

2008 The Year in Sports

NFL Highlights

- **225 million Americans** watched the NFL's 2008 regular season.
- **148.3 million Americans** viewed at least some of Super Bowl XLII, making it the most viewed television event in U.S. history.
 - SBXLII is the most watched telecast of the year and most watched Super Bowl ever, averaging 97.5 million viewers.
- The 2008 NFL regular season averaged more viewers (total and demographic segments) than all other major sports' regular season and playoff averages.
 - The 2008 NFL regular season averaged more viewers than most championship events of other sports including the 2008 MLB World Series.
- NFL consistently dominates program rankings, ranking as the most watched telecast for 15 of its 17 regular season weeks in 2008.
- NFL games on ESPN are 17 of the 20 most watched sports telecasts of the year, led by the record-setting Eagles at Cowboys (most watched, highest rated cable telecast in history).
- NFL ratings stay consistent while other sports are declining with many reaching all time lows in ratings and viewership.



The NFL attracts the largest audiences

The 4 most watched sports telecasts of the year are NFL games, besting all sports including the Olympics. Six of the top ten telecasts are NFL games.

Most Watched Sports Telecasts of 2008				
Rank	Telecast	Net	Date	Viewers
1	Super Bowl XLII (NYG vs. NE)	FOX	2/3/08	97.5 million
2	NFC Championship (NYG at GB, overtime)	FOX	1/20/08	53.9 million
3	AFC Championship (SD at NE)	CBS	1/20/08	44.8 million
4	NFC Divisional Playoff (NYG at DAL)	FOX	1/13/08	40.1 million
5	Beijing Olympics 2008: <i>Phelps 4th & 5th gold (200m fly; 4X200m relay, WR); women's gymnastics (team final)</i>	NBC	8/12/08	34.0 million
6	Beijing Olympics 2008: <i>Phelps 2nd gold (4X100 free relay; J. Lezak, WR)</i>	NBC	8/10/08	32.3 million
7	Beijing Olympics 2008: <i>Phelps 8th gold (4X100m Medley relay); Bolt (100m)</i>	NBC	8/16/08	31.6 million
8	AFC Divisional Playoff (SD at IND)	CBS	1/13/08	31.6 million
9	AFC Divisional Playoff (JAC at NE)	CBS	1/12/08	30.9 million
10	Beijing Olympics 2008: <i>Phelps 3rd gold (200m, WR), beach volleyball (W)</i>	NBC	8/11/08	30.2 million
11	Beijing Olympics 2008: <i>Phelps 6th gold (200m IM, WR), women's gymnastics (S.Johnson, N.Liukin, all-around final)</i>	NBC	8/14/08	29.7 million
12	NFC Divisional Playoff (SEA at GB)	FOX	1/12/08	28.2 million
13	Beijing Olympics 2008: <i>men's gymnastics (indiv. final); swimming, diving</i>	NBC	8/13/08	27.7 million
14	Beijing Olympics 2008: <i>women's gymnastics (individual event finals), diving (W)</i>	NBC	8/17/08	27.2 million
15	Beijing Olympics 2008: <i>women's gymnastics (balance beam); diving (M)</i>	NBC	8/19/08	26.6 million
16	AFC Wildcard Playoff (TEN at SD)	CBS	1/6/08	26.6 million
17	Beijing Olympics 2008: <i>women's gymnastics (uneven bars); beach volleyball (W)</i>	NBC	8/18/08	26.4 million
18	Beijing Olympics 2008: <i>Phelps 7th gold (100m fly; .01 win); track & field</i>	NBC	8/15/08	26.1 million
19	AFC Wildcard Playoff (JAC at PIT)	NBC	1/5/08	25.7 million
20	NFL National (mostly DAL at PIT) 2008 Season High	FOX	12/7/08	25.7 million

Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008),
Total Day, Sports Events only across all networks,
Average number of viewers age 2 and older

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The NFL attracts the largest audiences

On cable, the NFL is unmatched. 9 of the top 10 sports events are NFL games led by the record-setting Eagles at Cowboys game (most watched cable telecast ever).

Most Watched Cable Sports Telecasts of 2008

Rank	Telecast	Net	Date	Viewers
1	Monday Night Football (PHI at DAL) <i>CABLE RECORD</i>	ESPN	9/18/08	18.6 million
2	Monday Night Football (PIT at WAS)	ESPN	11/3/08	14.2 million
3	Monday Night Football (GB at CHI)	ESPN	12/22/08	13.8 million
4	MLB ALCS Game 7 (BOS at TB)	TBS	10/19/08	13.4 million
5	Monday Night Football (MIN at GB)	ESPN	9/8/08	12.5 million
6	Monday Night Football (NYJ at SD)	ESPN	9/22/08	11.9 million
7	Monday Night Football (SF at AZ)	ESPN	11/10/08	11.9 million
8	Monday Night Football (BAL at PIT)	ESPN	9/29/08	11.8 million
9	Monday Night Football (IND at TEN)	ESPN	10/27/08	11.6 million
10	Monday Night Football (TB at CAR)	ESPN	12/8/08	11.6 million
11	Monday Night Football (CLE at BUF)	ESPN	11/17/08	11.6 million
12	Monday Night Football (NYG at CLE)	ESPN	10/13/08	11.4 million
13	Monday Night Football (GB at NO)	ESPN	11/24/08	11.4 million
14	Monday Night Football (MIN at NO)	ESPN	10/6/08	11.0 million
15	Monday Night Football (DEN at NE)	ESPN	10/20/08	10.8 million
16	Monday Night Football (CLE at PHI)	ESPN	12/15/08	9.9 million
17	Monday Night Football (DEN at OAK)	ESPN	9/8/08	9.7 million
18	MLB Home Run Derby (Yankee Stadium)	ESPN	7/14/08	9.1 million
19	MLB ALCS Game 6 (TB at BOS)	TBS	10/18/08	8.9 million
20	Monday Night Football (JAC at HOU)	ESPN	12/1/08	8.9 million

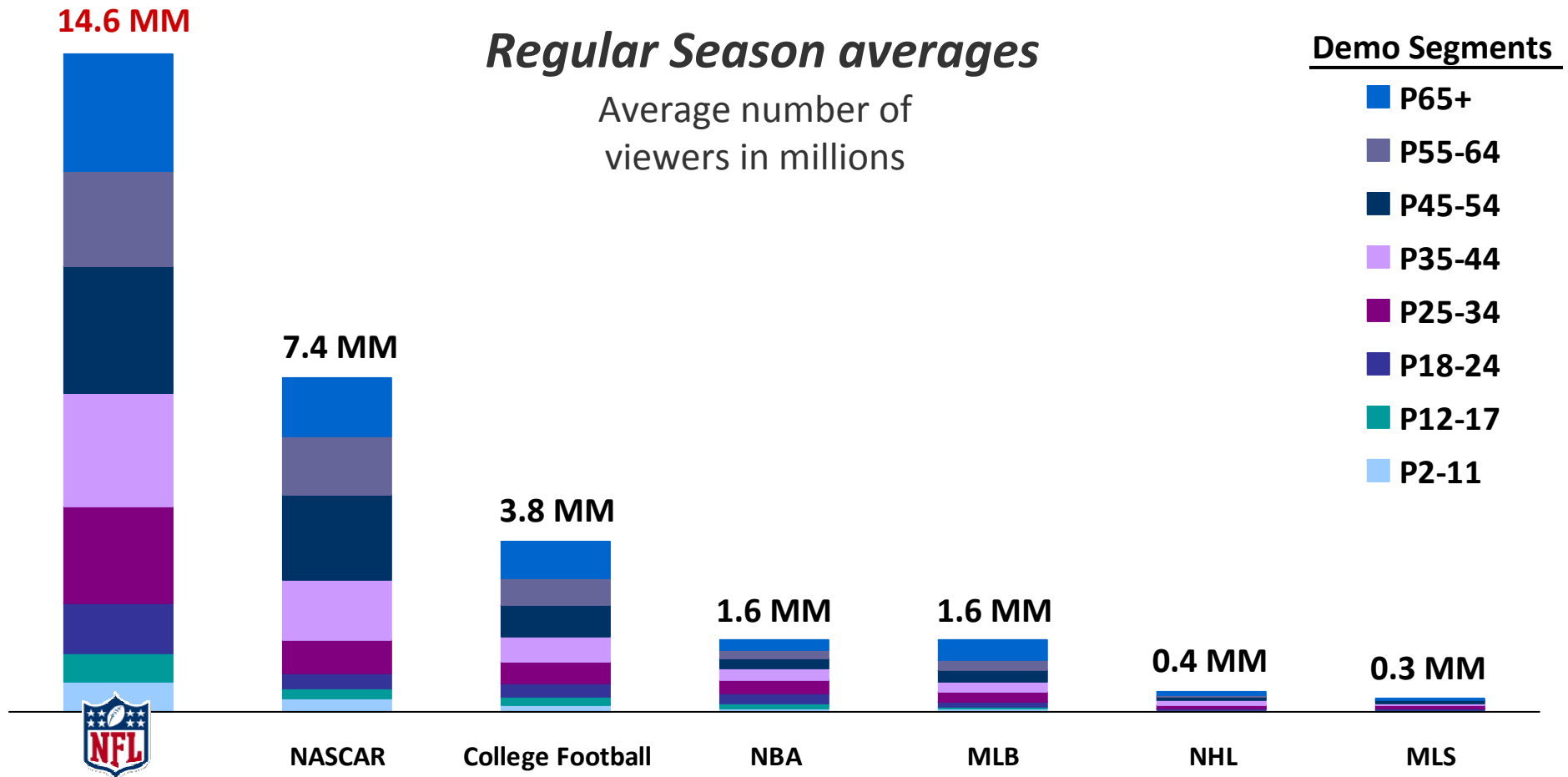
Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008),
Cable Networks only, Sports Events only, Total Day,
Average number of viewers age 2 and older

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The NFL attracts the largest audiences

The 2008 NFL regular season averaged more viewers than any other sport. Nearly double NASCAR and 4 times more than the combined average of the NBA, MLB & NHL.



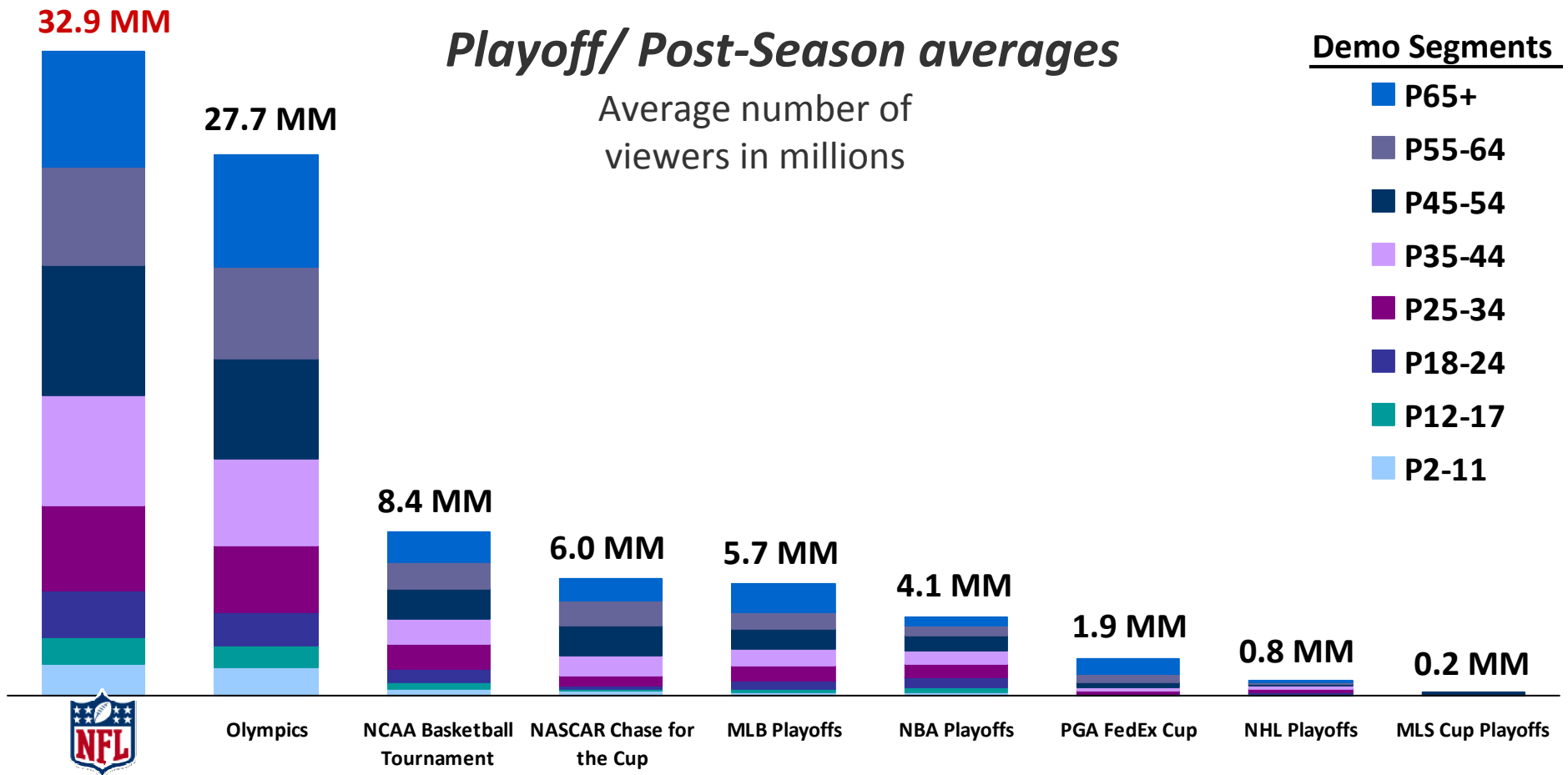
Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008), Regular Season averages; NFL (2008 Regular Season; CBS, FOX, NBC, ESPN, NFL Network); NASCAR (2008; 26 races; excludes Chase for the Cup); College Football (Division I only; ABC, CBS, NBC, ESPN only); NBA (2007-08 season; ABC, ESPN, TNT); MLB (2008 season; FOX, TBS, ESPN, ESPN2); NHL (2007-08 season; NBC, Versus); MLS (2008 season; ABC, ESPN, ESPN2)

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The NFL attracts the largest audiences

The 2007 NFL playoffs (January 2008) averaged 33 million viewers, nearly 4 times the NCAA Tournament. NFL playoffs averaged more viewers than the Olympics.



Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008), Playoffs/ Post-Season averages (ex. championship games); NFL (2007 season; CBS, FOX, NBC, 10 games); NCAA Basketball Tournament (Rounds 1-4; CBS); NASCAR (2008; 10 races; ABC, Chase for the Cup); MLB (2008 season; FOX, TBS); NBA (2007-08 season; ABC, ESPN, TNT); PGA (4 tournaments; weekends on broadcast); NHL (2007-08 season; NBC, Versus); MLS (2008 season; ABC, ESPN, ESPN2)

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The NFL attracts the largest audiences

Super Bowl XLII averaged 3.5 times as many viewers as the Olympics and more than the combined average of the NCAA, Daytona 500, NBA, MLB, NHL and MLS.

Most Watched

Super Bowl Ever

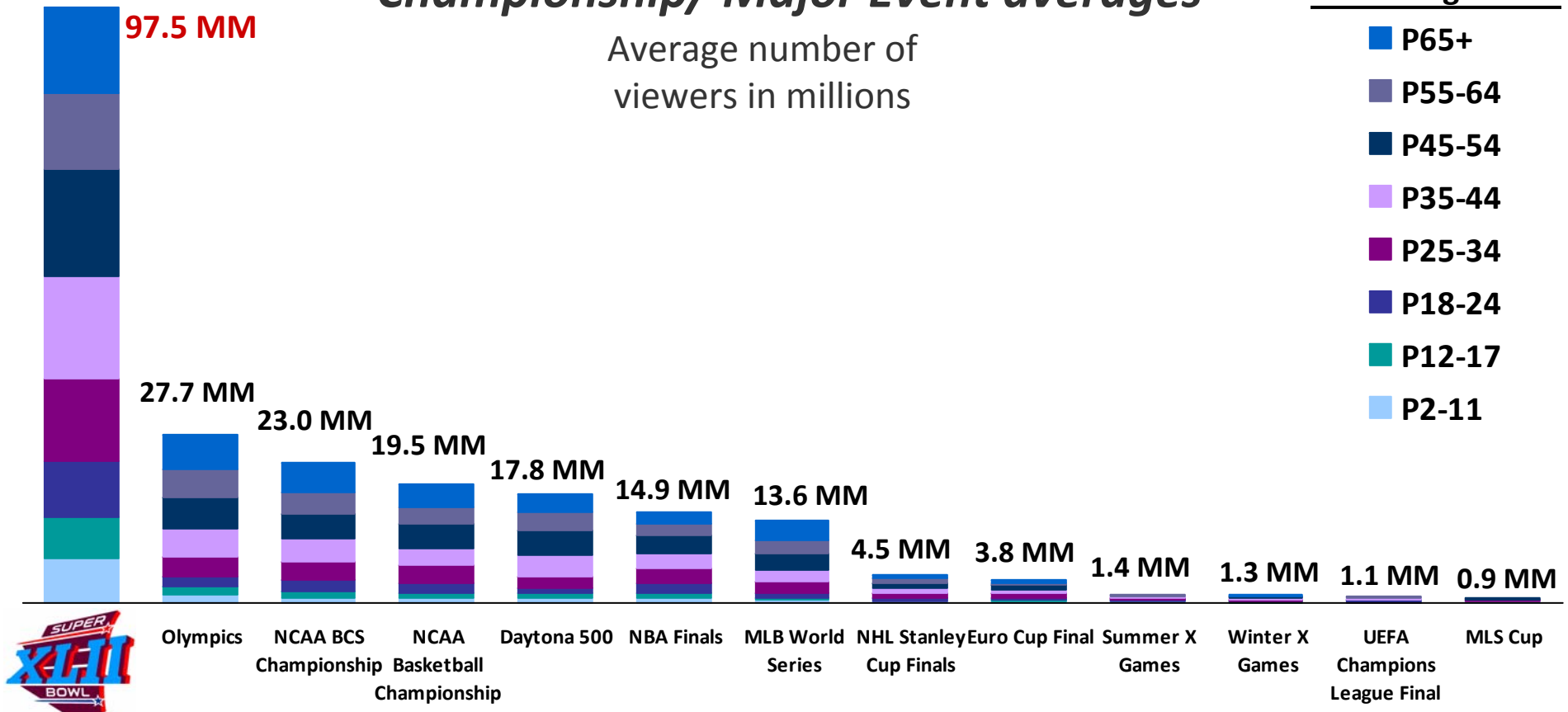
97.5 MM

Championship/ Major Event averages

Average number of viewers in millions

Demo Segments

- P65+
- P55-64
- P45-54
- P35-44
- P25-34
- P18-24
- P12-17
- P2-11



Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008), Championships/ Major Events; NFL (Super Bowl XLII, FOX); Beijing 2008 Olympics (NBC); NCAA BCS Championship (FOX); NCAA Men's Basketball Championship (CBS); NASCAR (Daytona 500, FOX); NBA Finals (ABC); MLB World Series (FOX); NHL Stanley Cup Finals (NBC, Versus); Euro Cup Final (ABC); X Games (ABC, ESPN, ESPN2); Winter X Games (ABC, ESPN, ESPN2); UEFA Champions League Final (ESPN); MLS Cup (ABC); English language networks only, excludes Spanish language simulcast averages

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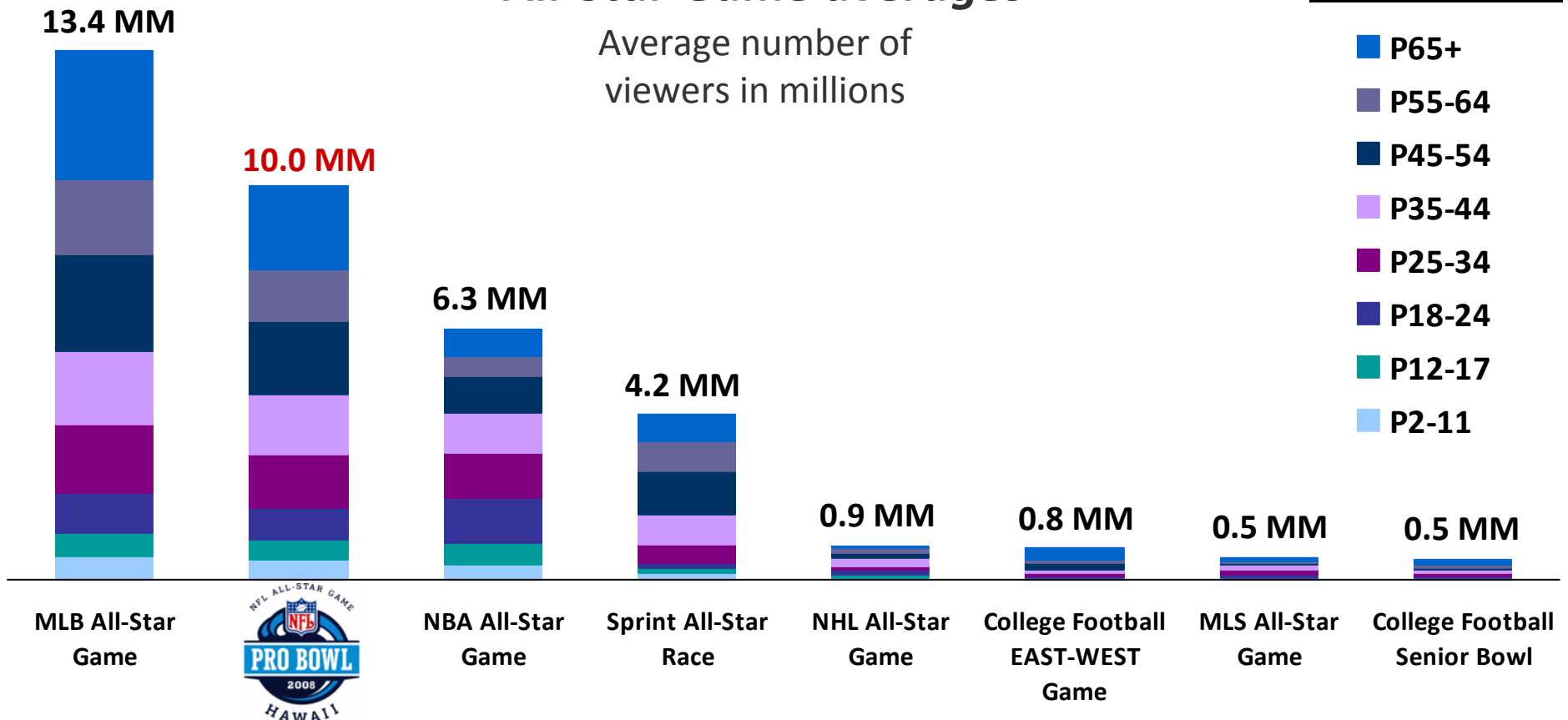
The NFL attracts the largest audiences

The NFL Pro Bowl averaged 10 million viewers, making it the most watched Pro Bowl since 2000. The Pro Bowl averaged more viewers than nearly all other all-star events.

All-Star Game averages

Average number of viewers in millions

Demo Segments



Source: Nielsen, Galaxy Explorer (Jan 1 – Dec 31, 2008), All-Star games; MLB (FOX); Pro Bowl (FOX); NBA (TNT); NASCAR (Sprint All-Star; FOX); NHL (Versus); College Football East-West game (ESPN2); MLS (ESPN); College Football Senior Bowl (NFL Network)

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