

# Bad Bunny? Good Business: The NFL IS American Television

*NFL games in the Top 100 most-watched U.S. broadcasts | Normal years vs. Olympics / Election years*

100

NFL Games in Top 100 Broadcasts

75

50

25

0

2018

2019

2020

2021

2022

2023

2024

2025

61

73

71

75

82

93

72

83

Source: Sportico / Nielsen | NFL game telecasts only (excludes pre/post-game shows, college football)

Inspired by the Acquired podcast (NFL episode) • jeffreycleveland.com/charts