

Optimedia US
2008 CONTENT POWER RATINGS: SPORTS EDITION

RANKING:

Adults 18+ CPR Ranking:

Rank	TV Rank	Program	Net
1	4	2008 SUMMER OLYMPICS: BEIJING, CHINA	NBC
2	1	NFL SUPERBOWL (Football)	FOX
3	7	MLB WORLD SERIES (Baseball)	FOX
4	2	NFL NATIONAL FOOTBALL CONFERENCE CHAMPIONSHIP (Football)	FOX
5	3	NFL AMERICAN FOOTBALL CONFERENCE CHAMPIONSHIPS (Football)	CBS
6	11	MLB ALL-STAR GAME (Baseball)	FOX
7	15	MLB AMERICAN LEAGUE CHAMPIONSHIP SERIES (Baseball)	FOX
8	10	NBA FINALS (Basketball)	ABC
9	6	DAYTONA 500 (Auto Racing)	FOX
10	26	MLB NATIONAL LEAGUE CHAMPIONSHIP SERIES (Baseball)	TBSC
11	22	NHL STANLEY CUP (Hockey)	NBC
12	8	NCAA MEN'S FINAL FOUR (College Basketball)	CBS
13	18	NFL PRO-BOWL (Football)	FOX
14	30	WIMBLEDON (Tennis)	NBC
15	25	WRESTLEMANIA (Pro Wrestling)	PPV
16	21	NBA ALL-STAR GAME (Basketball)	TNT
17	9	KENTUCKY DERBY (Horse Racing)	NBC
18	27	NBA PLAYOFFS - WESTERN CONFERENCE CHAMPIONSHIPS (Basketball)	ABC/TNT
19	37	NIGHT OF CHAMPIONS (Pro Wrestling)	PPV
20	17	MASTERS (Golf)	CBS

Source: Optimedia International US Inc.