
TNT Delivers Most-Viewed NBA Christmas Day Primetime Doubleheader in Cable Television History

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Lakers vs. Bulls Averages 3.9 Million Total Viewers to Rank as Most-Viewed Christmas Day Primetime Game in Cable TV History

TNT's NBA Christmas Day doubleheader - Los Angeles Lakers vs. Chicago Bulls at 8 p.m. ET; Golden State Warriors vs. L.A. Clippers at 10:30 p.m. - averaged 3.5 million total viewers to become the most-viewed primetime doubleheader on Christmas in cable television history. The telecasts propelled TNT to win the night across all of cable television based on metered market delivery.

Last night's doubleheader is up 94% over 2008, the last time TNT aired a primetime doubleheader on Christmas Day (1.8 million total viewers). This year's Christmas Day doubleheader also generated significant audience growth across all key demos including a 92% increase in People and Men 18-34, as well as a 74% improvement in People 18-49.

TNT's telecast featuring the Lakers, playing without star Kobe Bryant, against the Chicago Bulls averaged a 2.0 U.S. HH rating and 3.9 million total viewers to rank as the highest-rated and most-viewed primetime game ever to be televised on Christmas. The telecast peaked with 4.2 million total viewers from 10-10:30 p.m.

In the nightcap, the Warriors against the Clippers averaged 3,076,000 total viewers and a 1.7 U.S. HH rating, up 96% and 70% respectively over the comparable Christmas Day telecast on TNT in 2008. The Warriors/Clippers game peaked with 4.1 million total viewers from 10:45-11:15 p.m.

Locally, the Lakers/Bulls telecast generated a 9.1 HH rating in Chicago and a 5.0 HH rating in Los Angeles, while the Warriors/Clippers game posted a 5.3 HH rating in the Bay Area and a 4.2 HH rating in L.A.

Source: Nielsen Media Research based on Fast Nationals, Live + SD feed. TNT Christmas Day Doubleheader, 12-25-14 compared with historical Christmas Day games on TNT, TBS, ESPN and ESPN2. Night won based on cable prime (8-11PM) metered market ratings vs. ad supported cable.



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