



MEDIA INFORMATION

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SUPER BOWL LI ON FOX IS MOST-VIEWED PROGRAM IN U.S. TELEVISION HISTORY

Total Audience Hits 172 Million Viewers

**FOX, FOX Sports GO & NFL Digital and FOX Deportes Pull In Average Audience
of 113.7 Million**

Houston – Houston, the Patriots have landed. In the greatest comeback and first overtime game in Super Bowl history, the New England Patriots defeated the Atlanta Falcons, 34-28, Sunday night on FOX, delivering the network a record 172 million total viewers for all or part of the historic event. An average audience of 113.7 million watched the game on the FOX broadcast network, FOX Deportes and FOX Sports GO & NFL Digital, including 111.3 million on FOX alone. Key highlights are below:

SUPER BOWL LI ON FOX

- With a total audience of 172 million, more people watched last night's Super Bowl on FOX than any other program in U.S. television history
- Super Bowl LI recorded an average audience of 113.7 million viewers on FOX, FOX Sports GO & NFL Digital and FOX Deportes, which is tied for the second most-watched Super Bowl of all time across all platforms (vs. 115.8 million in 2015)
- With 111.3 million average viewers on the FOX broadcast network, Super Bowl LI is the fifth most-watched program in television history and FOX's second most-watched event ever behind Super Bowl XLVIII (vs. 112.2 million)
- Sunday's game, in which New England overcame the largest deficit in Super Bowl history, saw the largest in-game audience growth on record, as the average audience swelled 29 percent from kickoff through overtime in the 10:00-10:15 PM ET window
- Super Bowl LI powered FOX to an easy win across all networks in prime time Sunday night, and the 45.3/70 household rating/share ranks as the highest-rated telecast of the broadcast season

FOX DEPORTES

- More than 650,000 total viewers tuned in to watch the game in Spanish on FOX Deportes, setting a record for the most-watched non-soccer event in Spanish cable television history

- FOX Deportes eclipsed its own record of 561,000, set in 2014 during the first ever Super Bowl telecast in Spanish in the U.S., by nearly 90,000
- Viewership peaked at 911,000 from 9:45-10:00 PM ET

DIGITAL

- Super Bowl LI is the most live-streamed Super Bowl ever, delivering an average minute audience of 1.72 million, up +23% over last year (vs. 1.4 million) and up +224% over FOX's last Super Bowl stream in 2014 (vs. 530,523). The live stream of Super Bowl LI was carried on FOXSportsGO.com, the FOX Sports GO app on tablets and connected devices including Xbox One, Apple TV, Roku, Android TV, Chromecast and Amazon Fire TV, as well as NFL Mobile and go90 for Verizon customers and the NFL app on Xbox One and Windows 10
- Super Bowl LI is the single most talked about television program ever, according to Nielsen Social Content Ratings, with 48 million social authors across Facebook and Twitter generating 191 million social interactions. Super Bowl LI is the first Super Bowl in which Facebook has been included in the Nielsen Social Content Ratings
- Social interactions peaked during the 10:30-10:45 PM ET window with Patriots running back James White's game-winning touchdown serving as the most-tweeted minute (177,865 at 10:27 PM ET)

HALFTIME

- Lady Gaga's halftime performance drew 117.5 million viewers during the 8:15-8:30 PM ET window and ranks as the second most-watched halftime show in Super Bowl history behind Katy Perry's performance at Super Bowl XLIX (vs. 120.7 million)

PREGAME

- The FOX SUPER BOWL SUNDAY pregame show averaged a 10.1/20 household rating/share (20.719 million viewers) for its nearly five hours of programming from 2:00-6:38 PM ET
- President Donald Trump's interview with Fox News Channel's Bill O'Reilly, which aired in the pregame show during the 4:00-4:15 PM ET window, drew a 6.8/15 household rating/share with 12.2 million viewers
- FOX Sports' live Super Bowl LI coverage began with SKIP & SHANNON: UNDISPUTED SUPER BOWL SPECIAL, which attracted 2.4 million viewers from 12:00-1:00 PM ET and is the most-watched sports debate show in U.S. television history
- FOX SUPER BOWL KICKOFF pulled in 4.1 million viewers from 1:00-2:00 PM ET, the second most-watched edition of FOX NFL KICKOFF ever

FOX ENTERTAINMENT

- The premiere of 24: LEGACY delivered a 6.1 in Adults 18-49 and 17.6 million total viewers, making it the most-watched episode in 24 franchise history
- Among Adults 18-49, 24: LEGACY is broadcast's highest-rated series debut since 2 Broke Girls (7.1/16 LS, 9/19/11) and highest-rated broadcast entertainment telecast this season
- 24: LEGACY aired from 11:00 PM-12:00 AM ET/8:00-9:00 PM PT, which was the third latest post-Super Bowl start time in telecast history