

THE NFL

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



Breaking News

Former Fox Sports commentators Joe Buck and Troy Aikman move to Monday Night Football on ESPN this season. The all-star duo Aikman and Buck are the biggest commentators in the business, calling NFL games with each other for over two decades.

NFL Reaches Engaged Audience

21%

of total sports impressions were delivered by NFL¹

10X

more impressions per TV spot for NFL programming¹

#1

2021, NFL was the #1 sport for impression delivery across Effectv campaigns¹

65M

In the 2021 - 2022 season, over **65 million** cable households were reached by NFL²

Get to Know NFL Heavy Viewers³

+11%

more likely to have HH income o \$125K+

+14%

more likely to have a bachelor degree

115%

more likely to be a heavy sports viewer

78%

are homeowners

NFL Viewers are Heavy Sports Fans³



+173% more likely to be heavy College Football viewers



+147% more likely to be heavy MLB Viewers



+168% more likely to be heavy NBA Viewers



+109% more likely to be heavy PGA Viewers

NFL Viewers are Heavy Sports Fans³

ESPN

19 Games*

NFL NETWORK

7 Games*

7 days a week, 24 hours a day, 365 days a year, fans turn to NFL Network for everything NFL

Source: 1. Comcast Internal Analysis of Sports Ad Exposure, January - December 2021. 2. Nielsen Npower, Live, Total household reach of 2021-2022 NFL Season on Cable. 3. Comcast Aggregated Data matched with Experian, Polk, &/or L2. Heavy NFL Viewer, Full footprint. Accessed March 2022.