



2018 THURSDAY NIGHT FOOTBALL INCREASES +4% VS. 2017 10-GAME THURSDAY NIGHT FOOTBALL AVERAGE

Thursday Night Football Streaming Platforms Up +66% vs. 2017 10-Game Thursday Night Football Average

Week 15 Chargers-Chiefs Is 2nd Most-Watched Thursday Night Football Game This Season

New York, NY – Capped off by the Los Angeles Chargers defeating the Kansas City Chiefs 29-28 last night, the 2018 *Thursday Night Football* Presented by Bud Light season delivered an average audience of **14.9 million viewers**, including FOX, NFL Network, FOX Deportes, NFL digital, FOX Sports digital, Amazon and Yahoo Sports, up **+4%** versus the 2017 10-game *Thursday Night Football* average (vs. 14.2 million).

The Nielsen-measured audience averaged **14.3 million viewers** (8.7 HH RTG), up **+3%** versus the 2017 10-game *Thursday Night Football* average (vs. 13.8 million viewers; 8.4 HH RTG).

Amazon Prime Video and Twitch reached a total of 24.4 million viewers in over 200 countries and territories for the entire THURSDAY NIGHT FOOTBALL season, up 33% (vs. 18.4 million in 2017). Amazon Prime Video and Twitch delivered an average minute audience of 500K viewers, up 61% (vs. 310k in 2017). Across all digital platforms (FOX Sports app, NFL.com, NFL app, Amazon Prime, Twitch, Verizon, Yahoo!) through eleven games this season, THURSDAY NIGHT FOOTBALL produced an average minute audience of 728K up +66% over last year (vs. 439K).

The 2018 finale matchup on *Thursday Night Football* Presented by Bud Light on **Thursday, December 13** was seen by an average audience of **18.1 million viewers** across all platforms, including FOX, NFL Network, FOX Deportes, NFL digital, FOX Sports digital, Amazon and Yahoo! Sports, making it the second most-watched *Thursday Night Football* game this season. Last night's 18.1 million viewers is up **+67%** versus last year's comparable Week 15 matchup (vs. Denver @ Indianapolis; 10.9 million viewers).

The Nielsen-measured audience for last night's game was **17.4 million viewers** (10.5 HH RTG) – up **+64%** versus the 2017 Week 15 *Thursday Night Football* game (vs. 10.6 million viewers; 6.5 HH RTG).

Digital streaming across Amazon Prime Video, Twitch, NFL digital platforms, FOX Sports digital platforms and Yahoo Sports for last night's game produced an average minute audience of **897K**

– an increase of **+104%** versus the 2017 10-game *Thursday Night Football* average (vs. 439K) and up **+209%** versus last year's Week 15 *Thursday Night Football* matchup (vs. 290K).

Amazon Prime Video and Twitch reached a total of **2.4 million** combined viewers worldwide for the *FOX NFL Thursday* pregame show and the Chargers-Chiefs game. For the Chargers-Chiefs game alone, **2.2 million** worldwide viewers initiated a stream on Prime Video or Twitch. The average worldwide audience watching *Thursday Night Football* for at least 30 seconds on Prime Video or Twitch was **622K**.

Contacts:

Andrew Howard, NFL Network: Andrew.Howard@NFL.com;

Eddie Motl, FOX Sports: Eddie.Motl@fox.com;

Ashley Gabriel, Amazon: Ashgab@amazon.com