

# 2024 - 2025 The NFL

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



## 18 MNF Games\*

The exclusive home of Monday Night Football, fans can count on ESPN for all the play-by-play action.

\*Games subject to change.



## 8 Exclusive Games\*

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

\*Games subject to change.

## NFL Reaches Engaged Audiences

### Heavy NFL Football Viewing HHs

spent on average +9 hours with TV daily during NFL Season<sup>1</sup>.

### Engaged Audiences

92% of NFL viewing on cable was done live during the 2023 season<sup>2</sup>.

### NFL Cable Viewers

in the 2023 season, over 90 million households were reached by NFL<sup>3</sup>.

## Connect With Heavy NFL Viewers Who Will Be Watching<sup>4</sup>

**+12%**

more likely to have a HHI \$200K+

**+13%**

more likely to have a college degree

**+21%**

more likely to be in-market for a new vehicle

**+20%**

more likely to be white collar executives

## NFL Viewers Are Heavy Sports Fans<sup>4</sup>

**+190%**

more likely to be heavy College Basketball viewers

**+166%**

more likely to be heavy NBA viewers

**+165%**

more likely to be heavy College Basketball viewers

**+150%**

more likely to be heavy NHL viewers

Source: 1. Comcast Aggregated Viewership Data, Q4'23. Full footprint. Target Heavy NFL Viewing Households - the top 1/3 of NFL viewing Comcast Households. 2. Nielsen Npower. Live compared to Live+7. Total households. 2023 NFL regular season on Cable. 3. Nielsen Npower. R&F Program Report. AA Projections for households. 2023 NFL Regular Season on cable. Aug - Dec 2023. 4. Comcast Aggregated Viewership Data. Target: NFL Heavy Viewer. Q3 2023 Full Footprint. NFL Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NFL. NFL time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households.