



TOP 100 MEN 25-54 SPORTS PROGRAMS, 2018

1/1/18-12/31/18

Males 25 - 54 (Live+1)

Rank	Program Name	Originator	Day Of Week	Telecasts	First Telecast Date	MC US AA %	MC US AA Proj (000)
1	SUPER BOWL GAME LII	NBCS	1	2/4/2018	39.97	23,764
2	SUPER BOWL PRE-KICK	NBCS	1	2/4/2018	29.59	17,596
3	SUPER BOWL POST	NBCS	1	2/4/2018	29.03	17,261
4	SUPER BOWL KICK OFF	NBCS	1	2/4/2018	23.72	14,106
5	AFC CHAMPIONSHIP ON CBS	CBSS	1	1/21/2018	20.08	11,940
6	FOX NFC CHAMPIONSHIP	FOXS	1	1/21/2018	19.74	11,738
7	AFC CHAMP POST GUN ON CBS	CBSS	1	1/21/2018	16.52	9,821
8	FOX NFC PLAYOFF-SUN	FOXS	1	1/14/2018	16.32	9,701
9	FOX NFC PLAYOFF-SU PST GN	FOXS	1	1/14/2018	14.90	8,862
9	FOX NFC WILDCARD GAME	FOXS	1	1/7/2018	14.90	8,862
11	AFC DIVISIONAL PLAYOFF-SU	CBSS	1	1/14/2018	14.50	8,622
12	FOX NFC CHAMPIONSHIP-KICK	FOXS	1	1/21/2018	14.42	8,575
13	SUPER BOWL PREGM 530P	NBCS	1	2/4/2018	13.83	8,221
14	AFC DIV-PLF-POST-GUN-SU	CBSS	1	1/14/2018	13.78	8,192
15	CFP CHAMPIONSHIP L	ESPN	M.....	1	1/8/2018	13.03	7,750
16	FOX NFL-THU	FOX	...R...	1	11/22/2018	13.02	7,746
17	FOX NFC CHAMPIONSHIP-GUN	FOXS	1	1/21/2018	12.62	7,504
18	FOX NFC WILDCARD POST GUN	FOXS	1	1/7/2018	12.52	7,444
19	NBC NFL PLAYOFF GAME 1/13	NBCS.	1	1/13/2018	12.46	7,410
20	AFC DIVISIONAL PLAYOFF-SA	CBSS.	1	1/13/2018	12.38	7,361
21	AFC WILDCARD PLAYOFF	CBSS	1	1/7/2018	12.00	7,134
22	FOX NFC PLAYOFF-PST-SUN	FOXS	1	1/14/2018	11.58	6,886
23	NBC NFL PLAYOFF GAME 1/6	NBCS.	1	1/6/2018	11.22	6,669
24	CBS NFL SINGLE-THU	CBS	...R...	1	11/22/2018	11.19	6,658
25	AFC CHAMP PRE KICK ON CBS	CBSS	1	1/21/2018	11.15	6,630
26	AFC WILDCARD POST GUN	CBSS	1	1/7/2018	10.74	6,386
27	FOX NFL SUNDAY-NATIONAL	FOXS	9	9/9/2018	10.23	6,088
28	NBC NFL TH SPECIAL	NBC	...R...	2	9/6/2018	10.14	6,033
29	FOX NFL-THU POST GUN	FOX	...R...	1	11/22/2018	10.14	6,031
30	CBS NFL-THU POST GUN	CBS	...R...	1	11/22/2018	10.07	5,993
31	AFC DIV-PLF-PRE-KICK-SA	CBSS.	1	1/13/2018	9.93	5,907
32	FOX NFC WILDCARD POST GME	FOXS	1	1/7/2018	9.68	5,758
33	NBC SUNDAY NIGHT FOOTBALL	NBCS	17	9/9/2018	9.52	5,663
34	CBS NFL NATIONAL	CBSS	9	9/16/2018	9.47	5,636
35	SUPER BOWL PREGM 5P	NBCS	1	2/4/2018	9.40	5,587
36	NBA FINALS ON ABC-GM 2	ABCS	1	6/3/2018	9.31	5,538
37	CFP SEMIFINAL L	ESPN	M.....S.	4	1/1/2018	9.19	5,468
38	FOX NFC WILDCARD PRE KICK	FOXS	1	1/7/2018	9.07	5,395
39	FOX NFL-THU PRE KICK	FOX	...R...	1	11/22/2018	9.06	5,393
40	NBA FINALS ON ABC-GM 3	ABC	..W....	1	6/6/2018	9.01	5,356
41	FOX NFC PLAYOFF-KICK-SUN	FOXS	1	1/14/2018	8.97	5,335
42	FOX NFC CHAMPIONSHIP-POST	FOXS	1	1/21/2018	8.93	5,311
43	NBA FINALS ON ABC-GM 1	ABC	...R...	1	5/31/2018	8.88	5,279
44	AFC CHMP POST GAME ON CBS	CBSS	1	1/21/2018	8.71	5,178
45	NBC NFL PLAYOFF POST 1/13	NBCS.	1	1/13/2018	8.51	5,057
46	CBS NFL-THU POST GAME	CBS	...R...	1	11/22/2018	7.86	4,677



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47	WNTR OLYM OPEN CERE	NBCF..	1	2/9/2018	7.84	4,664
48	NBC NFL PLYOFF PR-KCK1/6	NBCS.	1	1/6/2018	7.76	4,613
49	FOX NFL SUNDAY-SINGLE	FOXS	8	9/16/2018	7.71	4,588
50	CBS NFL NATL POST GUN	CBSS	9	9/16/2018	7.67	4,565
51	ORANGE BOWL SUST L	ESPNS.	1	12/29/2018	7.63	4,542
52	SEC CHAMP-CBS: DR PEPPER	CBSS.	1	12/1/2018	7.55	4,491
53	NBA FINALS ON ABC-GM 4	ABCF..	1	6/8/2018	7.33	4,356
54	NBC NFL PLAYOFF POST 1/6	NBCS.	1	1/6/2018	7.32	4,352
55	NBC NFL TH PRE-KICK	NBC	...R...	2	9/6/2018	7.13	4,240
56	AFC DIV-PLF-PRE-KICK-SU	CBSS	1	1/14/2018	7.10	4,221
57	FOX NFC CHAMPIONSHIP-PRE	FOXS	1	1/21/2018	7.10	4,220
58	FOX+NFLN THU NT FOOTBALL	FOX	...R...	11	9/27/2018	7.02	4,174
59	NFL WILD CARD GAME-ABC	ABCS.	1	1/6/2018	7.00	4,162
60	AFC DIV-PLF-POST-GUN-SA	CBSS.	1	1/13/2018	6.92	4,113
61	FOX WORLD SERIES GAME 5	FOXS	1	10/28/2018	6.86	4,083
62	FOX NFL SUNDAY-PST GN-NAT	FOXS	17	9/9/2018	6.81	4,051
63	ESPN NFL REGULAR SEASON	ESPN-SYN	M.....	15	9/17/2018	6.79	4,039
64	CBS NFL SINGLE	CBSS	8	9/9/2018	6.76	4,019
65	SUPER BOWL PREGM 430P	NBCS	1	2/4/2018	6.69	3,978
66	CBS NFL-THU PRE-KICK	CBS	...R...	1	11/22/2018	6.65	3,954
67	ESPN NFL REGULAR SEASON 1	ESPN-SYN	M.....	1	9/10/2018	6.63	3,942
68	NFL WEATHER DELAY 9/6	NBC	...R...	1	9/6/2018	6.61	3,930
69	WNTR OLYM MON PRIME 1	NBC	M.....	1	2/12/2018	6.54	3,891
70	WNTR OLYM SUN PRIME 1	NBCS	1	2/11/2018	6.53	3,884
71	CBS NCAA BSKBL CHMP SU-2	CBSS	1	3/25/2018	6.50	3,863
72	WNTR OLYM TUE PRIME 1	NBC	.T.....	1	2/13/2018	6.49	3,857
73	ESPN NFL REGULAR SEASON 2	ESPN-SYN	M.....	1	9/10/2018	6.48	3,856
74	FOX WORLD SERIES GM5-PRE	FOXS	1	10/28/2018	6.42	3,822
75	AFC DIV-PLF-POST-GAME-SU	CBSS	1	1/14/2018	6.42	3,817
76	COTTON BOWL SUST L	ESPNS.	1	12/29/2018	6.41	3,811
77	NFL REGULAR SEASON L	ESPN	M.....	17	9/10/2018	6.40	3,807
78	FOX NFL SUNDAY-REGIONAL	FOXS	9	9/9/2018	6.38	3,794
79	SUNDAY NIGHT NFL PRE-KICK	NBCS	17	9/9/2018	6.30	3,748
80	AFC WILDCARD POST GAME	CBSS	1	1/7/2018	6.22	3,696
81	CFP SEMIFINAL SUST L	ESPN	M.....	1	1/1/2018	6.15	3,657
82	NBC NFL PLYOFF PR-KCK1/13	NBCS.	1	1/13/2018	6.14	3,648
83	TBS NCAA BSKBL CHAMPSHIPS	TBS NETWORK	M.....	1	4/2/2018	6.07	3,612
84	AFC WILDCARD PRE-KICK	CBSS	1	1/7/2018	5.99	3,563
85	FOX NFL GAME BREAK	FOXS	1	9/9/2018	5.94	3,532
86	FOX FIFA MEN WC FINAL	FOXS	1	7/15/2018	5.80	3,446
87	FOX WORLD SERIES GAME 1	FOX	.T.....	1	10/23/2018	5.79	3,445
88	CBS NFL REGIONAL	CBSS	9	9/16/2018	5.75	3,421
89	FOX NFL PRE-THU	FOX	...R...	1	11/22/2018	5.74	3,414
90	WNTR OLYM SAT PRIME 1	NBCS.	1	2/10/2018	5.72	3,401
91	NBC NFL SUNDAY POST	NBCS	17	9/9/2018	5.71	3,396
92	CBS NFL REG POST GUN	CBSS	9	9/16/2018	5.69	3,384



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93	NBA FINALS-GM2 POST	ABCS	1	6/3/2018	5.65	3,357	
94	NBC NFL TH POST	NBC	...R...	2	9/6/2018	5.59	3,326	
95	NBA TROPHY PRESENTATION	ABCF..	1	6/8/2018	5.48	3,261	
96	CBS NFL NATL POST GAME	CBSS	1	10/14/2018	5.48	3,258	
97	SUPER BOWL PREGM 4P	NBCS	1	2/4/2018	5.37	3,192	
98	AFC DIV-PLF-POST-GAME-SA	CBSS.	1	1/13/2018	5.36	3,184	
99	FOX WORLD SERIES GAME 2	FOX	..W....	1	10/24/2018	5.33	3,171	
100	NBA PLAYOFFS- CONF FNLS L	TNT	MTWR.SS	7	5/14/2018	5.32	3,165	

Source: 1/1/2018-12/31/2018 Nielsen Live+1 Men 25-54 estimates from NPOWER