

Fast Facts



What you need to know about new & emerging trends, platforms or technology

After Further Review ...Ready For It? Examining NFL's 2023 Season Viewership Growth





The NFL delivers a high-impact, high-reach, communal viewing experience across TV

The 2023 NFL season proved that there is an unabated hunger for people to gather for several hours to watch live sports broadcasts across linear TV and streaming video platforms. These popular communal experiences continue to be at the epicenter of culture and have brought in new audiences of all ages and genders.

Marketers can capitalize on this growth to reach deeply engaged audiences in this trusted, highly produced, brand-safe content across premium platforms.

With high cross-platform viewership across all audience demographics, including diverse segments, the adoption of modern measurement solutions is also crucial to ensure an accurate counting of audiences for marketers' video campaigns.

Viewership Analysis: 2023 NFL Signature Primetime Series

([TNF streaming](#) and [SNF / MNF linear TV only](#) viewership)



Includes two-market local broadcast



includes Universo & Telemundo simulcasts



includes ABC, ESPN2 and ESPN Deportes simulcasts

▶ **NFL Weeks 'Under Review':** 2-11 & 13-15*

▶ **Data Stream:** Nielsen panel (currency)

**Under Review' NFL Weeks 2-11 & 13-15 represent weeks where each primetime game (TNF, SNF and MNF) had games on the matching day of the week in primetime (i.e., Sunday Night Football on Sunday) and was comparable year over year vs 2022 with matching games in similar weeks.

2023 broke records for the NFL as long-time fans and new audiences huddled together to enjoy the communal experience of live sports on TV

The Athletic

11/21/2023

Eagles-Chiefs is most-watched game of 2023 NFL season, largest MNF draw in 27 years

VARIETY

9/26/2023

Taylor Swift Appearance Boosts NFL Sunday Ratings to 24.3 Million Viewers

DEADLINE

1/13/2024

NFL Ratings: How Tough Games, Non-Traditional Telecasts & Taylor Swift Helped Score League's Best Regular Season Audience In Years

SVG NEWS
SPORTS VIDEO GROUP

11/21/2023

Ratings Roundup: 100 Million Fans Tune Into Monday Night Football, Viewership Up +15% YoY

AWFUL ANNOUNCING

11/10/2023

NFL viewership surging to highest level since 2015, all media partners seeing increases

y!sports

1/5/2024

NFL dominated TV again in 2023 with record-setting year among top 100 most-watched programs

MORNING CONSULT

1/31/2024

The NFL Is More Popular Among Young Women Than Ever

THE WALL STREET JOURNAL

10/8/2023

Thanks to Taylor Swift, Dads and Daughters Are Finally Watching Football Together

FORTUNE

1/10/2024

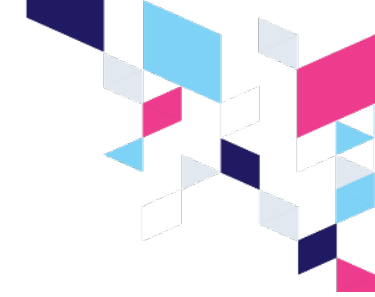
THE NFL IS EATING TV AS ITS RATINGS SOAR 7% TO THE SECOND-HIGHEST EVER, AVERAGING 17.9 MILLION HOMES

PRO FOOTBALL TALK

11/28/2023

NFL says 2023 was most-watched Thanksgiving ever, average viewership of 34.1 million

Fast Facts: Understanding the key factors of audience growth for 2023 NFL primetime games



1

NFL viewership saw **double-digit growth** across linear TV and streaming as more viewers tuned in to watch from inside, and outside, their home

2

Weekly reach increased across all three nights as fans habitually watched these live NFL games together with family and friends

3

Viewers were **consistently engaged** as they tuned in to the weekly NFL primetime games across the three premium platforms

4

The 'event-like' atmosphere of live primetime NFL games **drove double-digit growth across all key demographics**

5

The '**Swiftie Effect**' is real and the hype around Taylor Swift attending Chiefs games drew female audiences to the live NFL broadcasts

6

Increased female viewership extended beyond Chiefs games with the audience **growing by nearly one-third across the NFL season**

7

Matchups matter and competitive games, like divisional rivals and playoff bound matchups, create popular communal viewing experiences

8

Live sports, like primetime NFL games, **delivers audiences of all ages** collectively across linear TV and streaming

9

NFL primetime games on Spanish-language networks **creates a cultural connection** across both linear TV and streaming

10

Modern measurement solutions show viewership lifts against panel only data on average, especially among Spanish-language networks

1

NFL viewership saw double-digit growth across linear TV and streaming as more viewers tuned in to watch from inside, and outside, their home

▶ MNF viewership growth was partially driven by more weeks of simulcast coverage on ABC and ESPN vs. 2022 (3 vs. 12 games)

P2+ Average Audience (Weekly Average, Per Min) 2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



2023 Season:	<u>12.1 MM</u>	<u>19.7 MM</u>	<u>19.2 MM</u>
2022 Season:	9.7 MM	17.8 MM	13.6 MM
YoY Difference:	+2.4 MM (+25%)	+2.0 MM (+11%)	+5.6 MM (+42%)

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD, P2+, Panel data](#). **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

2

Weekly reach increased across all three nights as fans habitually watched these live NFL games together with family and friends

Average Weekly P2+ Reach

2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



2023 Season:	20.2 MM	38.0 MM	39.7 MM
2022 Season:	16.2 MM	35.9 MM	28.6 MM
YoY Difference:	+4.0 MM (+25%)	+2.1 MM (+6%)	+11.1 MM (+39%)

Source: VAB analysis of Nielsen R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, Live+SD, P2+, Panel data. **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

3

Viewers were **consistently engaged** as they tuned in to the weekly NFL primetime games across the three premium platforms

Average Weekly Minutes Viewed Per Viewer (P2+)
2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



2023 Season:	82.7 (mins)	75.7 (mins)	81.1 (mins)
2022 Season:	83.8 (mins)	72.6 (mins)	74.9 (mins)
YoY Difference:	-1.0 (-1%)	+3.1 (+4%)	+6.2 (+8%)

Source: VAB analysis of Nielsen R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, Live+SD, P2+, Panel data. **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See appendix for schedule and single game details.

4

The 'event-like' atmosphere of live primetime NFL games drove double-digit growth across all key demographics

Average Audience (Weekly Average, Per Min)
2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



P18-34	2.5 MM (+15% YoY)	2.8 MM (+16% YoY)	2.6 MM (+26% YoY)
P18-49	5.7 MM (+18% YoY)	7.1 MM (+10% YoY)	6.6 MM (+28% YoY)
P25-54	6.1 MM (+20% YoY)	8.0 MM (+10% YoY)	7.6 MM (+30% YoY)

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD, P18-34, P18-49 & P25-54, Panel data](#). **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

5

The ‘Swiftie Effect’ is real and the hype around Taylor Swift attending Chiefs games drew female audiences to the live NFL broadcasts

► Social media buzz and press coverage drove Taylor Swift fans to tune into NFL games with the Kansas City Chiefs and Travis Kelce

Weekly Average Viewership

2023 Comparable ‘Standalone NFL Primetime’ Games across TNF, SNF and MNF

	Average <i>(excl. Chiefs Games)</i>	KC Chiefs Games*	% Difference
Females 2+			
Reach:	12.3 MM	14.3 MM	+17%
Average Audience: (Per Min)	5.6 MM	7.5 MM	+33%
Females 18-49			
Reach:	4.0 MM	4.5 MM	+12%
Average Audience: (Per Min)	2.1 MM	2.6 MM	+25%

Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD_F2+ & F18-49_Panel data](#). **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details. *Note - Chiefs NFL night games in this analysis include: Oct. 12 (Week 6, TNF), Nov. 20 (Week 11, MNF), Dec. 3 (Week 13, SNF) and Dec. 18 (Week 15, MNF).

6

Increased female viewership extended beyond Chiefs games with the audience **growing by nearly one-third across the NFL season**

Female 2+ - Weekly Average Viewership Per Game

2023 vs 2022 Comparable 'Standalone NFL Primetime' Games **averaged across** TNF, SNF and MNF

Average Audience

(Per Min)



5.9 MM

+29%

vs. 2022

Reach



12.5 MM

+26%

vs. 2022

Weekly Time Viewed

(aggregated average)



4.5 MM Hours

+35%

vs. 2022

Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD, F2+, Panel data](#). **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

7 Matchups matter and competitive games, like divisional rivals and playoff bound matchups, create popular communal viewing experiences

% Change in Average Audience (Per Min)
2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



Week 6

Week 9

Week 5

Week 14

Week 6

Week 11

AFC West divisional showdown



+57%

Lift in average audience YoY

Competitive game with a 20-16 final score



+48%

Lift in average audience YoY

Conference matchup of top ranked teams



+55%

Lift in average audience YoY

AFC vs NFC matchup of playoff bound teams



+54%

Lift in average audience YoY

Cross-conference game with star players



+63%

Lift in average audience YoY

AFC vs NFC matchup of playoff bound teams



+156%

Lift in average audience YoY

[Click here to see the appendix for more information on an individual game basis](#)

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD_P2+_Panel data](#). NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming. NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. See [appendix](#) for schedule and single game details.

8

Live sports, like primetime NFL games, delivers audiences of all ages collectively across linear TV and streaming

Average Audience Composition % (Weekly Average)
2023 vs 2022 Comparable 'Standalone NFL Primetime' Games



P2-17	6%	4%	6%
P18-24	5%	4%	4%
P18-34	20%	14%	14%
P18-49	47%	37%	34%
P25-54	50%	41%	39%
P50+	47%	59%	60%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, Live+SD, Panel data. **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

9

NFL primetime games on Spanish-language networks **creates a cultural connection** across both linear TV and streaming

Average Weekly Reach on Spanish Language Channels 2023 vs. 2022 Comparable 'Standalone NFL Primetime' Games



(Amazon in Spanish)



(Universo & Telemundo)



(ESPN Deportes)

P2+

34.6K

196.2K

176.6K

P18-49

16.1K

73.4K

82.2K

Source: VAB analysis of Nielsen R&F Program Report, Sunday Night Football (Universo & Telemundo), Monday Night Football (ESPN Deportes) and Thursday Night Football (Amazon Spanish), excludes pre- & post-game shows, Live+SD, P2+ & P18-49, Panel data. **Universo and ESPN Deportes linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). Note: Telemundo simulcast included for NFL week 5.

10

Modern measurement solutions show viewership lifts against panel only data on average, especially among Spanish-language networks

Impact of Nielsen's Modern Measurement Solutions vs. 'Panel Only' Data 2023 season (based on comparable game analysis)



+9%

Lift in TNF viewership with the **inclusion of Amazon's first-party data** over panel only data, on average



+3%

Lift in SNF viewership with **Nielsen's Big Data** measurement over panel only data, on average



+2%

Lift in MNF viewership with **Nielsen's Big Data** measurement over panel only data, on average

TNF on **Amazon in Spanish** /
SNF on **Universo & Telemundo** /
MNF on **ESPN Deportes**

+58%

Lift in Spanish-language broadcast viewership with **Nielsen's Big Data** measurement over panel only data, on average

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, Live+SD_P18-34_P18-49 & P25-54_Panel data & Big data: TNF (Panel+ Amazon First-Party Data) & SNF/MNF (Panel+ STB/ACR). **NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

Key Marketer Takeaways

- ▶ NFL primetime viewership grew significantly in total audience and key demographics across premium video platforms, both streaming and linear, as engaged viewers gathered to enjoy the popular communal experience of watching football
- ▶ While the 'Taylor Swift Effect' is real, female audiences were already up at the beginning of the NFL season - and continued to grow throughout - which created more opportunities for marketers across categories to reach targeted audiences beyond males
- ▶ Modern measurement solutions, supported by 'big data' and first-party data integration, is an important evolution in the ability to provide more accurate audience counts, especially for diverse segments

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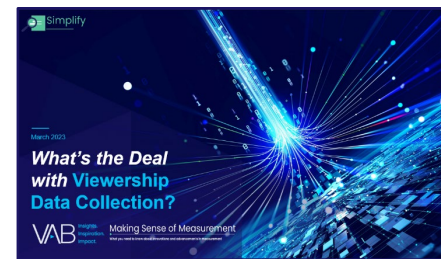
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asking about TV measurement.



What's the Deal with Viewership Data Collection?



What's the Deal with What's Next In Measurement?



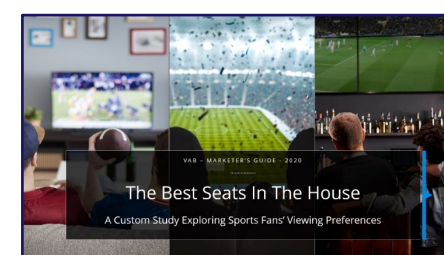
A League of Their Own
Exploring the Rising Popularity
of Women's Sports



What's the Spread? – 2022 Season
Understanding the impact of streaming
exclusivity on NFL viewership



The Best Seats In The House
Recreating The Gameday Sports
Experience At Home



The Best Seats In the House
A Custom Study Exploring Sports Fans'
Viewing Preferences

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Appendix:

NFL Primetime Game Schedule and Weekly Analysis



NFL Comparable Primetime Games – 2023 Schedule

2023 Comparable ‘Standalone NFL Primetime’ Games Schedule

NFL Week	Thursday Night Football on Prime Video	Sunday Night Football on NBC	Monday Night Football on ESPN/ABC
Week 2	Sep. 14 – Vikings (28) @ Eagles (34)	Sep. 17 – Dolphins (24) @ Patriots (17)	Sep. 18 – Browns (22) @ Steelers (26)
Week 3	Sep. 21 – Giants (12) @ 49ers (30)	Sep. 24 – Steelers (23) @ Raiders (18)	Sep. 25 – Eagles (25) @ Buccaneers (11)
Week 4	Sep. 28 – Lions (34) @ Packers (20)	Oct. 1 – Chiefs (23) @ Jets (20)	Oct. 2 – Seahawks (24) @ Giants (3)
Week 5	Oct. 5 – Bears (40) @ Commanders (20)	Oct. 8 – Cowboys (10) @ 49ers (42)	Oct. 9 – Packers (13) @ Raiders (17)
Week 6	Oct. 12 – Broncos (8) @ Chiefs (19)	Oct. 15 – Giants (9) @ Bills (14)	Oct. 16 – Cowboys (20) @ Chargers (17)
Week 7	Oct. 19 – Jaguars (31) @ Saints (24)	Oct. 22 – Dolphins (17) @ Eagles (31)	Oct. 23 – 49ers (17) @ Vikings (22)
Week 8	Oct. 26 – Buccaneers (18) @ Bills (24)	Oct. 29 – Bears (13) @ Chargers (30)	Oct. 30 – Raiders (14) @ Lions (26)
Week 9	Nov. 2 – Titans (16) @ Steelers (20)	Nov. 5 – Bills (18) @ Bengals (24)	Nov. 6 – Chargers (27) @ Jets (6)
Week 10	Nov. 9 – Panthers (13) @ Bears (16)	Nov. 12 – Jets (12) @ Raiders (16)	Nov. 13 – Broncos (24) @ Bills (22)
Week 11	Nov. 16 – Bengals (20) @ Ravens (34)	Nov. 19 – Vikings (20) @ Broncos (21)	Nov. 20 – Eagles (21) @ Chiefs (17)
Week 13	Nov. 30 – Seahawks (35) @ Cowboys (41)	Dec. 3 – Chiefs (19) @ Packers (27)	Dec. 4 – Bengals (34) @ Jaguars (31)
Week 14	Dec. 7 – Patriots (21) @ Steelers (18)	Dec. 10 – Eagles (13) @ Cowboys (33)	Dec. 11 – Titans (28) @ Dolphins (27)
Week 15	Dec. 14 – Chargers (21) @ Raiders (63)	Dec. 17 – Ravens (23) @ Cowboys (7)	Dec. 18 – Chiefs (27) @ Patriots (17)

Source: NFL – 2023 Season Schedules

2023 NFL Night Games – 13-Week individual game comparison

2023 NFL Night Games – Comparable Games

Game	Average Minute Audience (000)			Reach (000)		
	Amazon Thursday Night Football	NBC* Sunday Night Football	ESPN/ABC** Monday Night Football	Amazon Thursday Night Football	NBC* Sunday Night Football	ESPN/ABC** Monday Night Football
Week 2	15,059	17,898	22,385	22,358	35,457	42,557
Week 3	13,924	19,277	22,748	22,116	37,410	42,142
Week 4	13,487	24,880	16,621	21,136	44,862	37,520
Week 5	11,719	24,641	17,432	19,190	42,091	38,063
Week 6	13,836	16,724	19,726	21,427	36,371	41,219
Week 7	9,795	20,649	18,646	17,227	38,771	38,725
Week 8	11,377	15,758	15,226	19,163	35,320	36,798
Week 9	11,651	18,380	14,535	19,643	36,152	34,406
Week 10	9,566	15,661	17,733	17,665	33,080	37,718
Week 11	12,986	18,494	29,026	22,318	35,741	49,259
Week 13	15,270	23,623	16,476	24,581	42,205	37,242
Week 14	10,717	24,238	19,707	19,032	44,600	41,048
Week 15	7,984	16,343	19,407	16,747	32,312	39,415
13-Game Average	12,105	19,736	19,205	20,200	38,029	39,701

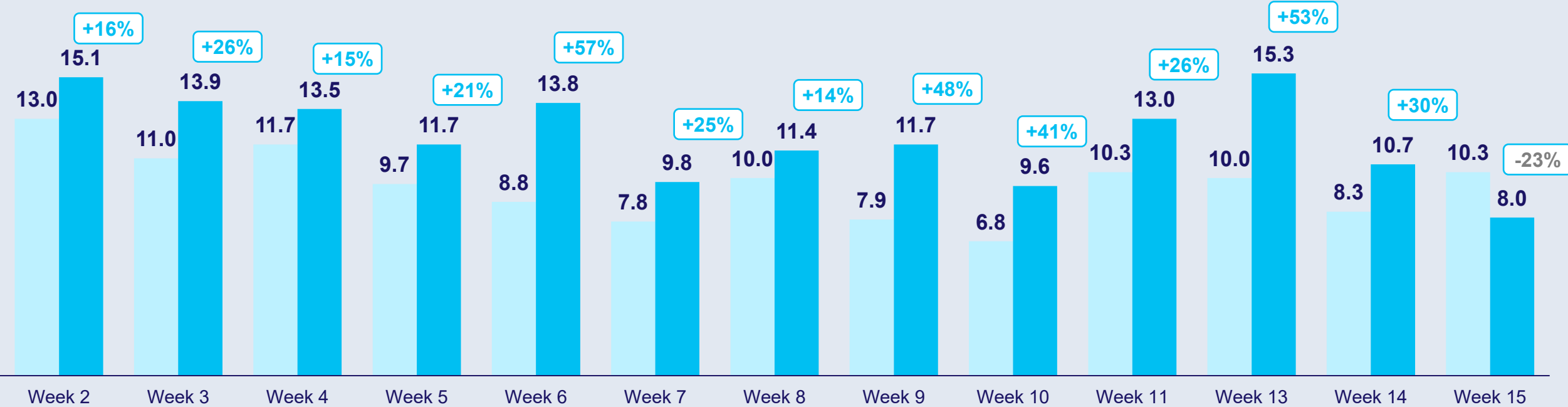
Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC) and Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD_P2+_Panel_data](#). NBC, Universo, Telemundo, ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming. The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

Average **TNF** viewership on Amazon Prime is up **+25%** from 2022 with viewership **up over 50%** in weeks 6 and 13

Average Audience (Per Min) in MM - NFL Thursday Night Football

2022 vs. 2023 Comparable 'Thursday Night' Games

2022 2023



Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, Live+SD_P2+_Panel data. The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). See appendix for schedule and single game details.

2022 vs. 2023: Thursday Night Football Comparison (Amazon Prime Video)

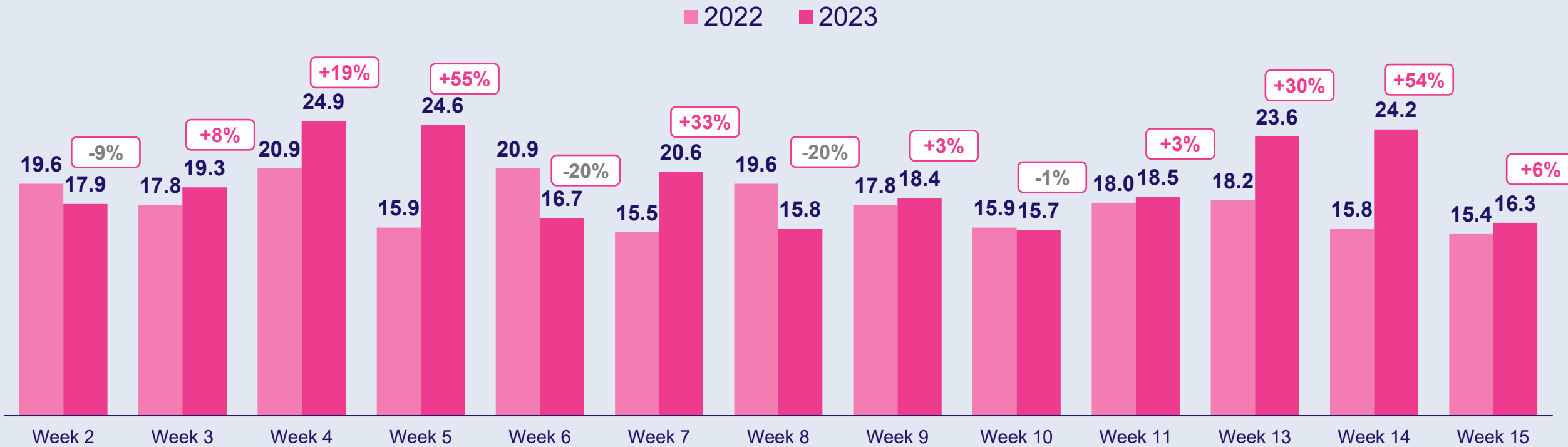
2022 vs. 2023: NFL Thursday Night Football Comparison

Game	Matchup	Average Minute Audience (000)			Reach (000)		
		2022	2023	YoY Change %	2022	2023	YoY Change %
Week 2 (9/14/23)	Vikings @ Eagles / (9/15/22) Chargers @ Chiefs	13,035	15,059	+16%	18,996	22,358	+18%
Week 3 (9/21/23)	Giants @ 49ers / (9/22/22) Steelers @ Browns	11,032	13,924	+26%	17,613	22,116	+26%
Week 4 (9/28/23)	Lions @ Packers / (9/29/22) Dolphins @ Bengals	11,725	13,487	+15%	18,384	21,136	+15%
Week 5 (10/5/23)	Bears @ Commanders / (10/6/22) Colts @ Broncos	9,701	11,719	+21%	17,713	19,190	+8%
Week 6 (10/12/23)	Broncos @ Chiefs / (10/13/22) Commanders @ Bears	8,786	13,836	+57%	15,831	21,427	+35%
Week 7 (10/19/23)	Jaguars @ Saints / (10/20/22) Saints @ Cardinals	7,829	9,795	+25%	14,087	17,227	+22%
Week 8 (10/26/23)	Buccaneers @ Bills / (10/27/22) Ravens @ Buccaneers	10,014	11,377	+14%	17,270	19,163	+11%
Week 9 (11/2/23)	Titans @ Steelers / (11/3/22) Eagles @ Texans	7,859	11,651	+48%	14,285	19,643	+38%
Week 10 (11/9/23)	Panthers @ Bears / (11/10/22) Falcons @ Panthers	6,804	9,566	+41%	12,742	17,665	+39%
Week 11 (11/16/23)	Bengals @ Ravens / (11/17/22) Titans @ Packers	10,323	12,986	+26%	16,815	22,318	+33%
Week 13 (11/30/23)	Seahawks @ Cowboys / (12/1/22) Bills @ Patriots	9,973	15,270	+53%	16,426	24,581	+50%
Week 14 (12/7/23)	Patriots @ Steelers / (12/8/22) Raiders @ Rams	8,265	10,717	+30%	14,458	19,032	+32%
Week 15 (12/14/23)	Chargers @ Raiders / (12/15/22) 49ers @ Seahawks	10,314	7,984	-23%	16,231	16,747	+3%
Average		9,666	12,105	+25%	16,219	20,200	+25%

Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Thursday Night Football (Amazon (incl. local broadcast for in-game markets only)), excludes pre- & post-game shows, [Live+SD_P2+_Panel_data](#). The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). See [appendix](#) for schedule and single game details.

SNF viewership is up **+11%** in 2023 with multiple weeks of **season-high viewing** throughout the season compared to 2022

Average Audience (Per Min) in MM - NFL Sunday Night Football
2022 vs. 2023 Comparable 'Sunday Night' Games



Source: VAB analysis of Nielsen Ratings Analysis Program Report, Sunday Night Football (NBC, Universo, Telemundo), excludes pre- & post-game shows, Live+SD, P2+, Panel data. **NBC, Universo, Telemundo reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. See [appendix](#) for schedule and single game details.

2022 vs. 2023: Sunday Night Football Comparison (NBC)

2022 vs. 2023: NFL Sunday Night Football Comparison

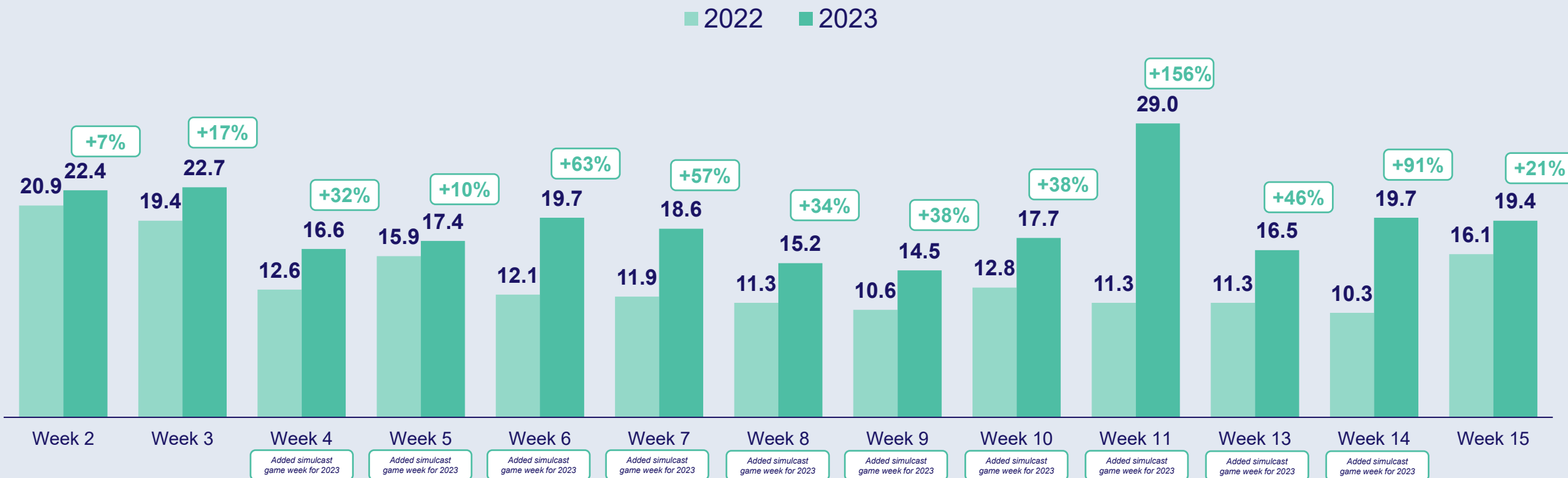
Game	Matchup	Average Minute Audience (000)			Reach (000)		
		2022	2023	YoY Change %	2022	2023	YoY Change %
Week 2 (9/17/23)	Dolphins @ Patriots / (9/18/22) Bears @ Packers	19,571	17,898	-9%	35,624	35,457	+0%
Week 3 (9/24/23)	Steelers @ Raiders / (9/25/22) 49ers @ Broncos	17,836	19,277	+8%	35,473	37,410	+5%
Week 4 (10/1/23)	Chiefs @ Jets / (10/2/22) Chiefs @ Buccaneers	20,878	24,880	+19%	39,855	44,862	+13%
Week 5 (10/8/23)	Cowboys @ 49ers / (10/9/22) Bengals @ Ravens	15,897	24,641	+55%	33,795	42,091	+25%
Week 6 (10/15/23)	Giants @ Bills / (10/16/22) Cowboys @ Eagles	20,874	16,724	-20%	41,582	36,371	-13%
Week 7 (10/22/23)	Dolphins @ Eagles / (10/23/22) Steelers @ Dolphins	15,543	20,649	+33%	33,881	38,771	+14%
Week 8 (10/29/23)	Bears @ Chargers / (10/30/22) Packers @ Bills	19,633	15,758	-20%	38,962	35,320	-9%
Week 9 (11/5/23)	Bills @ Bengals / (11/6/22) Titans @ Chiefs	17,759	18,380	+3%	37,069	36,152	-2%
Week 10 (11/12/23)	Jets @ Raiders / (11/13/22) Chargers @ 49ers	15,878	15,661	-1%	32,911	33,080	+1%
Week 11 (11/19/23)	Vikings @ Broncos / (11/20/22) Bengals @ Steelers	17,951	18,494	+3%	35,416	35,741	+1%
Week 13 (12/3/23)	Chiefs @ Packers / (12/4/22) Colts @ Cowboys	18,179	23,623	+30%	36,159	42,205	+17%
Week 14 (12/10/23)	Eagles @ Cowboys / (12/11/22) Chiefs @ Broncos	15,790	24,238	+54%	33,968	44,600	+31%
Week 15 (12/17/23)	Ravens @ Cowboys / (12/18/22) Patriots @ Raiders	15,390	16,343	+6%	32,086	32,212	+1%
Average		17,783	19,736	+11%	35,906	38,029	+6%

Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Sunday Night Football (NBC, Universo, Telemundo), excludes pre- & post-game shows, Live+SD, P2+, Panel data. NBC, Universo, Telemundo reflects linear TV audience only and does not include audiences gained from their digital / app streaming. The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. See [appendix](#) for schedule and single game details.

MNF viewership is up +42% in 2023, led both by competitive matchups and an increased number of games simulcasted on ABC and ESPN

▶ Simulcasted games increased from 3 to 12 comparable games in 2023 creating more opportunity for marketers to reach their key audiences

Average Audience (Per Min) in MM - NFL Monday Night Football
2022 vs. 2023 Comparable 'Sunday Night' Games



Source: VAB analysis of Nielsen Ratings Analysis Program Report, Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC), excludes pre- & post-game shows, Live+SD, P2+, Panel data. **ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. MNF weeks 2, 3 and 14 include two matchups. See [appendix](#) for schedule and single game details.

2022 vs. 2023: Sunday Night Football Comparison (ESPN/ABC)

2022 vs. 2023: NFL Monday Night Football Comparison

Game	Matchup	Average Minute Audience (000)			Reach (000)		
		2022	2023	YoY Change %	2022	2023	YoY Change %
Week 2 (9/18/23)	Browns @ Steelers / (9/19/22) Broncos @ Seahawks	20,853	22,385	+7%	39,974	42,557	+6%
Week 3 (9/25/23)	Eagles @ Buccaneers / (9/26/22) Cowboys @ Giants	19,400	22,748	+17%	40,533	42,142	+4%
Week 4 (10/2/23)	Seahawks @ Giants* / (10/3/22) Rams @ 49ers	12,554	16,621	+32%	26,168	37,520	+43%
Week 5 (10/9/23)	Packers @ Raiders* / (10/10/22) Raiders @ Chiefs	15,888	17,432	+10%	29,909	38,063	+27%
Week 6 (10/16/23)	Cowboys @ Chargers* / (10/17/22) Broncos @ Chargers	12,119	19,726	+63%	26,323	41,219	+57%
Week 7 (10/23/23)	49ers @ Vikings* / (10/24/22) Bears @ Patriots	11,873	18,646	+57%	25,869	38,725	+50%
Week 8 (10/30/23)	Raiders @ Lions* / (11/1/22) Bengals @ Browns	11,335	15,226	+34%	25,671	36,798	+43%
Week 9 (11/6/23)	Chargers @ Jets* / (11/7/22) Ravens @ Saints	10,565	14,535	+38%	24,199	34,406	+42%
Week 10 (11/13/23)	Broncos @ Bills* / (11/14/22) Commanders @ Eagles	12,824	17,733	+38%	25,951	37,718	+45%
Week 11 (11/20/23)	Eagles @ Chiefs* / (11/21/22) 49ers @ Cardinals	11,321	29,026	+156%	24,449	49,259	+101%
Week 13 (12/4/23)	Bengals @ Jaguars* / (12/5/22) Saints @ Bucs	11,323	16,476	+46%	24,460	37,242	+52%
Week 14 (12/11/23)	Titans @ Dolphins* / (12/12/22) Patriots @ Cardinals	10,296	19,707	+91%	23,250	41,048	+77%
Week 15 (12/18/23)	Chiefs @ Patriots / (12/19/22) Rams @ Packers	16,063	19,407	+21%	35,423	39,415	+11%
Average		13,570	19,205	+42%	28,629	39,701	+43%

Source: VAB analysis of Nielsen Ratings Analysis and R&F Program Report, Monday Night Football (ESPN, ESPN2, ESPN Deportes, ABC), excludes pre- & post-game shows, Live+SD, P2+, Panel data. **ESPN, ESPN2, ESPN Deportes and ABC reflects linear TV audience only and does not include audiences gained from their digital / app streaming.** The 13 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 13-15 (excludes Thanksgiving weekend). ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data and reflects only ABC for week 14 (12/11/23) due to a staggered doubleheader that night when each game partially overlapped each other. See [appendix](#) for schedule and single game details. MNF weeks 2, 3 and 14 include two matchups. ***Note** – These games were simulcast on ESPN/ABC in 2023, but not in 2022.