

# SCORE MORE THIS 2023 NFL SEASON!

Effectively Reach Loyal NFL Audiences Across Screens

## Your NFL Advantage:

**16.7M**

Average Viewers  
Per Game

**40.0**

Household Rating  
(Super Bowl LVI)

**145B**

TV Ad Impressions  
(2022-23 Regular Season)

- Reach audiences that over-index P35-49 with average HH incomes of \$115k+
- Viewership by device: 59% Linear TV, 16% Mobile Device, 13% Laptop, and 12% Tablet.
- Most popular ad categories: Auto and general insurance, QSR, automakers, wireless services, streaming services, and beer.

## The Cadent Advantage:

- **EFFICIENT & FLEXIBLE** delivery of cross-screen reach and coverage
- **CUSTOMIZABLE** plans across Cable, Broadcast, and OTT/CTV
- **MEASURABLE** insights into viewership engagement and campaign metrics

[Reach out today to kickoff the 2023 NFL Season >](#)