



## 2012 NFL ON CBS REGULAR-SEASON

<u>Week</u>	<u>Day</u>	<u>Date</u>	<u>Time/Teams (High Coverage Games)</u>	<u>Avg HH</u>		<u>RTG CHG</u>
				<u>Rtg</u>	<u>Shr</u>	<u>'11 vs '10</u>
<u>1</u>	Sun	9/11	1:05-4:11p (PIT @ BAL-69%, IND @ HOU-13%)	9.1	19	-6%
<u>2</u>	Sun	9/18	4:26-7:26p* (SD @ NE - 74%)	13.4	25	-17%
			1:03-4:11p (JAX @ NYJ-39%, KC @ DE-19%)	8.6	18	-4%
<u>3</u>	Sun	9/25	1:03-4:26p (HOU @ NO- 28%) (v. WK #4 - 10/3/10)	11.5	21	8%
<u>4</u>	Sun	10/2	4:19-7:23p (DV @ GB-59%, NE @ OAK-29%)	13.6	25	-4%
			1:03-4:01p (PIT @ HO-77%) (v WK #3 - 9/26/10)	7.1	15	-12%
<u>5</u>	Sun	10/9	4:41-7:36p* (NYJ @ NE - 81%) (v. MLB-TBS)	13.7	26	8%
			1:03-4:12p (TEN @ PIT - 54%)	7.1	16	9%
<u>6</u>	Sun	10/16	1:03-4:12p (BUF @ NYG-53%, 4p-HO @ BAL-21%)	8.9	19	-30%
<u>7</u>	Sun	10/23	1:03-4:23p (SD @ NYJ-42%) (v. WK #8 - 10/31/10)	9.7	21	13%
<u>8</u>	Sun	10/30	4:19-7:30p* (NE @ PIT - 85%)	14.7	27	12%
			1:03-3:57p (MIA @ NYG - 80%) (v WK #7-10/24/10)	9.1	20	-3%
<u>9</u>	Sun	11/6	1:03-4:08p (NYJ @ BUF-54%) (v. WK #10 - 11/14/10)	9.8	21	2%
<u>10</u>	Sun	11/13	1:03-4:09p (BUF @ DAL-39%, 4p- BAL @ SEA-18%)	11.5	24	20%
<u>11</u>	Sun	11/20	4:24-7:26p* (SD @ CHI - 79%)	13.0	23	-8%
			1:03-4:24p (CIN @ BAL-49%, OAK @ MIN - 27%)	6.9	14	-19%
<u>12</u>	Sun	11/27	4:17-7:55p* (NE @ PHI - 72%)	15.5	26	9%
			1:03-4:10p (BUF @ NYJ - 76%) (v WK #11-11/21/10)	9.9	20	16%
<u>12</u>	Thu	11/24	4:17-7:31P (Miami @ Dallas )	14.4	36	7%
<u>13</u>	Sun	12/4	1:03-4:21p (CIN @ PIT-31%, OAK @ MIA-18%)	11.5	23	34%
<u>14</u>	Sun	12/11	4:15-7:42p* (OAK @ GB, - 95%)	12.7	23	-28%
			1:03-4:10p (NE @ WAS-34%, KC @ NYJ- 36%)	9.3	19	-3%
<u>15</u>	Sun	12/18	4:27-7:34p* (NE @ DV-79%, NYJ @ PH-13%)	17.6	32	17%
			1:03-4:06p (CIN @ STL-65%, MIA @ BUF-15%)	4.9	11	-34%
<u>16</u>	Sat	12/24	1:03-4:18p (DEN @ BUF-37%, 4p- SD @ DET-31%)	8.3	19	-39%
<u>17</u>	Sun	1/1/12	4:15-7:33p* (KC @ DEN-66%, SD @ OAK-15%)	15.1	27	56%
			1:03-4:02p (NYJ @ MIA-66%, BUF @ NE-14%)	8.1	16	11%
<b>REG SEASON AVG (27 tc)</b>				<b>10.9</b>	<b>22</b>	<b>-2%</b>

\*High Coverage National Game

Source: Nielsen Media Research

