81	6,398
34	NBC NFL PLYOFF PR-KCK1/15	NBCSu	1	01/15/2017	10.63	6,292
35	FOX NFL SUNDAY-NATIONAL	FOXSu	10	01/01/2017	10.62	6,313
36	FOX NFL-THU POST GUN	FOX	...Th..	1	11/23/2017	10.62	6,314
37	AFC DIV-PLF-POST-GUN-SA	CBSSa.	1	01/14/2017	10.57	6,254
38	FOX NFC PLAYOFF-SA PST GN	FOXSa.	1	01/14/2017	10.48	6,200
39	AFC DIV-PLF-PRE-KICK-SA	CBSSa.	1	01/14/2017	10.15	6,004
40	CBS NCAA BSKBL CHAMPSHIPS	CBS	M.....	1	04/03/2017	9.95	5,891
41	NBC NFL TH SPECIAL	NBC	...Th..	2	09/07/2017	9.79	5,818
42	FOX SUPER BOWL PRE - 5:00	FOXSu	1	02/05/2017	9.72	5,753
43	NBA FINALS ON ABC-GM 2	ABCSu	1	06/04/2017	9.56	5,656
44	NBA FINALS ON ABC-GM 3	ABC	.W....	1	06/07/2017	9.51	5,626
45	NBC SUNDAY NIGHT FOOTBALL	NBCSu	16	01/01/2017	9.50	5,648
46	NBA FINALS ON ABC-GM 1	ABC	...Th..	1	06/01/2017	9.30	5,507
47	CBS NFL NATIONAL	CBSSu	10	01/01/2017	9.02	5,361
48	FOX WORLD SERIES GAME 6	FOX	.Tu.....	1	10/31/2017	8.96	5,325
49	CBS NFL-THU POST GUN	CBS	...Th..	1	11/23/2017	8.85	5,262
50	NBA FINALS ON ABC-GM 4	ABCF..	1	06/09/2017	8.84	5,233
51	NBA TROPHY PRESENTATION	ABC	M.....	1	06/12/2017	8.42	4,981
52	CBS NCAA BSKBL CHAMP SA-2	CBSSa.	1	04/01/2017	8.27	4,896
53	AFC WILDCARD PRE-KICK	CBSSu	1	01/08/2017	8.26	4,889
54	AFC DIV-PLF-POST-GAME-SA	CBSSa.	1	01/14/2017	8.19	4,849



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55	NBC NFL PLAYOFF POST 1/7	NBCSa.	1	01/07/2017	8.04	4,761
56	NBC NFL PLYOFF PR-KCK1/7	NBCSa.	1	01/07/2017	7.94	4,702
57	NFL ON FOX NAT-RN DLY BNS	FOXSu	1	09/17/2017	7.89	4,694
58	FOX NFL SUNDAY-SINGLE	FOXSu	8	09/24/2017	7.82	4,647
59	FOX WORLD SERIES GAME 5	FOXSu	1	10/29/2017	7.78	4,625
60	CBS NFL NATL POST GUN	CBSSu	10	01/01/2017	7.46	4,431
61	FOX NFC PLAYOFF-KICK-SAT	FOXSa.	1	01/14/2017	7.40	4,379
62	FOX NFC CHAMPIONSHIP-POST	FOXSu	1	01/22/2017	7.23	4,276
63	ESPN NFL REGULAR SEASON 1	ESPN-SYN	M.....	1	09/11/2017	7.16	4,256
64	FOX NFL-THU POST GAME	FOX	...Th...	1	11/23/2017	7.12	4,236
65	CBS+NFLN THU NT FOOTBALL	CBS	...Th...	5	09/28/2017	7.02	4,174
66	FOX NFL GAME BREAK	FOXSu	10	01/01/2017	6.98	4,149
67	AFC WILDCARD POST GAME	CBSSu	1	01/08/2017	6.96	4,119
68	CBS NCAA BSKBL-BRIDGE	CBSSa.	1	04/01/2017	6.90	4,085
69	FOX NFC PLAYOFF-PRE-SUN	FOXSu	1	01/15/2017	6.86	4,061
70	FOX NFL SUNDAY-PST GN-NAT	FOXSu	18	01/01/2017	6.86	4,078
71	CBS NCAA BSKBL CHMP SU-2	CBSSu	1	03/26/2017	6.85	4,056
72	NBC+NFLN TNF FOOTBALL SP	NBC	M.....	1	12/25/2017	6.82	4,055
73	FOX SUPER BOWL PRE - 4:30	FOXSu	1	02/05/2017	6.81	4,028
74	NBC SAT NIGHT FOOTBALL	NBCSa.	1	12/23/2017	6.80	4,045
75	FOX NFC PLAYOFF-SA PST GM	FOXSa.	1	01/14/2017	6.80	4,025
76	SUNDAY NIGHT NFL PRE-KICK	NBCSu	16	01/01/2017	6.72	3,997
77	CBS NFL-THU PRE-KICK	CBS	...Th...	1	11/23/2017	6.65	3,954
78	NBC NFL TH PRE-KICK	NBC	...Th...	2	09/07/2017	6.61	3,933
79	CBS NFL SINGLE	CBSSu	8	09/10/2017	6.61	3,931
80	CBS+NFLN THU WEATHER DLY	CBS	...Th...	1	09/28/2017	6.58	3,911
81	ESPN NFL REGULAR SEASON 2	ESPN-SYN	M.....	1	09/11/2017	6.57	3,907
82	ROSE BOWL L	ESPN	M.....	1	01/02/2017	6.48	3,836
83	CBS NCAA POST GUN SU 2	CBSSu	1	03/26/2017	6.37	3,770
84	NBC+NFLN THU NT FOOTBALL	NBC	...Th...	5	11/09/2017	6.34	3,767
85	FOX NFL SUNDAY-REGIONAL	FOXSu	10	01/01/2017	6.28	3,733
86	FOX WORLD SERIES GAME 2	FOX	.W....	1	10/25/2017	6.20	3,689
87	ESPN NFL REGULAR SEASON	ESPN-SYN	M.....	15	09/18/2017	6.19	3,683
88	CBS NFL-THU POST GAME	CBS	...Th...	1	11/23/2017	6.07	3,611
89	CBS NCAA BSKBL CHAMP-SA-1	CBSSa.	1	04/01/2017	6.03	3,568
90	CBS NFL NATL POST GAME	CBSSu	2	10/15/2017	6.02	3,577
91	FOX WORLD SERIES GM5-PRE	FOXSu	1	10/29/2017	6.01	3,574
92	NFL REGULAR SEASON L	ESPN	M.....	17	09/11/2017	5.94	3,535
93	SEC CHAMP-CBS: DR PEPPER	CBSSa.	1	12/02/2017	5.89	3,503
94	BIG TEN FOOTBALL CH GAME	FOXSa.	1	12/02/2017	5.80	3,447
95	NBC+NFLN TNF POST-GAME SP	NBC	M.....	1	12/25/2017	5.79	3,445
96	CBS NCAA BSK CHMP-PRE-TIP	CBS	M.....	1	04/03/2017	5.74	3,397
97	FOX WORLD SERIES GAME 1	FOX	.Tu.....	1	10/24/2017	5.71	3,394
98	OT, THE	FOXSu	9	01/01/2017	5.70	3,386
99	NBC NFL TH POST	NBC	...Th...	2	09/07/2017	5.55	3,302
100	FOX WORLD SERIES GAME 4	FOXSa.	1	10/28/2017	5.54	3,296

Source: 1/1/2017-12/31/2017 Nielsen Live+ Same Day Men 25-54 estimates from NNTV