

COLLEGE FOOTBALL BY THE NUMBERS

DIRECTV
FOR BUSINESS

ANOTHER EPIC SEASON OF COLLEGE FOOTBALL

154
billion



This season, over **154 billion minutes** of college football have been watched live across ESPN, FOX, NBC and other networks.¹

NETWORKS PERFORMANCE

5.8M ABC averaged **5.8 million** viewers per game—its best season since 2009 and **up 56% YoY.**²

1.9M ESPN platforms averaged **1.9 million** viewers per game, marking their most-watched season since 2016 with a **19% YoY increase.**²

5.0M Fox's Big Noon Saturday window averaged **5.06 million** viewers through 13 weeks.³

CONFERENCE PERFORMANCE

SEC

589M
TOTAL VIEWERS

The SEC accounted for 8 out of the top 10 most-watched schools during the season, and **16 of the top 20 regular season broadcasts involved at least one SEC team.**⁴

FEATURED MATCH-UPS:

Georgia v. Texas **13.2M**^{2,5}

SEC Championship
(Georgia v. Texas) **16.6M**^{2,5}

BIG TEN

471M
TOTAL VIEWERS

The Big Ten Championship game was the **most-watched football game on CBS in 2024.**⁷

FEATURED MATCH-UPS:

Ohio State v. Penn State **9.77M**⁶

Big Ten Championship
(Oregon v. Penn State) **10.5M**⁷

ACC

208M
TOTAL VIEWERS

On ABC, **even the least-viewed matchup pulled 1.95M viewers, with top games reaching up to 5M**; ESPN aired two games above 4M, while ACC vs. Notre Dame matchups on NBC ranged from 1.87M to 2.19M.¹⁹

FEATURED MATCH-UPS:

Georgia Tech v. Florida State .. **4.99M**⁶

ACC Championship
(Clemson v. SMU) **5.98M**⁶

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EVENT-BASED VIEWERSHIP

RIVALRY WEEK (Week 14)

It was the most-watched regular-season week overall, with **ESPN/ABC** posting their highest Rivalry Week viewership since 2016.¹³ **Record-setting matchups, included:**

12.3M

Michigan–Ohio State

FOX

9.5M

Texas–Texas A&M



8.5M

Georgia–Georgia Tech



7.4M

Auburn–Alabama



BOWL SEASON

2.7M

ESPN platforms averaged 2.7M viewers for bowl games in 2024, their best bowl season in five years—a **14% YoY increase**.¹²

5.0M

Fans watched **19.2B minutes** of bowl coverage across ABC, ESPN and ESPN2, with ABC averaging **5.0M viewers**—its largest non-CFP bowl audience in over a decade.¹²

COLLEGE FOOTBALL PLAYOFFS

19.2M

The expanded CFP dominated 2024 TV ratings—**9 of the season's 10 most-watched games** were CFP contests, with quarterfinals averaging **16.9M viewers** and the semi-finals averaging **19.2M viewers**.^{9,10}

22.1M

The National Championship averaged **22.1M viewers**, making it not only the top CFP broadcast but also **the most-watched non-NFL sporting event of the entire year**.¹¹

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PROOF OF POPULARITY

28%



Most viewers fall between ages 18–55, with **those aged 35–44 showing the highest engagement**—28% identify as hardcore fans.¹⁴

3M



Top universities such as **Alabama, LSU, Michigan and Ohio State** each have **over 3M social media followers**, with 10 schools surpassing 2M—**outpacing several NFL teams.**¹⁵

COLLEGE SPORTS MATERIALS FOR ORDER ON MVP

SEC Network Materials

Poster, Coasters, Wood Sign, Apron, Pint Glasses and Condiment Caddy



ACC Network Materials

Beer Pitcher, Coasters, Napkins, Pint Glasses and Poster



Big Ten Network Materials

Banners, Coasters, Stadium Cups, Table Tent, Shirts and more



¹ <https://www.nielsen.com/news-center/2024/nielsen-shares-college-football-conference-champs-and-overall-top10-based-on-season-viewership-rankings/>

² <https://espnpressroom.com/us/press-releases/2024/12/espn-and-abc-deliver-record-breaking-college-football-viewership-in-2024-abc-scores-top-two-most-watched-windows-with-abc-saturday-night-football-more-than-doubling-the-competition/#:~:text=ESPN platforms delivered record-breaking, increase year-over-year.>

³ <https://awfulannouncing.com/fox/ohio-state-indiana-strong-weekend-college-football-viewership.html>

⁴ <https://www.nytimes.com/athletic/5984665/2024/12/11/sec-football-viewership-georgia-alabama/>

⁵ <https://www.sportsmediawatch.com/2024/12/sec-title-game-viewership-lifts-abc-conference-championship-slate-despite-declines/>

⁶ <https://collegefootballnetwork.com/2024-college-football-tv-ratings/>

⁷ <https://www.sportsmediawatch.com/2024/12/big-ten-championship-ratings-oregon-penn-state-cbs-viewership/>

⁸ <https://www.sportsbusinessjournal.com/Articles/2024/12/30/sports-network-viewership-big-ten-network/>

⁹ https://www.espn.com/college-football/story/_/id/43525435/cfp-title-game-most-watched-season-viewership-down

¹⁰ <https://www.nielsen.com/news-center/2024/nielsen-shares-college-football-conference-champs-and-overall-top10-based-on-season-viewership-rankings/>

¹¹ https://sports.yahoo.com/cfp-national-championship-game-averaged-175015577.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cu29v2ZxlMnVbS8&guce_referrer_sig=AQAAADuzAq_mFSvEnp1ogXsbYFTmOHBc3YzldR6tZLqtpZnW5scrhwW7y2T_DB-pXx6cBhbNYQB0iMzTC3GZukc_XNRMnv2iLlq_2g53Znb255R9pPHrKx7HRDCSALWzI8cGz2JmM5CUk-wpsUSKpK0gE690gHYoXqN5dls812pRehh

¹² <https://espnpressroom.com/us/press-releases/2025/01/espn-college-football-bowl-viewership-reaches-record-highs-for-2024-25-season/#:~:text=ESPN's%2025%20games%20averaged%202.4,Most%20watched%20since%202014%20season>

¹³ <https://www.sportsvideo.org/2024/12/06/ratings-roundup-college-football-sweeps-ratings-across-all-networks/#:~:text=Rivalry Week on ABC/ESPN,Tech/Georgia rivalry on record>

¹⁴ <https://kortx.io/news/college-sports-marketing/>

¹⁵ <https://www.nytimes.com/athletic/6250250/2025/04/03/college-football-most-popular-team-fans/>

¹⁶ <https://bigten.org/btn/about/big-ten-network/>

¹⁷ <https://www.secsports.com/news/2022/05/about-sec-networksec-network-1>

¹⁸ https://ramblinwreck.com/accn-faq/XNRMnv2iLlq_2g53Znb255R9pPHrKx7HRDCSALWzI8cGz2JmM5CUk-wpsUSKpK0gE690gHYoXqN5dls812pRehh

¹⁹ <https://accfootballrx.blogspot.com/2025/06/2024-acc-viewership-analysis.html>