



2016-2017 AFC Playoffs

<u>NET</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>GAME</u>	Avg HH		Rtg Change
					<u>RTG</u>	<u>SHR</u>	2016-17 vs. <u>2014-15</u>
CBS	Sun	1/8/17	1:06-4:19p	AFC WILDCARD <i>(Miami @ Pittsburgh)</i>	17.5	36	0%
CBS	Sat	1/14/17	8:16-11:26p	AFC DIVISIONAL PLAYOFF <i>(Houston @ New England)</i>	16.0	29	-12%
NBC	Sun	1/15/17	* 8:20-11:19p	AFC DIVISIONAL PLAYOFF <i>(Pittsburgh @ Kansas City)</i>	19.8	32	-16%
<i>* moved to Prime due to ice storms in MidWest</i>							
CBS	Sun	1/22/17	6:45-9:51p	AFC CHAMPIONSHIP <i>(Pittsburgh @ New England)</i>	24.4	38	-17%
2016 CBS NFL REGULAR SEASON FINAL AVG (27 t/c)					10.1	21	-9%
2017 NFL POST SEASON AVG - CBS Only (3 t/c)					19.3	34	-13%
2017 POST SEASON FINAL AVG - Includes NBC (4 t/c)					19.4	34	-13%
2016-2017 NFL / REG POST SEASON AVG- CBS Only (30 t/c)					11.0	23	-13%