



# NEWS RELEASE

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FOR IMMEDIATE RELEASE  
NFL Network 12/30/07

## **NFL NETWORK TELECAST OF PATRIOTS-GIANTS MOST-WATCHED SHOW OF CURRENT TV SEASON**

### ***Historic Three-Network National Telecast on NFL Network, CBS & NBC Draws 34.5 Million Viewers***

History was made on Saturday night as the New England Patriots became the first team in NFL history to complete a 16-0 regular season with a thrilling 38-35 victory over the New York Giants on NFL Network's **Saturday Night Football** telecast. The telecast was also the first in league history to air on three networks nationally with simulcasts on CBS and NBC and local over-the-air partners WWOR in New York, WCVB in Boston and WMUR in Manchester.

Based on fast national ratings, an **average of 34.5 million viewers\* tuned into Patriots-Giants – ranking as the most watched show of the current television season and the most-watched program since the Academy Awards on February 25** (\*viewership through final gun). Patriots-Giants is the most-watched NFL regular-season game since Thanksgiving 1995 (35.7 million for Chiefs-Cowboys).

Locally, the game earned a 24.0 rating/40 share in New York, a 50.1/75 in Boston.

### **MOST-WATCHED SHOWS CURRENT TV SEASON**

<u>Date</u>	<u>Program (Game)</u>	<u>Viewers</u>
<b>Dec. 29</b>	<b>NFL Network Saturday Night Football (Patriots-Giants)</b>	<b>34.5 million</b>
<b>Nov. 4</b>	<b>CBS Sunday National (mostly Patriots-Colts)</b>	<b>33.8 million</b>
<b>Dec. 9</b>	<b>CBS Sunday National (mostly Steelers-Patriots)</b>	<b>30.3 million</b>
<b>Oct. 14</b>	<b>CBS Sunday National (mostly Patriots-Cowboys)</b>	<b>29.1 million</b>
Sept. 27	CSI (season premiere)	25.4 million

### **MOST-WATCHED TV PROGRAMS IN 2007**

<u>Date</u>	<u>Program (Game)</u>	<u>Viewers</u>
Feb. 4	Super Bowl XLII (Colts-Bears)	93.2 million
Jan. 21	AFC Championship Game (Patriots-Colts)	46.7 million
Jan. 21	NFC Championship Game (Saints-Bears)	43.2 million
Feb. 25	Academy Awards	40.2 million
Jan. 16	American Idol (season premiere)	37.4 million
Jan. 17	American Idol (premiere week)	36.9 million

***Dec. 29 Saturday Night Football (Patriots-Giants) 34.5 million***

SOURCE: NFL and Nielsen Media Research

**NFL Network. Football 24/7.**