

## NFL TV Viewership

I see for the second year in a row, the NFL TV viewership has dropped. If you go back in history, there only used to be one television network televising football, which was CBS. When the upstart AFL came into being, TV broadcasts for that league were picked up by NBC. The NFL and AFL eventually merged and the ABC network wanted part of the action so the NFL developed Monday Night Football. Along comes the FOX network and when TV contracts expired, there would be a bidding war between the two (out of four) networks without contracts. NFL commissioner at that time, Pete Rozelle, played the fact that one network was always left out of a TV contract to a "fare thee well". He made NFL owners very rich. The networks needed NFL football to promote in house programs, to boost their viewership and thus charge more for advertising. Now with Thursday Night Football and Sunday Night Football, the NFL has spread its TV contracts to thin. As former coach John Madden put it, "there are not enough good games to televise". Who wants to see the Cleveland Browns play on Thursday Night? As TV contracts begin to expire, the NFL is likely to get less money for broadcast television rights. So, with all this in mind, the NFL is starting to think about eliminating the Thursday Night game. They cannot do this until after the 2018 season as that is when the present Thursday Night contract will expire. I, for one, would be glad to see the Thursday Night game gone. Now, if we can just get rid of the stupid "bye week/17 week schedule".