

# THE NFL

## Are you ready for some football?

The NFL season is still months away. But the hype of the NFL doesn't just start in September; it's happening 365 days a year. Just take a look at a few exciting moments that happened in the off-season.



**Tom “the GOAT” Brady** spent 20 years of his career with the **New England Patriots**, playing in nine Super Bowls and winning six. But in a stunning off-season move, he will be taking his talents to the Tampa Bay Buccaneers.



The league and the Players Association have come to a new collective bargaining agreement. It includes **expanding the playoffs from 12 to 14 games**, expanding the regular season from 16 games to 17, and cutting one preseason game. More quality football for the fans!



The Oakland Raiders became the **Las Vegas Raiders on January 22, 2020** and are scheduled to relocate to the Las Vegas metropolitan area prior to the season, becoming the first NFL team to be based in the state of Nevada.

## BUT WHEN THE SEASON STARTS, IT'S ALL ABOUT THE RATINGS

### NFL Dominates Sports Viewing

The NFL accounted for 24% of all sports viewing on TV in 2019.<sup>1</sup>

### NFL Makes up Top Telecasts

NFL games accounted for 41 of 2019's top 50 broadcasts, or 81% of the most-watched programs on TV.<sup>2</sup>

### NFL on Cable

The 2019-2020 NFL season reached over 133 million people on cable alone.<sup>3</sup>

1-Source: 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 the Year's Top 100 Broadcasts. 1/8/20

3-Source: Nielsen Npower. Live+SD. Total reach of 2019-2020 NFL Season on ESPN and NFL Network. Persons 2+.

The NFL delivers the highest ratings on the greatest stage in sports. And it's not just about following your favorite team - it's about watching all the games and all the expert analysis leading up to the games.

**Our Coverage Includes:**

- NFL Preseason
- Monday Night Football
- Monday Night Countdown
- Thursday Night Football
- Sunday NFL Countdown
- NFL Draft
- NFL Playoffs Wild Card Game
- NFL Pro Bowl
- Extensive NFL studio programming, and more

**Football Fans are watching on all screens**

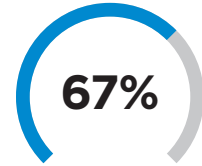


**69%**  
spend over 5 hours per week on the internet



**69%**  
more likely to have used video on demand in the past 30 days

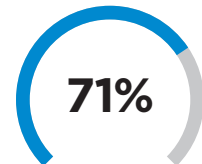
**Who's Watching Football<sup>4</sup>**



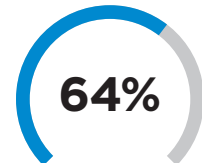
of the audience is under the age 55



of viewers are female



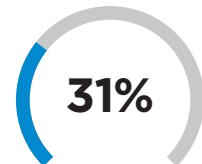
watch 10+ hours of TV per week



have attended college



more likely to watch sports on TV



more likely to have HH income of 100K+

4-Source: Scarborough USA+ (Jan18 - May19); Adults that have watched NFL Regular Season or Playoffs on Cable in the past year.