



2013-14 NFL ON CBS POST-SEASON

<u>Day</u>	<u>Date</u>	<u>Time</u>	<u>Game</u>	<u>Avg. HH</u>		<i>Rtg % Change</i>
				<u>Rating</u>	<u>Share</u>	<i>2013-14 vs 2012-13</i>
Sun	1/5/14	1:06-4:20p	AFC WILDCARD (San Diego @ Cincinnati)	18.9	36	4%
Sat	1/11/14	8:15-11:28p	AFC DIVISIONAL PLAYOFF (Indianapolis @ New England)	17.9	30	-11%
Sun	1/12/14	4:40-7:59p	AFC DIVISIONAL PLAYOFF (San Diego @ Denver)	23.1	39	6%
Sun	1/19/14	3:06-6:08p	AFC CHAMPIONSHIP (New England @ Denver)	28.1	51	10%

2013 NFL REGULAR SEASON FINAL AVG (27 t/c)	11.1	22	4%
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2014 NFL POST SEASON FINAL AVG (4 t/c)	21.9	39	3%
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2013-2014 NFL/REG POST SEASON AVG (31 tc)	12.5	25	3%
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Source: Nielsen Media Research