

Los Angeles Times

Individual NFL Team Data and Rankings 1995 – 1999

The following pages contain individual team data for each revenue and expense category, along with the ranking of each category (in parentheses) among the 31 teams.

NOTE: These documents provided to the Los Angeles Times do not include a column that is on the far right of the originals showing the compounded annual growth for each category over the five-year period.

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National Football League Quartiles
Team Financial Performance
ARIZONA CARDINALS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	17,675	(20)	16,115	(27)	18,027	(27)	19,746	(26)	21,462	(28)
Local TV and Radio	739	(30)	414	(30)	515	(30)	619	(30)	211	(31)
Loge Boxes	2,183	(12)	2,185	(16)	2,105	(18)	2,209	(19)	1,822	(24)
Concessions	507	(21)	447	(20)	506	(24)	860	(21)	915	(22)
Advertising/Parking/Other	214	(30)	694	(29)	849	(30)	924	(29)	1,045	(27)
Miscellaneous	904	(11)	1,938	(9)	3,555	(4)	3,516	(5)	4,304	(5)
Total Local Revenue	22,222	(28)	21,793	(28)	25,557	(28)	27,874	(28)	29,759	(30)
Common Revenues	41,377		43,172		44,294		63,818		64,806	
Total Revenues	63,599	(25)	64,965	(29)	69,851	(28)	91,692	(28)	94,565	(30)
Expenses										
Player Costs	38,730	(25)	45,233	(14)	43,484	(25)	58,174	(22)	62,935	(23)
Team Expenses	7,780	(19)	7,788	(20)	8,621	(21)	8,995	(25)	8,505	(27)
Stadium Rental	1,643	(11)	1,466	(15)	1,466	(16)	1,737	(15)	1,837	(13)
Stadium Operations	-		-		-		-		2,653	(15)
G&A	7,167	(17)	4,133	(30)	7,416	(19)	13,190	(9)	11,955	(11)
PR	940	(14)	890	(15)	1,685	(8)	1,759	(11)	1,529	(14)
Total Operating Expenses	56,260	(24)	59,510	(26)	62,672	(27)	83,855	(16)	89,414	(21)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	5,339	(21)	2,145	(21)	4,399	(19)	4,507	(27)	1,511	(27)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20650

National Football League Quartiles
Team Financial Performance
ATLANTA FALCONS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,558	(24)	15,839	(28)	15,470	(29)	17,826	(29)	20,888	(30)
Local TV and Radio	2,520	(14)	3,451	(9)	3,520	(11)	2,051	(23)	2,189	(23)
Loge Boxes	-	(26)	-	(26)	-	(27)	-	(28)	-	(29)
Concessions	-	(28)	-	(28)	-	(28)	-	(26)	-	(28)
Advertising/Parking/Other	7,017	(4)	6,633	(5)	7,109	(6)	9,405	(6)	7,957	(10)
Miscellaneous	240	(23)	41	(26)	144	(26)	2,041	(11)	2,706	(11)
Total Local Revenue	26,335	(15)	25,964	(23)	26,243	(27)	31,323	(23)	33,740	(27)
Common Revenues	40,867		43,613		44,318		63,817		65,342	
Total Revenues	67,202	(16)	69,577	(22)	70,561	(27)	95,140	(23)	99,082	(26)
Expenses										
Player Costs	40,738	(17)	46,884	(8)	48,735	(9)	60,628	(11)	66,580	(11)
Team Expenses	5,523	(29)	7,419	(23)	9,817	(17)	8,030	(28)	13,083	(6)
Stadium Rental	1,553	(14)	1,359	(16)	1,290	(18)	1,482	(19)	1,927	(12)
Stadium Operations	-		-		-		-		1,017	(22)
G&A	7,982	(8)	7,052	(15)	8,045	(15)	7,686	(21)	9,319	(18)
PR	2,134	(2)	1,152	(12)	1,530	(10)	518	(27)	660	(26)
Total Operating Expenses	57,930	(17)	63,866	(15)	69,417	(13)	78,344	(25)	92,586	(15)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	7,272	(17)	2,401	(20)	(1,637)	(26)	13,466	(15)	2,856	(25)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20651

National Football League-Quartiles
Team Financial Performance
BALTIMORE RAVENS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	19,812	(14)	22,665	(10)	21,537	(19)	30,915	(4)	30,174	(6)
Local TV and Radio	1,276	(27)	2,069	(21)	3,440	(12)	3,949	(11)	4,844	(9)
Loge Boxes	1,826	(15)	1,773	(17)	1,752	(20)	7,982	(4)	8,715	(4)
Concessions	1,573	(6)	1,572	(8)	1,246	(13)	3,135	(4)	2,789	(8)
Advertising/Parking/Other	760	(25)	3,676	(11)	3,133	(15)	5,638	(12)	6,551	(12)
Miscellaneous	810	(12)	446	(13)	330	(20)	75	(25)	3,365	(8)
Total Local Revenue	26,057	(16)	32,201	(11)	31,438	(18)	51,694	(6)	56,438	(5)
	-									
Common Revenues	41,336	-	43,572		44,307		63,859		64,706	
Total Revenues	67,393	(14)	75,773	(10)	75,745	(18)	115,553	(6)	121,144	(6)
	-									
Expenses										
Player Costs	40,667	(18)	48,366	(4)	40,571	(28)	60,774	(9)	70,212	(8)
Team Expenses	13,881	(1)	11,768	(4)	10,749	(12)	12,753	(9)	10,614	(14)
Stadium Rental	-	(28)	-	(27)	-	(27)	-	(26)	-	(26)
Stadium Operations	-		-		-		-		10,993	(3)
G&A	7,391	(12)	11,693	(3)	15,052	(3)	17,355	(6)	12,307	(9)
PR	1,530	(5)	697	(21)	799	(22)	10,422	(1)	3,984	(8)
Total Operating Expenses	63,469	(6)	72,524	(5)	67,171	(21)	101,304	(3)	108,110	(4)
	-									
Common Expenses	2,000	-	3,310		2,780		3,330		3,640	
	-									
Operating Profit	1,924	(28)	(61)	(27)	5,794	(17)	10,919	(18)	9,394	(16)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

National Football League Quartiles
Team Financial Performance
BUFFALO BILLS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	19,141	(16)	20,417	(15)	20,724	(20)	21,853	(21)	25,449	(16)
Local TV and Radio	1,451	(25)	1,448	(24)	1,413	(25)	1,291	(28)	1,428	(29)
Loge Boxes	1,544	(17)	3,070	(8)	2,151	(17)	1,225	(23)	5,844	(7)
Concessions	509	(20)	619	(16)	539	(23)	1,117	(19)	1,273	(18)
Advertising/Parking/Other	2,603	(10)	2,241	(17)	1,478	(25)	1,358	(26)	(192)	(31)
Miscellaneous	530	(16)	248	(20)	532	(16)	8,008	(2)	7,464	(3)
Total Local Revenue	25,778	(18)	28,043	(19)	26,837	(26)	34,852	(18)	41,266	(17)
Common Revenues	41,775		43,694		44,801		63,858		64,820	
Total Revenues	67,553	(13)	71,737	(18)	71,638	(24)	98,710	(18)	106,086	(17)
Expenses										
Player Costs	41,158	(14)	44,390	(24)	46,544	(16)	61,115	(8)	62,433	(26)
Team Expenses	12,973	(2)	13,406	(2)	14,511	(2)	19,000	(1)	10,143	(20)
Stadium Rental	538	(25)	1,178	(17)	1,041	(19)	-	(27)	-	(26)
Stadium Operations	-		-		-		-		7,852	(5)
G&A	7,207	(15)	5,386	(24)	6,011	(24)	8,943	(18)	9,604	(17)
PR	481	(22)	587	(23)	680	(26)	716	(24)	827	(24)
Total Operating Expenses	62,357	(8)	64,947	(14)	68,787	(14)	89,774	(10)	90,859	(19)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	3,196	(25)	3,480	(18)	71	(24)	5,606	(25)	11,587	(10)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20653

National Football League Quartiles
Team Financial Performance
CAROLINA PANTHERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	20,042	(12)	31,813	(1)	33,499	(2)	32,557	(3)	33,981	(3)
Local TV and Radio	5,867	(1)	5,968	(2)	5,622	(2)	5,240	(6)	5,682	(7)
Loge Boxes	1,830	(14)	9,931	(2)	11,521	(1)	11,326	(2)	11,683	(3)
Concessions	1,245	(9)	300	(25)	300	(26)	-	(27)	-	(28)
Advertising/Parking/Other	3,402	(7)	10,969	(2)	3,338	(13)	2,390	(22)	4,073	(19)
Miscellaneous	147	(25)	175	(21)	171	(25)	206	(21)	227	(26)
Total Local Revenue	32,533	(7)	59,156	(2)	54,451	(3)	51,719	(5)	55,646	(6)
Common Revenues	16,636		20,325		21,972		64,399		64,809	
Total Revenues	49,169	(30)	79,481	(6)	76,423	(16)	116,118	(5)	120,455	(7)
Expenses										
Player Costs	40,739	(16)	44,450	(23)	46,458	(17)	63,934	(2)	73,641	(3)
Team Expenses	11,570	(4)	9,165	(12)	9,488	(19)	12,217	(11)	10,573	(15)
Stadium Rental	1,584	(12)	100	(26)	100	(26)	4,500	(2)	9,700	(1)
Stadium Operations	-		-		-		-		1,337	(20)
G&A	6,101	(20)	7,335	(14)	7,910	(16)	8,851	(19)	10,236	(16)
PR	777	(19)	771	(19)	715	(25)	859	(23)	840	(23)
Total Operating Expenses	60,771	(10)	61,821	(23)	64,671	(24)	90,361	(9)	106,327	(5)
Common Expenses	2,000		2,310		2,780		3,330		3,640	
Operating Profit	(13,602)	(30)	15,350	(3)	8,972	(11)	22,427	(8)	10,488	(12)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20654

National Football League Quartiles
Team Financial Performance
CHICAGO BEARS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	20,890	(9)	22,013	(12)	21,931	(14)	21,155	(22)	23,641	(24)
Local TV and Radio	4,881	(3)	6,132	(1)	4,874	(5)	5,522	(5)	5,723	(6)
Loge Boxes	3,704	(4)	3,819	(5)	3,506	(8)	3,824	(10)	3,540	(15)
Concessions	-	(28)	-	(29)	-	(29)	-	(28)	-	(28)
Advertising/Parking/Other	1,762	(19)	1,587	(22)	1,514	(24)	1,297	(27)	193	(30)
Miscellaneous	17	(27)	27	(27)	(2)	(30)	55	(30)	794	(20)
Total Local Revenue	31,254	(10)	33,578	(9)	31,823	(17)	31,853	(21)	33,891	(26)
Common Revenues	41,736		44,052		45,214		63,872		64,692	
Total Revenues	72,990	(8)	77,630	(8)	77,037	(15)	95,725	(21)	98,583	(27)
Expenses										
Player Costs	39,689	(23)	46,644	(9)	48,688	(10)	59,021	(14)	66,156	(14)
Team Expenses	6,612	(26)	7,038	(24)	8,147	(24)	9,864	(24)	8,017	(28)
Stadium Rental	2,442	(5)	2,656	(5)	2,567	(7)	2,544	(9)	2,568	(8)
Stadium Operations	-		-		-		-		950	(23)
G&A	7,061	(18)	6,398	(20)	7,547	(18)	9,318	(16)	8,182	(21)
PR	507	(21)	543	(24)	717	(24)	671	(25)	1,139	(18)
Total Operating Expenses	56,311	(23)	63,279	(17)	67,666	(19)	81,418	(20)	87,012	(28)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	14,679	(4)	11,041	(7)	6,591	(14)	10,977	(17)	7,931	(20)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20655

National Football League Quartiles
Team Financial Performance
CINCINNATI BENGALS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,140	(26)	18,208	(21)	18,499	(24)	19,905	(25)	19,575	(31)
Local TV and Radio	1,130	(29)	1,247	(27)	1,350	(26)	1,405	(26)	1,490	(28)
Loge Boxes	-	(26)	-	(27)	-	(28)	-	(29)	-	(29)
Concessions	971	(12)	1,032	(13)	1,234	(14)	1,329	(16)	1,133	(20)
Advertising/Parking/Other	357	(29)	953	(28)	1,092	(28)	838	(30)	667	(29)
Miscellaneous	4,175	(2)	5,030	(2)	4,941	(2)	6,060	(3)	3,404	(7)
Total Local Revenue	22,773	(25)	26,470	(21)	27,116	(24)	29,537	(27)	26,269	(31)
Common Revenues	40,884		43,172		44,307		63,817		64,642	
Total Revenues	63,657	(24)	69,642	(21)	71,423	(26)	93,354	(27)	90,911	(31)
Expenses										
Player Costs	38,807	(24)	41,379	(29)	40,800	(27)	58,575	(18)	61,136	(28)
Team Expenses	6,386	(28)	6,986	(25)	7,279	(29)	7,741	(30)	7,057	(29)
Stadium Rental	1,390	(17)	1,528	(13)	2,050	(11)	1,684	(16)	1,558	(14)
Stadium Operations	-		-		-		-		1,589	(18)
G&A	4,478	(25)	5,329	(25)	5,873	(25)	7,295	(22)	7,024	(25)
PR	253	(28)	260	(29)	428	(29)	317	(29)	314	(30)
Total Operating Expenses	51,314	(29)	55,482	(29)	56,430	(29)	75,612	(29)	78,678	(31)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	10,343	(10)	10,850	(8)	12,213	(9)	14,412	(14)	8,593	(18)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20656

National Football League Quartiles
Team Financial Performance
CLEVELAND BROWNS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales									31,715	(4)
Local TV and Radio									6,783	(3)
Loge Boxes									2,604	(19)
Concessions									3,290	(5)
Advertising/Parking/Other									21,996	(1)
Miscellaneous									863	(19)
Total Local Revenue									67,251	(3)
Common Revenues									64,756	-
Total Revenues									132,007	(3)
Expenses										
Player Costs									45,427	(31)
Team Expenses									12,494	(8)
Stadium Rental									57	(24)
Stadium Operations									10,104	(4)
G&A									16,444	(3)
PR									7,338	(1)
Total Operating Expenses									91,864	(16)
Common Expenses									3,640	-
Operating Profit									36,503	(1)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20657

National Football League Quartiles
Team Financial Performance
DALLAS COWBOYS

		1995		1996		1997		1998		1999	
		\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues											
Ticket Sales		22,513	(5)	23,570	(5)	25,945	(7)	25,683	(11)	26,826	(14)
Local TV and Radio		4,762	(4)	5,192	(4)	5,617	(3)	5,985	(3)	6,596	(4)
Loge Boxes		9,810	(1)	10,371	(1)	10,810	(3)	10,006	(3)	11,725	(2)
Concessions		4,657	(1)	5,063	(1)	2,223	(3)	3,928	(1)	4,372	(2)
Advertising/Parking/Other		7,248	(3)	8,125	(3)	9,439	(3)	9,975	(3)	10,272	(5)
Miscellaneous		12,703	(1)	15,175	(1)	17,027	(1)	16,506	(1)	16,351	(1)
Total Local Revenue		61,693	(1)	67,496	(1)	71,061	(1)	72,083	(1)	76,142	(2)
Common Revenues		41,857		44,492		45,254		64,940		65,992	
Total Revenues		103,550	(1)	111,988	(1)	116,315	(1)	137,023	(1)	142,134	(2)
Expenses											
Player Costs		43,025	(6)	48,284	(5)	50,789	(3)	61,222	(7)	66,235	(13)
Team Expenses		7,778	(20)	11,061	(7)	9,091	(20)	13,071	(8)	10,546	(17)
Stadium Rental		-	(28)	-	(28)	1,906	(13)	2,143	(11)	2,001	(11)
Stadium Operations		-		-		-		-		17,262	(2)
G&A		18,371	(1)	26,756	(1)	25,734	(1)	29,460	(1)	16,381	(4)
PR		365	(25)	277	(28)	824	(21)	147	(30)	225	(31)
Total Operating Expenses		69,539	(1)	86,378	(1)	88,344	(1)	106,043	(1)	112,650	(2)
Common Expenses		2,000		3,310		2,780		3,330		3,640	
Operating Profit		32,011	(1)	22,300	(1)	25,191	(1)	27,650	(4)	25,844	(5)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20658

National Football League Quartiles
Team Financial Performance
DENVER BRONCOS

		1995		1996		1997		1998		1999	
		\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues											
Ticket Sales		21,628	(7)	23,104	(8)	24,103	(10)	25,437	(12)	29,787	(8)
Local TV and Radio		3,584	(10)	4,027	(8)	4,796	(6)	5,191	(7)	4,427	(11)
Loge Boxes		1,479	(18)	1,673	(18)	2,281	(16)	2,868	(16)	567	(28)
Concessions		100	(26)	117	(26)	1,077	(18)	1,105	(20)	1,008	(21)
Advertising/Parking/Other		768	(24)	1,659	(20)	1,973	(22)	3,854	(18)	2,075	(25)
Miscellaneous		619	(13)	396	(16)	412	(19)	204	(22)	341	(25)
Total Local Revenue		28,178	(14)	30,976	(14)	34,642	(13)	38,659	(14)	38,205	(21)
Common Revenues		41,798		43,652		45,668		64,528		66,476	
Total Revenues		69,976	(12)	74,628	(13)	80,310	(11)	103,187	(13)	104,681	(18)
Expenses											
Player Costs		44,151	(3)	47,747	(6)	50,328	(4)	62,731	(5)	65,744	(16)
Team Expenses		8,894	(12)	8,747	(16)	7,357	(28)	10,993	(19)	13,494	(5)
Stadium Rental		1,406	(16)	1,740	(9)	1,571	(15)	1,560	(18)	2,042	(10)
Stadium Operations		-		-		-		-		1,021	(21)
G&A		4,965	(23)	6,876	(17)	12,806	(5)	17,683	(5)	12,609	(8)
PR		1,251	(11)	1,120	(13)	2,843	(4)	2,539	(10)	2,921	(9)
Total Operating Expenses		60,667	(11)	66,230	(12)	74,905	(5)	95,506	(5)	97,831	(12)
Common Expenses		2,000		3,310		2,780		3,330		3,640	
Operating Profit		7,309	(16)	5,088	(15)	2,625	(22)	4,351	(28)	3,210	(24)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

HIGHLY CONFIDENTIAL
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NFL 20659

National Football League Quartiles
Team Financial Performance
DETROIT LIONS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	17,529	(21)	18,685	(20)	21,798	(17)	23,196	(17)	23,189	(25)
Local TV and Radio	1,942	(20)	2,487	(19)	3,137	(17)	4,352	(10)	4,380	(12)
Loge Boxes	-	(26)	-	(28)	-	(29)	-	(30)	-	(29)
Concessions	-	(28)	-	(30)	-	(30)	-	(29)	-	(28)
Advertising/Parking/Other	556	(27)	1,025	(27)	1,299	(27)	1,233	(28)	964	(28)
Miscellaneous	2,328	(6)	2,053	(8)	2,410	(6)	1,677	(12)	1,758	(12)
Total Local Revenue	22,355	(26)	24,250	(26)	28,644	(21)	30,458	(25)	30,291	(29)
 Common Revenues	 40,988		 43,292		 44,800		 63,978		 64,838	
Total Revenues	63,343	(26)	67,542	(26)	73,444	(20)	94,436	(26)	95,129	(29)
 Expenses										
Player Costs	40,411	(21)	44,700	(22)	46,326	(18)	60,755	(10)	62,478	(25)
Team Expenses	9,016	(11)	12,506	(3)	13,157	(5)	13,996	(5)	13,720	(4)
Stadium Rental	1,107	(18)	1,170	(18)	1,367	(17)	1,481	(20)	1,489	(15)
Stadium Operations	-		-		-		-		2,209	(17)
G&A	4,363	(26)	5,585	(22)	6,214	(22)	6,465	(26)	6,476	(29)
PR	1,508	(6)	1,598	(7)	915	(19)	891	(22)	1,011	(21)
Total Operating Expenses	56,405	(22)	65,559	(13)	67,979	(16)	83,588	(18)	87,383	(26)
 Common Expenses	 2,000		 3,310		 2,780		 3,330		 3,640	
 Operating Profit	 4,938	(22)	 (1,327)	(28)	 2,685	(21)	 7,518	(23)	 4,106	(23)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

HIGHLY CONFIDENTIAL
PURSUANT TO
PROTECTIVE ORDER

NFL 20660

National Football League Quartiles
Team Financial Performance
GREEN BAY PACKERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,071	(28)	19,287	(19)	21,910	(15)	21,916	(20)	25,285	(17)
Local TV and Radio	1,346	(26)	1,405	(26)	2,050	(22)	2,244	(22)	2,250	(22)
Loge Boxes	2,720	(7)	2,481	(12)	3,182	(10)	3,196	(14)	4,628	(11)
Concessions	1,586	(5)	1,635	(6)	1,697	(9)	1,799	(11)	1,778	(13)
Advertising/Parking/Other	1,882	(17)	2,816	(15)	5,231	(11)	5,024	(13)	6,184	(13)
Miscellaneous	2,410	(4)	3,710	(3)	1,887	(10)	1,400	(13)	1,696	(13)
Total Local Revenue	<u>26,015</u>	(17)	<u>31,334</u>	(13)	<u>35,957</u>	(12)	<u>35,579</u>	(17)	<u>41,821</u>	(16)
Common Revenues	<u>41,377</u>		<u>44,092</u>		<u>45,306</u>		<u>65,439</u>		<u>65,842</u>	
Total Revenues	<u>67,392</u>	(15)	<u>75,426</u>	(11)	<u>81,263</u>	(9)	<u>101,018</u>	(17)	<u>107,663</u>	(15)
Expenses										
Player Costs	41,637	(9)	46,971	(7)	48,243	(13)	65,742	(1)	75,849	(2)
Team Expenses	8,728	(13)	8,977	(13)	9,590	(18)	11,399	(14)	11,887	(11)
Stadium Rental	576	(24)	1,469	(14)	1,835	(14)	1,643	(17)	1,150	(16)
Stadium Operations	-		-		-		-		3,158	(11)
G&A	7,494	(11)	9,380	(6)	9,893	(11)	10,771	(14)	10,610	(14)
PR	922	(15)	867	(16)	1,259	(14)	1,356	(18)	1,081	(19)
Total Operating Expenses	<u>59,357</u>	(13)	<u>67,664</u>	(8)	<u>70,820</u>	(12)	<u>90,911</u>	(8)	<u>103,735</u>	(6)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	<u><u>6,035</u></u>	(19)	<u><u>4,452</u></u>	(16)	<u><u>7,663</u></u>	(12)	<u><u>6,777</u></u>	(24)	<u><u>288</u></u>	(30)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20661

National Football League Quartiles
Team Financial Performance
INDIANAPOLIS COLTS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,002	(29)	17,284	(23)	18,258	(26)	18,292	(28)	21,722	(27)
Local TV and Radio	1,238	(28)	1,429	(25)	1,079	(28)	3,016	(16)	1,836	(26)
Loge Boxes	500	(24)	1,447	(19)	1,455	(23)	1,437	(22)	5,488	(9)
Concessions	51	(27)	59	(27)	45	(27)	98	(25)	177	(27)
Advertising/Parking/Other	670	(26)	1,157	(26)	2,071	(21)	1,848	(24)	2,548	(23)
Miscellaneous	3,224	(3)	2,742	(5)	1,962	(9)	2,929	(6)	13,007	(2)
Total Local Revenue	21,685	(29)	24,118	(27)	24,870	(29)	27,620	(29)	44,778	(13)
Common Revenues	40,857		43,702		44,334		63,818		64,642	
Total Revenues	62,542	(28)	67,820	(25)	69,204	(29)	91,438	(29)	109,420	(13)
Expenses										
Player Costs	41,091	(15)	45,667	(12)	45,905	(19)	58,176	(21)	66,396	(12)
Team Expenses	7,332	(22)	8,010	(18)	10,980	(11)	12,743	(10)	10,340	(19)
Stadium Rental	250	(26)	250	(25)	250	(25)	250	(24)	250	(22)
Stadium Operations	-		-		-		-		2,741	(13)
G&A	6,664	(19)	8,981	(7)	12,248	(6)	12,057	(12)	17,196	(2)
PR	755	(20)	896	(14)	1,889	(7)	5,207	(3)	4,662	(6)
Total Operating Expenses	56,092	(25)	63,804	(16)	71,272	(11)	88,433	(12)	101,585	(7)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	4,450	(23)	706	(23)	(4,848)	(30)	(325)	(30)	4,195	(22)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20662

National Football League Quartiles
Team Financial Performance
JACKSONVILLE JAGUARS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	30,336	(1)	30,353	(2)	32,385	(3)	33,456	(2)	34,349	(2)
Local TV and Radio	2,358	(15)	2,484	(20)	2,055	(21)	2,572	(19)	2,520	(20)
Loge Boxes	2,293	(9)	3,008	(9)	3,217	(9)	3,628	(12)	3,894	(14)
Concessions	2,009	(3)	2,701	(2)	3,114	(1)	3,798	(2)	4,089	(3)
Advertising/Parking/Other	8,928	(2)	7,354	(4)	10,355	(2)	8,462	(8)	8,940	(8)
Miscellaneous	256	(22)	737	(12)	2,154	(8)	909	(14)	680	(21)
Total Local Revenue	<u>46,180</u>	(2)	<u>46,637</u>	(3)	<u>53,280</u>	(4)	<u>52,825</u>	(4)	<u>54,472</u>	(7)
Common Revenues	<u>17,077</u>		<u>20,725</u>		<u>24,687</u>		<u>64,520</u>		<u>65,423</u>	
Total Revenues	<u>63,257</u>	(27)	<u>67,362</u>	(27)	<u>77,967</u>	(13)	<u>117,345</u>	(4)	<u>119,895</u>	(8)
Expenses										
Player Costs	34,632	(29)	43,669	(27)	45,873	(21)	58,407	(19)	59,960	(29)
Team Expenses	7,840	(18)	6,346	(28)	10,398	(15)	10,479	(21)	10,572	(16)
Stadium Rental	1,644	(10)	1,700	(10)	2,657	(6)	1,795	(14)	279	(21)
Stadium Operations	-		-		-		-		4,959	(7)
G&A	9,148	(5)	7,009	(16)	8,347	(13)	12,184	(10)	12,167	(10)
PR	401	(24)	459	(26)	622	(27)	985	(20)	652	(27)
Total Operating Expenses	<u>53,665</u>	(28)	<u>59,183</u>	(27)	<u>67,897</u>	(17)	<u>83,850</u>	(17)	<u>88,589</u>	(25)
Common Expenses	<u>2,000</u>		<u>2,310</u>		<u>2,780</u>		<u>3,330</u>		<u>3,640</u>	
Operating Profit	<u><u>7,592</u></u>	(15)	<u><u>5,869</u></u>	(14)	<u><u>7,290</u></u>	(13)	<u><u>30,165</u></u>	(2)	<u><u>27,666</u></u>	(4)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20663

National Football League Quartiles
Team Financial Performance
KANSAS CITY CHIEFS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	21,594	(8)	23,408	(7)	26,435	(5)	28,098	(9)	28,901	(12)
Local TV and Radio	1,560	(23)	1,561	(22)	1,782	(23)	1,911	(24)	1,948	(25)
Loge Boxes	2,485	(8)	3,004	(10)	3,732	(7)	4,052	(9)	4,439	(12)
Concessions	2,828	(2)	2,320	(5)	2,632	(2)	3,148	(3)	2,648	(10)
Advertising/Parking/Other	4,380	(5)	5,018	(9)	7,562	(5)	8,474	(7)	8,352	(9)
Miscellaneous	406	(18)	397	(15)	445	(17)	522	(15)	953	(18)
Total Local Revenue	33,253	(6)	35,708	(7)	42,588	(6)	46,205	(9)	47,241	(11)
Common Revenues	41,776		44,092		44,773		64,479		65,292	
Total Revenues	75,029	(5)	79,800	(5)	87,361	(4)	110,684	(9)	112,533	(11)
Expenses										
Player Costs	41,368	(11)	51,247	(2)	47,765	(14)	58,733	(17)	76,824	(1)
Team Expenses	7,284	(23)	7,503	(22)	7,986	(25)	8,932	(26)	9,154	(24)
Stadium Rental	2,043	(8)	2,321	(7)	2,115	(10)	2,698	(7)	3,632	(4)
Stadium Operations	-		-		-		-		-	(28)
G&A	8,186	(6)	8,314	(10)	8,763	(12)	9,822	(15)	9,239	(20)
PR	83	(30)	(315)	(30)	794	(23)	916	(21)	1,037	(20)
Total Operating Expenses	58,964	(14)	69,070	(7)	67,423	(20)	81,101	(22)	99,886	(9)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	14,065	(6)	7,420	(10)	17,158	(4)	26,253	(6)	9,007	(17)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.

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NFL 20664

National Football League Quartiles
Team Financial Performance
MIAMI DOLPHINS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	20,713	(10)	21,554	(13)	22,096	(13)	26,402	(10)	27,371	(13)
Local TV and Radio	2,587	(12)	2,627	(16)	3,252	(14)	3,230	(15)	3,739	(16)
Loge Boxes	1,180	(20)	2,603	(11)	2,908	(12)	1,730	(21)	1,886	(23)
Concessions	683	(17)	644	(15)	1,679	(10)	2,298	(6)	2,324	(11)
Advertising/Parking/Other	3,803	(6)	5,728	(6)	7,944	(4)	9,795	(5)	11,484	(3)
Miscellaneous	261	(21)	74	(25)	424	(18)	459	(16)	1,672	(14)
Total Local Revenue	29,227	(13)	33,230	(10)	38,303	(9)	43,914	(10)	48,476	(9)
Common Revenues	40,976		44,092		45,627		64,979		64,948	
Total Revenues	70,203	(11)	77,322	(9)	83,930	(7)	108,893	(10)	113,424	(10)
Expenses										
Player Costs	36,414	(28)	49,631	(3)	43,022	(26)	57,185	(24)	71,541	(5)
Team Expenses	9,187	(10)	14,027	(1)	11,983	(7)	11,307	(16)	12,173	(10)
Stadium Rental	2,568	(3)	2,770	(4)	2,831	(4)	2,958	(5)	3,509	(5)
Stadium Operations	-		-		-		-		441	(27)
G&A	7,225	(14)	8,394	(9)	5,496	(27)	6,226	(27)	6,964	(26)
PR	2,019	(3)	3,766	(1)	3,806	(1)	4,601	(4)	5,492	(3)
Total Operating Expenses	57,413	(18)	78,588	(2)	67,138	(22)	82,277	(19)	100,120	(8)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	10,790	(9)	(4,576)	(30)	14,012	(8)	23,286	(7)	9,664	(15)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20665

National Football League Quartiles
Team Financial Performance
MINNESOTA VIKINGS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	17,098	(22)	17,001	(25)	19,292	(21)	20,578	(23)	25,561	(15)
Local TV and Radio	1,632	(22)	811	(28)	1,161	(27)	1,342	(27)	1,971	(24)
Loge Boxes	1,761	(16)	2,306	(15)	2,557	(14)	3,273	(13)	2,511	(20)
Concessions	298	(25)	305	(24)	332	(25)	501	(24)	504	(26)
Advertising/Parking/Other	454	(28)	662	(30)	1,319	(26)	3,002	(21)	5,163	(17)
Miscellaneous	1,052	(10)	431	(14)	2,349	(7)	2,642	(7)	1,382	(15)
Total Local Revenue	22,295	(27)	21,516	(29)	27,010	(25)	31,338	(22)	37,092	(24)
Common Revenues	42,239		44,052		44,423		63,978		65,440	
Total Revenues	64,534	(21)	65,568	(28)	71,433	(25)	95,316	(22)	102,532	(24)
Expenses										
Player Costs	40,070	(22)	43,488	(28)	45,346	(22)	58,869	(15)	68,928	(9)
Team Expenses	9,206	(9)	9,852	(11)	10,476	(14)	11,783	(13)	10,405	(18)
Stadium Rental	1,579	(13)	1,562	(12)	1,969	(12)	1,883	(12)	-	(26)
Stadium Operations	-		-		-		-		3,293	(10)
G&A	4,333	(27)	4,261	(28)	4,357	(30)	5,685	(30)	5,656	(30)
PR	1,494	(7)	1,167	(11)	1,336	(12)	1,547	(14)	770	(25)
Total Operating Expenses	56,682	(20)	60,330	(24)	63,484	(25)	79,767	(24)	89,052	(23)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	5,852	(20)	1,928	(22)	5,169	(18)	12,219	(16)	9,840	(13)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20666

National Football League Quartiles
Team Financial Performance
NEW ENGLAND PATRIOTS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	19,907	(13)	20,270	(16)	22,953	(12)	23,426	(16)	23,793	(23)
Local TV and Radio	5,588	(2)	5,371	(3)	5,703	(1)	7,373	(2)	8,614	(1)
Loge Boxes	2,190	(11)	2,315	(14)	2,466	(15)	2,488	(17)	3,048	(18)
Concessions	1,780	(4)	2,387	(4)	1,931	(7)	2,190	(7)	1,880	(12)
Advertising/Parking/Other	13,665	(1)	14,390	(1)	16,107	(1)	10,649	(2)	10,636	(4)
Miscellaneous	327	(19)	281	(19)	711	(15)	209	(20)	210	(27)
Total Local Revenue	43,457	(3)	45,014	(4)	49,871	(5)	46,335	(8)	48,181	(10)
Common Revenues	41,417		44,053		45,254		64,438		65,292	
Total Revenues	84,874	(2)	89,067	(2)	95,125	(3)	110,773	(8)	113,473	(9)
Expenses										
Player Costs	42,136	(7)	45,140	(16)	44,853	(24)	59,610	(13)	71,209	(6)
Team Expenses	8,414	(15)	6,511	(27)	7,472	(27)	8,394	(27)	12,494	(9)
Stadium Rental	4,672	(1)	5,124	(1)	5,217	(1)	-	(28)	-	(26)
Stadium Operations	-		-		-		-		3,325	(9)
G&A	9,633	(4)	11,800	(2)	17,018	(2)	26,262	(2)	18,276	(1)
PR	2,671	(1)	2,101	(5)	2,832	(5)	3,546	(7)	4,175	(7)
Total Operating Expenses	67,526	(3)	70,676	(6)	77,392	(4)	97,812	(4)	109,479	(3)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	15,348	(3)	15,081	(4)	14,953	(7)	9,631	(22)	354	(29)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PURSUANT TO
PROTECTIVE ORDER

NFL 20667

National Football League Quartiles
Team Financial Performance
NEW ORLEANS SAINTS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	17,773	(19)	16,380	(26)	18,411	(25)	18,856	(27)	21,042	(29)
Local TV and Radio	1,498	(24)	1,498	(23)	1,662	(24)	1,742	(25)	1,806	(27)
Loge Boxes	5,067	(3)	5,082	(4)	4,496	(5)	4,210	(8)	4,977	(10)
Concessions	1,381	(8)	1,102	(12)	1,213	(15)	1,460	(14)	1,388	(15)
Advertising/Parking/Other	1,822	(18)	3,934	(10)	2,158	(20)	1,983	(23)	2,935	(22)
Miscellaneous	2,407	(5)	1,068	(11)	1,098	(13)	2,604	(8)	3,495	(6)
Total Local Revenue	29,948	(11)	29,064	(16)	29,038	(20)	30,855	(24)	35,643	(25)
Common Revenues	40,858		43,262		44,294		63,818		64,756	
Total Revenues	70,806	(10)	72,326	(16)	73,332	(21)	94,673	(25)	100,399	(25)
Expenses										
Player Costs	38,414	(27)	45,186	(15)	52,276	(2)	55,667	(27)	64,768	(18)
Team Expenses	8,088	(17)	8,366	(17)	10,000	(16)	11,039	(18)	18,899	(2)
Stadium Rental	800	(22)	716	(22)	713	(21)	796	(22)	800	(18)
Stadium Operations	-		-		-		-		2,445	(16)
G&A	7,776	(10)	5,564	(23)	4,639	(29)	7,028	(24)	9,313	(19)
PR	1,378	(8)	2,030	(6)	833	(20)	1,493	(17)	1,383	(16)
Total Operating Expenses	56,456	(21)	61,862	(22)	68,461	(15)	76,023	(27)	97,608	(13)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	12,350	(7)	7,154	(11)	2,091	(23)	15,320	(12)	(849)	(31)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20668

National Football League Quartiles
Team Financial Performance
NEW YORK GIANTS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	23,183	(3)	24,004	(4)	26,632	(4)	28,285	(7)	30,203	(5)
Local TV and Radio	3,678	(8)	2,869	(14)	4,171	(8)	4,763	(8)	5,123	(8)
Loge Boxes	1,058	(22)	1,071	(24)	1,120	(25)	1,135	(24)	1,169	(25)
Concessions	854	(16)	944	(14)	1,304	(12)	1,465	(13)	1,371	(17)
Advertising/Parking/Other	2,530	(11)	1,598	(21)	3,171	(14)	4,085	(16)	5,583	(15)
Miscellaneous	-	(29)	-	(29)	-	(28)	57	(26)	125	(30)
Total Local Revenue	31,303	(9)	30,486	(15)	36,398	(11)	39,790	(12)	43,574	(14)
Common Revenues	41,777		43,652		44,334		64,438		65,283	
Total Revenues	73,080	(7)	74,138	(14)	80,732	(10)	104,228	(12)	108,857	(14)
Expenses										
Player Costs	40,631	(19)	45,812	(11)	49,854	(5)	58,852	(16)	63,778	(21)
Team Expenses	11,309	(5)	10,601	(10)	11,549	(9)	11,313	(15)	11,115	(13)
Stadium Rental	3,801	(2)	3,279	(2)	3,175	(2)	2,941	(6)	3,306	(7)
Stadium Operations	-		-		-		-		500	(26)
G&A	4,980	(22)	6,207	(21)	6,207	(23)	6,512	(25)	6,484	(28)
PR	1,288	(10)	1,320	(8)	1,340	(11)	1,498	(16)	1,663	(12)
Total Operating Expenses	62,009	(9)	67,219	(9)	72,125	(10)	81,116	(21)	86,846	(29)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	9,071	(11)	3,609	(17)	5,827	(16)	19,782	(9)	18,371	(8)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20669

National Football League Quartiles
Team Financial Performance
NEW YORK JETS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,393	(25)	18,147	(22)	18,925	(22)	24,919	(13)	29,466	(9)
Local TV and Radio	2,342	(16)	3,334	(10)	3,187	(15)	3,331	(14)	3,871	(15)
Loge Boxes	-	(26)	-	(29)	-	(30)	1,135	(25)	1,168	(26)
Concessions	346	(24)	402	(21)	576	(22)	830	(22)	643	(24)
Advertising/Parking/Other	2,140	(13)	2,603	(16)	2,960	(17)	4,090	(15)	3,757	(20)
Miscellaneous	2,065	(7)	3,274	(4)	2,480	(5)	2,389	(9)	205	(28)
Total Local Revenue	23,286	(22)	27,760	(20)	28,128	(23)	36,694	(16)	39,110	(19)
Common Revenues	40,857		43,212		44,359		64,425		65,370	
Total Revenues	64,143	(23)	70,972	(19)	72,487	(23)	101,119	(16)	104,480	(19)
Expenses										
Player Costs	41,822	(8)	45,545	(13)	49,426	(6)	61,322	(6)	64,394	(19)
Team Expenses	9,964	(8)	11,505	(6)	15,605	(1)	14,693	(4)	15,377	(3)
Stadium Rental	2,194	(6)	2,437	(6)	2,755	(5)	3,904	(3)	4,519	(2)
Stadium Operations	-		-		-		-		906	(24)
G&A	4,660	(24)	6,732	(18)	5,690	(26)	6,038	(28)	4,709	(31)
PR	1,064	(12)	854	(17)	956	(18)	1,247	(19)	1,172	(17)
Total Operating Expenses	59,704	(12)	67,073	(10)	74,432	(8)	87,204	(13)	91,077	(18)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	2,439	(26)	589	(24)	(4,725)	(29)	10,585	(20)	9,763	(14)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20670

National Football League Quartiles
Team Financial Performance
OAKLAND RAIDERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	22,724	(4)	22,886	(9)	21,740	(18)	22,693	(18)	24,034	(20)
Local TV and Radio	2,558	(13)	3,205	(13)	2,178	(20)	2,401	(21)	1,382	(30)
Loge Boxes	1,930	(13)	2,344	(13)	2,782	(13)	2,214	(18)	2,510	(21)
Concessions	1,029	(10)	1,222	(10)	1,135	(17)	1,190	(17)	1,385	(16)
Advertising/Parking/Other	2,035	(15)	1,788	(18)	1,542	(23)	1,450	(25)	1,949	(26)
Miscellaneous	1,768	(8)	1	(28)	42	(27)	395	(17)	532	(24)
Total Local Revenue	32,044	(8)	31,446	(12)	29,419	(19)	30,343	(26)	31,792	(28)
Common Revenues	41,432		43,692		44,775		64,399		65,320	
Total Revenues	73,476	(6)	75,138	(12)	74,194	(19)	94,742	(24)	97,112	(28)
Expenses										
Player Costs	44,354	(2)	53,876	(1)	49,411	(7)	63,859	(3)	64,389	(20)
Team Expenses	10,295	(7)	10,683	(8)	11,069	(10)	11,963	(12)	11,873	(12)
Stadium Rental	-	(28)	-	(29)	-	(28)	-	(29)	-	(26)
Stadium Operations	-		-		-		-		-	(28)
G&A	8,114	(7)	9,974	(5)	12,973	(4)	12,123	(11)	13,737	(6)
PR	782	(18)	1,289	(9)	1,126	(16)	1,526	(15)	1,557	(13)
Total Operating Expenses	63,545	(4)	75,822	(3)	74,579	(7)	89,471	(11)	91,556	(17)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	7,931	(14)	(3,994)	(29)	(3,165)	(27)	1,941	(29)	1,916	(26)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20671

National Football League Quartiles
Team Financial Performance
PHILADELPHIA EAGLES

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	20,175	(11)	22,120	(11)	23,515	(11)	23,563	(15)	24,226	(19)
Local TV and Radio	2,826	(11)	4,701	(6)	4,171	(9)	4,384	(9)	4,592	(10)
Loge Boxes	2,952	(6)	3,188	(7)	3,081	(11)	2,972	(15)	3,198	(17)
Concessions	864	(15)	607	(18)	757	(20)	551	(23)	576	(25)
Advertising/Parking/Other	1,927	(16)	3,047	(14)	5,195	(12)	5,840	(10)	5,853	(14)
Miscellaneous	589	(15)	283	(18)	301	(22)	331	(19)	556	(23)
Total Local Revenue	29,333	(12)	33,946	(8)	37,020	(10)	37,641	(15)	39,001	(20)
Common Revenues	41,800		43,732		44,787		63,912		64,656	
Total Revenues	71,133	(9)	77,678	(7)	81,807	(8)	101,553	(15)	103,657	(21)
Expenses										
Player Costs	38,535	(26)	44,962	(19)	44,967	(23)	58,150	(23)	64,893	(17)
Team Expenses	6,487	(27)	7,895	(19)	8,184	(23)	10,084	(22)	8,569	(26)
Stadium Rental	2,115	(7)	375	(23)	2,383	(8)	2,349	(10)	2,335	(9)
Stadium Operations	-		-		-		-		2,662	(14)
G&A	7,187	(16)	6,698	(19)	7,385	(20)	9,095	(17)	10,381	(15)
PR	351	(26)	2,388	(4)	394	(30)	336	(28)	351	(29)
Total Operating Expenses	54,675	(26)	62,318	(20)	63,313	(26)	80,014	(23)	89,191	(22)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	14,458	(5)	12,050	(6)	15,714	(6)	18,209	(10)	10,826	(11)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PROTECTIVE ORDER

NFL 20672

National Football League Quartiles
Team Financial Performance
PITTSBURGH STEELERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	18,166	(17)	20,971	(14)	21,852	(16)	22,172	(19)	23,884	(22)
Local TV and Radio	1,789	(21)	2,583	(17)	3,162	(16)	2,932	(17)	3,326	(19)
Loge Boxes	213	(25)	205	(25)	252	(26)	748	(26)	886	(27)
Concessions	911	(13)	1,160	(11)	2,214	(4)	2,049	(10)	3,072	(6)
Advertising/Parking/Other	2,119	(14)	3,554	(12)	5,274	(10)	6,052	(9)	6,864	(11)
Miscellaneous	3	(28)	124	(23)	237	(23)	56	(29)	126	(29)
Total Local Revenue	23,201	(23)	28,597	(18)	32,991	(14)	34,009	(19)	38,158	(22)
Common Revenues	41,775		44,052		45,597		64,488		64,842	
Total Revenues	64,976	(20)	72,649	(15)	78,588	(12)	98,497	(19)	103,000	(23)
Expenses										
Player Costs	41,192	(13)	45,022	(18)	45,892	(20)	56,024	(26)	63,184	(22)
Team Expenses	5,313	(30)	5,710	(29)	8,421	(22)	9,897	(23)	8,950	(25)
Stadium Rental	852	(21)	853	(20)	852	(20)	852	(21)	852	(17)
Stadium Operations	-		-		-		-		819	(25)
G&A	5,757	(21)	8,177	(11)	6,613	(21)	7,207	(23)	7,884	(22)
PR	1,346	(9)	2,531	(3)	3,635	(2)	3,804	(6)	5,490	(4)
Total Operating Expenses	54,460	(27)	62,293	(21)	65,413	(23)	77,784	(26)	87,179	(27)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	8,516	(12)	7,046	(12)	10,395	(10)	17,383	(11)	12,181	(9)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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PURSUANT TO
PROTECTIVE ORDER

NFL 20673

National Football League Quartiles
Team Financial Performance
SAN DIEGO CHARGERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	19,708	(15)	19,927	(17)	24,529	(9)	28,119	(8)	28,495	(11)
Local TV and Radio	2,342	(16)	2,822	(15)	2,512	(19)	2,405	(20)	2,502	(21)
Loge Boxes	944	(23)	1,125	(23)	1,878	(19)	3,786	(11)	3,341	(16)
Concessions	626	(18)	368	(23)	995	(19)	1,123	(18)	1,214	(19)
Advertising/Parking/Other	1,559	(20)	1,741	(19)	2,760	(18)	3,214	(20)	2,544	(24)
Miscellaneous	179	(24)	162	(22)	237	(24)	334	(18)	1,214	(16)
Total Local Revenue	25,358	(19)	26,145	(22)	32,911	(15)	38,981	(13)	39,310	(18)
Common Revenues	41,817		44,132		44,374		63,818		65,142	
Total Revenues	67,175	(17)	70,277	(20)	77,285	(14)	102,799	(14)	104,452	(20)
Expenses										
Player Costs	43,107	(4)	45,855	(10)	48,399	(12)	63,323	(4)	65,889	(15)
Team Expenses	10,305	(6)	10,615	(9)	11,645	(8)	14,773	(3)	10,091	(21)
Stadium Rental	1,912	(9)	1,622	(11)	2,216	(9)	2,688	(8)	3,377	(6)
Stadium Operations	-		-		-		-		2,772	(12)
G&A	7,343	(13)	7,830	(12)	12,035	(7)	13,262	(8)	11,137	(13)
PR	452	(23)	499	(25)	465	(28)	635	(26)	610	(28)
Total Operating Expenses	63,119	(7)	66,421	(11)	74,760	(6)	94,681	(7)	93,876	(14)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	2,056	(27)	546	(25)	(255)	(25)	4,788	(26)	6,936	(21)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

HIGHLY CONFIDENTIAL
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PROTECTIVE ORDER

NFL 20674

National Football League Quartiles
Team Financial Performance
SAN FRANCISCO 49ERS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	23,826	(2)	25,832	(3)	26,385	(6)	29,296	(6)	29,800	(7)
Local TV and Radio	4,286	(6)	4,484	(7)	4,735	(7)	7,932	(1)	5,795	(5)
Loge Boxes	3,465	(5)	3,360	(6)	4,216	(6)	4,615	(7)	3,984	(13)
Concessions	1,517	(7)	1,433	(9)	1,637	(11)	1,434	(15)	855	(23)
Advertising/Parking/Other	2,438	(12)	3,480	(13)	3,102	(16)	4,313	(14)	4,115	(18)
Miscellaneous	594	(14)	353	(17)	307	(21)	180	(23)	620	(22)
Total Local Revenue	36,126	(5)	38,942	(6)	40,382	(8)	47,770	(7)	45,169	(12)
Common Revenues	42,177		44,092		45,213		64,938		65,892	
Total Revenues	78,303	(3)	83,034	(4)	85,595	(6)	112,708	(7)	111,061	(12)
Expenses										
Player Costs	41,392	(10)	44,749	(20)	48,994	(8)	58,204	(20)	71,038	(7)
Team Expenses	12,507	(3)	11,617	(5)	13,884	(4)	13,413	(7)	12,877	(7)
Stadium Rental	2,566	(4)	2,935	(3)	2,895	(3)	3,243	(4)	3,827	(3)
Stadium Operations	-		-		-		-		3,330	(8)
G&A	10,442	(3)	10,880	(4)	10,154	(10)	18,268	(4)	7,217	(24)
PR	1,006	(13)	2,601	(2)	2,611	(6)	1,703	(12)	865	(22)
Total Operating Expenses	67,913	(2)	72,782	(4)	78,538	(3)	94,831	(6)	99,154	(10)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	8,390	(13)	6,942	(13)	4,276	(20)	14,547	(13)	8,267	(19)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

HIGHLY CONFIDENTIAL
PURSUANT TO
PROTECTIVE ORDER

NFL 20676

National Football League Quartiles
Team Financial Performance
SEATTLE SEAHAWKS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	16,707	(23)	17,237	(24)	17,864	(28)	20,308	(24)	22,901	(26)
Local TV and Radio	3,614	(9)	3,273	(11)	3,928	(10)	3,684	(13)	3,979	(14)
Loge Boxes	1,169	(21)	1,257	(22)	1,598	(22)	1,852	(20)	2,361	(22)
Concessions	580	(19)	616	(17)	1,179	(16)	1,523	(12)	1,773	(14)
Advertising/Parking/Other	961	(23)	1,467	(23)	2,189	(19)	3,909	(17)	3,720	(21)
Miscellaneous	-	(29)	1,864	(10)	1,826	(11)	2,055	(10)	3,203	(9)
Total Local Revenue	<u>23,031</u>	(24)	<u>25,714</u>	(24)	<u>28,584</u>	(22)	<u>33,331</u>	(20)	<u>37,937</u>	(23)
Common Revenues	<u>41,257</u>		<u>43,212</u>		<u>44,343</u>		<u>64,358</u>		<u>65,292</u>	
Total Revenues	<u>64,288</u>	(22)	<u>68,926</u>	(23)	<u>72,927</u>	(22)	<u>97,689</u>	(20)	<u>103,229</u>	(22)
Expenses										
Player Costs	41,238	(12)	44,267	(25)	48,494	(11)	47,529	(30)	59,813	(30)
Team Expenses	7,777	(21)	8,824	(15)	12,289	(6)	18,299	(2)	19,115	(1)
Stadium Rental	1,049	(20)	1,150	(19)	380	(23)	207	(25)	208	(23)
Stadium Operations	-		-		-		-		-	(28)
G&A	7,789	(9)	7,598	(13)	10,613	(9)	13,898	(7)	14,474	(5)
PR	815	(17)	654	(22)	1,575	(9)	4,274	(5)	5,435	(5)
Total Operating Expenses	<u>58,668</u>	(15)	<u>62,493</u>	(19)	<u>73,351</u>	(9)	<u>84,207</u>	(15)	<u>99,045</u>	(11)
Common Expenses	<u>2,000</u>		<u>3,310</u>		<u>2,780</u>		<u>3,330</u>		<u>3,640</u>	
Operating Profit	<u><u>3,620</u></u>	(24)	<u><u>3,123</u></u>	(19)	<u><u>(3,204)</u></u>	(28)	<u><u>10,152</u></u>	(21)	<u><u>544</u></u>	(28)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20675

National Football League Quartiles
Team Financial Performance
ST. LOUIS RAMS

		1995		1996		1997		1998		1999	
		\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues											
Ticket Sales		22,040	(6)	23,425	(6)	24,890	(8)	24,482	(14)	23,920	(21)
Local TV and Radio		3,906	(7)	3,216	(12)	3,385	(13)	3,757	(12)	3,727	(17)
Loge Boxes		6,362	(2)	5,848	(3)	6,007	(4)	6,052	(5)	5,802	(8)
Concessions		1,010	(11)	2,420	(3)	2,079	(6)	2,117	(8)	3,035	(7)
Advertising/Parking/Other		2,785	(8)	5,219	(7)	6,082	(9)	5,723	(11)	5,353	(16)
Miscellaneous		50	(26)	-	(30)	-	(29)	57	(27)	972	(17)
Total Local Revenue		36,153	(4)	40,128	(5)	42,443	(7)	42,188	(11)	42,809	(15)
Common Revenues		40,857		43,212		44,760		63,818		64,642	
Total Revenues		77,010	(4)	83,340	(3)	87,203	(5)	106,006	(11)	107,451	(16)
Expenses											
Player Costs		40,494	(20)	45,046	(17)	47,428	(15)	54,325	(28)	61,670	(27)
Team Expenses		8,499	(14)	7,575	(21)	10,689	(13)	11,201	(17)	5,639	(30)
Stadium Rental		100	(27)	323	(24)	335	(24)	339	(23)	351	(20)
Stadium Operations		-		-		-		-		1,354	(19)
G&A		12,816	(2)	8,499	(8)	8,145	(14)	8,159	(20)	12,911	(7)
PR		1,588	(4)	1,262	(10)	1,070	(17)	1,653	(13)	1,885	(11)
Total Operating Expenses		63,497	(5)	62,705	(18)	67,667	(18)	75,677	(28)	83,810	(30)
Common Expenses		2,000		3,310		2,780		3,330		3,640	
Operating Profit		11,513	(8)	17,325	(2)	16,756	(5)	26,999	(5)	20,001	(7)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20677

National Football League Quartiles
Team Financial Performance
TAMPA BAY BUCCANEERS

		1995		1996		1997		1998		1999	
		\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues											
Ticket Sales		16,124	(27)	14,874	(29)	18,725	(23)	30,127	(5)	25,283	(18)
Local TV and Radio		2,050	(19)	2,544	(18)	2,728	(18)	2,691	(18)	4,181	(13)
Loge Boxes		1,402	(19)	1,295	(20)	1,134	(24)	5,862	(6)	7,458	(6)
Concessions		868	(14)	1,624	(7)	2,131	(5)	2,674	(5)	4,655	(1)
Advertising/Parking/Other		2,641	(9)	5,134	(8)	6,200	(8)	18,274	(1)	15,833	(2)
Miscellaneous		1,757	(9)	109	(24)	1,155	(12)	57	(28)	74	(31)
Total Local Revenue		24,842	(20)	25,580	(25)	32,073	(16)	59,685	(3)	57,484	(8)
Common Revenues		40,898		43,172		44,320		64,487		64,792	
Total Revenues		65,740	(18)	68,752	(24)	76,393	(17)	124,172	(3)	122,276	(5)
Expenses											
Player Costs		33,602	(30)	39,557	(30)	39,684	(30)	52,794	(29)	62,775	(24)
Team Expenses		6,717	(25)	5,675	(30)	7,253	(30)	10,946	(20)	9,634	(23)
Stadium Rental		699	(23)	-	(30)	-	(29)	5,800	(1)	3,900	(25)
Stadium Operations		-		-		-		-		-	(31)
G&A		4,222	(28)	4,747	(26)	5,058	(28)	11,706	(13)	11,752	(12)
PR		278	(27)	779	(18)	3,125	(3)	5,638	(2)	5,983	(2)
Total Operating Expenses		45,518	(30)	50,758	(30)	55,120	(30)	86,884	(14)	94,044	(20)
Common Expenses		2,000		3,310		2,780		3,330		3,640	
Operating Profit		18,222	(2)	14,684	(5)	18,493	(3)	33,958	(1)	24,592	(6)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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NFL 20678

National Football League Quartiles
Team Financial Performance
TENNESSEE TITANS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	14,827	(30)	11,776	(30)	13,659	(30)	16,481	(30)	28,543	(12)
Local TV and Radio	2,054	(18)	431	(29)	808	(29)	1,267	(29)	3,449	(18)
Loge Boxes	2,268	(10)	1,276	(21)	1,607	(21)	324	(27)	8,345	(5)
Concessions	445	(23)	384	(22)	596	(21)	-	(30)	2,763	(9)
Advertising/Parking/Other	1,496	(21)	1,332	(25)	1,009	(29)	3,280	(19)	9,781	(7)
Miscellaneous	283	(20)	2,367	(6)	3,744	(3)	3,533	(4)	6,518	(4)
Total Local Revenue	21,373	(30)	17,566	(30)	21,423	(30)	24,885	(30)	59,399	(4)
Common Revenues	40,857		43,172		44,334		63,857		65,242	
Total Revenues	62,230	(29)	60,738	(30)	65,757	(30)	88,742	(30)	124,641	(4)
Expenses										
Player Costs	45,279	(1)	44,704	(21)	39,845	(29)	56,305	(25)	66,626	(10)
Team Expenses	6,885	(24)	6,675	(26)	7,598	(26)	7,804	(29)	5,061	(31)
Stadium Rental	1,090	(19)	717	(21)	511	(22)	1,882	(13)	362	(19)
Stadium Operations									7,168	(6)
G&A	4,222	(28)	4,249	(29)	7,860	(17)	6,006	(29)	6,908	(27)
PR	852	(16)	762	(20)	1,279	(13)	2,569	(9)	2,768	(10)
Total Operating Expenses	58,328	(16)	57,107	(28)	57,093	(28)	74,566	(30)	88,893	(24)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	1,902	(29)	321	(26)	5,884	(15)	10,846	(19)	32,108	(3)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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National Football League Quartiles
Team Financial Performance
WASHINGTON REDSKINS

	1995		1996		1997		1998		1999	
	\$	Rank	\$	Rank	\$	Rank	\$	Rank	\$	Rank
Revenues										
Ticket Sales	18,100	(18)	19,790	(18)	36,929	(1)	40,324	(1)	44,463	(1)
Local TV and Radio	4,375	(5)	5,055	(5)	5,110	(4)	5,956	(4)	8,549	(2)
Loge Boxes	-	(26)	-	(30)	10,952	(2)	12,662	(1)	14,642	(1)
Concessions	447	(22)	527	(19)	1,741	(8)	2,063	(9)	3,547	(4)
Advertising/Parking/Other	1,208	(22)	1,439	(24)	6,213	(7)	9,864	(4)	9,914	(6)
Miscellaneous	451	(17)	2,072	(7)	915	(14)	141	(24)	2,812	(10)
Total Local Revenue	24,581	(21)	28,883	(17)	61,860	(2)	71,010	(2)	83,927	(1)
Common Revenues	40,880		43,212		44,853		63,932		64,784	
Total Revenues	65,461	(19)	72,095	(17)	106,713	(2)	134,942	(2)	148,711	(1)
Expenses										
Player Costs	43,050	(5)	43,849	(26)	53,931	(1)	59,879	(12)	73,207	(4)
Team Expenses	8,107	(16)	8,831	(14)	14,280	(3)	13,776	(6)	10,068	(22)
Stadium Rental	1,496	(15)	1,915	(8)	-	(30)	-	(30)	-	(31)
Stadium Operations	-		-		-		-		20,367	(1)
G&A	4,056	(30)	4,676	(27)	10,890	(8)	25,878	(3)	7,553	(23)
PR	243	(29)	425	(27)	1,202	(15)	3,100	(8)	1,518	(15)
Total Operating Expenses	56,952	(19)	59,696	(25)	80,303	(2)	102,633	(2)	112,713	(1)
Common Expenses	2,000		3,310		2,780		3,330		3,640	
Operating Profit	6,509	(18)	9,089	(9)	23,630	(2)	28,979	(3)	32,358	(2)

Notes: Common revenues include National Television and Radio, International Television, NFL Properties, Enterprises, and Films.
Common expenses include League Office and Management Council expenses.
Stadium Operations Expense broken out for first time; classified in the other expense lines in prior years.

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