



# MEDIA INFORMATION

## SUNDAY'S AFGHANISTAN SPECIAL COMPLETES FOX SPORTS' AMAZING MID-AUTUMN RUN

### ALCS, World Series & NFL Power FOX Sports & FOX To Unprecedented Heights

**New York & Los Angeles** -- Audience figures for last Sunday's sports programming were issued today by Nielsen Media Research, and for the first time the full impact of FOX Sports' amazing 24-day mid-autumn run from Oct. 16 to Nov. 8 can be fully assessed.

Driven by outstanding viewership for the American League Championship Series, the World Series and several big NFL games, highlighted by Brett Favre's return to Green Bay on Nov. 1, the list of notable accomplishments FOX and FOX Sports achieved over the span is long and distinguished. All of the above was capped-off by the special two-hour edition of FOX NFL SUNDAY from Bagram Air Field in Afghanistan on Nov. 8, one of FOX Sports' most logistically challenging undertakings ever, requiring months of coordination with the military, shipping 36 tons of production equipment, and transporting over 50 technicians, on-air and production personnel over 15,000 miles roundtrip.

"Over the last month we stretched our resources and asked a great deal from our personnel, and everyone met the challenges placed before them, which makes me tremendously proud," said FOX Sports Chairman David Hill. "The audience figures prove that big events still draw the biggest audiences on broadcast television. As for our trip to Afghanistan, it is more than humbling to see firsthand the sacrifices our women and men in the military make every day, and no expression of appreciation can ever be enough."

Highlights of FOX Sports' mid-autumn run:

- FOX Sports broadcast six ALCS and six World Series games, six regular-season NFL windows (17 games total) and four editions of FOX NFL SUNDAY, including the Afghanistan special. Those 33 events in 24 days totaled 198.5 gross household ratings points and an amazing 325 million impressions, unmatched by any other sports broadcaster this year.
- FOX currently boasts six of the Top-10 sports programs this year, and 14 of the Top-30.
- This is FOX Sports most-watched NFL season ever with an average audience of 19.2 million viewers.
- Prior to ALCS Game 1, FOX trailed first place CBS in the A18-49 prime time race by 6% (3.0 vs. 3.2). As of Nov. 8, FOX is No. 1, leading second place CBS by 21% (3.5 vs. 2.9).

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- Through Nov. 8, FOX ranks No. 1 among adults 18-49 (4.3/12), No. 1 among adults 18-34 (3.8/12) and No. 1 among teens (2.1/8) in the November Sweeps.
- The 2009 Fall Classic is the highest-rated among Households, Adults 18-49 and Total Viewers since 2004, and the +39% HH ratings increase over last year's World Series is the largest single-year ratings increase in history.
- As a prime time show, the entire 2009 World Series ranks No. 2 in Households and among Adults 18-49 this season.
- The World Series hit five-year highs across every major adult and male demographic.
- While major demographic increases during the World Series mirrored Household increases, Teens increased +53% (2.9 vs. 1.9).
- Earlier World Series start times drove a post-11 PM ratings increase (+6%), reversing recent trends, and led games to end 26 minutes earlier than a year ago (11:37 PM vs. 12:03 AM).
- FOX's 11 prime-time postseason MLB games averaged a 9.4/16 with an average of 15.4 million viewers. Those averages generated over 32 hours on 11 nights equals an entire season of a Top-10 prime-time show.
- The World Series drove FOX's fifth and sixth weekly wins this season, the most fourth quarter weekly wins in the network's history.
- The Vikings-Packers game on Nov. 1 posted a 17.4/32 average household ratings/share, with 29.8 million viewers and ranks as FOX's second most-watched NFL Sunday telecast ever; the highest-rated telecast on any network since the Academy Awards in February (20.6/31, 36.3 million); and the highest-rated and most-watched NFL Sunday telecast on any network since 12/9/07.
- THE OT post-game show on Nov. 1, with 16.6 million viewers, is the most-watched since the program premiered in 2006.
- NFL and MLB programming on Nov. 1 delivered FOX a 13.7/22 household rating, averaging just over 23.3 million viewers, ranking as FOX's highest-rated and most-watched Sunday night since the 2008 Super Bowl, and the highest-rated and most-watched Sunday night on any network since February's Academy Awards.