

The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Cleveland-Akron (Canton) OH



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Columbus, OH



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Des Moines-Ames, IA



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Houston, TX



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Austin, TX



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Seattle-Tacoma, WA



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Spokane, WA



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Rapid City, SD



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Jackson, MS



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Albuquerque-Santa Fe, NM



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Green Bay-Appleton, WI



The NFL touts that 87% of games are on broadcast TV, but that's not true for the average fan.

How many games can a family can actually watch free, over the air, in their home? For a typical fan, it is about 35% of the season. About 95 of 272 regular-season games are free over the air in selected markets. The rest are behind a paywall or only available through a subscription to Sunday Ticket.

Why the NFL's Number is Misleading

It counts games broadcast somewhere, not games available to any one viewer. A game may be free over the air in the participating teams' home markets, but unavailable for free in most other markets.

Sunday afternoon windows restrict choice. CBS and FOX affiliates can air only selected games in each local window. Fans who want out-of-market games must buy Sunday Ticket.

Streaming exclusives are not broadly free just because they are locally simulcast. Amazon, Netflix and YouTube TV TV games are generally free on broadcast only in the teams' local markets; everyone else needs another subscription.

Fans Span the Country

Football fans aren't limited to their team's home market – there are fans throughout the country that won't have access to 65% of their team's games without a subscription.

The Bottom Line

The NFL's 87-88% figure describes aggregate distribution across the country. It does not describe consumer access. For a fan in a local market, the free broadcast experience is closer to one-third of the season. As more games migrate to exclusive streaming and subscription packages, fans face higher costs, more fragmentation and less access to the games that have historically been part of free local television.

Example: Madison, WI

