



## 2013 NFL ON CBS REGULAR-SEASON

Wk	Day	Date	Time	Teams (High Coverage Games)	Avg HH Rating	Share	RTG CHG '12 vs '11
1	Sun	9/8	1:03-4:00p	(CIN @ CHI-34%, TEN @ PIT-22%)	9.5	20	4%
2	Sun	9/15	4:50-7:50p*	(DEN @ NYG- 89%)	15.9	29	29%
			1:03-4:20p	(SD @ PHI-49%, MIA @ IND-18%)	8.0	17	-7%
3	Sun	9/22	4:33-8:04p*	(IND @ SF-81%, BUF @ NYJ-11%)	15.5	29	8%
			1:03-4:21p	(HOU @ BAL-59%)	6.1	13	-32%
4	Sun	9/29	1:07-4:11p	(PIT vs. MIN (@ London, 61%)	8.3	18	-7%
5	Sun	10/6	4:31-7:44p*	(DEN @ DAL - 98% )	16.7	31	14%
			1:03-4:02p	(NE @ CIN-67%, KC @ TEN-15%)	7.0	15	-8%
6	Sun	10/13	1:03-4:07p	(PIT @ NYJ-43%, OAK @ KC-20%	9.9	22	-1%
7	Sun	10/20	4:36-7:30p*	(BAL @ PIT-43%, HOU @ KC-38%)	14.8	28	6%
			1:03-4:36p	(NE @ NYJ-49%, CIN @ DET-26%)	8.7	19	67%
8	Sun	10/27	1:03-4:15p	(1p - MIA @ NE-48%)	9.3	20	1%
9	Sun	11/3	4:31-7:59p*	(PIT @ NE - 88%)	14.3	25	-3%
			1:03-4:31p	(KC @ BUF-60%, SD @ WAS- 22%)	8.6	18	-8%
10	Sun	11/10	4:47-7:47p*	(DEN @ SD-91%) (vs. WK #11)	14.3	25	-1%
			1:03-4:47p	(CIN @ BAL- 57%, OAK @ NYG- 25%)	8.0	17	-16%
11	Sun	11/17	1:03-4:29p	(1p - BAL @ CH-38%, NYJ @ BUF-15%	8.9	18	-3%
12	Sun	11/24	1:03-3:59p	(1p - NYJ @ BAL-30%, SD @ KC-26%	10.2	21	1%
12	Thu	11/28	4:32-8:06p	(OAK @ DAL- Thanksgiving)	14.3	35	3%
13	Sun	12/1	4:25-7:51p*	(DEN @ KC- 92%)	16.7	29	20%
			1:03-4:20p	(NE @ HOU-58%, MIA @ NYJ-16%)	9.9	21	27%
14	Sun	12/8	1:03-4:27p	(1p - KC @ WAS-21%, MIA @ PIT-20%)	12.0	23	18%
15	Sun	12/15	1:03-4:09p	(1p- NE @ MIA-47%)	9.7	20	-7%
16	Sun	12/22	4:25-7:56p*	(NE @ BAL-64%, PIT @ GB-22%)	14.2	26	-12%
			1:03-4:18p	(DEN @ HOU-45%) (v. WK #15)	9.3	20	11%
17	Sun	12/29	1:03-4:11p*	(BAL @ CIN-62%, NYJ @ MIA-17%)	10.4	21	4%
			4:25-7:45p	(BUF @ NE-38%, DEN @ OAK-33%)	8.5	15	29%

**CBS 2013 FINAL REG SEASON AVG (27 Games) 11.1 22 4%**

\*High Coverage National game  
Source: Nielsen Media Research