

Fast Facts



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

What's the Spread?

Examining Key Stats on Audience Growth From the 2025 NFL Season





NFL delivers a high-reach, engaging, communal viewing experience across TV platforms

The 2025 NFL season reinforced primetime football as **one of Premium Video’s most powerful environments, delivering massive viewership, real-time engagement and high-impact audiences** across streaming and linear TV.

As Thursday Night Football on Prime Video, Sunday Night Football on NBC and Monday Night Football across ESPN, ESPN2 and ABC all continued to grow, **NFL primetime served as a reliable engine for scale, with divisional rivalries and tightly contested matchups consistently delivering the biggest audience lifts, with strong co-viewing and out-of-home viewership** adding significant incremental reach.

With **Nielsen’s Big Data Plus Panel measurement** now the standard for audience currency, this year’s analysis also highlights how this methodological approach captures NFL total P2+ audience viewership in comparison to the legacy Panel Only measurement that was the currency-of-record in past years.

Viewership Analysis: 2025 NFL Signature Primetime Series

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



includes
ABC and ESPN2
broadcasts

▶ Data Stream: Nielsen Big Data Plus Panel (currency) & Panel Only

Beginning with opening kickoff, the 2025 NFL season powered a run of record-breaking viewership

SP 1/7/2026
Ratings roundup: NFL delivers second most-watched regular season on record

YB 10/23/2025
NFL Records Historic Rise in Viewership Through 7 Weeks of the 2025 Season

ADWEEK 9/4/2025
NFL Kicks Off Football Season With an AI-Generated Spectacle for Fans

NBC Sports 1/7/2026
NFL has highest regular-season viewership since 1989

USA TODAY 12/5/2025
Chiefs vs. Cowboys Thanksgiving game shatters NFL viewership record

ESPN 12/31/2025
Streamers Netflix, Amazon set NFL viewership records on Christmas

SBJ SPORTS BUSINESS JOURNAL 1/6/2026
NFL showing push toward streaming with Wild Card matchup on Prime Video

SVG 1/9/2026
Ratings Roundup: NFL Secures Its Second-Best Regular-Season Viewership on Record With Over 18 Million Viewers

Sports Illustrated 9/18/2025
NFL Reports Record-Breaking TV Ratings Through First Two Weeks of 2025 Season

THE U.S. Sun 1/7/2026
CBS Sports announces record-breaking NFL season with network outperforming rival broadcasts

Forbes 10/21/2025
Broadcast TV Gets Record Boost Thanks To Football's Return

NBC Sports 1/6/2026
RECORD-SETTING SEASON AS "SUNDAY NIGHT FOOTBALL" ON NBC AND PEA Cock AVERAGES 23.5 MILLION VIEWERS & PACES AS PRIMETIME'S #1 SHOW FOR UNPRECEDENTED 15TH CONSECUTIVE YEAR

ESPN PRESS ROOM 1/7/2026
ESPN's Monday Night Football records second-most-watched regular season in the company's 20-year history of airing the iconic franchise

yahoo!sports 1/6/2026
'Sunday Night Football' Sets Viewership Record Averaging 23.5 Million Viewers Across NBC & Peacock In 2025

Our viewership analysis is based on the full 2025 season schedule across the three signature primetime series vs. prior season

2025 'NFL Primetime' Regular Season Schedule

NFL Week	Thursday Night Football on Prime Video (16 games)	Sunday Night Football on NBC (21 games)	Monday Night Football on ESPN/ESPN2/ABC (22 games)
Week 1	N/A	Sep. 4 - Dallas Cowboys (20) @ Eagles (24)* Sep. 7 - Baltimore Ravens (40) @ Bills (41)*	Sep. 8 - Vikings (27) @ Bears (24)*
Week 2	Sep. 11 - Commanders (18) @ Packers (27)	Sep. 14 - Falcons (22) @ Vikings (6)	Sep. 15 - Buccaneers (20) @ Texans (19)* L.A. Chargers (20) @ Las Vegas Raiders (9)*
Week 3	Sep. 18 - Dolphins (21) @ Bills (31)*	Sep. 21 - Chiefs (22) @ Giants (9)	Sep. 22 - Lions (38) @ Ravens (30)
Week 4	Sep. 25 - Seahawks (23) @ Cardinals (20)*	Sep. 28 - Packers (40) @ Cowboys (40)*	Sep. 29 - Jets (21) @ Dolphins (27)* Broncos (28) @ Bengals (3)
Week 5	Oct. 2 - 49ers (26) @ Rams (23)*	Oct. 5 - Patriots (23) @ Bills (20)*	Oct. 6 - Chiefs (28) @ Jaguars (31)*
Week 6	Oct. 9 - Eagles (17) @ Giants (34)*	Oct. 12 - Lions (17) @ Chiefs (30)	Oct. 13 - Bills (14) @ Falcons (24) Bears (25) @ Commanders (24)*
Week 7	Oct. 16 - Steelers (31) @ Bengals (33)*	Oct. 19 - Falcons (10) @ 49ers (20)	Oct. 20 - Buccaneers (9) @ Lions (24) Texans (19) @ Seahawks (27)
Week 8	Oct. 23 - Vikings (10) @ Chargers (37)	Oct. 26 - Packers (35) @ - Steelers (25)	Oct. 27 - Commanders (7) @ Chiefs (28)
Week 9	Oct. 30 - Ravens (28) @ Dolphins (6)	Nov. 2 - Seahawks (38) @ Commanders (14)	Nov. 3 - Cardinals (27) @ Cowboys (17)
Week 10	Nov. 6 - Raiders (7) @ Broncos (10)*	Nov. 9 - Steelers (10) @ Chargers (25)	Nov. 10 - Eagles (10) @ Packers (7)*
Week 11	Nov. 13 - Jets (14) @ Patriots (27)*	Nov. 16 - Lions (9) @ Eagles (16)*	Nov. 17 - Cowboys (33) @ Raiders (16)
Week 12	Nov. 20 - Bills (19) @ Texans (23)*	Nov. 23 - Buccaneers (7) @ Rams (34)	Nov. 24 - Panthers (9) @ 49ers (20)
Week 13	Nov. 28 - Bears (24) @ Eagles (15)	Nov. 27 - Bengals (32) @ Ravens (14)* Nov. 30 - Broncos (27) @ Commanders (26)*	Dec. 1 - Giants (15) @ Patriots (33)
Week 14	Dec. 4 - Cowboys (30) @ Lions (44)	Dec. 7 - Texans (20) @ Chiefs (10)	Dec. 8 - Eagles (19) @ Chargers (22)*
Week 15	Dec. 11 - Falcons (29) @ Buccaneers (28)*	Dec. 14 - Vikings (34) @ Cowboys (26)	Dec. 15 - Dolphins (15) @ Steelers (28)
Week 16	Dec. 18 - Rams (37) @ Seahawks (38)	Dec. 21 - Patriots (28) @ Ravens (24)*	Dec. 22 - 49ers (48) @ Colts (27)
Week 17	Dec. 25 - Broncos (20) @ Chiefs (13)*	Dec. 27 - Ravens (41) @ Packers (24) Dec. 28 - Bears (38) @ 49ers (42)*	Dec. 29 - Rams (24) @ Falcons (27)*
Week 18	N/A	Jan. 4 - Ravens (24) @ Steelers (26)*	Jan. 3 - Seahawks (14) @ 49ers (16)*

Source: Prime Video schedule includes 'Black Friday' game on 11/28; NBC Sunday Night Football schedule includes season opener on Thursday night (9/4) & Thanksgiving night (11/27); see appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season. Note: * Indicates Divisional Game or Competitive Game (matches with final scores within 7 points or less).

Fast Facts: Understanding the viewing behaviors that fueled NFL audience growth in the 2025 season



1

Live NFL games are watched in real-time, reinforcing it as an effective environment that delivers unmatched immediacy and ad impact

2

NFL audiences were up across each signature primetime series in 2025 for both Big Data Plus Panel and Panel Only measurement

3

Big Data Plus Panel measurement increased audiences by mid-to-high single-digits in total across each signature primetime series versus Panel Only

4

According to Nielsen, Thursday night streaming games had a higher rate of co-viewing than primetime broadcast TV games

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Divisional matchups increase viewership by double-digits as fans are more likely to flock towards long-standing, established rivalries

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Competitive games consistently lift NFL audiences by double-digits, with the biggest boosts coming on Thursday and Sunday Night Football

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Primetime NFL games deliver high-value audiences in key buying demos across multiscreen TV platforms

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Out-of-home viewership of NFL games brings in younger audiences across all three signature primetime series

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Out-of-home viewership contributes double-digit lifts in total audience, especially among the highly elusive P18-34 demographic

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

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Broadcast TV telecasts, led by late-Sunday afternoon time slot, continue to be the most watched NFL games throughout the season

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Big Data Plus Panel measurement drives significant audience increases for Spanish language broadcast and cable TV networks

1

Live NFL games are watched in real-time, reinforcing it as an effective environment that delivers unmatched immediacy and ad impact

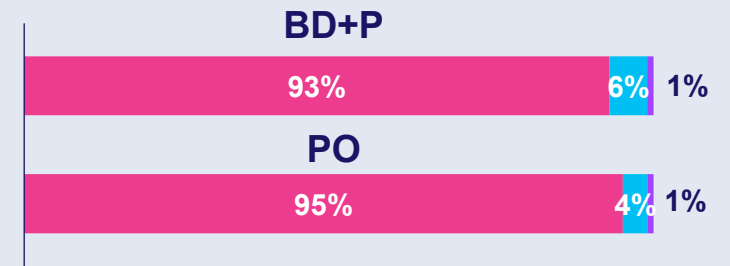
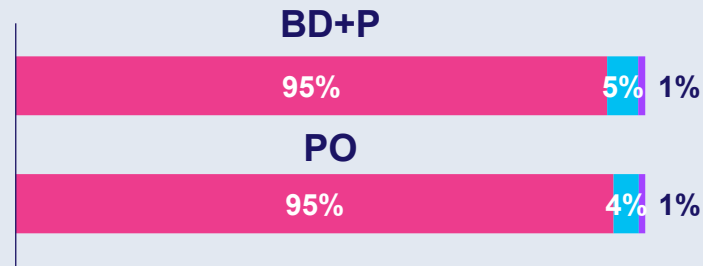
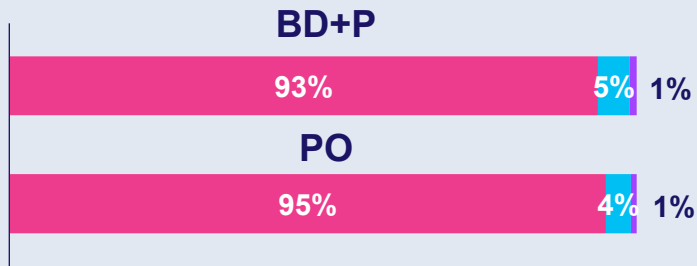
Viewership by Playback Period

2025 NFL Regular Season

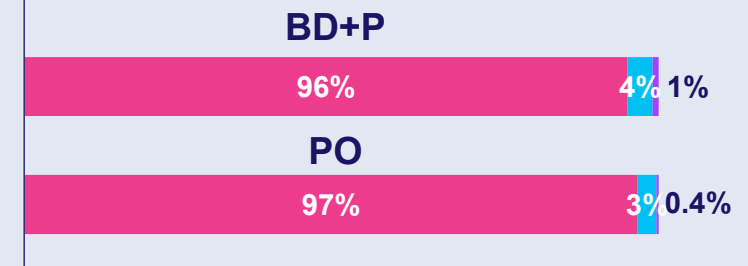
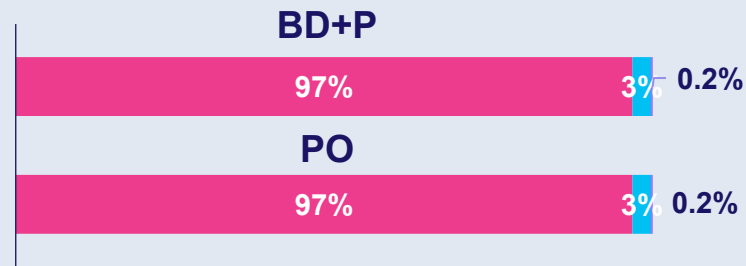
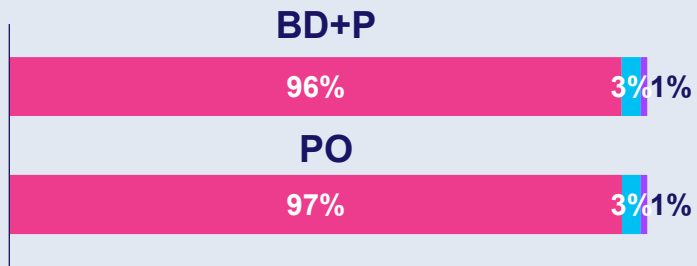
■ Live ■ Live+Same Day ■ Live+7



P2+



P18-34



Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel. 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings. Percentages may not add up to 100% due to rounding. For the purposes of this analysis, 'Live+Same Day' represents the difference in audience between Live & L+SD and 'Live+7' represents the difference in audience between L+SD & L+7.

2

NFL audiences were up across each signature primetime series in 2025 for both Big Data Plus Panel and Panel Only measurement

P2+ Average Audience (000)
2025 vs. 2024 NFL Regular Season



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



	<u>2024</u>	vs.	<u>2025</u>	<u>YoY Diff %</u>	<u>2024</u>	vs.	<u>2025</u>	<u>YoY Diff %</u>	<u>2024</u>	vs.	<u>2025</u>	<u>YoY Diff %</u>
Big Data + Panel	<u>14.2 MM</u>		<u>15.4 MM</u>	+8%	<u>20.4 MM</u>		<u>20.9 MM</u>	+2%	<u>15.1 MM</u>		<u>16.4 MM</u>	+9%
Panel Only	<u>13.2 MM</u>		<u>14.1 MM</u>	+7%	<u>19.1 MM</u>		<u>19.8 MM</u>	+4%	<u>14.2 MM</u>		<u>15.5 MM</u>	+10%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2024 regular season (9/5/24 – 1/5/25) & 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel. 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season.

3

Big Data Plus Panel measurement increased audiences by mid-to-high single-digits across each signature primetime series versus Panel Only

P2+ Average Audience (000)
2025 vs. 2024 NFL Regular Season



However, there were 8 ESPN2 & 1 ESPN games where PO was higher

	<u>BD+P</u>	vs.	<u>PO</u>	% Diff	<u>BD+P</u>	vs.	<u>PO</u>	% Diff	<u>BD+P</u>	vs.	<u>PO</u>	% Diff
2025 Season:	<u>15.4 MM</u>		<u>14.1 MM</u>	+9%	<u>20.9 MM</u>		<u>19.8 MM</u>	+6%	<u>16.4 MM</u>		<u>15.5 MM</u>	+5%
2024 Season:	14.2 MM		13.2 MM	+8%	20.4 MM		19.1 MM	+7%	15.1 MM		14.2 MM	+6%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2024 regular season (9/5/24 – 1/5/25) & 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season.

4

According to Nielsen, Thursday night streaming games had a higher rate of co-viewing than primetime broadcast TV games

P2+ VPVH* (Co-Viewing) 2025 vs. 2024 NFL Regular Season



	<u>BD+P</u>	vs.	<u>PO</u>	% Diff	<u>BD+P</u>	vs.	<u>PO</u>	% Diff	<u>BD+P</u>	vs.	<u>PO</u>	% Diff
2025 Season:	<u>1.772</u>		<u>1.804</u>	-2%	<u>1.588</u>		<u>1.614</u>	-2%	<u>1.551</u>		<u>1.566</u>	-1%
2024 Season:	1.670		1.698	-2%	1.526		1.548	-1%	1.496		1.512	-1%

Amazon TNF Diff vs.	2025 Season:	+11.5%	+11.8%	+14.2%	+15.2%
	2024 Season:	+9.4%	+9.7%	+11.6%	+12.3%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2024 regular season (9/5/24 – 1/5/25) & 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season. *VPVH = Viewers per Viewing Household.

5

Divisional matchups increase viewership by double-digits as fans are more likely to flock towards long-standing, established rivalries

P2+ Average Audience (000) 2025 NFL Regular Season



(10 Divisional Games)



(4 Divisional Game)



(4 Divisional Games)

	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>
Divisional Game Average:	<u>15.3 MM</u>		<u>14.0 MM</u>	+9%	<u>22.6 MM</u>		<u>21.8 MM</u>	+4%	<u>18.7 MM</u>		<u>17.9 MM</u>	+5%
Non-Divisional Game Average:	13.1 MM		12.6 MM	+4%	16.4 MM		15.6 MM	+5%	15.9 MM		15.0 MM	+6%
Divisional Game Diff:	+16%		+11%		+38%		+40%		+18%		+19%	

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings.

6

Competitive games consistently lift NFL audiences by double-digits, with the biggest boosts coming on Thursday and Sunday Night Football

P2+ Average Audience (000) 2025 NFL Regular Season



(8 Competitive Games)



(9 Competitive Games)



(9 Competitive Games)

	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>% Diff</u>
Competitive Game Avg:	15.2 MM		13.9 MM	+9%	21.4 MM		20.4 MM	+5%	17.9 MM		17.1 MM	+5%
Non-Competitive Game Avg:	11.2 MM		10.6 MM	+6%	12.4 MM		11.8 MM	+5%	15.4 MM		14.6 MM	+6%
Competitive Game Diff:	+36%		+32%		+73%		+73%		+16%		+17%	

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings. For the purposes of this analysis, competitive game matchups are defined as games with final scores within 7 points or less.

7

Primetime NFL games deliver high-value audiences in key buying demos across multiscreen TV platforms

Estimated Median Age & Average Audience Composition %
2025 NFL Regular Season



	<u>BD+P</u>	vs.	<u>PO</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>BD+P</u>	vs.	<u>PO</u>
Median Age	49		49	56		56	54		54
P2-17	7%		7%	6%		5%	5%		5%
P18-34	19%		19%	13%		13%	13%		14%
P18-49	44%		44%	33%		33%	33%		34%
P25-54	48%		48%	38%		38%	38%		39%
P55+	40%		40%	53%		52%	53%		52%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD; Updated Big Data Plus Panel data, National Panel data; median age is based on P2+. 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings.

8

Out-of-home viewership of NFL games brings in younger audiences across all three signature primetime series

Estimated Median Age: Total Viewership vs. Out-of-Home Viewership
2025 NFL Regular Season



	<u>BD+P</u>	vs.	<u>PO</u>	<u>BD+P</u>	vs.	<u>PO</u>	<u>BD+P</u>	vs.	<u>PO</u>
<u>Total Viewership</u> Median Age	49		49	56		56	55		54
<u>Out-of-Home</u> Median Age	44		44	44		43	45		45

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings.

9

Out-of-home viewership contributes double-digit lifts in total audience, especially among the highly elusive P18-34 demographic

▶ In 2025, per Nielsen, out-of-home measurement was expanded to 100% of the contiguous U.S. (up from an average 66% in 2024), capturing more NFL primetime viewing

Out of-Home Viewing % of Total Viewership 2025 vs. 2024 NFL Regular Season



	<u>2024</u>	vs.	<u>2025</u>	<u>YoY</u> <u>Diff %</u>	<u>2024</u>	vs.	<u>2025</u>	<u>YoY</u> <u>Diff %</u>	<u>2024</u>	vs.	<u>2025</u>	<u>YoY</u> <u>Diff %</u>
<u>BD+P</u>	P2+	9%	12%	+34%	7%	11%	+51%	6%	10%	+61%		
	P18-34	15%	19%	+29%	16%	24%	+49%	13%	21%	+61%		
<u>PO</u>	P2+	10%	13%	+32%	8%	12%	+50%	7%	11%	+64%		
	P18-34	16%	20%	+22%	18%	25%	+45%	14%	22%	+63%		

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2024 regular season (9/5/24 – 1/5/25) & 2025 regular season (9/4/25 – 1/4/26). NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season. Per Nielsen, OOH data should not be compared between the Big Data Plus Panel sample and National Panel Only sample due to differing methodologies (because Panel Only uses a Fusion methodology, this tends to overstate OOH contribution, particularly from the expanded PPM sample footprint).

10

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



Thanksgiving
(11/27)



Black Friday
(11/28)



Christmas
(12/25)

P2+ Average Audience (000)
2025 NFL 'Holiday' Games






	BD+P		vs.	PO		BD+P vs. PO
	Total AA	OOH %		Total AA	OOH %	Total AA Diff (%)
Fox (1:00p):	47.7 MM	43%		47.2 MM	45%	+1%
CBS (4:30p):	57.2 MM	45%		57.7 MM	48%	-1%
NBC (8:15p):	25.4 MM	33%		24.5 MM	35%	+4%
Prime Video (3p):	16.3 MM	24%		15.3 MM	27%	+7%
Netflix (1:00p):	19.9 MM	29%		19.1 MM	33%	+4%
Netflix (4:30p):	27.5 MM	34%		26.7 MM	38%	+3%
Prime Video (8:15p):	21.1 MM	25%		20.0 MM	29%	+5%

'Panel Only' was higher

Source: VAB analysis of Nielsen Ratings Analysis Program Report, excludes pre- & post-game shows. Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. CBS and NBC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. Fox includes Tubi. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings for each season. Total AA = total average audience.

Broadcast TV telecasts, led by late-Sunday afternoon time slot, continue to be the most watched NFL games throughout the season

P2+ Average Audience (000)
2025 NFL Regular Season

	<u>BD+P</u>	vs.	<u>PO</u>	<u>BD+P vs. PO AA Diff (%)</u>
 ©CBS NFL FOX NFL (Sunday 4pm games)	27.1 MM		26.2 MM	+3%
	20.9 MM		19.8 MM	+6%
 ©CBS NFL FOX NFL (Sunday 1pm games)	16.6 MM		16.3 MM	+2%
	16.4 MM		15.5 MM	+5%
	15.4 MM		14.1 MM	+9%

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video), Sunday Night Football (NBC), Monday Night Football (ESPN, ESPN2, ABC), NFL on Sunday afternoon (CBS / FOX), excludes pre- & post-game shows, Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). CBS, Fox, NBC, ESPN, ESPN2 and ABC reflect linear TV audience only and does not include audiences gained from their digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only. See appendix for a game-by-game breakout of ABC, ESPN, ESPN2 airings.

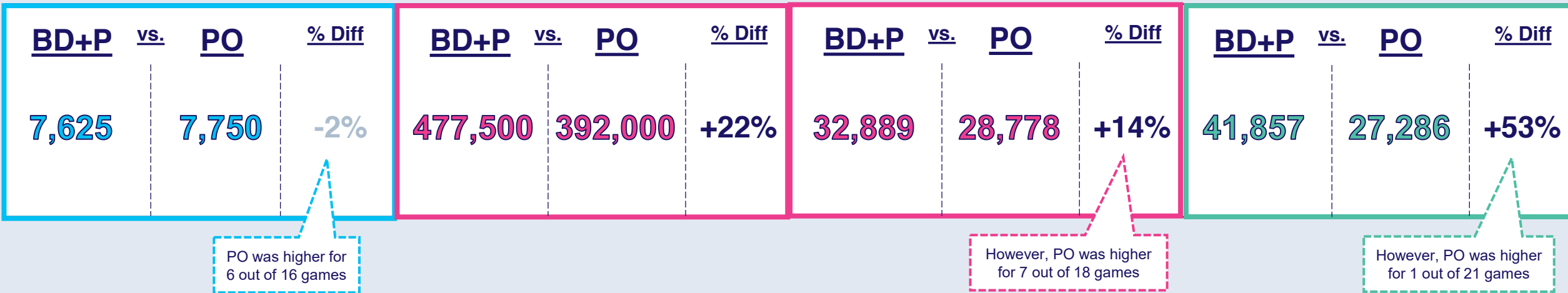
12

Big Data Plus Panel measurement drives significant audience increases for Spanish language broadcast and cable TV networks

P2+ Average Audience: Spanish Language Networks 2025 NFL Regular Season



Amazon Prime Video Spanish



Source: VAB analysis of Nielsen Ratings Analysis Program Report, Thursday Night Football (Amazon Prime Video Spanish), Sunday Night Football (Telemundo / Universo), Monday Night Football (ESPN Deportes), excludes pre- & post-game shows, Live+SD, P2+, Updated Big Data Plus Panel data, National Panel data. 2025 regular season (9/4/25 – 1/4/26). Telemundo, Universo and ESPN Deportes reflect linear TV audience only and does not include audiences gained from digital / streaming apps. 'BD+P' = Big Data Plus Panel, 'PO' = National Panel Only.

Key Marketer Takeaways

Note: For VAB members or qualified marketers, if you're interested in seeing any of this data cut across other age demographics (**P18-34**, **P18-49**, **P25-54**, **P55+**), please reach out to us [here](#).

- ▶ NFL primetime continues to deliver outsized, real-time impact, with audiences up year-over-year across all three signature primetime series, reinforcing live football as one of Premium Video's strongest drivers of reach & engagement
- ▶ Nielsen's Big Data Plus Panel measurement provided a further audience bump in the mid-to-high single digits vs. Panel Only, with much greater gains seen for Spanish-language TV networks
- ▶ Divisional rivalries and tightly contested games were key drivers of higher audience ratings across the three signature primetime series
- ▶ Out-of-home viewing, which skews towards younger audiences, adds substantial reach for live sporting events especially during key holiday periods

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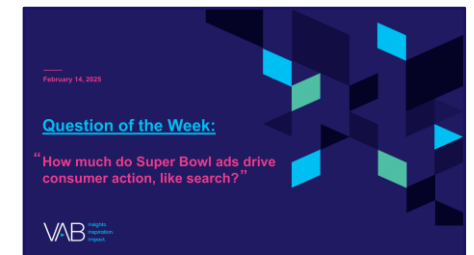
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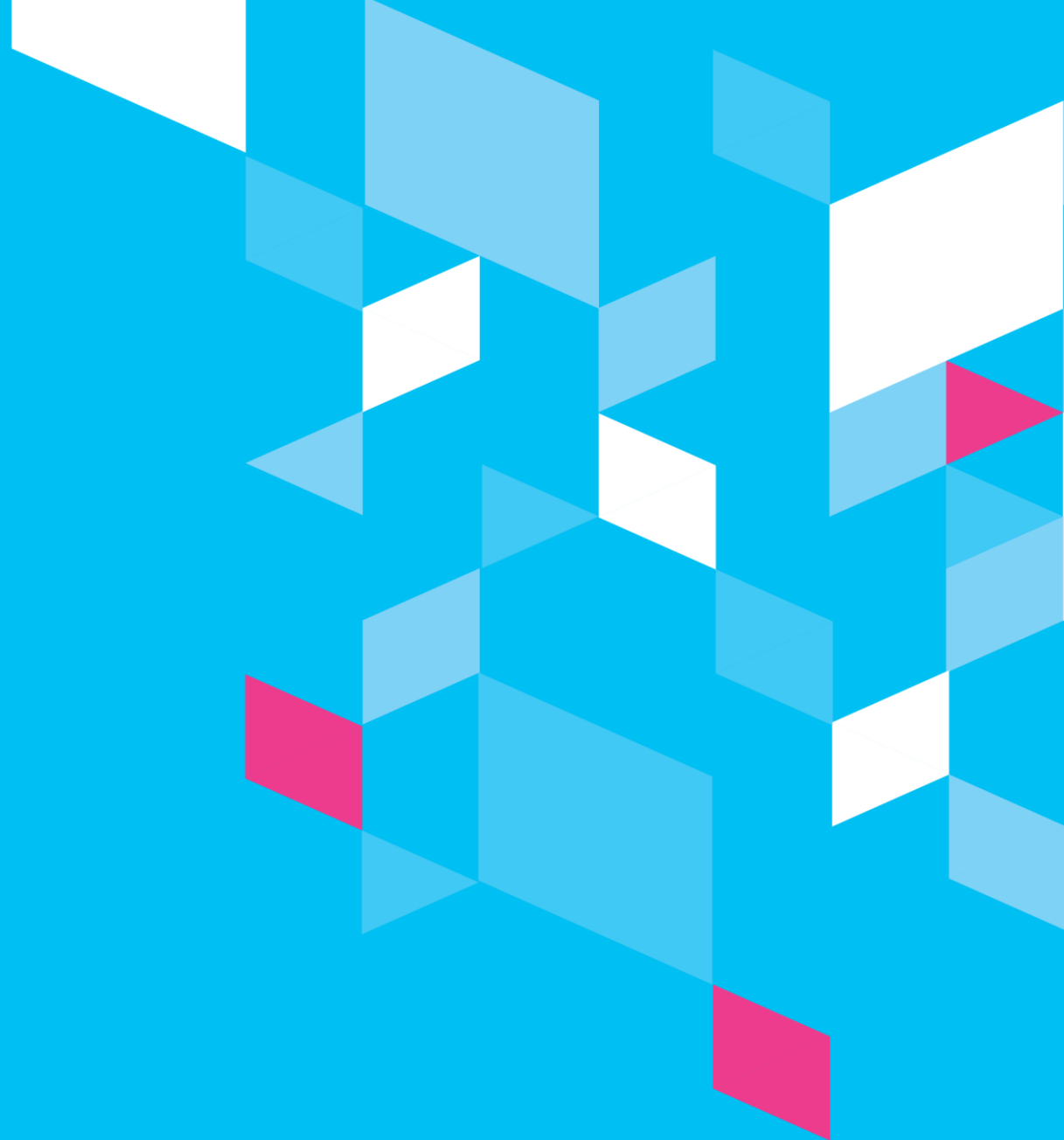
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Appendix



Game-by-game breakout of ABC, ESPN, ESPN2 airings for each season

2024 Regular Season Schedule

Broadcast Date	Day	Originator	Start Time
09/09/24	Monday	ABC, ESPN, ESPN2	8:13 PM
09/16/24	Monday	ESPN, ESPN2	8:11 PM
09/23/24	Monday	ESPN	7:27 PM
09/23/24	Monday	ABC	8:12 PM
09/30/24	Monday	ESPN	7:28 PM
09/30/24	Monday	ABC	8:12 PM
10/07/24	Monday	ESPN, ESPN2	8:12 PM
10/14/24	Monday	ABC, ESPN, ESPN2	8:13 PM
10/21/24	Monday	ESPN, ESPN2	8:12 PM
10/28/24	Monday	ABC, ESPN, ESPN2	8:12 PM
11/04/24	Monday	ABC, ESPN, ESPN2	8:12 PM
11/11/24	Monday	ESPN	8:16 PM
11/18/24	Monday	ABC, ESPN, ESPN2	8:13 PM
11/25/24	Monday	ABC, ESPN, ESPN2	8:13 PM
12/02/24	Monday	ESPN	8:12 PM
12/09/24	Monday	ESPN, ESPN2	8:12 PM
12/16/24	Monday	ABC	7:58 PM
12/16/24	Monday	ESPN	8:26 PM
12/23/24	Monday	ABC, ESPN	8:12 PM
12/30/24	Monday	ABC, ESPN	8:13 PM
01/04/25	Saturday	ABC, ESPN	4:32 PM
01/04/25	Saturday	ABC, ESPN	8:07 PM

2025 Regular Season Schedule

Broadcast Date	Day	Originator	Start Time
09/08/25	Monday	ABC, ESPN, ESPN2	8:15 PM
09/15/25	Monday	ABC, ESPN	7:00 PM
09/15/25	Monday	ESPN	10:01 PM
09/22/25	Monday	ABC, ESPN, ESPN2	8:15 PM
09/29/25	Monday	ESPN	7:11 PM
09/29/25	Monday	ABC	8:15 PM
10/06/25	Monday	ABC, ESPN, ESPN2	8:15 PM
10/13/25	Monday	ESPN	7:12 PM
10/13/25	Monday	ABC	8:15 PM
10/20/25	Monday	ABC, ESPN	7:00 PM
10/20/25	Monday	ESPN, ESPN2	10:21 PM
10/27/25	Monday	ABC, ESPN, ESPN2	8:15 PM
11/03/25	Monday	ABC, ESPN, ESPN2	8:15 PM
11/10/25	Monday	ABC, ESPN, ESPN2	8:15 PM
11/17/25	Monday	ABC, ESPN, ESPN2	8:16 PM
11/24/25	Monday	ESPN, ESPN2	8:15 PM
12/01/25	Monday	ESPN, ESPN2	8:15 PM
12/08/25	Monday	ABC, ESPN, ESPN2	8:15 PM
12/15/25	Monday	ESPN, ESPN2	8:15 PM
12/22/25	Monday	ABC, ESPN, ESPN2	8:16 PM
12/29/25	Monday	ESPN, ESPN2	8:15 PM
01/03/26	Saturday	ABC, ESPN	4:30 PM
01/03/26	Saturday	ABC, ESPN, ESPN2	8:07 PM

Source: VAB analysis of Nielsen Ratings Analysis Program Report, Monday Night Football (ESPN, ESPN2, ABC), excludes pre- & post-game shows. ESPN MNF data also includes ABC simulcast data. 2024 – 2025 Season: 22 Monday Night Football games total on Disney networks. 13 games include broadcast on ABC (10 ESPN games were simulcast on ABC; 3 games were exclusive to ABC). 3 weeks with Monday Night Football Doubleheaders across ABC & ESPN that partially overlapped (9/23, 9/30, 12/16). Includes Saturday afternoon doubleheader (ABC & ESPN) on 1/4. 2025 – 2026 Season: 23 Monday Night Football games total on Disney networks. 15 games include broadcast on ABC (13 ESPN games were simulcast on ABC; 2 games were exclusive to ABC). 4 weeks with Monday Night Football Doubleheaders across ABC & ESPN (2 overlapped: 9/29 & 10/13, 2 had staggered start times: 9/15 & 10/20). Includes Saturday afternoon doubleheader (ABC & ESPN) on 1/3.

Game-by-game breakout of divisional matchup games

2025 'NFL Primetime' Divisional Games Schedule (Regular Season)

NFL Week	Thursday Night Football on Prime Video (10 Divisional Games)	Sunday Night Football on NBC (4 Divisional Games)	Monday Night Football on ESPN/ESPN2/ABC (4 Divisional Games)
Week 1	N/A	Sep. 4 - Dallas Cowboys (20) @ Eagles (24)* Sep. 7 - Baltimore Ravens (40) @ Bills (41)*	Sep. 8 - Vikings (27) @ Bears (24)*
Week 2	Sep. 11 - Commanders (18) @ Packers (27)	Sep. 14 - Falcons (22) @ Vikings (6)	Sep. 15 - Buccaneers (20) @ Texans (19)* L.A. Chargers (20) @ Las Vegas Raiders (9)*
Week 3	Sep. 18 - Dolphins (21) @ Bills (31)*	Sep. 21 - Chiefs (22) @ Giants (9)	Sep. 22 - Lions (38) @ Ravens (30)
Week 4	Sep. 25 - Seahawks (23) @ Cardinals (20)*	Sep. 28 - Packers (40) @ Cowboys (40)*	Sep. 29 - Jets (21) @ Dolphins (27)* Broncos (28) @ Bengals (3)
Week 5	Oct. 2 - 49ers (26) @ Rams (23)*	Oct. 5 - Patriots (23) @ Bills (20)*	Oct. 6 - Chiefs (28) @ Jaguars (31)*
Week 6	Oct. 9 - Eagles (17) @ Giants (34)*	Oct. 12 - Lions (17) @ Chiefs (30)	Oct. 13 - Bills (14) @ Falcons (24) Bears (25) @ Commanders (24)*
Week 7	Oct. 16 - Steelers (31) @ Bengals (33)*	Oct. 19 - Falcons (10) @ 49ers (20)	Oct. 20 - Buccaneers (9) @ Lions (24) Texans (19) @ Seahawks (27)
Week 8	Oct. 23 - Vikings (10) @ Chargers (37)	Oct. 26 - Packers (35) @ - Steelers (25)	Oct. 27 - Commanders (7) @ Chiefs (28)
Week 9	Oct. 30 - Ravens (28) @ Dolphins (6)	Nov. 2 - Seahawks (38) @ Commanders (14)	Nov. 3 - Cardinals (27) @ Cowboys (17)
Week 10	Nov. 6 - Raiders (7) @ Broncos (10)*	Nov. 9 - Steelers (10) @ Chargers (25)	Nov. 10 - Eagles (10) @ Packers (7)*
Week 11	Nov. 13 - Jets (14) @ Patriots (27)*	Nov. 16 - Lions (9) @ Eagles (16)*	Nov. 17 - Cowboys (33) @ Raiders (16)
Week 12	Nov. 20 - Bills (19) @ Texans (23)*	Nov. 23 - Buccaneers (7) @ Rams (34)	Nov. 24 - Panthers (9) @ 49ers (20)
Week 13	Nov. 28 - Bears (24) @ Eagles (15)	Nov. 27 - Bengals (32) @ Ravens (14)* Nov. 30 - Broncos (27) @ Commanders (26)*	Dec. 1 - Giants (15) @ Patriots (33)
Week 14	Dec. 4 - Cowboys (30) @ Lions (44)	Dec. 7 - Texans (20) @ Chiefs (10)	Dec. 8 - Eagles (19) @ Chargers (22)*
Week 15	Dec. 11 - Falcons (29) @ Buccaneers (28)*	Dec. 14 - Vikings (34) @ Cowboys (26)	Dec. 15 - Dolphins (15) @ Steelers (28)
Week 16	Dec. 18 - Rams (37) @ Seahawks (38)	Dec. 21 - Patriots (28) @ Ravens (24)*	Dec. 22 - 49ers (48) @ Colts (27)
Week 17	Dec. 25 - Broncos (20) @ Chiefs (13)*	Dec. 27 - Ravens (41) @ Packers (24) Dec. 28 - Bears (38) @ 49ers (42)*	Dec. 29 - Rams (24) @ Falcons (27)*
Week 18	N/A	Jan. 4 - Ravens (24) @ Steelers (26)*	Jan. 3 - Seahawks (14) @ 49ers (16)*

2025 regular season (9/4/25 – 1/4/26).

Game-by-game breakout of 'competitive' games

2025 'NFL Primetime' Competitive Games Schedule (Regular Season)

NFL Week	Thursday Night Football on Prime Video (8 Competitive Games)	Sunday Night Football on NBC (9 Competitive Games)	Monday Night Football on ESPN/ESPN2/ABC (9 Competitive Games)
Week 1	N/A	Sep. 4 - Dallas Cowboys (20) @ Eagles (24)* Sep. 7 - Baltimore Ravens (40) @ Bills (41)*	Sep. 8 - Vikings (27) @ Bears (24)*
Week 2	Sep. 11 - Commanders (18) @ Packers (27)	Sep. 14 - Falcons (22) @ Vikings (6)	Sep. 15 - Buccaneers (20) @ Texans (19)* L.A. Chargers (20) @ Las Vegas Raiders (9)*
Week 3	Sep. 18 - Dolphins (21) @ Bills (31)*	Sep. 21 - Chiefs (22) @ Giants (9)	Sep. 22 - Lions (38) @ Ravens (30)
Week 4	Sep. 25 - Seahawks (23) @ Cardinals (20)*	Sep. 28 - Packers (40) @ Cowboys (40)*	Sep. 29 - Jets (21) @ Dolphins (27)* Broncos (28) @ Bengals (3)
Week 5	Oct. 2 - 49ers (26) @ Rams (23)*	Oct. 5 - Patriots (23) @ Bills (20)*	Oct. 6 - Chiefs (28) @ Jaguars (31)* Oct. 13 - Bills (14) @ Falcons (24)
Week 6	Oct. 9 - Eagles (17) @ Giants (34)*	Oct. 12 - Lions (17) @ Chiefs (30)	Bears (25) @ Commanders (24)* Oct. 20 - Buccaneers (9) @ Lions (24) Texans (19) @ Seahawks (27)
Week 7	Oct. 16 - Steelers (31) @ Bengals (33)*	Oct. 19 - Falcons (10) @ 49ers (20)	Oct. 27 - Commanders (7) @ Chiefs (28)
Week 8	Oct. 23 - Vikings (10) @ Chargers (37)	Oct. 26 - Packers (35) @ - Steelers (25)	Nov. 3 - Cardinals (27) @ Cowboys (17)
Week 9	Oct. 30 - Ravens (28) @ Dolphins (6)	Nov. 2 - Seahawks (38) @ Commanders (14)	Nov. 10 - Eagles (10) @ Packers (7)*
Week 10	Nov. 6 - Raiders (7) @ Broncos (10)*	Nov. 9 - Steelers (10) @ Chargers (25)	Nov. 17 - Cowboys (33) @ Raiders (16)
Week 11	Nov. 13 - Jets (14) @ Patriots (27)*	Nov. 16 - Lions (9) @ Eagles (16)*	Nov. 24 - Panthers (9) @ 49ers (20)
Week 12	Nov. 20 - Bills (19) @ Texans (23)*	Nov. 23 - Buccaneers (7) @ Rams (34) Nov. 27 - Bengals (32) @ Ravens (14)*	
Week 13	Nov. 28 - Bears (24) @ Eagles (15)	Nov. 30 - Broncos (27) @ Commanders (26)*	Dec. 1 - Giants (15) @ Patriots (33)
Week 14	Dec. 4 - Cowboys (30) @ Lions (44)	Dec. 7 - Texans (20) @ Chiefs (10)	Dec. 8 - Eagles (19) @ Chargers (22)*
Week 15	Dec. 11 - Falcons (29) @ Buccaneers (28)*	Dec. 14 - Vikings (34) @ Cowboys (26)	Dec. 15 - Dolphins (15) @ Steelers (28)
Week 16	Dec. 18 - Rams (37) @ Seahawks (38)	Dec. 21 - Patriots (28) @ Ravens (24)*	Dec. 22 - 49ers (48) @ Colts (27)
Week 17	Dec. 25 - Broncos (20) @ Chiefs (13)*	Dec. 27 - Ravens (41) @ Packers (24) Dec. 28 - Bears (38) @ 49ers (42)*	Dec. 29 - Rams (24) @ Falcons (27)*
Week 18	N/A	Jan. 4 - Ravens (24) @ Steelers (26)*	Jan. 3 - Seahawks (14) @ 49ers (16)*

2025 regular season (9/4/25 – 1/4/26). For the purposes of this analysis, competitive game matchups are defined as games with final scores within 7 points or less.