

April 2020

The NFL Draft 2020 TV Audience Insights Report



Digital-Like TV Ad Metrics for Brands

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

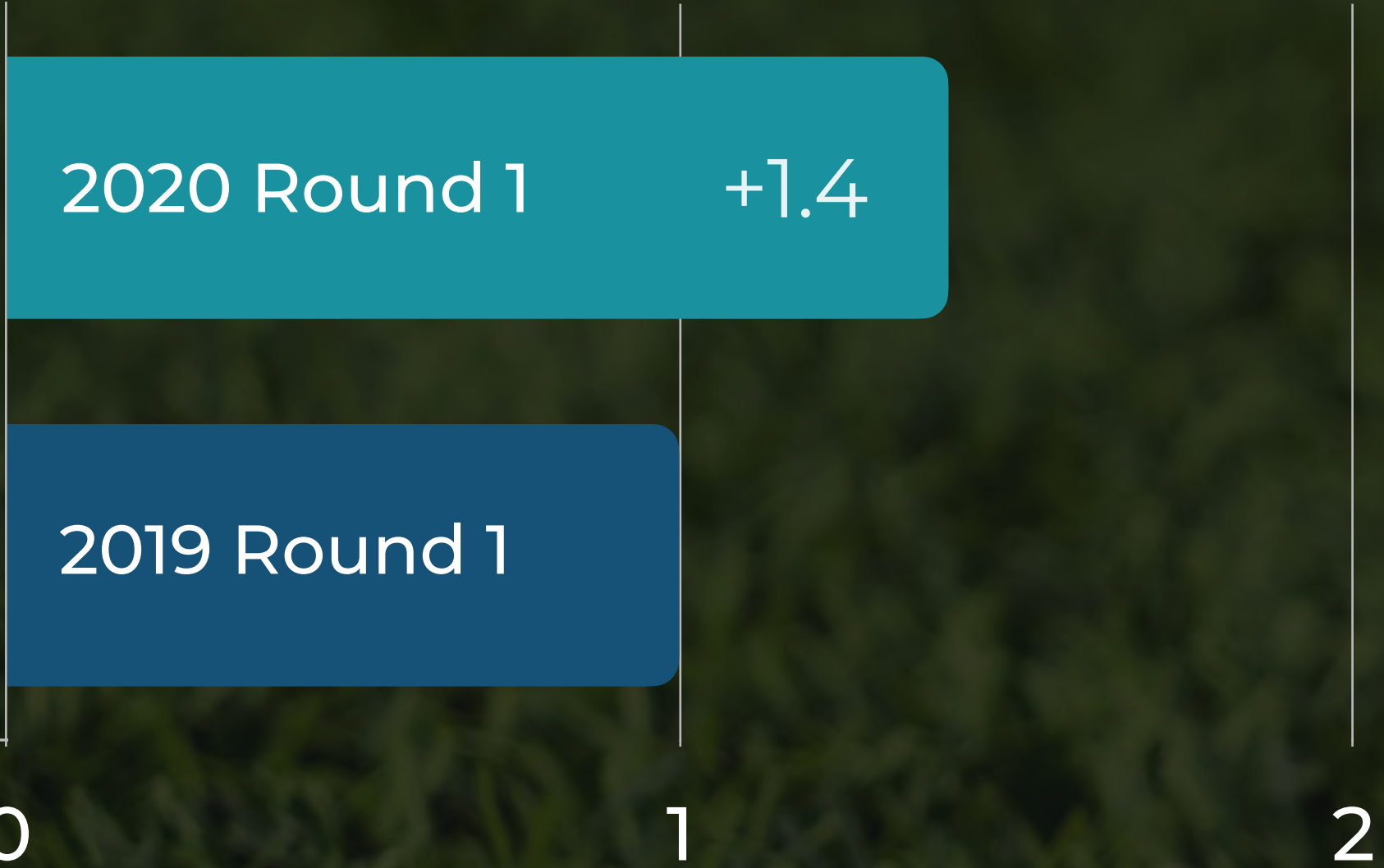
We connect the dots between specific TV creatives and airings to tangible business results.

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



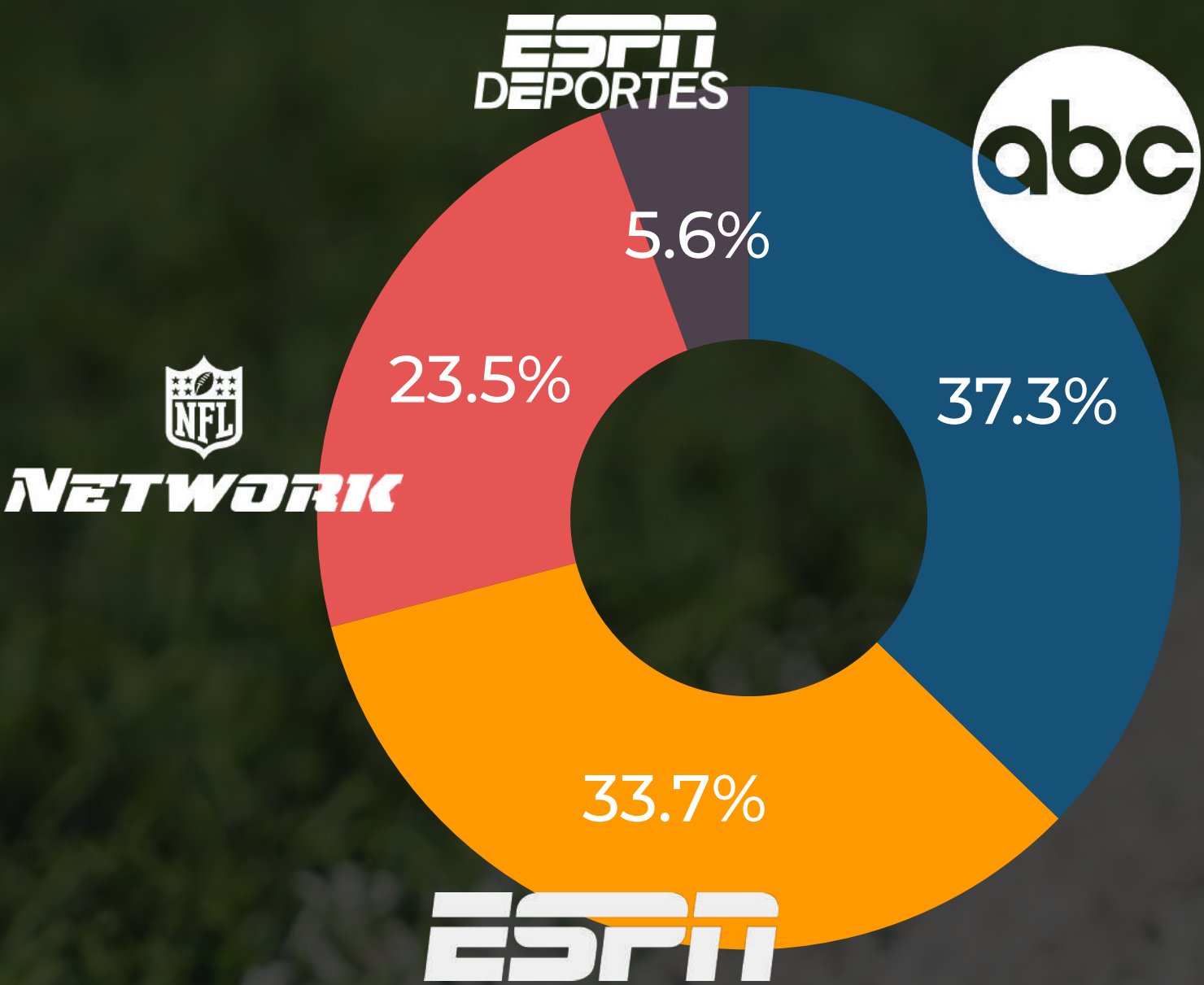
Viewership 2020 vs 2019

First-round viewership of the from-home version of the NFL draft was up 40% over 2019. The following rounds throughout the weekend were also up significantly; at +45% (Rounds 2 & 3) and +35% (Round 4) respectively.



2020 Viewership by Network

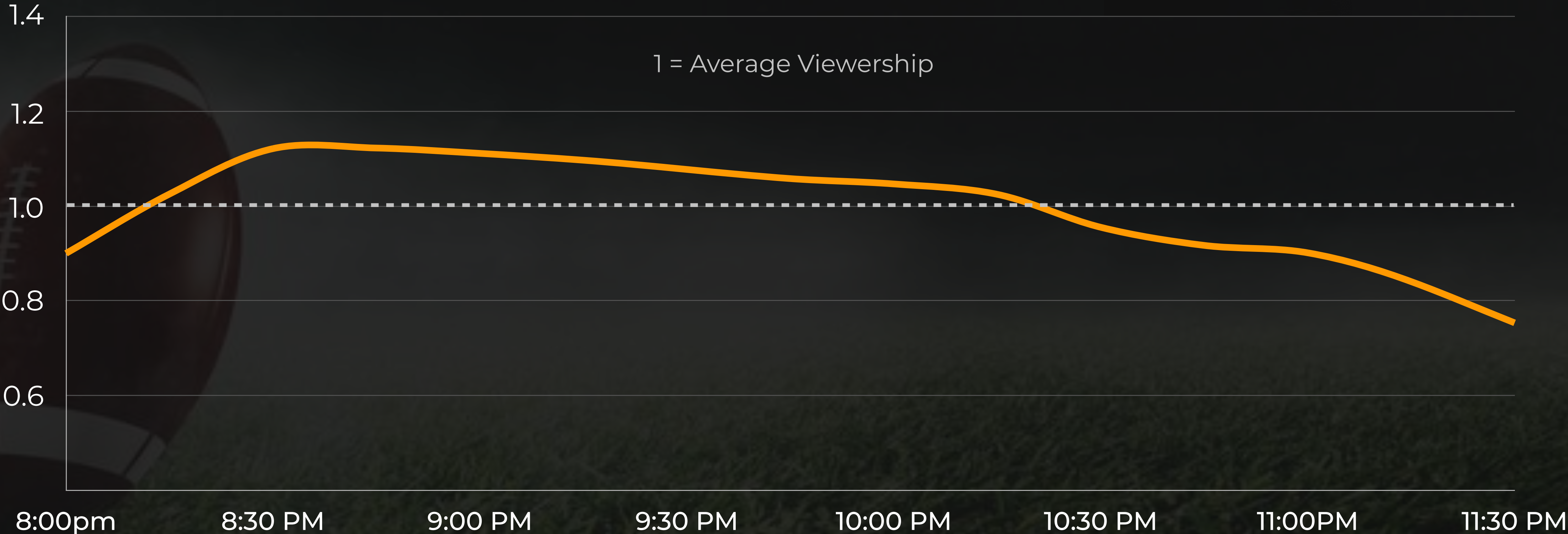
Most viewers tuned into the first round broadcast on ABC, with ESPN close behind.



Biggest NFL Fans Tuned In for Nearly 3 hours

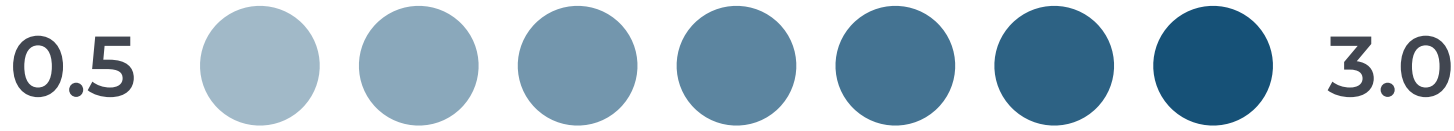
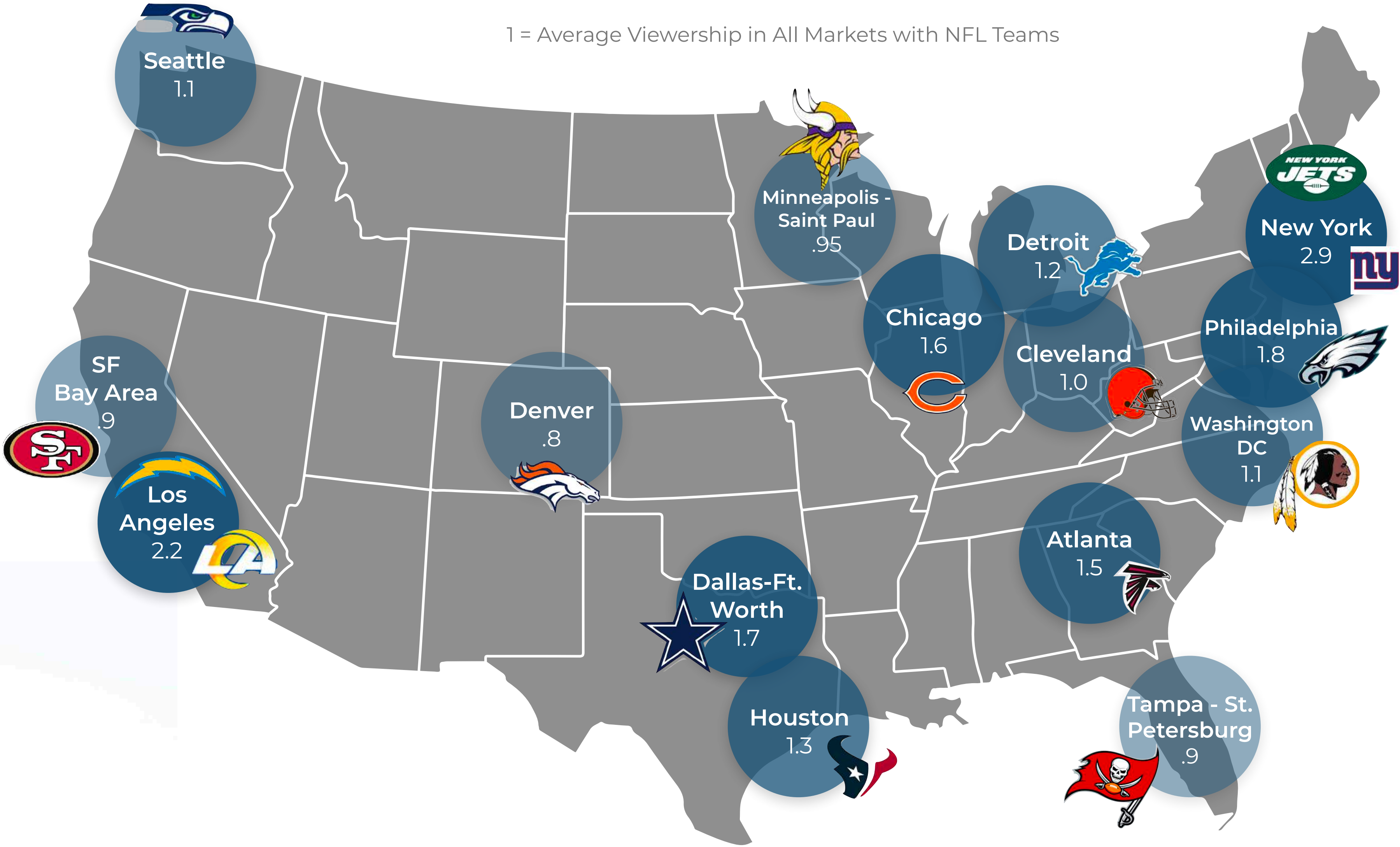


Viewership peaked during the first 45 minutes of the broadcast, but the biggest fans (the top 25% of the audience) stayed engaged for at least 2 hours and 45 minutes. Half the audience watched draft picks for nearly two hours (1 hr 51 mins). Average overall viewing time across all people who tuned in was just over an hour (61 minutes).



Ten Metros Drove Viewership Among NFL Markets





Larger cities including New York, L.A., Philadelphia, Dallas, and Chicago indexed high among NFL cities to help lift the audience to the largest it's been since 2014.



Highest ranking NFL Cities by TV Viewership Index










What were viewers watching before the NFL Draft?

Show	Network	Share of viewers
Switched on TV	—	26%
2020 NFL Draft Countdown		19.30%
Wheel of Fortune		8%
NFL Draft Kickoff		5.71%
The Story With Martha MacCallum		4.57%



What were viewers watching after the NFL Draft?

Show	Network	Share of viewers
Switched off TV	—	52%
Eyewitness News at 11		17.23%
SportsCenter With Scott Van Pelt		13.2%
NFL Total Access		5.8%
The Tonight Show Starring Jimmy Fallon		5.06%
The Late Show With Stephen Colbert		3.09%
UFC Ultimate Knockouts		2.49%
Fox News at Night With Shannon Bream		1.48%

About Alphonso

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**.