

COWBOYS-GIANTS LEADS NFL ON FOX TO SEASON-HIGH 18.9/35 OVERNIGHT; BEST SINCE '06

NOLA Posts 3rd-Highest Single Market Rating Ever; Highest in 12 Years

Yesterday's outstanding Week 13 NFL on FOX Doubleheader was lead by a season-high 18.9/35 for a NATIONAL GAME that was anchored by the New York Giants upset of the Dallas Cowboys. It is FOX's best National Game overnight since Week 13 of the 2006 season (19.1/35, Dallas at NYG). The season-high rating raises FOX's National Game average to a 16.7/31 this season, by far the highest-rated show on television and a +29% advantage over NBC's 12.9/21 for SNF in prime time. FOX's Week 13 REGIONAL GAME earned a 10.5/21. Season-to-date FOX is now averaging a 12.8/26 in the metered markets for all games, up +8% over last year's 11.9/24. The NFL on FOX is also beating CBS by +11% (vs. 11.5/23) and FOX is now within a tenth of SNF on NBC (12.9/21).

The NFL ON FOX averaged an excellent 14.7/28 for yesterday's WEEK 13 DOUBLEHEADER, +16% better than FOX's 12.7/25 singleheader and +20% over CBS' doubleheader (12.3) in Week 13 last year. It's also +2% better than last year's Week 14 Doubleheader (14.4/27) that featured a Cowboys-Steelers game that lead into the BCS Selection Show. Yesterday's 14.7/28 ties Week 7 as FOX's second-best Doubleheader in what has been an extraordinary year. FOX's top three Doubleheaders this year (Weeks 7, 8 & 13) out-rated every FOX Doubleheader in both 2008 and 2007.

Yesterday's Saints/Redskins OT game generated a massive 53.1/74 in New Orleans which is the third-highest individual market rating for a regular- season NFL on FOX game all-time, and the highest since 1997. It is also the highest-rated regular season NFL on FOX game in New Orleans ever, and this is the fifth time this season that New Orleans has posted a new single game high for the market. The only other times a single market posted a higher rating than NOLA did yesterday was Milwaukee twice in 1997 (55.8/84 on 12/7 for GB/TB and 54.3/78 on 12/14 for GB/Carolina).

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