**Countdown to Super Bowl XLVI – a look back**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Date** | **Net** | **Rating** | **Share** | **$/30 Sec. Ad** | **Homes (000)** | **Viewers (000)** | **NFC Champion** | **AFC Champion** |
| XLIII | Feb 1 2009\* | NBC | 42.0 | 64 | $3,000,000 | 48,139 | 98,732 | Arizona | Pittsburgh |
| XLII | Feb 3 2008\* | FOX | 43.1 | 65 | $2,699,963 | 48,665 | 97,448 | New York Giants | New England |
| XLI | Feb 4 2007 \* | CBS | 42.6 | 64 | $2,385,365 | 47,505 | 93,184 | Chicago | Indianapolis |
| XL | Feb 5 2006 \* | ABC | 41.6 | 62 | $2,500,000 | 45,867 | 90,745 | Seattle | Pittsburgh |
| XXXIX | Feb 6 2005 | FOX | 41.1 | 62 | $2,400,000 | 45,081 | 86,072 | Philadelphia | New England |
| XXXVIII | Feb 1 2004 | CBS | 41.4 | 63 | $2,302,200 | 44,908 | 89,795 | Carolina | New England |
| XXXVII | Jan 26 2003 | ABC | 40.7 | 61 | $2,200,000 | 43,433 | 88,637 | Tampa Bay | Oakland |
| XXXVI | Feb 3 2002 | FOX | 40.4 | 61 | $2,200,000 | 42,664 | 86,801 | St. Louis | New England |
| XXXV | Jan 28 2001 | CBS | 40.4 | 61 | $2,200,000 | 41,270 | 84,335 | NY Giants | Baltimore |
| XXXIV | Jan 30 2000 | ABC | 43.3 | 63 | $2,100,000 | 43,618 | 88,465 | St. Louis | Tennessee |
| XXXIII | Jan 31 1999 | FOX | 40.2 | 61 | $1,600,000 | 39,992 | 83,720 | Atlanta | Denver |
| XXXII | Jan 25 1998 | NBC | 44.5 | 67 | $1,291,100 | 43,630 | 90,000 | Green Bay | Denver |
| XXXI | Jan 26 1997 | FOX | 43.3 | 65 | $1,200,000 | 42,000 | 87,870 | Green Bay | New England |
| XXX | Jan 28 1996 | NBC | 46 | 68 | $1,085,000 | 44,145 | 94,080 | Dallas | Pittsburgh |
| XXIX | Jan 29 1995 | ABC | 41.3 | 62 | $1,150,000 | 39,400 | 83,420 | San Francisco | San Diego |
| XXVIII | Jan 30 1994 | NBC | 45.5 | 66 | $900,000 | 42,860 | 90,000 | Dallas | Buffalo |
| XXVII | Jan 31 1993 | NBC | 45.1 | 66 | $850,000 | 41,990 | 90,990 | Dallas | Buffalo |
| XXVI | Jan 26 1992 | CBS | 40.3 | 61 | $850,000 | 37,120 | 79,590 | Washington | Buffalo |
| XXV | Jan 27 1991 | ABC | 41.9 | 63 | $800,000 | 39,010 | 79,510 | NY Giants | Buffalo |
| XXIV | Jan 28 1990 | CBS | 39 | 63 | $700,400 | 35,920 | 73,852 | San Francisco | Denver |
| XXIII | Jan 22 1989 | NBC | 43.5 | 68 | $675,000 | 39,320 | 81,590 | San Francisco | Cincinnati |
| XXII | Jan 31 1988 | ABC | 41.9 | 62 | $645,000 | 37,120 | 80,140 | Washington | Denver |
| XXI | Jan 25 1987 | CBS | 45.8 | 66 | $600,000 | 40,030 | 87,190 | NY Giants | Denver |
| XX | Jan 26 1986 | NBC | 48.3 | 70 | $550,000 | 41,490 | 92,570 | Chicago | New England |
| XIX | Jan 20 1985 | ABC | 46.4 | 63 | $525,000 | 39,390 | 85,530 | San Francisco | Miami |
| XVIII | Jan 22 1984 | CBS | 46.4 | 71 | $368,200 | 38,880 | 77,620 | Washington | LA Raiders |
| XVII | Jan 30 1983 | NBC | 48.6 | 69 | $400,000 | 40,480 | 81,770 | Washington | Miami |
| XVI | Jan 24 1982 | CBS | 49.1 | 73 | $324,300 | 40,020 | 85,240 | San Francisco | Cincinnati |
| XV | Jan 25 1981 | NBC | 44.4 | 63 | $275,000 | 34,540 | 68,290 | Philadelphia | Oakland |
| XIV | Jan 20 1980 | CBS | 46.3 | 67 | $222,000 | 35,330 | 76,240 | LA Rams | Pittsburgh |
| XIII | Jan 21 1979 | NBC | 47.1 | 74 | $185,000 | 35,090 | 74,740 | Dallas | Pittsburgh |
| XII | Jan 15 1978 | CBS | 47.2 | 67 | $162,300 | 34,410 | 78,940 | Dallas | Denver |
| XI | Jan 09 1977 | NBC | 44.4 | 73 | $125,000 | 31,610 | 62,050 | Minnesota | Oakland |
| X | Jan 18 1976 | CBS | 42.3 | 78 | $110,000 | 29,440 | 57,710 | Dallas | Pittsburgh |
| IX | Jan 12 1975 | NBC | 42.4 | 72 | $107,000 | 29,040 | 56,050 | Minnesota | Pittsburgh |
| VIII | Jan 13 1974 | CBS | 41.6 | 73 | $103,500 | 27,540 | 51,700 | Minnesota | Miami |
| VII | Jan 14 1973 | NBC | 42.7 | 72 | $88,100 | 27,670 | 53,320 | Washington | Miami |
| VI | Jan 16 1972 | CBS | 44.2 | 74 | $86,100 | 27,450 | 56,640 | Dallas | Miami |
| V | Jan 17 1971 | NBC | 39.9 | 75 | $72,500 | 23,980 | 46,040 | Dallas | Baltimore |
| IV | Jan 11 1970 | CBS | 39.4 | 69 | $78,200 | 23,050 | 44,270 | Minnesota | Kansas City |
| III | Jan 12 1969 | NBC | 36 | 70 | $55,000 | 20,520 | 41,660 | Baltimore | NY Jets |
| II | Jan 14 1968 | CBS | 36.8 | 68 | $54,500 | 20,610 | 39,120 | Green Bay | Oakland |
| I | Jan 15 1967 | CBS | 22.6 | 43 | $42,500 | 12,410 | 26,750 | Green Bay | Kansas City |
| I | Jan 15 1967 | NBC | 18.5 | 36 | $37,500 | 10,160 | 24,430 | Green Bay | Kansas City |