



2016 NFL ON CBS – REGULAR-SEASON

Wk	Day	Date	Time/Teams	Avg HH		Rtg Chg '16 vs '15
				Rtg	Shr	
1	Sun	9/11	1:06-4:10p (CIN @ NYJ-33%, SD @ KC-OT-21%, 4p- MIA @ SEA-29%)	9.3	21	-5% v. WK 2
2	Sun	9/18	4:25-7:44p* (IND @ DV-74%, ATL @ OAK-16%) 1:03-4:19p (CIN @ PIT-42%, KC @ HOU-24%)	12.2 8.5	24 19	-10% -6% v. WK 1
3	Sun	9/25	4:39-7:51p* (PIT @ PHI-52%, NYJ @ KC-25%) 1:03-4:39p (DEN @ CIN-65%, OAK @ TEN-13%)	12.6 8.0	24 18	-2% -13%
4	Sun	10/2	1:03-4:14p (BUF @ NE-24%, 4p-DV @ TB-28%) (IND @ JAX -> 9:36A-12:54p in LONDON)	9.4	21	-2%
5	Sun	10/9	4:25-7:45p* (CIN @ DAL -80%) 1:03-4:07p (NYJ @ PIT-50%, HOU @ MIN-26%)	12.1 9.0	24 20	-20% 8%
6	Sun	10/16	1:03-4:09p (CIN @ NE-32%, BAL @ NYG-17%, 4p-KC @ OAK-25%)	10.2	23	-12% v. WK 7
7	Sun	10/23	4:36-7:36p* (NE @ PIT) 1:03-4:21p (OAK @ JAX-43%, BAL @ NYJ-21%)	12.6 7.0	25 16	-13% -36% v. WK 6
8	Sun	10/30	1:03-4:22p (NE @ BUF-50%, NYJ @ CLE-10%, 4p-SD @ DEN-22%)	9.5	21	13%
9	Sun	11/6	4:30-7:50p* (IND @ GB -87%) 1:05-4:29p (PIT @ BAL-73%, NYJ @ MIA-14%)	11.7 6.9	22 15	-18% -15%
10	Sun	11/13	1:06-4:15p (DEN @ NO-45%, KC @ CAR-14%, 4p-MIA @ SD -34%)	7.8	17	-25% v. WK 11
11	Sun	11/20	4:25-7:46p* (PHI @ SEA-78%, NE @ SF) 1:03-4:09p (BAL @ DAL-72%)	13.6 10.2	25 22	-17% 20% v. WK 10
12	Sun	11/27	4:25-7:49p* (CAR @ OAK-63%, NE @ NYJ-35%) 1:03-4:12p (CIN @ BAL-50%, SD @ HOU-25%)	13.2 7.6	24 17	-14% 27%
12	Thu	11/24	12:42-3:48p (Minnesota @ Detroit)	13.0	32	-9%
13	Sun	12/4	1:03-4:14p (HOU @ GB -32%, KC @ ATL-20% 4p- BUF @ OAK-27%)	10.8	23	6%
14	Sun	12/11	1:03-4:18p (PIT @ BUF -29%, DEN @ TEN-24% 4p- NYJ @ SF-OT, 22%)	11.2	24	3%
15	Sun	12/18	4:30-7:41p* (NE @ DEN-83%, OAK @ SD) 1:03-4:20p (PIT @ CIN-45%, TEN @ KC-19%)	14.3 8.8	27 19	-1% 28%
16	Sat	12/24	1:03-4:43p (NYJ @ NE -41%, MIA @ BUF (OT)-8% 4p- IND @ OAK-40%)	7.7	18	-25%
17	Sun	1/1/17	1:03-4:33p* (NE @ MIA-64%, HOU @ TEN -9%) (CBS & FOX DH) 4:33-7:41p (OAK @ DEN-90%, KC @ SD)	9.2 6.8	20 13	-18% -34%
CBS 2016 FINAL REG SEASON AVG (27 Games)				10.1	21	-9%

Source: Nielsen Media Research, NTI