



MEDIA INFORMATION

FALCONS-COWBOYS POWERS NFL ON FOX TO BIGGEST AUDIENCE IN 13 YEARS

Powered by a three-game schedule featuring Falcons-Cowboys and a huge Vikings-Steelers lead-in, Sunday's NFL on FOX national game (10/25) averaged a tremendous 16.8/32 (28.4 million viewers) and set many impressive benchmarks:

- FOX's most-watched NFL Sunday telecast since 11/10/96 (Cowboys-49ers, 29.7 million)
- FOX's highest-rated NFL regular season broadcast since 12/3/06 (Cowboys-Giants)
- The highest-rated and most-watched Sunday NFL telecast on any network since 12/9/07 (Patriots-Steelers on CBS)
- The highest-rated telecast on any network since the Academy Awards back in February (20.6/31, 36.3 mill)

Sunday's national NFL game, along with THE OT post-game show (9.0/15 -15.1 mill), the ALCS pregame show (8.4/14 - 13.7 mill), and ALCS Game 6 (9.3/15 - 15.5 mill) powered FOX to a first place finish for the night (10.6/17 - 17.8 million viewers), and ranks as FOX's highest-rated and most-watched Sunday since Super Bowl XLII (02/03/08). Among Adults 18-49, FOX's 6.2 average rating was also the network's best Sunday in 20 months.

Through three broadcasts, FOX's national NFL game is averaging a 14.9/29 (25.2 million viewers), up +10% in rating and +15% in audience compared to the first three national games a year ago (13.6/27, 22.0 mill), +13% better than CBS's national NFL game (13.2/26, 21.8 mill), +28% better than Sunday Night Football on NBC (11.6/19 , 19.1 mill), and currently ranks as the highest-rated and most-watched program in television across all key male and adult demos including M18-34 (11.6), M18-49 (13.3), M25-54 (15.3), and A18-49 (9.8).

-- FOX SPORTS --