

THE NFL STILL DOMINATES LIVE TV VIEWERSHIP

Football continues to be the most-viewed sport in the United States with viewers watching a combined 974.7 billion minutes in 2023.¹

- The NFL swallows TV whole with 93 of the year’s 100 most-watched TV broadcasts in 2023—a 13% improvement on 2022’s already impressive tally (82).²
- For the 2023 season, the NFL Playoffs averaged 38.5 million viewers for the Wild Card, Divisional, and Conference Championship rounds—the most-watched playoffs ever. The average viewership across the NFL Playoffs was up 9% versus last year. What’s more, each individual round was up in viewership compared to 2022.³
- According to Nielsen and Adobe Analytics, Super Bowl LVIII, where we saw Kansas City’s overtime victory over San Francisco, is the most-watched program ever, averaging 123.7 million viewers and up 7% versus last year’s Super Bowl, which held the previous record (115.1 million).⁴

30%

INCREASE IN CUSTOMERS

Bar customers that subscribe to NFL SUNDAY TICKET report that they draw an average of 30% more people on days when NFL SUNDAY TICKET is on compared to other weekends.

Based on a February 2023 national survey of Bar and Restaurant NFL SUNDAY TICKET subscribers who expressed an opinion.

NFL STATISTICS



**AMERICA'S
FAVORITE SPORT**

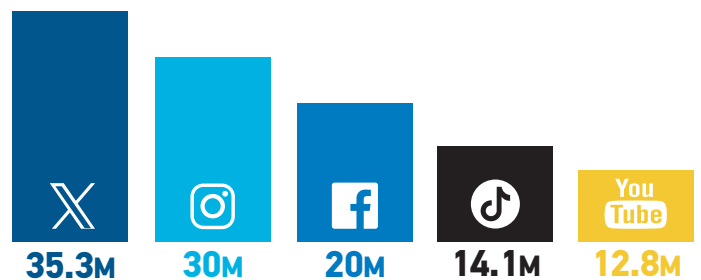
More than 140M Americans between 13–64 years old have engaged with the NFL in the past 12 months. Additionally, the last year saw over two-thirds of American men (70%) and over half of American women (53%) engage with the NFL.⁵

REACHING NEW LEVELS

The NFL generated the 56 largest sports audiences of 2023, a first in the 14 years this annual list has been compiled.⁶



NFL SOCIAL MEDIA FOLLOWERS



NFL BY THE NUMBERS

17.9M

NFL Still Going Strong

Regular-season games averaged 17.9 million viewers in 2023, up 7% from the previous year.⁷

24%

Huge Gains for Thursday Night

According to Nielsen figures, the 16-game Thursday Night Football package on Amazon Prime Video averaged 11.86 million viewers, a 24% increase over last year's inaugural season.⁷

19.35M

Momentum for CBS

CBS averaged 19.35 million viewers, its most-watched regular season since pro football returned to the network in 1998 and an increase of 5% over 2022.⁷

24.62M

FOX's 30th Season

FOX's late window was up 2% (24.62M) for the 2023 season. That is the best performance for the 4:25 p.m. ET games since 2015.⁷

8%

Sunday Night Lights

NBC's Sunday Night Football package had a 21.4 million average, its best viewership since 2015 and an 8% increase over last year.⁷

17.4M

Monday Night Milestone

ESPN averaged 17.4 million viewers, the best for Monday Night Football since ABC in 2000 and up 29% over last season. It was the most-watched season in 23 years.⁷

20%

International Expansion

The 2023 International Series averaged 6.5 million viewers, representing a substantial 20% increase compared to 2022.⁸

FANTASY FOOTBALL BY THE NUMBERS

79%

of all fantasy participants play fantasy football.⁹

84%

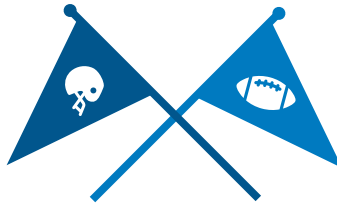
of fantasy players have a draft party with an average spend of \$653.⁹

\$11B

is spent annually on fantasy sports.¹⁰

38%

of fantasy football participants are women.¹⁰



NFL SUNDAY TICKET

HOW DO NFL SUNDAY TICKET MARKETING MATERIALS SUPPORT YOUR BUSINESS?

THEY STAY TO WATCH

The materials show customers when their teams are playing—they stay to watch.

Tumbleweed Sports Bar; Fort Worth, TX

IT'S STILL AVAILABLE

The marketing materials assisted in boosting the knowledge that NFL SUNDAY TICKET was still available.

Fiddler's Green; Billings, MT

EVERYONE KNOWS

The NFL marketing materials let everyone know we have every NFL game available, every week.

Benchmark Sports Pub N Eatery; Franklin, TN

WE SUBSCRIBE

The coasters and glassware promote awareness that our establishment subscribes to NFL SUNDAY TICKET programming.

Blarney Stone; Saint Louis, MO

IT'S OUR LIVELIHOOD

We are a sports bar and this is our livelihood.

Jackson's Hole; Denver, CO

WE CARRY ALL THE GAMES

The marketing materials make customers aware that we carry all the games. Even out of market.

Lucky Dog Grille; Mason, OH

The DIRECTV MVP Marketing Program will help promote your business as a football headquarters!



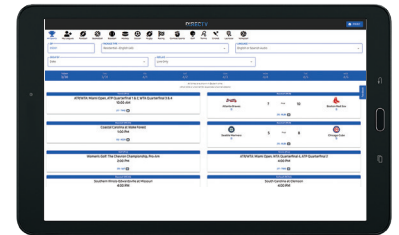
Get 250 MVP credits when you subscribe to NFL SUNDAY TICKET to order additional branded merchandise for your business on DIRECTVMVP.com.

All marketing materials images are from year 2023.



Use our NFL SUNDAY TICKET **web banners** to promote your subscription on your digital advertising platform.

All marketing materials images are from year 2023.



Easily find all NFL games and channels, from NFL SUNDAY TICKET to Thursday Night Football and more, with our **Premium Sports Schedule**.

3M

99% of NFL SUNDAY TICKET materials and 98% of Thursday Night Football materials sold on DIRECTVMVP.com— for a whopping 3+ million units shipped to DIRECTV FOR BUSINESSSM customers.



DIRECTV's Sports Bar Finder allows patrons to search their current or future locations for bars and restaurants showing the game they want to see! Discover your bar or restaurant at **sportsbarfinder.com**.*

91%

91% of MVP users said they “definitely will/probably will” order marketing/merchandise for the 2024 season.

Based on a January 2024 survey of 229 MVP Order Takes of Thursday Night Football.

¹<https://www.statista.com/statistics/1430289/most-watched-sports-leagues-usa/>

²<https://www.sportico.com/business/media/2024/nfl-posts-93-of-top-100-tv-broadcasts-2023-1234761753/>

³<https://operations.nfl.com/updates/the-game/2023-nfl-playoffs-set-all-time-viewership-records/>

⁴<https://apnews.com/article/super-bowl-ratings-2024-chiefs-49ers-cbs-e2f0288ea474bd564ee4df430e41b8bd>

⁵[https://geniussports.com/intel/in-focus-nfl-fans-how-can-brands-engage/#:~:text=Over%20half%20\(51%25\)%20of,within%20the%20past%2012%20months](https://geniussports.com/intel/in-focus-nfl-fans-how-can-brands-engage/#:~:text=Over%20half%20(51%25)%20of,within%20the%20past%2012%20months)

⁶<https://www.sportsmediawatch.com/2024/01/most-watched-sports-2023-nfl-sweeps-top-50-college-football-nba-mlb/>

⁷https://www.espn.com/nfl/story/_/id/39277615/nfl-averages-179m-viewers-2023-7-previous-year

⁸<https://ministryofsport.com/nfls-international-round-beaks-nfl-network-viewership-record/#:~:text=As%20a%20whole%2C%20the%202023,of%20the%20Kansas%20City%20Chiefs>

⁹<https://thefsga.org/industry-demographics/>

¹⁰<https://www.usatoday.com/story/sports/nfl/fantasy/2023/12/15/fantasy-football-sports-economy/71870731007/>

*Customer must take a package with ESPN or have any premium sports package to be listed on sportsbarfinder.com.

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