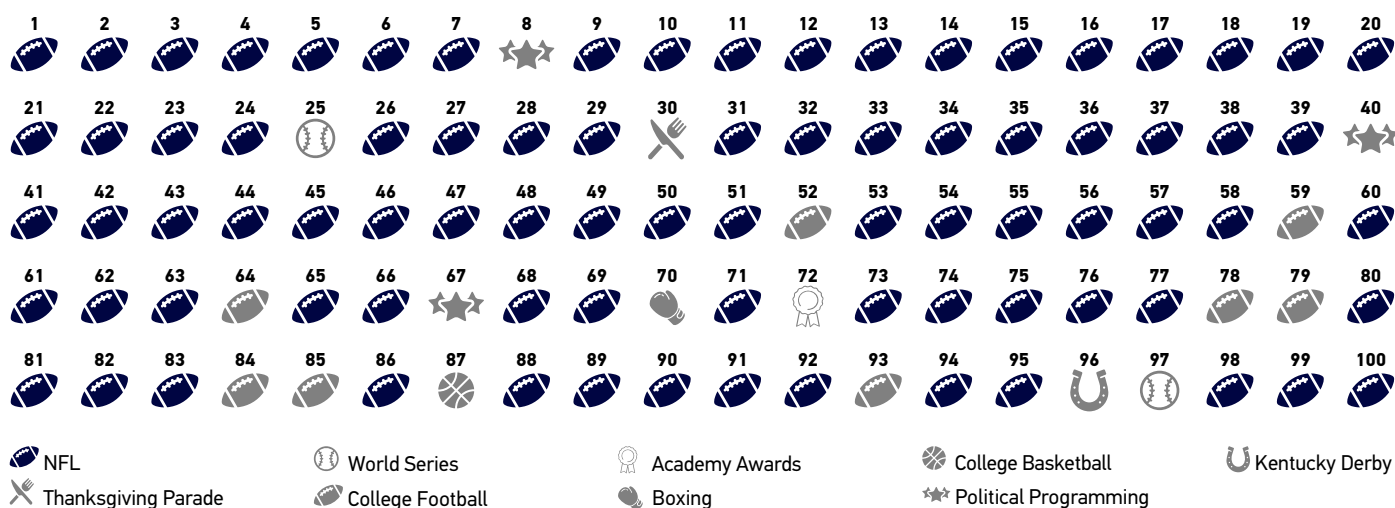


NFL (AGAIN) TOWERS OVER U.S. MEDIA

Without the Olympics nor an election eating into viewership numbers, live sports stole the show in 2025. And to no one's surprise, the overwhelming majority comes from the NFL. Let's take a look:

84/100

The NFL nabbed **84 of the year's top 100 most-watched shows**—a 16.6% increase from the year prior!



44.7M

The 2025 Thanksgiving slate shattered viewership records as fans flocked to football from early afternoon until late evening. The average viewership across games was **44.7 million**—the highest on record and surpassing the previous high set last year. This marks the fourth consecutive year the NFL has set a Thanksgiving Day viewership record²

THANKSGIVING

22.9M

Lions-Vikings led NFL Christmas Day viewership with 27.5 million across Netflix and local market viewing.

Prime Video sets a Thursday Night Football record with Chiefs-Broncos making it the most-watched (21M) Thursday Night Football regular season game ever for Prime Video and attracted a record-high peak audience for TNF with **22.9 million**.³

CHRISTMAS DAY

51M

Wild Card Weekend viewership gains outpaced the regular season, while the Divisional games claimed historic highs for the networks.⁴

CBS claimed “most-watched” Saturday NFL playoff game on record, peaking at more than **51 million viewers** and ESPN set an all-time viewership record during the Texans-Patriots matchup, which became their most-watched event in company history.⁵

PLAYOFFS

SUPER BOWL 60

125.6M

While viewership peaked (137.8M) during the second quarter of Super Bowl 60—making it the highest peak viewership in U.S. TV history—average viewership fell short of last year at **125.6 million**, which was televised on NBC.

The Telemundo broadcast averaged 3.3 million viewers—which made it the most-watched Super Bowl in U.S. Spanish-language TV history and peaked with 4.8 million viewers during the halftime show.

Speaking of which, Bad Bunny’s halftime performance reached an average of 128.2 million viewers.⁶



NFL BY THE NUMBERS

18.7M

OVERALL VIEWERSHIP

The NFL notched its second-best regular-season viewership on record, averaging **18.7 million viewers** which is behind an average of 19 million viewers in 1989. This season was **up 10% from 2024, and up 7% from 2023** as Nielsen introduced Big Data and full out-of-home measurement that covers places such as bars and restaurants.⁸

15.3M

PRIME VIDEO DELIVERS MOST-WATCHED SEASON EVER

Prime Video scored the most-watched season to date across the 20-year history of the NFL's Thursday Night Football package. The 2025 season of TNF **15.3 million viewers** throughout its 15-game slate, marking a **+16% increase over the 2024 season** and the third-consecutive year of double-digit, year-over-year viewership growth.⁹

21.2M

19.6M

SUNDAY AFTERNOON GAINS

The **NFL on CBS smashed viewership records** and delivered the NFL's top overall package, program and game in viewership across all networks for the regular season—averaging **21.25 million viewers**, up +11% vs. last year.¹⁰

FOX's regular season telecasts averaged **19.63 million viewers, up 6% from last season** and FOX's best performance since 2015. Plus, their late-afternoon Sunday contests were a close second to CBS's late afternoons with 25.28 million viewers.¹¹

23.5M

SNF = TOP-RATED PRIME TIME SHOW

In a milestone and record-setting 20th season, NBC's Sunday Night Football averaged 23.5 million viewers in 2025, marking the show's best-ever viewership—**up nearly 1 million viewers from the prior record**. Key SNF records set include: a record for average viewership, a record 8 regular season games averaging more than 25 million viewers and in the 2025-26 TV season SNF was prime time's #1 show in every major metric and demographic.¹²

20M+

MONDAY NIGHT SETS A RECORD FOR GAME VIEWERSHIP

The regular season ranked as ESPN's second-most-watched MNF season in the company's 20-year history, highlighting a year that included a record for most ESPN MNF games—over **20 million viewers**. There were also viewership gains across every major demographic, including a **5% increase in persons 18-49** and a 15% jump among females.¹³

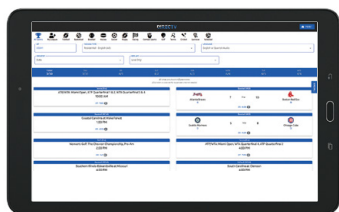
The DIRECTV MVP Marketing Program will help promote your business.



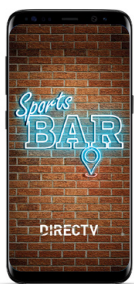
Head over to directvmvp.com to gear up for the season—from bar essentials to vinyl banners and more, get ready to make your establishment a football HQ.



Use our NFL [web banners](#) to let your customers know you've saved their seat for the season.



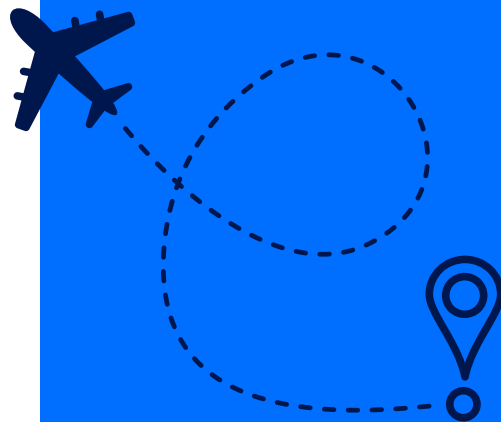
Easily find all NFL games and channels, from local broadcasts to Thursday Night Football and more, with our [Premium Sports Schedule](#).



DIRECTV's Sports Bar Finder helps grow your customer fan base. Patrons can search their location for bars and restaurants showing the games they want to see. Plus, see team affiliations, watch parties and more. Keep your profile up to date on directvmvp.com and discover your bar or restaurant at sportsbarfinder.com.

SUCCESS OUTSIDE THE US

The 2025 NFL International games on NFL Network averaged 6.2 million viewers across six games (one in Dublin, three in London, one in Berlin and one in Madrid)—ranking as the most-watched NFL Network International Games season average on record, **giving the network a +32% bump versus last year.**⁷



¹<https://www.sportico.com/business/media/2026/sportico-top-100-nfl-towers-over-us-media-landscape-1234880235/>

²<https://www.nfl.com/news/2025-thanksgiving-day-nfl-games-shatter-viewership-records>

³<https://deadline.com/2025/12/christmas-2025-nfl-viewership-netflix-amazon-lions-vikings-1236659307/>

⁴<https://www.sportsmediawatch.com/2026/01/nfl-wild-card-viewership-growth-outpaces-regular-season/>

⁵<https://www.sportsvideo.org/2026/01/23/ratings-roundup-nfl-playoff-rounds-secure-top-viewed-events-across-all-networks/>

⁶<https://variety.com/2026/tv/news/super-bowl-2026-ratings-viewers-1236658484/>

⁷<https://www.nfl.com/news/2025-has-most-watched-nfl-network-international-games-season-on-record>

⁸<https://www.sportsvideo.org/2026/01/09/ratings-roundup-nfl-secures-its-second-best-regular-season-viewership-on-record-with-over-18-million-viewers/>

⁹<https://press.amazonmgmstudios.com/us/en/press-release/prime-video-delivers-ithursday-night-footballsi-mo>

¹⁰<https://www.paramountpressexpress.com/cbs-sports/shows/nfl-on-cbs/releases/?view=112263-cbs-sports-leads-all-networks-with-record-setting-2025-nfl-regular-season>

¹¹<https://www.hollywoodreporter.com/tv/tv-news/nfl-tv-ratings-2025-regular-season-1236466173/>

¹²<https://www.nbcuniversal.com/article/after-record-setting-2025-season-sunday-night-football-finishes-fall-spring-tv-season-primetimes-no>

¹³<https://espnpressroom.com/us/press-releases/2026/01/espn-monday-night-football-records-second-most-watched-regular-season-in-the-companys-20-year-history-of-airing-the-iconic-franchise/>