



## SUPER BOW RATINGS HISTORY (1967-2012)

Super Bowl	Teams (Winner in CAPS)	Day	Date	Network	NSI Avg	Persons 2+	NTI	NTI	
					HHrtg/Shr	Total Audience (Watched All or Part)			Avg HHs
					<i>Metered Markets</i>	(Millions)	Rtg	Shr	(000's)
<b>I</b>	<b>GREEN BAY/Kansas City</b>	Sun	1/15/67	CBS	--	39.9	23.0	44	12,630
I	GREEN BAY/Kansas City	Sun	1/15/67	NBC	--	35.6	17.8	34	9,770
<b>II</b>	<b>GREEN BAY/Oakland Raiders</b>	Sun	1/14/68	CBS	--	51.3	36.8	68	20,610
III	N.Y. JETS/Baltimore	Sun	1/12/69	NBC	--	54.5	36.0	70	20,520
<b>IV</b>	<b>KANSAS CITY/Minnesota</b>	Sun	1/11/70	CBS	--	59.2	39.4	69	23,050
V	BALTIMORE/Dallas	Sun	1/17/71	NBC	--	58.5	39.9	75	23,980
<b>VI</b>	<b>DALLAS/Miami</b>	Sun	1/16/72	CBS	--	67.3	44.2	74	27,450
VII	MIAMI/Washington	Sun	1/14/73	NBC	--	67.7	42.7	72	27,670
<b>VIII</b>	<b>MIAMI/Minnesota</b>	Sun	1/13/74	CBS	--	63.2	41.6	73	27,540
IX	PITTSBURGH/Minnesota	Sun	1/12/75	NBC	--	71.3	42.4	72	29,040
<b>X</b>	<b>PITTSBURGH/Dallas</b>	Sun	1/18/76	CBS	36.9/ na	73.3	42.3	78	29,440
XI	OAKLAND/Minnesota	Sun	1/9/77	NBC	41.5/ na	81.9	44.4	73	31,610
<b>XII</b>	<b>DALLAS/Denver</b>	Sun	1/15/78	CBS	44.8/ na	102.0	47.2	67	34,410
XIII	PITTSBURGH/Dallas	Sun	1/21/79	NBC	43.3/ na	96.6	47.1	74	35,090
<b>XIV</b>	<b>PITTSBURGH/L.A. Rams</b>	Sun	1/20/80	CBS	47.4/ na	97.8	46.3	67	35,330
XV	OAKLAND/Philadelphia	Sun	1/25/81	NBC	44.6/ na	94.1	44.4	63	34,540
<b>XVI</b>	<b>SAN FRANCISCO/Cincinnati</b>	Sun	1/24/82	CBS	43.9/ na	110.2	49.1	73	40,020
XVII	WASHINGTON/Miami	Sun	1/30/83	NBC	45.6/ na	109.0	48.6	69	40,480
<b>XXVIII</b>	<b>L.A. RAIDERS/Washington</b>	Sun	1/22/84	CBS	44.1/ na	105.2	46.4	71	38,880
XIX	SAN FRANCISCO/Miami	Sun	1/20/85	ABC	43.6/ na	115.9	46.4	63	39,390
XX	CHICAGO/New England	Sun	1/26/86	NBC	47.0/ na	127.1	48.3	70	41,490
<b>XXI</b>	<b>NY GIANTS/Denver</b>	Sun	1/25/87	CBS	47.8/ na	119.7	45.8	66	40,030
XXII	WASHINGTON/Denver	Sun	1/31/88	ABC	42.8/ na	114.6	41.9	62	37,120
XXIII	SAN FRANCISCO/Cincinnati	Sun	1/22/89	NBC	42.5/ na	110.8	43.5	68	39,320
<b>XXIV</b>	<b>SAN FRANCISCO/Denver</b>	Sun	1/28/90	CBS	39.6/62	109.0	39.0	63	35,920
XXV	NY GIANTS/Buffalo	Sun	1/27/91	ABC	42.7/ na	112.1	41.9	63	39,010
<b>XXVI</b>	<b>WASHINGTON/Buffalo</b>	Sun	1/26/92	CBS	40.4/60	119.7	40.3	61	37,120
XXVII	DALLAS/Buffalo	Sun	1/31/93	NBC	43.9/65	133.4	45.1	66	41,990
XXVIII	DALLAS/Buffalo	Sun	1/30/94	NBC	44.0/65	134.8	45.5	66	42,860
XXIX	SAN FRANCISCO/San Diego	Sun	1/29/95	ABC	41.2/61	125.2	41.3	62	39,400
XXX	DALLAS/Pittsburgh	Sun	1/28/96	NBC	44.4/65	138.5	46.0	68	44,150
XXXI	GREEN BAY/New England	Sun	1/26/97	FOX	43.0/63	128.9	43.3	65	42,000
XXXII	DENVER/Green Bay	Sun	1/25/98	NBC	44.4/65	133.4	44.5	67	43,630
XXXIII	DENVER/Atlanta	Sun	1/31/99	FOX	40.7/60	127.5	40.2	61	39,992
XXXIV	ST. LOUIS/Tennessee	Sun	1/30/00	ABC	42.9/61	130.7	43.3	63	43,618
<b>XXXV</b>	<b>BALTIMORE/NY Giants</b>	Sun	1/28/01	CBS	39.8/59	131.2	40.4	61	41,270
XXXVI	NEW ENGLAND/St. Louis	Sun	2/3/02	FOX	42.5/61	131.7	40.4	61	42,664
XXXVII	TAMPA BAY/Oakland	Sun	1/26/03	ABC	43.8/62	138.9	40.7	61	43,433
<b>XXXVIII</b>	<b>NEW ENGLAND/Carolina</b>	Sun	2/1/04	CBS	44.2/63	144.4	41.4	63	44,908
XXXIX	NEW ENGLAND/Philadelphia	Sun	2/6/05	FOX	43.4/63	133.7	41.1	62	45,081
XL	PITTSBURGH/Seattle	Sun	2/5/06	ABC	42.1/62	141.4	41.6	62	45,867
<b>XLI</b>	<b>INDIANAPOLIS/Chicago</b>	Sun	2/4/07	CBS	42.0/63	139.8	42.6	64	47,505
XLII	N.Y. GIANTS/New England	Sun	2/3/08	FOX	44.7/66	148.3	43.1	65	48,655

XLIII	PITTSBURGH/Arizona	Sun	2/1/09	NBC	42.1/65	151.6	42.0	64	48,139
<b>XLIV</b>	<b>NEW ORLEANS/Indianapolis</b>	<b>Sun</b>	<b>2/7/10</b>	<b>CBS</b>	<b>46.4/68</b>	<b>153.4</b>	<b>45.0</b>	<b>68</b>	<b>51,728</b>
XLV	GREEN BAY/Pittsburgh	Sun	2/6/11	FOX	47.9/71	162.9	46.0	69	53,282
XLVI	NY GIANTS/New England	Sun	2/5/12	NBC	47.8/71	159.2	47.0	71	53,910

Winner of Super Bowl in CAPS

Source: Nielsen Media Research, NTI, average audience  
Ratings prior to 12/26/95, Live Only and after Live + Same Day