

# Cowboys, Cars and Quarterbacks: NFL Midseason 2019

TV audience and brand insights report

alphonso   
The TV Data Company



# Digital-Like TV Ad Metrics for Brands

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Alphonso's real-time TV audience data enables brands and agencies to reach and measure TV audiences across linear TV, OTT and digital.

We connect the dots between specific TV creatives and airings to tangible business results.

Our complete index of TV content alongside our viewership data from 15M smart-TV households drives actionable insights for marketers.





**The following report covers NFL Weeks 1 - 8 of to provide TV audience insights for the first half of the 2019 NFL season**

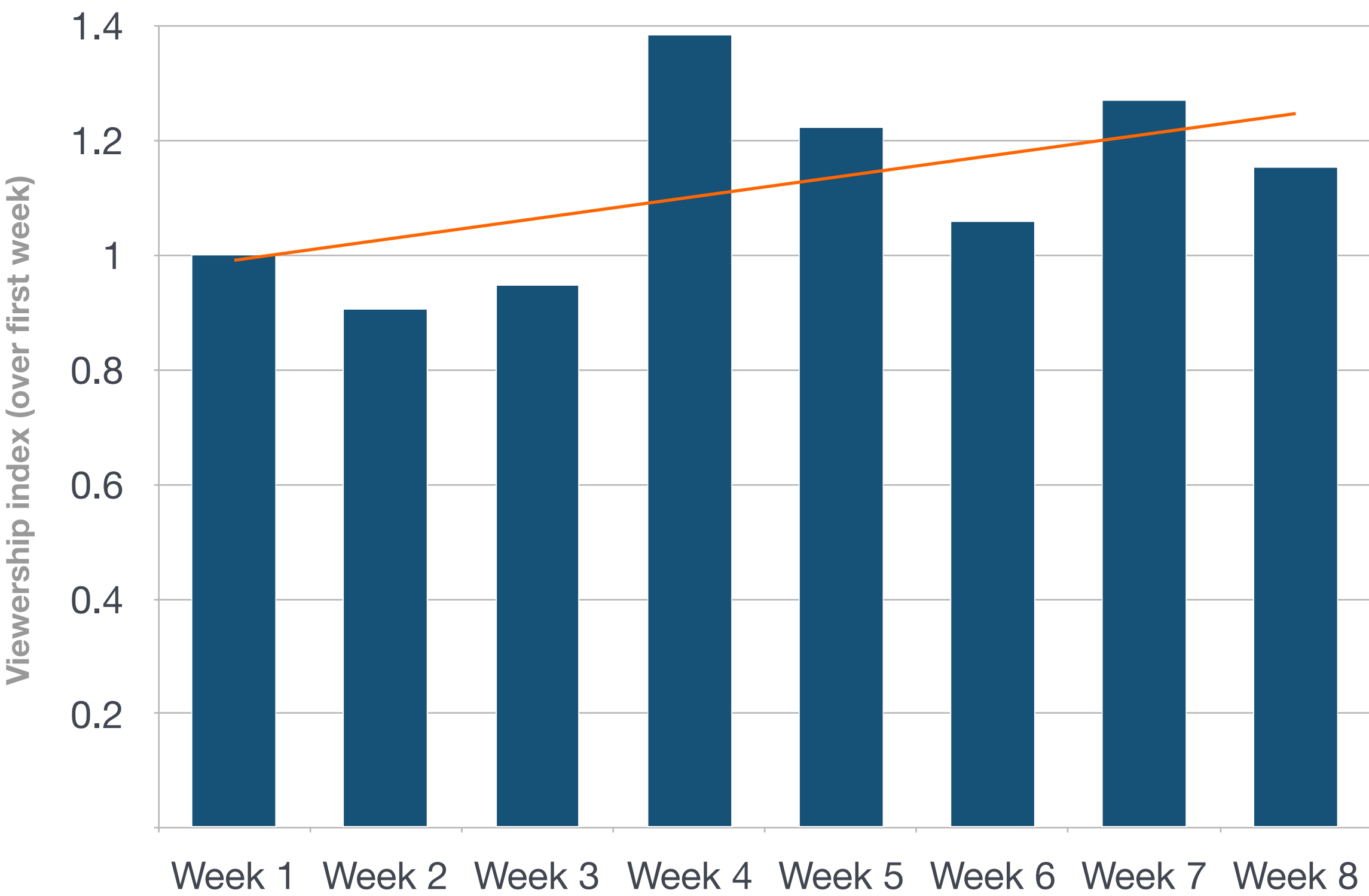
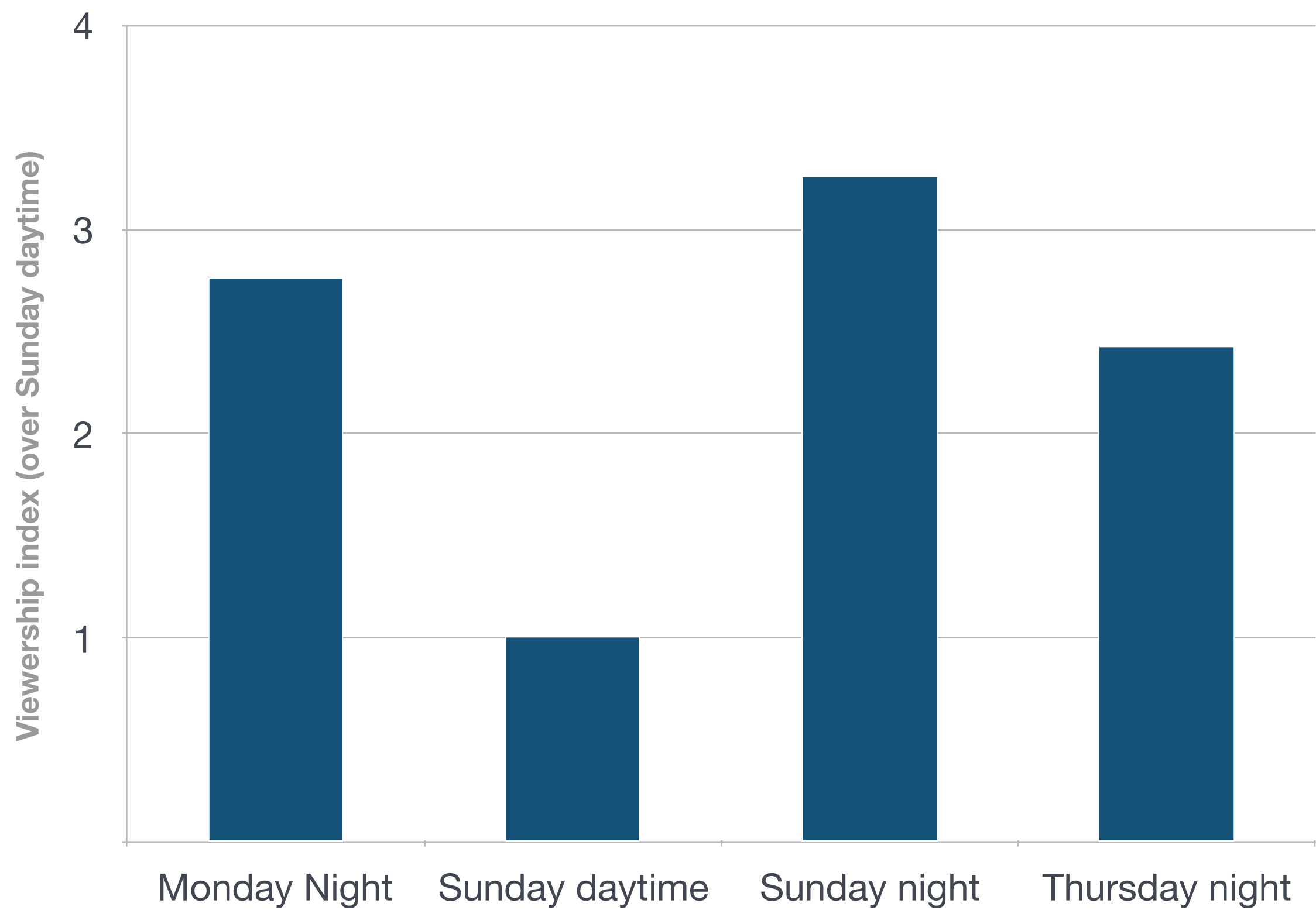


# Gridiron Gains: NFL audience grows in first half



Of the nationally televised games, Thursday night lags behind Sunday night’s main event and Monday Night Football in terms of average game viewership. But the Thursday audience still more than doubles the average viewership of the Sunday afternoon games aired on Fox and CBS regional networks.

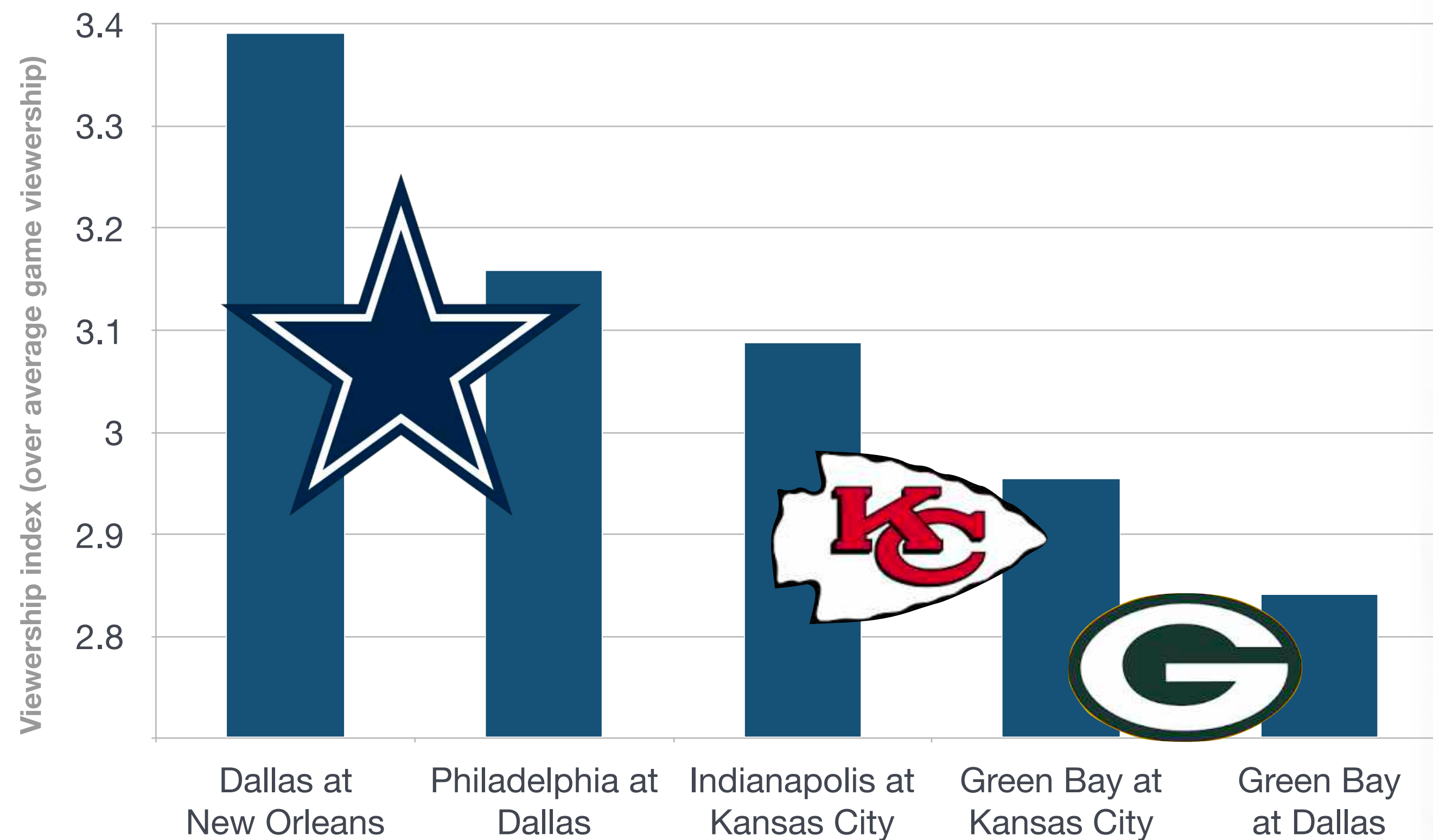
Sunday night scores an audience 3X the size of the games aired earlier in the day. The Sunday night games saw an upward trend as the season progressed





# The Dallas Cowboys have the most loyal fans on TV

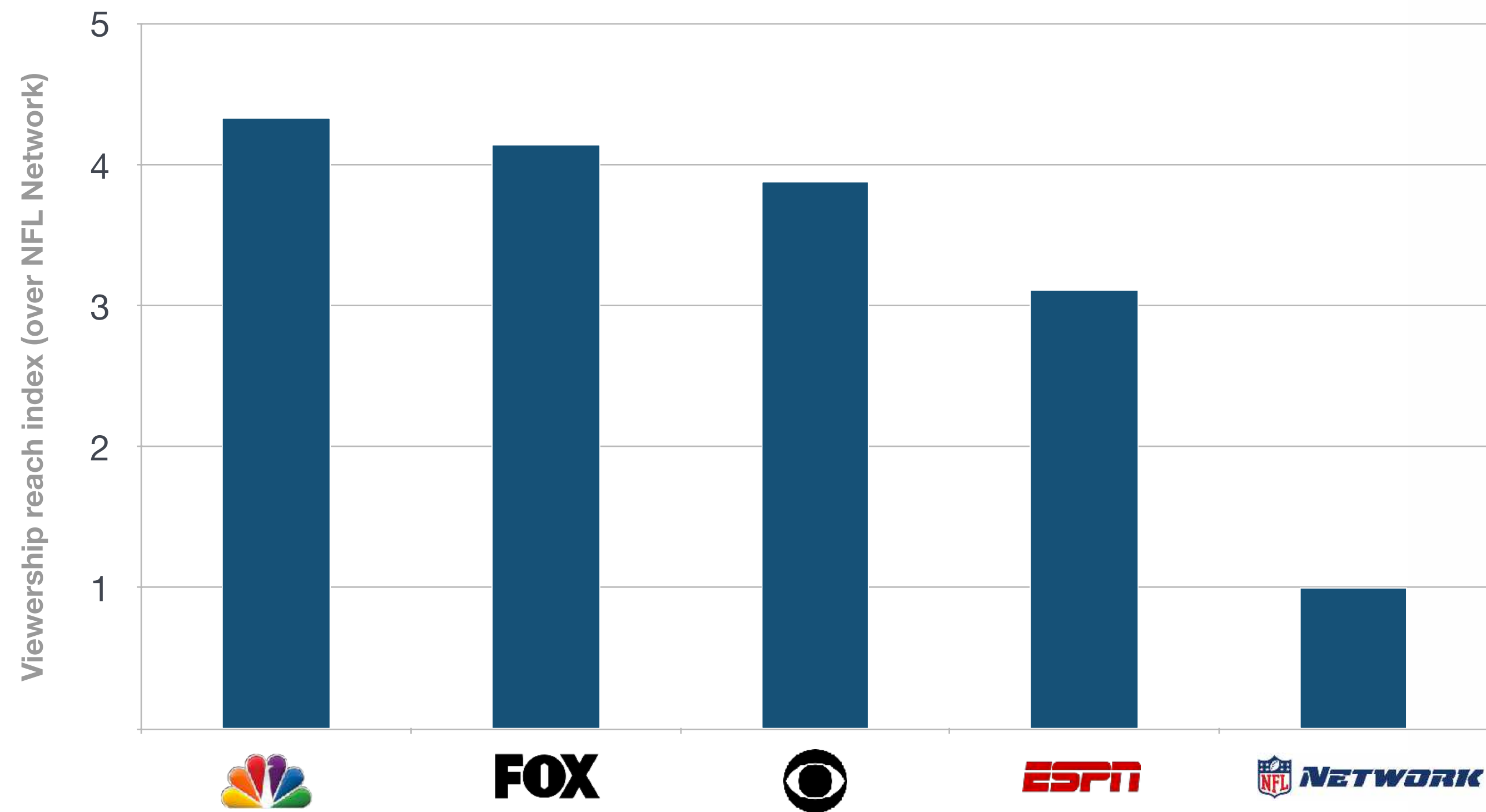
- Games with Dallas, Kansas City and Green Bay teams were the most popular during the first half
- Each of these teams are currently are battling for playoff spots heading into the final weeks of the season





# NBC Edges Out Fox in Close Battle

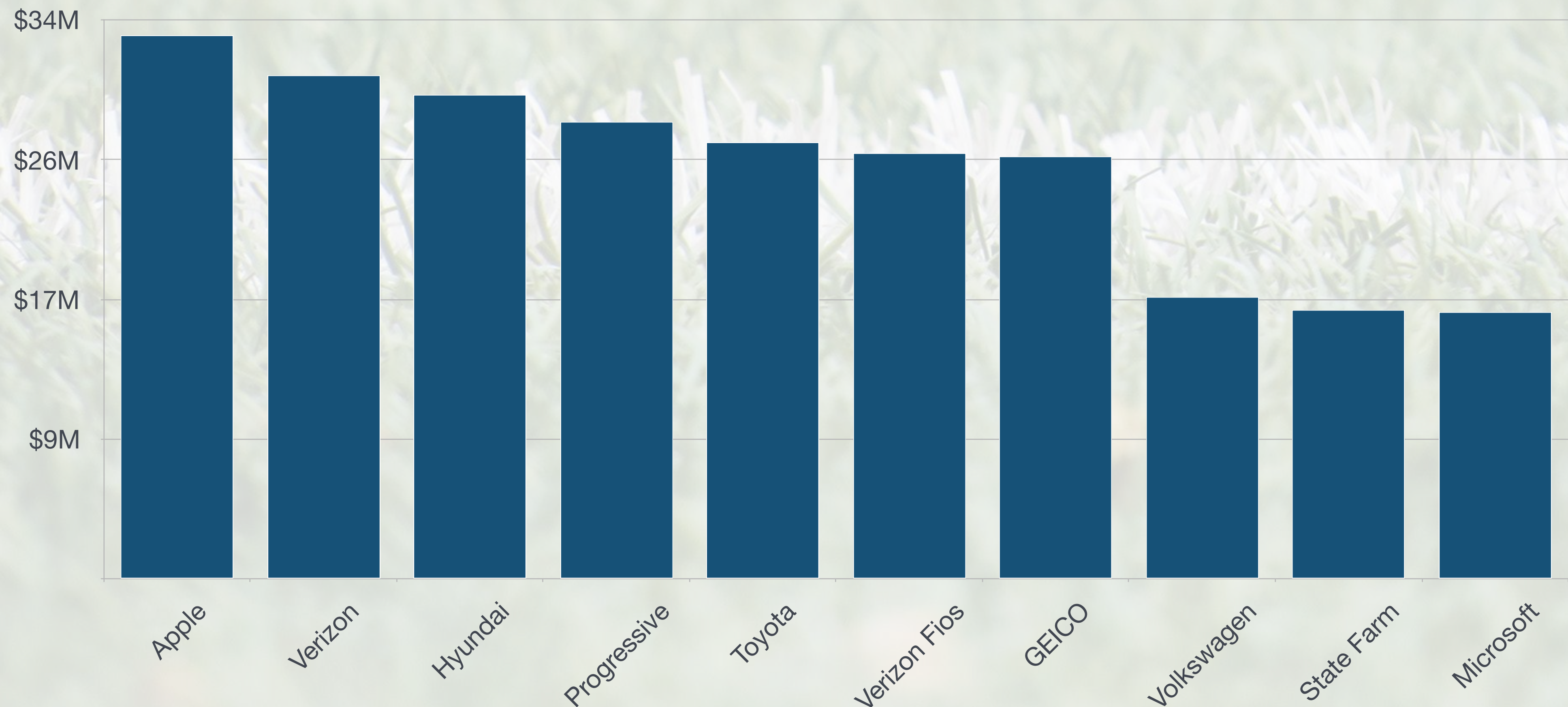
- NBC and Fox, with their Sunday night and Thursday night games respectively had the highest reach overall throughout the first half.
- CBS with its regional broadcasts, and more of them, managed to edge out ESPN with its Monday night games, in total viewership.





# Apple outspent others on NFL; Telco and Auto scored high

TV Spend Data: Top Brands of the NFL

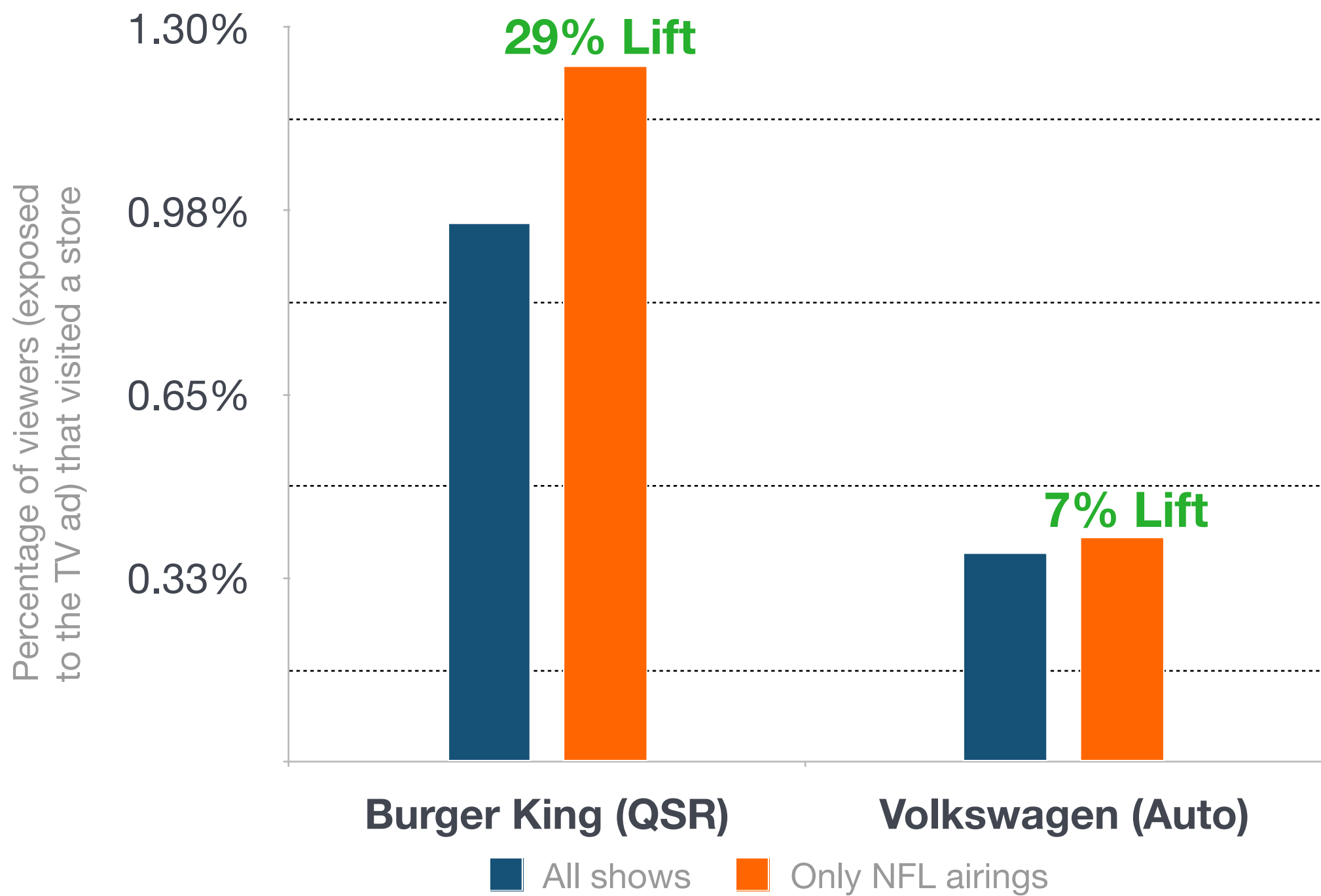




# Do NFL ads work? Driving Outcomes with TV

We looked at the brands whose NFL TV spots drove the best outcomes. Alphonso helps brands understand the effectiveness of TV ads on visits and transactions, both online and off.

During the first eight weeks of NFL games, Burger King and VW both fared well to turn their football audience into visitors.



**SPEND on NFL**  
\$2.3M

**AIRINGS on NFL**  
7

**CREATIVE RESONANCE**  
0.92



**SPEND on NFL**  
\$1.1M

**AIRINGS on NFL**  
6

**CREATIVE RESONANCE**  
0.73





# About Alphonso

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Alphonso is a TV data and measurement company, and the market leader in providing brands and agencies with real-time TV ad campaign measurement, closed-loop attribution for TV ads, and TV audience extension across digital devices. Its Alphonso TV Data Cloud services are used by hundreds of the Fortune 500 brands and agencies in the U.S.

With video AI technology embedded in tens of millions of smart TVs, TV chipsets, set-top boxes and other connected devices, Alphonso understands what programming and advertising people watch on TV. Its SaaS offering, Alphonso Insights, delivers actionable TV measurement and closed-loop attribution with offline data in real time, to help brands understand the true impact of TV advertising.

To learn more, visit [www.alphonso.tv](http://www.alphonso.tv).

