

Fast Facts



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

Huddle Up!

A Look Inside the NFL's 2024 Season Viewership Evolution





The NFL creates an engaging, wide-reaching viewing experience across TV platforms

The 2024 NFL season experienced a continual shift in how games are offered and consumed, driven by the rising prominence of streaming platforms alongside linear TV. While **streaming expanded and increased its' viewership, broadcast and cable TV continued as the dominant platforms for primetime games.**

Advancements in interactive ad formats available across the three signature primetime series offer greater opportunities for marketers, particularly small and medium-sized businesses, to reach their target audience while boosting **brand awareness and engagement in transparent, brand-safe, premium, long-form environments.**

As the NFL media ecosystem continues to evolve, **modern measurement solutions** must follow suit to **ensure accurate representation** for all viewership occurring **across devices and among diverse audiences, both in and out of the home.**

Viewership Analysis: 2024 NFL Signature Primetime Series

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

based on comparable weeks YoY*



Includes two-market local broadcast



includes Universo & Telemundo simulcasts



includes ABC, ESPN2, ESPN+ and ESPN Deportes simulcasts

▶ **NFL Weeks 'Under Review': 2-11 & 14-15*** ▶ **Data Stream: Nielsen panel (currency)**

*Under Review' NFL Weeks 2-11 & 14-15 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 2023 with matching games in similar weeks.

In 2024, the ‘eventizing’ of the NFL continued through more cross-platform innovations as fans sought engaging, live sports experiences on TV

MediaPost 1/3/2025
Verizon To Bring First 'Super Bowl FanFest' To 30 NFL Cities

FRONT OFFICE SPORTS 10/21/2024
ESPN+ Exclusive NFL Game Adds Intrigue to Shifting 'MNF' Slate

ADWEEK 1/26/2025
Paramount Brings Live Shoppable Ads to the NFL Playoffs

NBC Sports 1/6/2025
VIKINGS-LIONS IN NFL #GAME272 POSTS LARGEST AUDIENCE FOR SUNDAY NIGHT FOOTBALL SEASON FINALE SINCE 2012, AVERAGING 28.5 MILLION VIEWERS ON NBC & PEACOCK

ADWEEK 12/6/2024
Amazon's Black Friday Game Scores Big for Advertisers
A 41% uptick in viewership leads to 30% more interactive ads from brands

AP 9/11/2024
NFL averaged 21 million viewers per game for opening week, its highest on record

SBJ SPORTS BUSINESS JOURNAL 1/6/2025
Nickelodeon, CBS Sports to produce SpongeBob-themed alt-cast for NFL Wild Card Game

MARKETING BREW 7/9/2024
Sports streaming fragmentation is a boon for advertisers

ADWEEK 12/9/2024
The Simpsons Provide a Perfectly Cromulent Way to Grow Monday Night Football Ad Revenue

Forbes 1/8/2025
NFL Games Accounted For 72 Of The 100 Most Watched Telecasts In 2024

Forbes 12/25/2024
Why Beyoncé's Halftime Show Is A Marketing Goldmine

NFL 12/3/2024
2024 Thanksgiving Day NFL games set viewership records

ESPN PRESS ROOM 11/12/2024
ESPN's Monday Night Football Approaching 100 Million Fans As Second Half of 2024-25 Season Gets Underway

MediaPost 1/14/2025
NFL Games On Amazon, Netflix Curtail Long-Standing Habit

DEADLINE 12/6/2024
Amazon Says NFL Black Friday Game's Interactive Ads Drew 10% Higher Customer Engagement Than Last Year's

Our viewership analysis is based on the 2024 season schedule of YoY comparable games across the three signature primetime series

► Note: TNF aired 9 divisional games, SNF aired 1 divisional game and MNF aired 2 divisional games in the 12-week comparable schedule

2024 Comparable '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.12 – Bills (31) @ Dolphins (10)*	Sep. 15 – Bears (13) @ Texans (19)	Sep. 16 – Falcons (22) @ Eagles (21)
Week 3	Sep. 19 – Patriots (3) @ Jets (24)*	Sep. 22 – Chiefs (22) @ Falcons (17)	Sep. 23 – Commanders (38) @ Bengals (33)
Week 4	Sep. 26 – Cowboys (20) @ Giants (15)*	Oct. 29 – Bills (10) @ Ravens (35)	Sep. 30 – Titans (31) @ Dolphins (12) Sep. 30 – Seahawks (29) @ Lions (42)
Week 5	Oct. 3 – Buccaneers (30) @ Falcons (36)*	Oct. 6 – Cowboys (20) @ Steelers (17)	Oct. 7 – Saints (13) @ Chiefs (26)
Week 6	Oct. 10 – 49ers (36) @ Seahawks (24)*	Oct. 13 – Bengals (17) @ Giants (7)	Oct. 14 – Bills (23) @ Jets (20)*
Week 7	Oct. 17 – Broncos (33) @ Saints (10)	Oct. 20 – Jets (15) @ Steelers (37)	Oct. 21 – Ravens (41) @ Buccaneers (31) Oct. 21 – Chargers (15) @ Cardinals (17)
Week 8	Oct. 24 – Vikings (20) @ Rams (30)	Oct. 27 – Cowboys (24) @ 49ers (30)	Oct. 28 – Giants (18) @ Steelers (26)
Week 9	Oct. 31 – Texans (13) @ Jets (21)	Nov. 3 – Colts (13) @ Vikings (21)	Nov. 4 – Buccaneers (24) @ Chiefs (30)
Week 10	Nov. 7 – Bengals (34) @ Ravens (35)*	Nov. 10 – Lions (26) @ Texans (23)	Nov. 11 – Dolphins (23) @ Rams (15)
Week 11	Nov. 14 – Commanders (18) @ Eagles (26)*	Nov. 17 – Colts (28) @ Jets (27)	Nov. 18 – Texans (34) @ Cowboys (10)
Week 14	Dec. 5 – Packers (31) @ Lions (34)*	Dec. 8 – Chargers (17) @ Chiefs (19)*	Dec. 9 – Bengals (27) @ Cowboys (20)
Week 15	Dec. 12 – Rams (12) @ 49ers (6)*	Dec. 15 – Packers (30) @ Seahawks (13)	Dec. 16 – Falcons (15) @ Raiders (9) Dec. 16 – Bears (12) @ Vikings (30)*

Source: NFL – 2024 Season Schedules. Note: * Indicates Divisional Game. Note: **Fast Facts 1 – 8 are based on this 12-week schedule**, Fast Facts 9 and 10 are based on additional insights from the 2024 NFL season including 'streaming exclusive' games.

Fast Facts: Understanding the key factors of audience evolution for 2024 NFL primetime games



1

NFL primetime games maintained their viewership dominance of TV and streaming, with some of the most popular programming in 2024

2

Weekly reach on streaming increased by double-digits while broadcast and cable TV consistently delivered the largest, mass audiences

3

Divisional matchups significantly increases viewership as fans flock to established rivalries that also tend to be more competitive games

4

Primetime NFL games deliver all ages across multiscreen TV platforms, which represents valuable audiences that brands can effectively target

5

Engagement is high among key audiences on both streaming and TV, allowing marketers to reach consumers across every platform

6

One-third of NFL primetime viewership is female, which enables brands to capitalize on this audience through sports-related content and events

7

Opportunities exist to further grow the Hispanic audience through Spanish-language networks, where brands can also expand their reach

8

Modern measurement solutions display significant lifts in reach versus panel-only data, particularly among Spanish-language networks

9

The NFL saw considerable streaming viewership growth as it expanded its footprint, but comparative audiences are still less than broadcast TV

10

Out-of-home viewing gives a sizeable boost to NFL ratings especially during holidays, which maximizes brand impact in key time periods

1

NFL primetime games maintained their viewership dominance of TV and streaming, with some of the most popular programming in 2024

▶ 44% of the games within our analysis ranked within the top 100 of all TV program telecasts during 2024*

P2+ Average Audience 2024 vs. 2023 Comparable 'NFL Primetime' Games



TNF aired 9 divisional games within the 12-week comparable schedule



SNF had the highest avg audience among all 3 primetime NFL series



ABC aired 4 more MNF games in 2023, both exclusively and with ESPN, to fill primetime gaps caused by the writer's strike

2024 Season:	13.5 MM	18.4 MM	17.1 MM
2023 Season:	11.8 MM	19.4 MM	19.4 MM
YoY Difference:	+1.6 MM (+14%)	-1.1 MM (-5%)	-2.3 MM (-12%)

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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (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. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). MNF week 7 includes exclusive game streamed on ESPN+. See [appendix](#) for schedule and single game details. *Nielsen, [Live+SD_P2+_Panel_data](#) 1/1/2024-12/31/2024; 44% represents 17 out of 39 games within our 12-week comparable games schedule analysis for 2024.

2

Weekly reach on streaming increased by double-digits while broadcast and cable TV consistently delivered the largest, mass audiences

Average Weekly P2+ Reach
2024 vs. 2023 Comparable 'NFL Primetime' Games



TNF aired 9 divisional games within the 12-week comparable schedule



SNF had the highest avg audience among all 3 primetime NFL series



ABC aired 4 more MNF games in 2023, both exclusively and with ESPN, to fill primetime gaps caused by the writer's strike

2024 Season:	22.9 MM	35.9 MM	35.3 MM
2023 Season:	19.8 MM	37.7 MM	39.9 MM
YoY Difference:	+3.1 MM (+15%)	-1.8 MM (-5%)	-4.6 MM (-12%)

Source: VAB analysis of Nielsen R&F Program Report, Sunday Night Football (Univision & Telemundo), Monday Night Football (ESPN Deportes) and Thursday Night Football (Amazon Spanish), excludes pre- & post-game shows, Live+SD_P2+_Panel_data. **Univision and ESPN Deportes linear TV audience only and does not include audiences gained from their digital / app streaming.** The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: MNF week 7 includes exclusive game streamed on ESPN+; Telemundo simulcast included for NFL week 8.

3

Divisional matchups significantly increases viewership as fans flock to established rivalries that also tend to be more competitive games

▶ Amazon's Thursday Night Football had a definitive advantage with nine divisional games within the 12-game comparable game analysis

Divisional Matchups P2+ Reach

2024 season (based on 12-game comparable analysis)



(9 Divisional Games)



(1 Divisional Game)



(2 Divisional Games)

Divisional Game Average	23.7M
Non – Divisional Game Average	20.6M 3.1M Difference
Divisional Game Variance	+15%

Divisional Game Average	39.1M
Non – Divisional Game Average	35.6M 3.5M Difference
Divisional Game Variance	+10%

Divisional Game Average	36.9M
Non – Divisional Game Average	35.0M 1.9M Difference
Divisional Game Variance	+6%

An **average +10% lift** in viewership for divisional games vs. non-divisional match ups across the three events

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+_Panel_data. **Universo and ESPN Deportes linear TV audience only and does not include audiences gained from their digital / app streaming.** The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: MNF week 7 includes exclusive game streamed on ESPN+; Telemundo simulcast included for NFL week 8. The average margin of victory for divisional matchups was 7.7 vs. 11.3 for non-divisional matchups with the analysis (almost a 4-point differential).

4

Primetime NFL games deliver all ages across multiscreen TV platforms, which represents valuable audiences that brands can effectively target

Estimated Median Age & Average Audience Composition % (Weekly Average)
2024 Comparable 'NFL Primetime' Games



Average Age	39.8	47.0	49.2
P2-17	6%	5%	5%
P18-34	20%	14%	14%
P18-49	46%	36%	35%
P25-54	51%	41%	41%
P55+	38%	50%	51%

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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (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. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). MNF week 7 includes exclusive game streamed on ESPN+. See appendix for schedule and single game details.

5

Engagement is high among key audiences on both streaming and TV, allowing marketers to reach consumers across every platform

“If you’re not buying or placing your campaigns across every platform that you can, you’re really not reaching 100% of viewership - whether it be for a particular program or a particular audience”

- Evan Adlman, EVP Commercial Sales & Rev Operations, AMC Networks Advertising Week New York 2024

Average Weekly Minutes Viewed Per Viewer
2024 vs 2023 Comparable ‘NFL Primetime’ Games



P2+	82.9 (+2% YoY)	74.9 (+1% YoY)	79.9 (-1% YoY)
P18-24	77.8 (-4% YoY)	80.4 (+6% YoY)	83.4 (+0% YoY)
P25-54	84.8 (+2% YoY)	80.5 (0% YoY)	86.8 (-1% YoY)
P55+	84.9 (+2% YoY)	72.4 (+2% YoY)	76.5 (-1% YoY)

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+_Panel data. Universo and ESPN Deportes linear TV audience only and does not include audiences gained from their digital / app streaming. The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: MNF week 7 includes exclusive game streamed on ESPN+; Telemundo simulcast included for NFL week 8.

6

One-third of NFL primetime viewership is female, which enables brands to capitalize on this audience through sports-related content and events

Female 2+ Average Audience & Audience Composition % 2024 Comparable 'NFL Primetime' Games



Female 2+
Avg Audience

4.3 MM

6.3 MM

5.7 MM

Female 2+
Avg Comp %

32%

35%

33%

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_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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (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. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). MNF week 7 includes exclusive game streamed on ESPN+ . See [appendix](#) for schedule and single game details.

7 Opportunities exist to further grow the Hispanic audience through Spanish-language networks, where brands can also expand their reach

Average Weekly Reach on Spanish Language Channels 2024 Comparable 'NFL Primetime' Games



(Amazon in Spanish)



(Universo & Telemundo)

SNF game on 10/27
Cowboys @ 49ers
aired on Telemundo and
Universo and reached
1.9M P2+ viewers



(ESPN Deportes)

P2+

29.9K

308.8K

138.3K

P18-49

12.9K

115.9K

55.6K

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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: MNF week 7 includes exclusive game streamed on ESPN+; Telemundo simulcast included for NFL week 8. Note: Excluding the SNF 10/27 game from the average weekly reach, Universo and Telemundo P2+: 162.6K P18-49: 65.5K

8

Modern measurement solutions display significant lifts in reach versus panel-only data, particularly among Spanish-language networks

Impact of Nielsen’s Modern Measurement Solutions vs. ‘Panel Only’ Data 2024 season (based on comparable game analysis)



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

+31%

Lift in TNF reach with the inclusion of Amazon’s first-party data over panel only data, on average

+9%

Lift in SNF reach with Nielsen’s Big Data measurement over panel only data, on average

+11%

Lift in MNF reach with Nielsen’s Big Data measurement over panel only data, on average

+73%

Lift in Spanish-language broadcast reach with Nielsen’s Big Data measurement over panel only data, on average

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+_Panel_data. **Universo and ESPN Deportes linear TV audience only and does not include audiences gained from their digital / app streaming.** The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: MNF week 7 includes exclusive game streamed on ESPN+; Telemundo simulcast included for NFL week 8

Additional insights from the signature
primetime series and 'streaming exclusive'
games during the 2024 NFL season



9

The NFL saw considerable streaming viewership growth as it expanded its footprint, but comparative audiences are still less than broadcast TV

▶ The two Netflix Christmas games delivered 4.5M less viewers (-16%), on average, than the games aired on broadcast TV the year prior

P2+ Average Audience (Weekly Average, Per Min) 2024 Exclusive Streaming Games vs. 2023 Comparable Games



Peacock Exclusive
9/6 Packers @ Eagles

14.0 MM

+91%
vs. 2023
12/23 Bills @ Chargers (Peacock)



Black Friday
11/29 Raiders @ Chiefs

13.5 MM

+41%
vs. 2023
11/24 Dolphins @ Jets (Amazon Prime)



Christmas
Chiefs @ Steelers
Ravens @ Texans

24.3 MM

-16%
vs. 2023
Raiders @ Chiefs (CBS)
Giants @ Eagles (Fox)

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Peacock Exclusive (Peacock Streaming Data), Black Friday (Amazon Prime (incl local broadcast for in-game markets only)), Christmas (Exclusive game on Netflix). Live+SD_P2+_Panel data. CBS and Fox reflects linear TV audience only and does not include audiences gained from their digital / app streaming. The comparable games reflect the same event or streaming service that aired NFL primetime games in 2023. The Christmas two games on Netflix is compared to the Christmas games that aired on linear TV in 2023 at the same daypart (afternoon games).

10

Out-of-home viewing gives a sizeable boost to NFL ratings especially during holidays, which maximizes brand impact in key time periods

▶ Additionally, the two 2024 NFL Christmas games on Netflix had a **+28% viewership contribution** on average, from out-of-home viewing

Out-of-Home Contribution to P2+ Average Audience 2024 Full Season 'NFL Primetime' Games (Weekly Average)



+10.0%

Average Viewership Contribution



Halloween
+10.6%



Black Friday
+20.4%



Day After Christmas
+13.9%



+9.8%

Average Viewership Contribution



Peacock Exclusive (9/6)
+16.3%



Thanksgiving
+27.6%



w/o Christmas
+10.7%



+6.5%

Average Viewership Contribution



Double Header (9/23)
+7.4%



w/o Christmas
+9.7%



New Years Eve
+8.5%

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 full season comparison reflect all weeks in the regular season (9/12-12/26 for TNF; 9/5 – 12/29 for SNF; 9/9 – 12/30 for MNF). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership and exclusive viewership on Peacock on 9/6). ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes); MNF week 7 includes exclusive game streamed on ESPN+. See [appendix](#) for schedule and single game details.

Key Marketer Takeaways

- ▶ Competitive matchups, which includes many long-established divisional rivalries, drive a +10% average viewership lift compared to non-divisional games, underscoring the importance of airing high-stakes games and providing marketers with opportunities to reach engaged audiences at scale
- ▶ The evolving primetime NFL media landscape, driven by cross-platform advancements and interactive ad formats, offers marketers of all sizes (including small and medium-sized businesses) the opportunity to reach diverse audiences, including women, across premium multiscreen TV platforms both in and out of the home
- ▶ As the NFL media ecosystem expands across platforms and viewing environments, modern measurement solutions are essential for accurate ratings and audience representation. Big data shows significant reach lifts over traditional panel-only methods, particularly for Spanish-language networks

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After Further Review
...Ready for it? Examining NFL's 2023 Season Viewership Growth



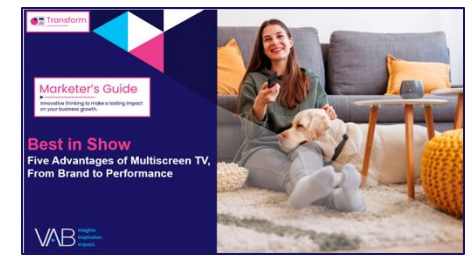
The Power of Premium Video
What it Means for Multiscreen TV and Why it Matters to Marketers



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



Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance



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

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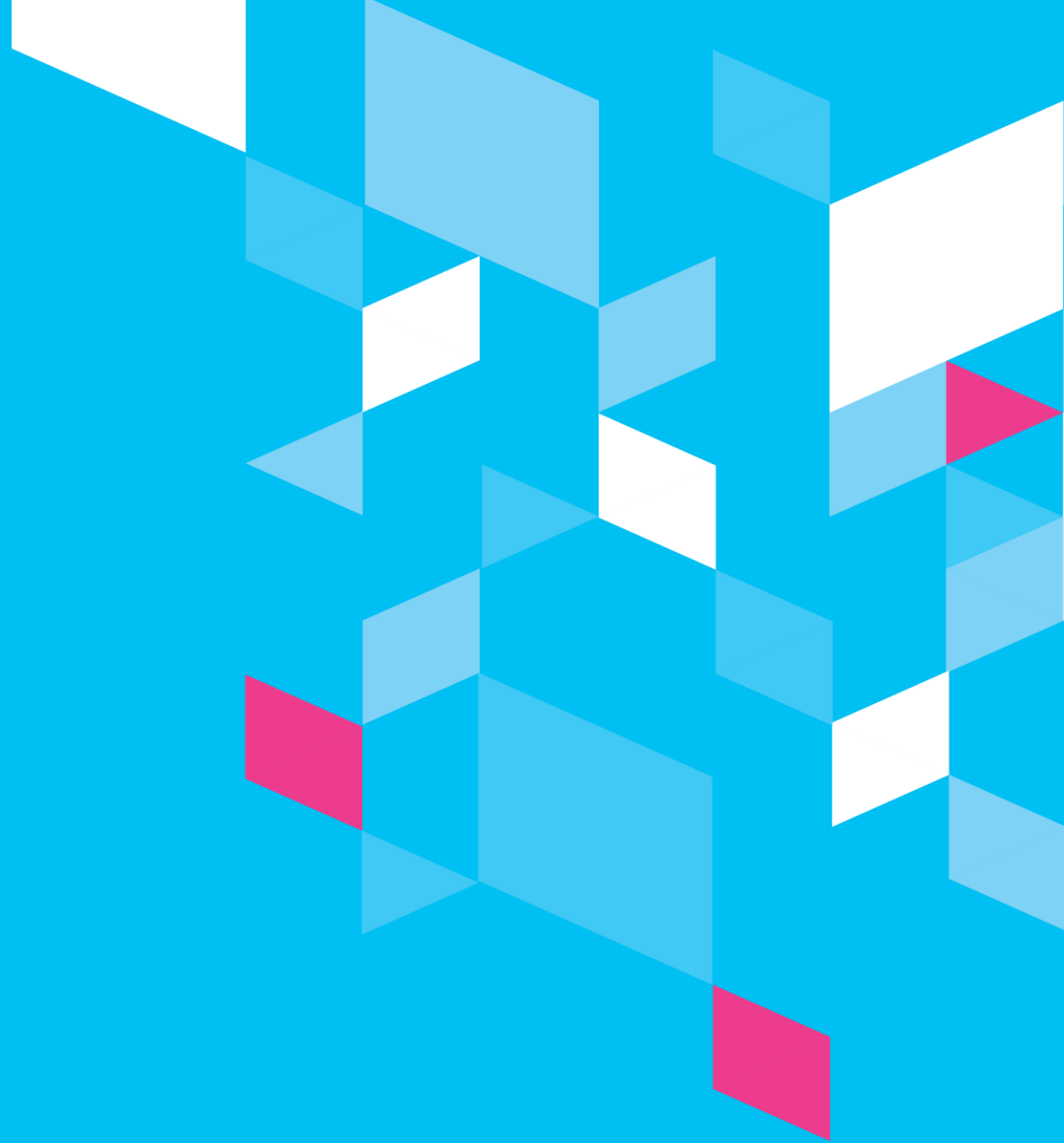
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Appendix:
NFL Primetime Weekly Analysis



2024 NFL Night Games – 12-Week individual game comparison

2024 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	14,965	18,044	15,041	24,335	34,761	27,705
Week 3	13,396	22,529	19,623	23,343	40,298	38,396
Week 4	16,233	20,040	20,679	26,164	36,215	40,156
Week 5	12,312	17,834	15,913	22,043	33,912	30,109
Week 6	13,183	15,448	17,270	21,650	31,944	36,312
Week 7	9,814	17,662	17,632	18,417	36,880	37,782
Week 8	12,617	22,110	13,359	21,819	40,991	33,941
Week 9	11,560	16,255	20,666	21,436	32,981	41,081
Week 10	13,638	17,443	12,154	23,750	35,930	24,463
Week 11	14,437	15,336	17,023	23,549	33,322	37,839
Week 14	17,307	20,745	18,690	26,722	39,098	38,466
Week 15	12,302	16,819	17,351	21,418	34,405	37,450
12-Game Average	13,480	18,355	17,117	22,887	35,890	35,316

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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (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. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). MNF Week 7 includes the exclusive game streamed on ESPN+.

2023 vs. 2024: Thursday Night Football Comparison (Amazon Prime Video)

2023 vs. 2024: NFL Thursday Night Football Comparison

Game	Matchup	Average Minute Audience (000)		
		2023	2024	YoY Change %
Week 2 (9/12/24)	Bills @ Dolphins / Vikings @ Eagles (9/14/23)	15,059	14,965	-1%
Week 3 (9/19/24)	Patriots @ Jets / Giants @ 49ers (9/21/23)	13,924	13,396	-4%
Week 4 (9/26/24)	Cowboys @ Giants / Lions @ Packers (9/28/23)	13,487	16,233	+20%
Week 5 (10/3/24)	Buccaneers @ Falcons / Bears @ Commanders (10/5/23)	11,719	12,312	+5%
Week 6 (10/10/24)	49ers @ Seahawks / Broncos @ Chiefs (10/12/23)	13,836	13,183	-5%
Week 7 (10/17/24)	Broncos @ Saints / Jaguars @ Saints (10/19/23)	9,794	9,814	0%
Week 8 (10/24/24)	Vikings @ Rams / Buccaneers @ Bills (10/26/23)	11,377	12,617	+11%
Week 9 (10/31/24)	Texans @ Jets / Titans @ Steelers (11/2/23)	11,651	11,560	-1%
Week 10 (11/7/24)	Bengals @ Ravens / Panthers @ Bears (11/9/23)	9,565	13,638	+43%
Week 11 (11/14/24)	Commanders @ Eagles / Bengals @ Ravens (11/16/23)	12,986	14,437	+11%
Week 14 (12/5/24)	Packers @ Lions / Patriots @ Steelers (12/7/23)	10,717	17,307	+61%
Week 15 (12/12/24)	Rams @ 49ers / Chargers @ Raiders (12/14/23)	7,983	12,302	+54%
Average		11,842	13,480	+14%

Reach (000)		
2023	2024	YoY Change %
22,358	24,335	+9%
22,116	23,343	+6%
21,136	26,164	+24%
19,190	22,043	+15%
21,427	21,650	+1%
17,227	18,417	+7%
19,163	21,819	+14%
19,643	21,436	+9%
17,665	23,750	+34%
22,318	23,549	+6%
19,032	26,722	+40%
16,747	21,418	+28%
19,835	22,887	+15%

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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). See [appendix](#) for schedule and single game details.

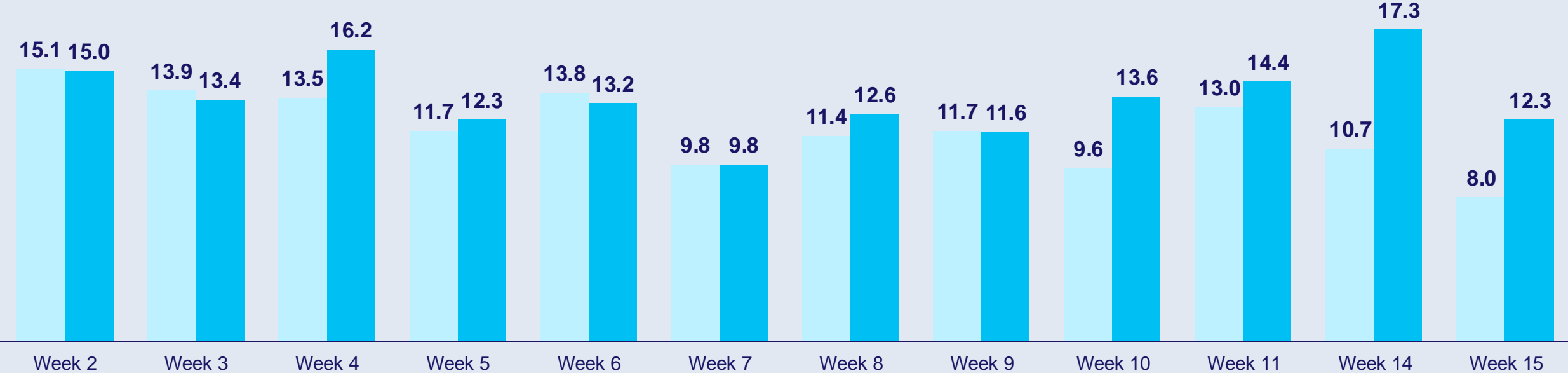
Amazon TNF: Primetime Weekly Analysis (comparable games YoY)

▶ Average viewership was up over 40% YoY in weeks 10, 14 and 15

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

2023 vs. 2024 Comparable 'Thursday Night' Games

2023 2024



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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). See [appendix](#) for schedule and single game details.

2023 vs. 2024: Sunday Night Football Comparison (NBCU)

2023 vs. 2024: NFL Sunday Night Football Comparison

Game	Matchup	Average Minute Audience (000)		
		2023	2024	YoY Change %
Week 2 (9/15/24)	Bears @ Texans / Dolphins @ Patriots (9/17/23)	17,898	18,044	+1%
Week 3 (9/22/24)	Chiefs @ Falcons / Steelers @ Raiders (9/24/23)	19,277	22,529	+17%
Week 4 (9/29/24)	Bills @ Ravens / Chiefs @ Jets (10/1/23)	24,880	20,040	-19%
Week 5 (10/6/24)	Cowboys @ Steelers / Cowboys @ 49ers (10/8/23)	24,461	17,834	-28%
Week 6 (10/13/24)	Bengals @ Giants / Giants @ Bills (10/15/23)	16,724	15,448	-8%
Week 7 (10/20/24)	Jets @ Steelers / Dolphins @ Eagles (10/22/23)	20,648	17,662	-14%
Week 8 (10/27/24)	Cowboys @ 49ers / Bears @ Chargers (10/29/23)	15,756	22,110	+40%
Week 9 (11/3/24)	Colts @ Vikings / Bills @ Bengals (11/5/23)	18,379	16,255	-12%
Week 10 (11/10/24)	Lions @ Texans / Jets @ Raiders (11/12/23)	15,660	17,443	+11%
Week 11 (11/17/24)	Colts @ Jets / Vikings @ Broncos (11/19/23)	18,493	15,336	-17%
Week 14 (12/8/24)	Chargers @ Chiefs / Eagles @ Cowboys (12/10/23)	24,237	20,745	-14%
Week 15 (12/15/24)	Packers @ Seahawks / Ravens @ Jaguars (12/17/23)	16,342	16,819	+3%
Average		19,411	18,355	-5%

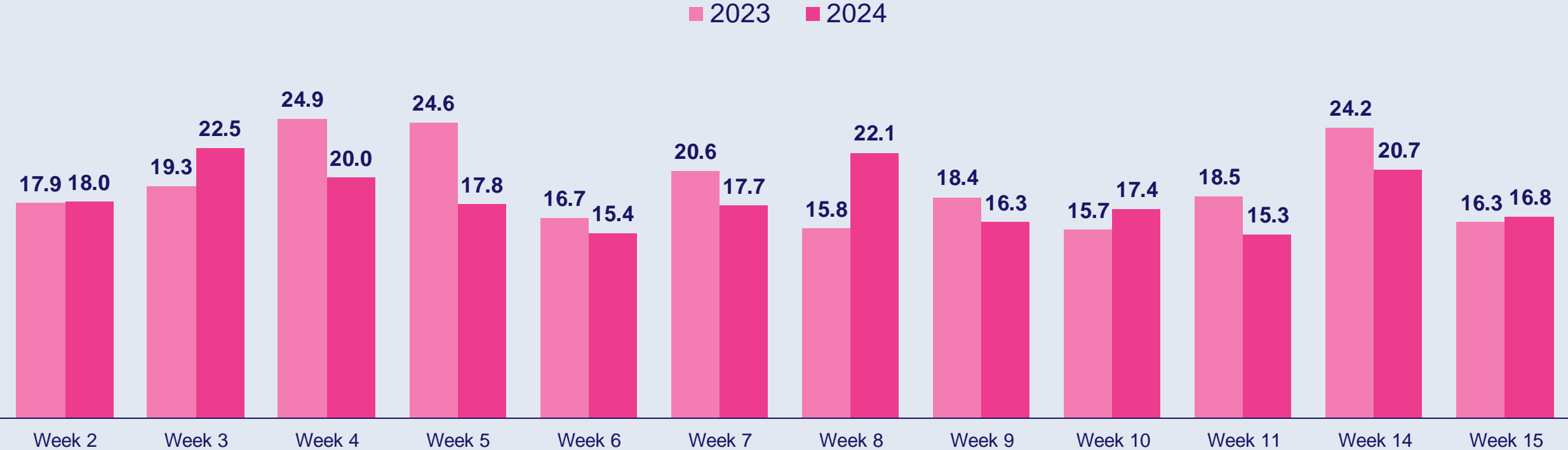
Reach (000)		
2023	2024	YoY Change %
35,457	34,761	-2%
37,410	40,298	+8%
44,862	36,215	-19%
42,091	33,912	-19%
36,371	31,944	-12%
38,771	36,880	-5%
35,320	40,991	+16%
36,152	32,981	-9%
33,080	35,930	+9%
35,741	33,322	-7%
44,600	39,098	-12%
32,312	34,405	+6%
37,681	35,890	-5%

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 & 14-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. See [appendix](#) for schedule and single game details.

NBCU SNF: Primetime Weekly Analysis (comparable games YoY)

▶ Average viewership experienced double-digit growth YoY in weeks 3, 8 and 10

Average Audience (Per Min) in MM - NFL Sunday Night Football
 2023 vs. 2024 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 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). NBC Sunday Night Football includes Universo and Telemundo simulcast viewership. See [appendix](#) for schedule and single game details.

2023 vs. 2024: Sunday Night Football Comparison (ESPN/ABC)

2023 vs. 2024: NFL Monday Night Football Comparison

Game	Matchup	Average Minute Audience (000)		
		2023	2024	YoY Change %
Week 2 (9/16/24)	Falcons @ Eagles / Saints @ Panthers (9/18/23)	22,385	15,041	-33%
Week 3 (9/23/24)	Jaguars @ Bills / DH: Eagles @ Buccaneers Rams @ Bengals (9/25/23)	22,748	19,623	-14%
Week 4 (9/30/24)	DH: Titans @ Dolphins Seahawks @ Lions / Seahawks @ Giants (10/2/23)	16,620	20,679	+24%
Week 5 (10/7/24)	Saints @ Chiefs / Packers @ Raiders (10/9/23)	17,431	15,913	-9%
Week 6 (10/14/24)	Bills @ Jets / Cowboys @ Chargers (10/16/23)	19,722	17,270	-12%
Week 7 (10/21/24)	DH: Ravens @ Buccaneers Chargers @ Cardinals / 49ers @ Vikings (10/23/23)	18,642	17,632	-5%
Week 8 (10/28/24)	Giants @ Steelers / Raiders @ Lions (10/30/23)	15,223	13,359	-12%
Week 9 (11/4/24)	Buccaneers @ Chiefs / Chargers @ Jets (11/6/23)	14,534	20,666	+42%
Week 10 (11/11/24)	Dolphins @ Rams / Broncos @ Bills (11/13/23)	17,728	12,154	-31%
Week 11 (11/18/24)	Texans @ Cowboys / Eagles @ Chiefs (11/20/23)	29,022	17,023	-41%
Week 14 (12/9/24)	Bengals @ Cowboys / DH: Titans @ Dolphins Packers @ Giants (12/11/23)	19,705	18,690	-5%
Week 15 (12/16/24)	Bears @ Vikings / Eagles @ Seahawks (12/18/23)	19,403	17,351	-11%
Average		19,430	17,117	-12%

Reach (000)		
2023	2024	YoY Change %
42,557	27,705	-35%
42,142	38,396	-9%
37,520	40,156	+7%
38,063	30,109	-21%
41,219	36,312	-12%
38,725	37,782	-2%
36,798	33,941	-8%
34,406	41,081	+19%
37,718	24,463	-35%
49,259	37,839	-23%
41,048	38,466	-6%
39,415	37,450	-5%
39,906	35,316	-12%

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** – excluding week 7 which includes the exclusive game streamed on ESPN+. The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). ESPN Monday Night Football includes ESPN2 and ESPN Deportes simulcast viewership. Note: ESPN MNF data also includes ABC simulcast data. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). See [appendix](#) for schedule and single game details.

ESPN/ABC MNF: Primetime Weekly Analysis (comparable games YoY)

▶ In 2023, ABC aired four more "MNF" games (9 in 2023 vs. 5 in 2024), both exclusively and with ESPN, to fill primetime gaps caused by the writer's strike

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

2023 vs. 2024 Comparable 'Monday Night' Games

■ 2023 ■ 2024



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** – excluding week 7 which includes the exclusive game streamed on ESPN+. The 12 comparable games reflect all weeks that have standalone NFL night game broadcasts across NFL weeks: 2-11 & 14-15 (excludes Thanksgiving weekend). Note: ESPN MNF data also includes ABC simulcast data. MNF weeks 3, 4 and 15 include two matchups on broadcast (ABC) and Cable (ESPN, ESPN2, ESPN Deportes). See [appendix](#) for schedule and single game details.