



SUPER BOWL RATINGS HISTORY (1967-2020)

<u>Super Bowl</u>	<u>Teams (Winner in CAPS)</u>	<u>Day</u>	<u>Date</u>	<u>Network</u>	NSI Avg	Persons 2+	NTI	NTI	
					HHrtg/Shr	Total Audience (Watched All or Part)	HH Rtg	HH Shr	Avg. Viewers (Persons 2+)
					<u>Metered Markets</u>	<u>(Millions)</u>			<u>(000's)</u>
I	GREEN BAY/Kansas City	Sun	1/15/67	CBS	--	39.9	23.0	44	26,750
I	GREEN BAY/Kansas City	Sun	1/15/67	NBC	--	35.6	17.8	34	24,430
II	GREEN BAY/Oakland Raiders	Sun	1/14/68	CBS	--	51.3	36.8	68	39,120
III	N.Y. JETS/Baltimore	Sun	1/12/69	NBC	--	54.5	36.0	70	41,660
IV	KANSAS CITY/Minnesota	Sun	1/11/70	CBS	--	59.2	39.4	69	44,270
V	BALTIMORE/Dallas	Sun	1/17/71	NBC	--	58.5	39.9	75	46,040
VI	DALLAS/Miami	Sun	1/16/72	CBS	--	67.3	44.2	74	56,640
VII	MIAMI/Washington	Sun	1/14/73	NBC	--	67.7	42.7	72	53,320
VIII	MIAMI/Minnesota	Sun	1/13/74	CBS	--	63.2	41.6	73	51,700
IX	PITTSBURGH/Minnesota	Sun	1/12/75	NBC	--	71.3	42.4	72	56,050
X	PITTSBURGH/Dallas	Sun	1/18/76	CBS	36.9/ na	73.3	42.3	78	57,710
XI	OAKLAND/Minnesota	Sun	1/9/77	NBC	41.5/ na	81.9	44.4	73	62,050
XII	DALLAS/Denver	Sun	1/15/78	CBS	44.8/ na	102.0	47.2	67	78,940
XIII	PITTSBURGH/Dallas	Sun	1/21/79	NBC	43.3/ na	96.6	47.1	74	74,740
XIV	PITTSBURGH/L.A. Rams	Sun	1/20/80	CBS	47.4/ na	97.8	46.3	67	76,240
XV	OAKLAND/Philadelphia	Sun	1/25/81	NBC	44.6/ na	94.1	44.4	63	68,290
XVI	SAN FRANCISCO/Cincinnati	Sun	1/24/82	CBS	43.9/ na	110.2	49.1	73	85,240
XVII	WASHINGTON/Miami	Sun	1/30/83	NBC	45.6/ na	109.0	48.6	69	81,770
XXVIII	L.A. RAIDERS/Washington	Sun	1/22/84	CBS	44.1/ na	105.2	46.4	71	77,620
XIX	SAN FRANCISCO/Miami	Sun	1/20/85	ABC	43.6/ na	115.9	46.4	63	85,530
XX	CHICAGO/New England	Sun	1/26/86	NBC	47.0/ na	127.1	48.3	70	92,570
XXI	NY GIANTS/Denver	Sun	1/25/87	CBS	47.8/ na	119.7	45.8	66	87,190
XXII	WASHINGTON/Denver	Sun	1/31/88	ABC	42.8/ na	114.6	41.9	62	80,174
XXIII	SAN FRANCISCO/Cincinnati	Sun	1/22/89	NBC	42.5/ na	110.8	43.5	68	81,592
XXIV	SAN FRANCISCO/Denver	Sun	1/28/90	CBS	39.6/62	109.0	39.0	63	73,850
XXV	NY GIANTS/Buffalo	Sun	1/27/91	ABC	42.7/ na	112.1	41.9	63	79,512
XXVI	WASHINGTON/Buffalo	Sun	1/26/92	CBS	40.4/60	119.7	40.3	61	79,593
XXVII	DALLAS/Buffalo	Sun	1/31/93	NBC	43.9/65	133.4	45.1	66	90,987
XXVIII	DALLAS/Buffalo	Sun	1/30/94	NBC	44.0/65	134.8	45.5	66	89,996
XXIX	SAN FRANCISCO/San Diego	Sun	1/29/95	ABC	41.2/61	125.2	41.3	62	83,419
XXX	DALLAS/Pittsburgh	Sun	1/28/96	NBC	44.4/65	138.5	46.0	68	94,076
XXXI	GREEN BAY/New England	Sun	1/26/97	FOX	43.0/63	128.9	43.3	65	87,972
XXXII	DENVER/Green Bay	Sun	1/25/98	NBC	44.4/65	133.4	44.5	67	90,004
XXXIII	DENVER/Atlanta	Sun	1/31/99	FOX	40.7/60	127.5	40.2	61	83,772
XXXIV	ST. LOUIS/Tennessee	Sun	1/30/00	ABC	42.9/61	130.7	43.3	63	88,465
XXXV	BALTIMORE/NY Giants	Sun	1/28/01	CBS	39.8/59	131.2	40.4	61	84,335
XXXVI	NEW ENGLAND/St. Louis	Sun	2/3/02	FOX	42.5/61	131.7	40.4	61	86,801
XXXVII	TAMPA BAY/Oakland	Sun	1/26/03	ABC	43.8/62	138.9	40.7	61	88,637
XXXVIII	NEW ENGLAND/Carolina	Sun	2/1/04	CBS	44.2/63	144.4	41.4	63	89,795
XXXIX	NEW ENGLAND/Philadelphia	Sun	2/6/05	FOX	43.4/63	133.7	41.1	62	86,072
XL	PITTSBURGH/Seattle	Sun	2/5/06	ABC	42.1/62	141.4	41.6	62	90,745
XLI	INDIANAPOLIS/Chicago	Sun	2/4/07	CBS	42.0/63	139.8	42.6	64	93,183

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XLII	N.Y. GIANTS/New England	Sun	2/3/08	FOX	44.7/66		148.3	43.1	65	97,452
XLIII	PITTSBURGH/Arizona	Sun	2/1/09	NBC	42.1/65		151.6	42.0	64	98,736
XLIV	NEW ORLEANS/Indianapolis	Sun	2/7/10	CBS	46.4/68		153.4	45.0	68	106,476
XLV	GREEN BAY/Pittsburgh	Sun	2/6/11	FOX	47.9/71		162.9	46.0	69	111,041
XLVI	NY GIANTS/New England	Sun	2/5/12	NBC	47.8/71		159.2	47.0	71	111,346
XLVII	BALTIMORE/San Francisco	Sun	2/3/13	CBS	48.1/71		164.1	46.4	69	108,693
XLVIII	SEATTLE/Denver	Sun	2/2/14	FOX	47.6/70		161.4	46.7	69	112,191
XLIX	NEW ENGLAND/Seattle	Sun	2/1/15	NBC	49.7/72		161.3	47.5	71	114,442
50	DENVER/Carolina	Sun	2/7/16	CBS	49.0/73		167.0	46.6	72	111,864
LI	NEW ENGLAND/Atlanta	Sun.	2/5/17	FOX	48.8/72		172.0	45.3	70	111,317
LII	PHILADELPHIA/New England	Sun.	2/4/18	NBC	47.4/70		159.1	43.1	68	103,471
LIII	NEW ENGLAND/L.A. Rams	Sun.	2/3/19	CBS	45.0/69		149.0	41.1	67	98,477
LIV	KANSAS CITY/San Francisco	Sun.	2/2/20	FOX	47.3/73		148.5	41.6	69	101,324

Winner of Super Bowl in CAPS

Source: Nielsen Media Research, NTI, average audience
Ratings prior to 12/26//95, Live Only and after Live + Same Day