



NATIONAL FOOTBALL LEAGUE
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NFL GAMES RANK 1-2 AMONG ALL PROGRAMS FOR WEEK

NFL Games Top Ratings in 27 Local NFL Markets

Beginning with the Thursday night NFL season opener, viewers across the country tuned their televisions to NFL games in impressive numbers last week.

Fox's doubleheader game on Sunday (mostly Cowboys-Jaguars) was the week's most-watched show (22.7 million viewers), while the Sunday night opener on NBC (Colts-Giants) ranked second (22.6 million viewers).

NFL games topped the local ratings in 27 of 29 NFL markets*(*New Orleans data excluded by Nielsen).

Following are the NFL markets where football was the top-rated program for the week of September 4-10:

Week of 9/4 - 9/10			HH	HH	RTG
<u>Market</u>	<u>Game</u>	<u>Date</u>	<u>RTG</u>	<u>SHR</u>	<u>Rank</u>
Pittsburgh	Dolphins @ Steelers	9/7/06	50.5	67	1
Indianapolis	Colts @ NY Giants	9/10/06	43.3	58	1
Milwaukee	Bears @ Packers	9/10/06	39.1	61	1
Buffalo	Bills @ Patriots	9/10/06	37.9	69	1
Dallas	Cowboys @ Jaguars	9/10/06	32.2	54	1
Kansas City	Bengals @ Chiefs	9/10/06	31.2	57	1
Denver	Broncos @ Rams	9/10/06	28.5	59	1
Jacksonville	Cowboys @ Jaguars	9/10/06	28.2	45	1
Chicago	Bears @ Packers	9/10/06	27.5	50	1
Charlotte	Falcons @ Panthers	9/10/06	27.4	51	1
Cincinnati	Bengals @ Chiefs	9/10/06	27.1	57	1
Tampa	Ravens @ Bucs	9/10/06	26.1	48	1
Philadelphia	Eagles @ Texans	9/10/06	25.1	53	1
St. Louis	Broncos @ Rams	9/10/06	24.0	49	1
Nashville	Colts @ NY Giants	9/10/06	22.4	32	1
Miami	Dolphins @ Steelers	9/7/06	22.1	32	1
Boston	Bills @ Patriots	9/10/06	21.5	52	1
Seattle	Seahawks @ Lions	9/10/06	21.2	49	1
Baltimore	Ravens @ Bucs	9/10/06	19.9	43	1
Detroit	Seahawks @ Lions	9/10/06	19.1	38	1
Phoenix	49ers @ Cardinals	9/10/06	17.8	33	1
New York	Colts @ NY Giants	9/10/06	17.7	26	1
Houston	Eagles @ Texans	9/10/06	16.9	33	1
Washington, D.C.	Colts @ NY Giants	9/10/06	16.9	27	1
San Diego	Colts @ NY Giants	9/10/06	16.6	28	1
San Fran./Oakland	49ers @ Cardinals	9/10/06	15.7	39	1
Minneapolis	Dolphins @ Steelers	9/7/06	14.2	25	1

* Local affiliate & ESPN combined