



GET IN ON NFL ACTION THIS FALL!

Year in and year out the NFL delivers the best ratings, biggest excitement, and highest engagement on the greatest stage in sports.

With nearly 40 of the NFL's biggest games, Comcast Spotlight provides incredible access to your customers in **Monday Night Football** on ESPN and **Thursday Night Football** on The NFL Network.

- For the first time in its 13-year history, NFL Network was the second most-watched sports cable network among both P18-44 and P18-34 during the 2016 NFL regular season.¹
- On ESPN the season-opening "MNF" doubleheader claimed No. 1 and 2 spots in both adults 18-49 and viewers, with the early game (Pittsburgh-Washington) leading the way with a 4.8 rating in the demographic and 12.96 million viewers.²



Now Comcast Spotlight can help you reach football fanatics on any screen with Premium Digital TV and Premium Digital Video advertising.



Call your Comcast Spotlight Account Executive today before time runs out!

¹ <https://nflcommunications.com/Pages/NFL-Network-Second-Most-Watched-Sports-Cable-Network-During-2016-NFL-Season-in-Key-Demos.aspx>

² <http://tvbythenumbers.zap2it.com/weekly-ratings/cable-weekly-top-25-sept-12-18-2016/>

For more information, please visit www.ComcastSpotlight.com/Sports

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