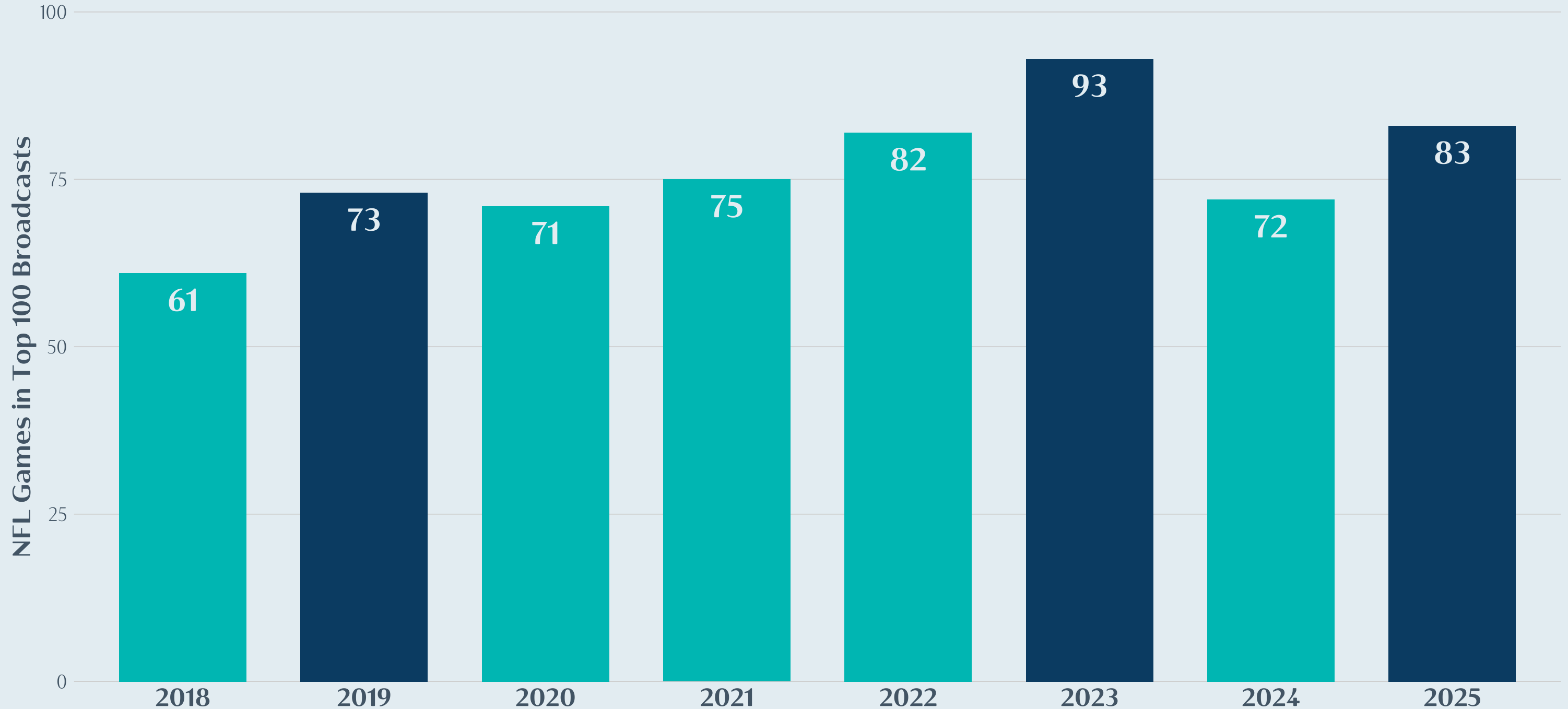


Bad Bunny? Good Business: The NFL IS American Television

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



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

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