



## 2012-13 NFL ON CBS POST-SEASON

| Day | Date    | Time       | Game   | Avg. HH |     | RTG CHG                |
|-----|---------|------------|--|---------|-----|------------------------|
|     |         |            |  | Rtg     | Shr | 2012-13 vs.<br>2011-12 |
| Sun | 1/6/13  | 1:07-4:20p | AFC WILDCARD<br><i>(Indianapolis @ Baltimore)</i>        | 18.1    | 36  | -25%                   |
| Sat | 1/12/13 | 4:36-8:53p | AFC DIVISIONAL PLAYOFF<br><i>(Baltimore @ Denver OT)</i> | 20.1    | 36  | 9%                     |
| Sun | 1/13/13 | 4:41-7:59p | AFC DIVISIONAL PLAYOFF<br><i>(Houston @ New England)</i> | 21.7    | 36  | 14%                    |
| Sun | 1/20/13 | 6:42-9:53p | AFC CHAMPIONSHIP<br><i>(Baltimore @ New England)</i>     | 25.5    | 39  | -7%                    |

|   |             |           |            |
|---|-------------|-----------|------------|
| <b>2012 CBS NFL REGULAR SEASON FINAL AVG (27 t/c)</b> | <b>10.7</b> | <b>21</b> | <b>-2%</b> |
|---|-------------|-----------|------------|

|   |             |           |            |
|---|-------------|-----------|------------|
| <b>2013 CBS NFL POST SEASON FINAL AVG (4 t/c)</b> | <b>21.2</b> | <b>37</b> | <b>-5%</b> |
|---|-------------|-----------|------------|

|   |             |           |            |
|---|-------------|-----------|------------|
| <b>2012-13 CBS NFL / REGULAR POST SEASON AVG (31 t/c)</b> | <b>12.2</b> | <b>23</b> | <b>-2%</b> |
|---|-------------|-----------|------------|

Source: Nielsen Media Research