

**Top 100 Sports Programming of 2012  
Men 25-54**



Rank	Program	Network	(Start) Date	# Telecasts	M25-54	
					Live+SD US	AA%
1	Super Bowl XLVI	NBC	02/05/2012	1	46.9	
2	Super Bowl Pre-Kick	NBC	02/05/2012	1	36.9	
3	Super Bowl Post	NBC	02/05/2012	1	33.3	
4	Super Bowl Kick-Off	NBC	02/05/2012	1	29.8	
5	FOX NFC Championship	FOX	01/22/2012	1	29.1	
6	AFC Championship On CBS	CBS	01/22/2012	1	24.6	
7	FOX NFC Playoff-Sun	FOX	01/15/2012	1	22.9	
8	AFC Wildcard Playoff	CBS	01/08/2012	1	22.4	
9	FOX NFC Playoff-Sat	FOX	01/14/2012	1	18.8	
10	FOX NFC Playoff-Su Pst Gn	FOX	01/15/2012	1	18.4	
11	AFC Wildcard Post Game	CBS	01/08/2012	1	17.8	
12	AFC Divisional Playoff-Sa	CBS	01/14/2012	1	17.5	
13	NBC NFL Playoff Game 2	NBC	01/07/2012	1	17.0	
14	AFC Divisional Playoff-Su	CBS	01/15/2012	1	16.7	
15	Super Bowl Pregm 530P	NBC	02/05/2012	1	16.3	
16	FOX NFC Championship-Post	FOX	01/22/2012	1	15.6	
17	FOX NFC Wildcard Game	FOX	01/08/2012	1	15.2	
18	FOX NFL-Thu	FOX	11/22/2012	1	14.1	
19	NBC NFL Wed Special	NBC	09/05/2012	1	13.8	
20	CBS NFL Single - Thu	CBS	11/22/2012	1	13.5	
21	Sum Olym Tue Prime 1	NBC	07/31/2012	1	13.4	
22	NBC NFL Playoff Pre-Kick2	NBC	01/07/2012	1	13.2	
23	FOX NFL Sunday-National	FOX	01/01/2012	10	13.1	
24	FOX NFC Playoff-Pst-Sun	FOX	01/15/2012	1	13.0	
25	Sum Olym Thu Prime 1	NBC	08/02/2012	1	13.0	
26	Sum Olym Sun Prime 1	NBC	07/29/2012	1	12.6	
27	BCS Championship	ESPN	01/09/2012	1	12.5	
28	FOX NFC Playoff-Sa Pst Gn	FOX	01/14/2012	1	12.4	
29	NBC Sunday Night Football	NBC	01/01/2012	18	12.4	
30	CBS NFL National	CBS	01/01/2012	10	12.3	
31	NBC NFL Playoff Game 1	NBC	01/07/2012	1	12.0	
32	Sum Olym Sun Prime 2	NBC	08/05/2012	1	12.0	
33	FOX NFC Wildcard Post Gun	FOX	01/08/2012	1	12.0	
34	NBC NFL Playoff Bridge	NBC	01/07/2012	1	11.9	
35	BCS Championship Sust	ESPN	01/09/2012	1	11.8	
36	Sum Olym Mon Prime 1	NBC	07/30/2012	1	11.4	
37	AFC Div-Plf-Post-Gun-Sa	CBS	01/14/2012	1	11.3	
38	Sum Olym Wed Prime 2	NBC	08/08/2012	1	11.1	
39	Sum Olym Wed Prime 1	NBC	08/01/2012	1	10.9	
40	Super Bowl Pregm 5P	NBC	02/05/2012	1	10.9	
41	AFC Chmp Post Game On CBS	CBS	01/22/2012	1	10.8	
42	Sum Olym Tue Prime 2	NBC	08/07/2012	1	10.5	
43	FOX NFC Championship-Pre	FOX	01/22/2012	1	10.4	
44	Sum Olym Sat Prime 2	NBC	08/04/2012	1	10.3	
45	Sum Olym Fri Prime 1	NBC	08/03/2012	1	10.3	
46	Sum Olym Sat Prime 1	NBC	07/28/2012	1	10.3	
47	FOX NFL Sunday-Single	FOX	09/16/2012	8	10.3	
48	NBC NFL Th Special	NBC	11/22/2012	1	10.3	
49	CBS NCAA Bskbl Champships	CBS	04/02/2012	1	10.2	
50	NBC NFL Wed Pre-Kick	NBC	09/05/2012	1	10.2	
51	NBA Finals On ABC-Gm 4	ABC	06/19/2012	1	9.6	
52	NBA Finals On ABC-Gm 5	ABC	06/21/2012	1	9.5	
53	Sum Olym Mon Prime 2	NBC	08/06/2012	1	9.4	
54	FOX NFL Game Break	FOX	10/28/2012	4	9.3	
55	NBA Finals On ABC-Gm 2	ABC	06/14/2012	1	9.2	
56	AFC Wildcard Pre Game	CBS	01/08/2012	1	9.0	
57	Sunday Night NFL Pre-Kick	NBC	01/01/2012	18	8.9	
58	NBA Finals On ABC-Gm 1	ABC	06/12/2012	1	8.8	
59	Sum Olym Thu Prime 2	NBC	08/09/2012	1	8.5	
60	NBA Finals On ABC-Gm 3	ABC	06/17/2012	1	8.4	

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Rank	Program	Network	(Start) Date	# Telecasts	M25-54	
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61	Rose Bowl	ESPN	01/02/2012	1		8.4
62	FOX NFC Playoff-Pre-Sun	FOX	01/15/2012	1		8.3
63	CBS NFL Single	CBS	09/09/2012	8		8.3
64	Sum Olym Fri Prime 2	NBC	08/10/2012	1		8.2
65	CBS NFL-Thu Post Gun	CBS	11/22/2012	1		8.2
66	Rose Bowl Post-Game	ESPN	01/02/2012	1		8.0
67	NFL Regular Season	ESPN	09/10/2012	17		8.0
68	CBS NCAA Bskbl Champ Sa-2	CBS	03/31/2012	1		7.9
69	Super Bowl Pregm 430P	NBC	02/05/2012	1		7.9
70	SEC Champ-CBS: Dr Pepper	CBS	12/01/2012	1		7.9
71	AFC Div-Plf-Post-Game-Sa	CBS	01/14/2012	1		7.8
72	Sum Olym Sat Prime 3	NBC	08/11/2012	1		7.7
73	FOX NFL Sunday-Regional	FOX	01/01/2012	10		7.6
74	NBC NFL Wed Post	NBC	09/05/2012	1		7.6
75	FOX Nascar Dytona 500 Mon	FOX	02/27/2012	1		7.4
76	NBA Trophy Presentation	ABC	06/21/2012	1		7.4
77	FOX World Series Gm 4-Pre	FOX	10/28/2012	1		7.4
78	AFC Div-Plf-Post-Game-Su	CBS	01/15/2012	1		7.3
79	FOX NFC Wildcard Post Gme	FOX	01/08/2012	1		7.2
80	Fiesta Bowl	ESPN	01/02/2012	1		7.2
81	NBC NFL Th Pre-Kick	NBC	11/22/2012	1		7.2
82	NBC NFL Sunday Post	NBC	01/01/2012	17		7.1
83	FOX Daytona 500 Red Flg-Bns	FOX	02/27/2012	1		7.0
84	NBC NFL Playoff Pre-Kick1	NBC	01/07/2012	1		7.0
85	FOX World Series Game 4	FOX	10/28/2012	1		6.9
86	Super Bowl Pregm 4P	NBC	02/05/2012	1		6.8
87	CBS NFL Regional	CBS	01/01/2012	10		6.8
88	The OT	FOX	01/01/2012	8		6.8
89	AFC Championship Pre-Game	CBS	01/22/2012	1		6.7
90	CBS NFL Today Update	CBS	09/16/2012	5		6.7
91	London Gold	NBC	08/12/2012	1		6.5
92	CBS NCAA Bskbl Champ-Sa-1	CBS	03/31/2012	1		6.5
93	Football Nt America Pt 3	NBC	01/01/2012	18		6.4
94	Sum Olym Sun Am 3	NBC	08/12/2012	1		6.3
95	Home Depot Prime Clg Ftbl	CBS	11/03/2012	1		6.3
96	CBS NCAA Bskbl-Bridge	CBS	03/31/2012	1		6.2
97	NBA Playoffs-Conf Fnls	ESPN	05/28/2012	7		6.1
98	NBC AFC-NFC Pro Bowl	NBC	01/29/2012	1		6.0
99	Fiesta Bowl Sust	ESPN	01/02/2012	1		5.9
100	CBS NCAA Bskbl Chmp Su-2	CBS	03/25/2012	1		5.9

Source: 1/1-12/31/12 The Nielsen Company NTI Live + Same Day estimates.

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

Programming under 5 minutes excluded.

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