



NFL ESSENTIALS



The Kickoff

Regular Season:

- The NFL has **32 teams** divided between eight divisions within two conferences
- Each **team plays 17 games** with one “bye-week” across an 18-week regular season

Playoffs:

- **Seven teams** face off from each conference (**14 total**), with **four division winners** and **three wild card teams**
- The team with the **best record** in each conference earns a **first-round bye**

Season’s Standouts

Super Bowl LIX Winner:

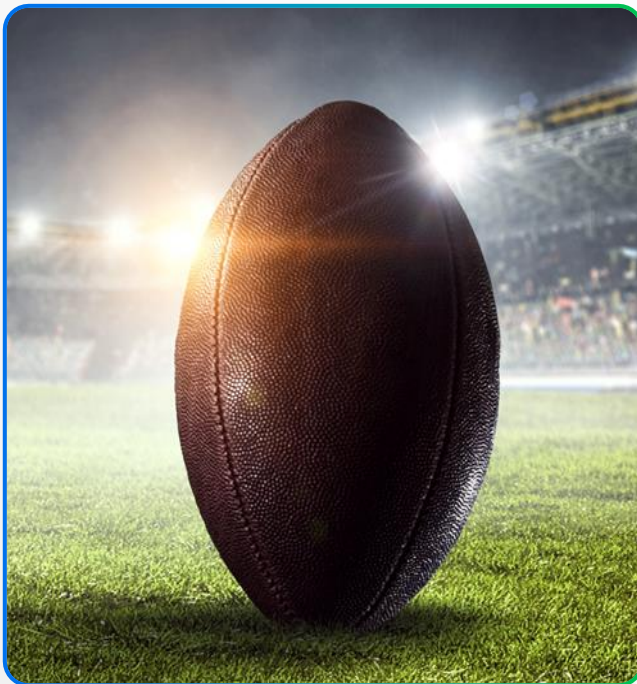
Philadelphia def. Kansas City, 40-22

MVP Winner:

Josh Allen, QB, Buffalo

Notable players who changed teams:

- WR Davante Adams → LA Rams
- WR George Pickens → Dallas
- QB Geno Smith → Las Vegas
- DL Joey Bosa → Buffalo



Quick Hits

Big names from April’s NFL Draft:

- QB Cam Ward, Miami → Titans
- RB Ashton Jeanty, Boise St → Raiders
- LB Abdul Carter, Penn State and QB Jaxson Dart, Ole Miss → Giants

Rule Changes:*

- **Dynamic kickoffs** – touchback line moved to the 35-yard line; trailing teams must declare onside kicks
- **Expanded replay assist** – reviews initiated by the booth to quickly assess penalties, turnovers, catches, etc. to get back to the action

*Source: NBC.com “All the Rule Changes for the 2025-2026 NFL Season”.



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By the Numbers



285

Regular Season
+ Playoff Games



48%

Telecasts avail
through SR¹

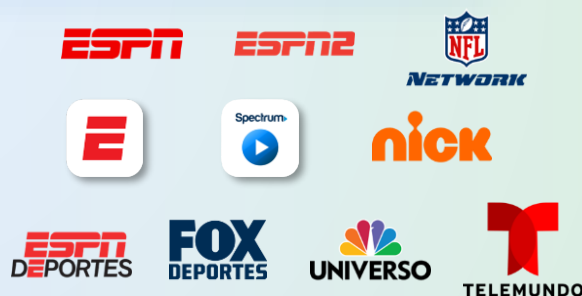
The Scoreboard

The 2024–25 "Monday Night Football" regular-season (22 games) averaged 15M viewers, to rank as the **2nd most-viewed campaign** behind the 17.4M average audience the prior season, tops since ESPN became the primary rights-holder in 2006.²

Game Day Calendar

09/08-12/29	MNF Season
09/28-11/16	NFLN Int'l Games
01/03/26	ESPN Doubleheader
01/10-01/12	Wild Card Weekend
01/17/26	Divisional Playoffs
02/03/26	Pro Bowl/Flag Football
02/08/26	Super Bowl
04/23-04/25	NFL Draft

Ad-Insertable Networks



Top Ad Categories³

Sponsorships

- Athletic Footwear/Apparel
- Beer (US)
- Soft Drink/Carbonated
- Casinos/Racing/Gaming
- Betting & Daily Fantasy
- Spirits
- Life & Health Insurance

TV/Radio Advertising

- Auto Manufacturer
- Legal
- Auto Dealer
- Hospital
- Banking
- Casinos/Racing/Gaming
- Grocery

Digital Advertising

- Restaurants & Events
- Bars/Breweries/Wineries
- Charity/Non-Profit
- Athletic Footwear/Apparel
- Beer (US)
- Hospital
- Soft Drink

Programming Subject to Change. Network Ad-Insertion and Inventory Availability May Vary by Market. Source: (1) Nielsen NPower 3Q24-2Q25, Total Day, Live National Sports Events on Ad-Supported Cable & Broadcast TV, adjusted for new Media Rights Deals, including streaming exclusives & Local/Regional Sports coverage. Spectrum Reach and Broadcast coverage includes streaming but does not include streaming exclusives. (2) SPGlobal, 01/10/2025. (3) Top Categories – Sponsors United

