



SUPER BOWLS ON CBS SPORTS

<u>Super Bowl</u>	<u>Teams (Winner in CAPS)</u>	<u>Day</u>	<u>Date</u>	<u>Rtg</u>	NTI		<u>Avg. Viewers (Persons 2+)</u> <u>(000's)</u>
					HH	SHr	
I	GREEN BAY/Kansas City	Sun	1/15/1967	23.0	44	26,750	
II	GREEN BAY/Oakland Raiders	Sun	1/14/1968	36.8	68	39,120	
IV	KANSAS CITY/Minnesota	Sun	1/11/1970	39.4	69	44,270	
VI	DALLAS/Miami	Sun	1/16/1972	44.2	74	56,640	
VIII	MIAMI/Minnesota	Sun	1/13/1974	41.6	73	51,700	
X	PITTSBURGH/Dallas	Sun	1/18/1976	42.3	78	57,710	
XII	DALLAS/Denver	Sun	1/15/1978	47.2	67	78,940	
XIV	PITTSBURGH/L.A. Rams	Sun	1/20/1980	46.3	67	76,240	
XVI	SAN FRANCISCO/Cincinnati	Sun	1/24/1982	49.1	73	85,240	
XVIII	L.A. RAIDERS/Washington	Sun	1/22/1984	46.4	71	77,620	
XXI	NY GIANTS/Denver	Sun	1/25/1987	45.8	66	87,190	
XXIV	SAN FRANCISCO/Denver	Sun	1/28/1990	39.0	63	73,850	
XXVI	WASHINGTON/Buffalo	Sun	1/26/1992	40.3	61	79,593	
XXXV	BALTIMORE/NY Giants	Sun	1/28/2001	40.4	61	84,335	
XXXVIII	NEW ENGLAND/Carolina	Sun	2/1/2004	41.4	63	89,795	
XLI	INDIANAPOLIS/Chicago	Sun	2/4/2007	42.6	64	93,183	
XLIV	NEW ORLEANS/Indianapolis	Sun	2/7/2010	45.0	68	106,476	
XLVII	BALTIMORE/San Francisco	Sun	2/3/2013	46.4	69	108,693	
50	DENVER/Carolina	Sun	2/7/2016	46.6	72	111,864	

* One rating point equals one percent of the nation's television homes that is tuned in during an average minute of a broadcast. One share point equals one percent of the nation's television homes in use that is tuned in during an average minute of a broadcast.

Winner of Super Bowl in CAPS

Source: Nielsen Media Research, NTI, average audience

Ratings prior to 12/26/05, Live Only and after Live + Same Day