



# MEDIA INFORMATION

## **PACKERS/EAGLES POWERS FOX TO NETWORK'S HIGHEST-RATED & MOST-WATCHED WEEK 1 NATIONAL GAME EVER**

A three-game slate, highlighted by a highly anticipated Packers/Eagles showdown in Philadelphia, drove Sunday's NFL on FOX Week 1 national game (9/12) household rating to a tremendous 16.5/32 average household rating/share (28 million viewers) according to national figures released by Nielsen Media Research today.

### **NFL ON FOX WEEK 1 NATIONAL GAME HIGHLIGHTS:**

- Sunday's national game on FOX ranks as the highest-rated and most-watched Week 1 national game in the history of the network.
- This year's rating (16.5) and audience (28 million viewers) are both up +11% over last year's 14.8/29, 25.1 million viewers.
- The FOX national game tied with NBC's Thursday NFL season-opener as the highest-rated broadcast on any network since the Academy Awards on ABC in March.
- FOX's national game on Sunday beat Sunday night's Cowboys/Redskins prime-time game on NBC by +10% in rating and audience. (15.0/25 - 25.3 million viewers)

"The OT", FOX's NFL post-game show, opened the 2010 season Sunday night averaging an 8.0/14 (13.3 million viewers), up +14% over last year's 6.8/12 (11.3 million viewers). Sunday's edition of "THE OT" ranks as the highest-rated and most-watched Week 1 broadcast of the network's postgame show ever. "THE OT" out-rated NBC's "Football Night in America" (3.0/5 - 4.9 million viewers) by +167% head-to-head.

-- FOX SPORTS --