

NFL

The NFL season came to a close with Super Bowl LV. But the hype of the NFL happens 365 days a year. Here are a few facts about the NFL to set you up for September.



Four teams have gone through the regular season **undefeated**, most recently the 2007 New England Patriots.

But when the season starts, it's all about the ratings



Since 1944, there have been **six teams** that went **winless** in a season, most recently the 2008 Detroit Lions.



NFL Dominates Sports Viewing

The NFL accounted for **24%** of all sports viewing on TV in 2019.¹



The NFL did not decide to move the **goal posts** to the back of the end zone **until 1974**.



NFL Makes up Top Telecasts

NFL games accounted for **41** of 2019's top 50 broadcasts, or **82%** of the most-watched programs on TV.²



The Buffalo Bills had troubles in the early 1990s, where they went to the Super Bowl four straight years... and **lost every time**.

The NFL delivers the highest ratings on the greatest stage in sports. And it's not just about our home town teams--it's about watching all the games and all the expert analysis leading up to the games.

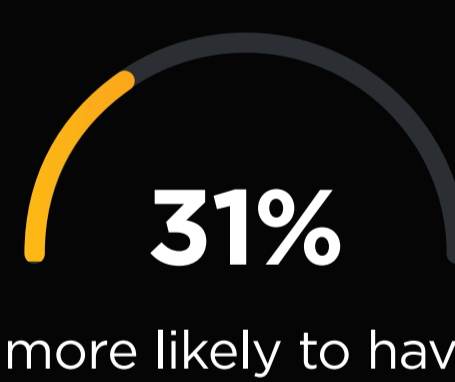
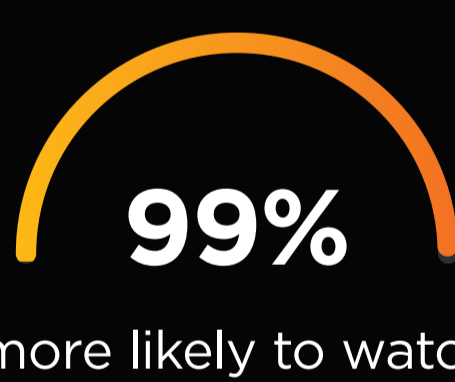
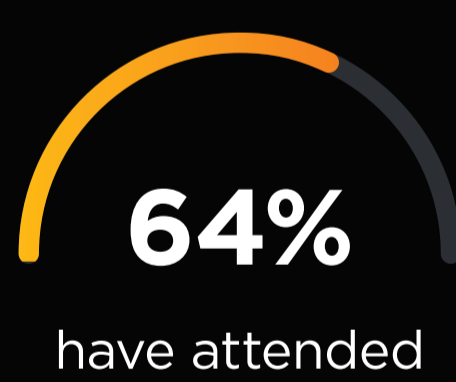
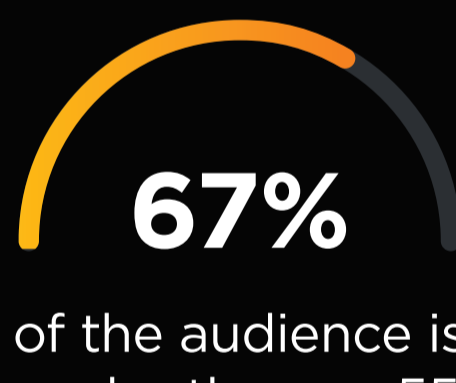


NFL on Cable

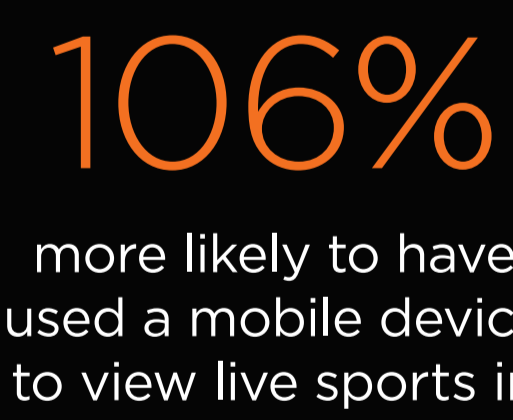
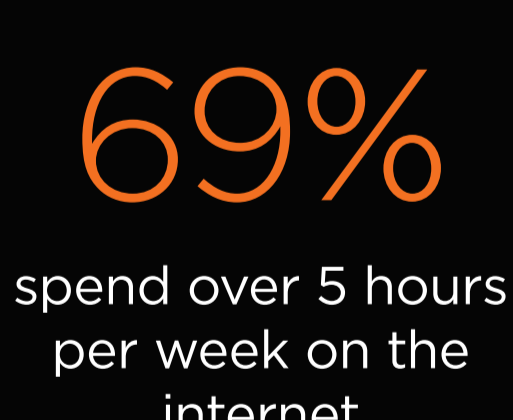
The 2019-2020 NFL Season reached over **133 million** people on cable alone.³

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|------------------------------|-----------------------|-------------------------|-------------------------|---|
| Our Coverage Includes | Monday Night Football | Thursday Night Football | Monday Night Countdown | Sunday NFL Countdown |
| NFL Draft | NFL Pre-Season | NFL Pro Bowl | NFL Playoff's Wild Card | Extensive NFL studio programming and more |

Who's Watching Football⁴



Football Fans are watching on all screens⁴



Sources: 1. Nielsen Npower, Calendar Year 2019, NFL vs All Sports Event Viewership, Broadcast and Cable Included. 2. Adage: NFL Games Account for Nearly Three Quarters of Years Top Broadcasts, 1/8/20 3. Nielsen Npower, Live+SD, Total reach of 2019-2020 NFL Season on ESPN and NFL Network, Persons 2+. 4. Scarborough USA+ (Jan18-May19): Adults that have watched NFL Regular Season of Playoffs on Cable in the past year.