



2015-16 AFC Playoffs

<u>NET</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>GAME</u>	Avg HH		Rtg Change 2014-15 vs. 2013-14
					Rtg	Shr	
CBS	Sat	1/9/16	8:16-11:56p	AFC WILDCARD <i>(Pittsburgh @ Cincinnati)</i>	17.5	30	3%
CBS	Sat	1/16/16	4:35-7:55p	AFC DIVISIONAL PLAYOFF <i>(Kansas City @ New England)</i>	18.1	35	-8%
CBS	Sun	1/17/16	4:40-7:56p	AFC DIVISIONAL PLAYOFF <i>(Pittsburgh @ Denver)</i>	23.6	41	1%
CBS	Sun	1/24/16	3:06-6:40p	AFC CHAMPIONSHIP <i>(New England @ Denver)</i>	29.3	51	30%
CBS	Sun	2/7/16	6:39-10:22p	SUPER BOWL 50 <i>(Denver - Carolina)</i>	46.6	72	

2015 NFL REGULAR SEASON FINAL AVG - CBS (27 t/c)	11.1	23	1%
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2015-16 NFL POST SEASON FINAL AVG - CBS Only (4 t/c)	22.2	40	6%
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2015-16 NFL POST SEASON TO-DATE AVG (5 t/c incl SB50)	27.3	47	
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2015-16 NFL / REG POST SEASON AVG- CBS Only (excl SB50) (31 t/c)	12.6	26	5%
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Source: Nielsen Media Research