

Monthly Active Users of Twitter *

318.000.000

Subscribers to Amazon Prime *

85.000.000

(as of 2017)



#	Match-Up	Date	Viewership (AMA) *	Avg. Time Watched	Stream Initiations	Total Viewership	Streaming %
1	New York Jets @ Buffalo Bills	15. September 2016	243.000	0:22	2.100.000	9.500.000	2,6%
2	Houston Texans @ New England Patriots	22. September 2016	327.000	0:39	2.200.000	10.600.000	3,1%
3	Arizona Cardinals @ San Francisco 49ers	6. Oktober 2016	236.000	0:38	2.600.000	7.400.000	3,2%
4	Denver Broncos @ San Diego Chargers	13. Oktober 2016	300.000		2.700.000	8.700.000	3,4%
5	Chicago Bears @ Green Bay Packers	20. Oktober 2016	288.000		2.700.000	8.600.000	3,3%
6	New Orleans Saints @ Carolina Panthers	17. November 2016	209.000		2.900.000	8.100.000	2,6%
7	Dallas Cowboys @ Minnesota Vikings	1. Dezember 2016	310.000		2.900.000	12.800.000	2,4%
8	Oakland Raiders @ Kansas City Chiefs	8. Dezember 2016	280.000		3.100.000	10.500.000	2,7%
9	LA Rams @ Seattle Seahawks	15. Dezember 2016	225.000		2.900.000	8.800.000	2,6%
10	NY Giants @ Philadelphia Eagles	22. Dezember 2016	240.000		2.800.000	10.600.000	2,3%
Average			265.800	0:33	2.690.000	9.560.000	2,8%
International Viewers			ca. 25%				
Share of MAU / Prime Subscribers *			0,08%		0,85%		



#	Match-Up	Date	Viewership (> 1 Min.) *	Avg. Time Watched	Stream Initiations	Total Viewership	Streaming %
1	Chicago Bears @ Green Bay Packers	28. September 2017	372.000	0:55	1.600.000	15.100.000	2,5%
2	New England Patriots @ Tampa Bay Buccaneers	5. Oktober 2017	391.000	0:50	1.700.000	16.000.000	2,4%
3	Philadelphia Eagles @ Carolina Panthers	12. Oktober 2017	375.000	0:51	1.800.000	14.900.000	2,5%
4	Kansas City Chiefs @ Oakland Raiders	19. Oktober 2017	522.000 **	0:50	2.000.000	14.900.000	3,5%
5	Miami Dolphins @ Baltimore Ravens	26. Oktober 2017	N/A	0:51	1.500.000	11.363.000	N/A
6	Seattle Seahawks @ Arizona Cardinals	9. November 2017	299.000 **	N/A	N/A	13.400.000	2,2%
7	Tennessee Titans @ Pittsburgh Steelers	16. November 2017	303.000	0:42	1.400.000	13.800.000	2,2%
8	Washington Redskins @ Dallas Cowboys	30. November 2017	402.000 **	N/A	N/A	16.000.000	2,5%
9	New Orleans Saints @ Atlanta Falcons	7. Dezember 2017	394.000 **	N/A	N/A	15.000.000	2,6%
10	Denver Broncos @ Indianapolis Colts	14. Dezember 2017	262.000 **	N/A	N/A	10.900.000	2,4%
11	Pittsburgh Steelers @ Houston Texans	25. Dezember 2017	182.000 **	N/A	N/A	17.100.000	1,1%
Average			350.200	0:49	1.666.667	14.405.727	2,4%
International Viewers			187 Countries				
Share of MAU / Prime Subscribers			0,44%		1,96%		

*

AMA Average Minute Viewership: the average number of people that watched a TV broadcast during any 60-second portion of that broadcast

MAU Monthly Active Users of Twitters as Average off Reported Figures for Q3/2016 (317m) and Q4/2016 (319m)

> 1 Min. Amazon defined a viewer as someone who initiated the stream and stayed on it more than 1 minutes consequently

Prime Subscribers as defined by US-only estimate for June 2017 of Consumer Intelligence Research Partners

Total Viewership Viewership as defined as total audience across all broadcasting platforms: CBS, NFL Network, Amazon Prime Video, NFL & CBS Digital Platforms

** Streaming numbers based on data from sportsmediawatch.com, not official company information provided by Amazon.