

Monthly Active Users of Twitter *

318.000.000

Subscribers to Amazon Prime *

85.000.000

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#	Match-Up	Date	Viewership (AMA) *	Stream Initiations	Total Viewership	Streaming %
1	New York Jets @ Buffalo Bills	15. September 2016	243.000	2.100.000	9.500.000	2,6%
2	Houston Texans @ New England Patriots	22. September 2016	327.000		10.600.000	
3	Arizona Cardinals @ San Francisco 49ers	6. Oktober 2016	236.000		7.400.000	
4	Denver Broncos @ San Diego Chargers	13. Oktober 2016	300.000		8.700.000	
5	Chicago Bears @ Green Bay Packers	20. Oktober 2016	288.000		8.600.000	
6	New Orleans Saints @ Carolina Panthers	17. November 2016	209.000		8.100.000	
7	Dallas Cowboys @ Minnesota Vikings	1. Dezember 2016	310.000		12.800.000	
8	Oakland Raiders @ Kansas City Chiefs	8. Dezember 2016	280.000		10.500.000	
9	LA Rams @ Seattle Seahawks	15. Dezember 2016	225.000		8.800.000	
10	NY Giants @ Philadelphia Eagles	22. Dezember 2016	240.000		10.600.000	
11						
Average			265.800	3.500.000	9.560.000	2,6%
International Viewers			ca. 25%			
Share of MAU / Prime Subscribers *			0,08%	0,66%		

amazon



#	Match-Up	Date	Viewership (> 1 Min.) *	Stream Initiations	Total Viewership	Streaming %
1	Chicago Bears @ Green Bay Packers	28. September 2017	372.000	1.600.000	15.100.000	2,5%
2	New England Patriots @ Tampa Bay Buccaneers	5. Oktober 2017				
3	Philadelphia Eagles @ Carolina Panthers	12. Oktober 2017				
4	Kansas City Chiefs @ Oakland Raiders	19. Oktober 2017				
5	Miami Dolphins @ Baltimore Ravens	26. Oktober 2017				
6	Seattle Seahawks @ Arizona Cardinals	9. November 2017				
7	Tennessee Titans @ Pittsburgh Steelers	16. November 2017				
8	Washington Redskins @ Dallas Cowboys	30. November 2017				
9	New Orleans Saints @ Atlanta Falcons	7. Dezember 2017				
10	Denver Broncos @ Indianapolis Colts	14. Dezember 2017				
11	Pittsburgh Steelers @ Houston Texans	25. Dezember 2017				
Average			372.000	1.600.000	15.100.000	2,5%
International Viewers			149 Countries			
Share of MAU / Prime Subscribers			0,44%	1,88%		

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