



MEDIA INFORMATION

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FOX SPORTS KICKS OFF COLLEGE FOOTBALL WITH MOST-WATCHED OPENING WEEK EVER

FOX & FS1 Post Combined Viewership Gains While Competition Drops

FS1 Home to Cable's Most-Watched College Football Game Last Weekend

New York – FOX Sports kicked off the 2017 college football season with its most-watched opening week ever, from Thursday, Aug. 31 through Sunday, Sept. 3, posting impressive viewership numbers and overall increases. Highlighting the week, UCLA's historic comeback over Texas A&M on Sunday drew more than 3 million viewers and is FOX's **most-watched game ever on Labor Day Weekend**.

Despite a lopsided score for much of the game, as Texas A&M jumped out to a 44-10 advantage, the FOX broadcast network attracted an average audience of 3,190,000 as Bruins quarterback and Heisman hopeful Josh Rosen pulled the Bruins out of a 34-point deficit. Viewership peaked at 4.382 million viewers from 11:15-11:27 PM ET as Rosen and the Bruins completed the historic comeback and "[The Legend of Josh Rosen](#)" was born.

Sunday night's instant classic provided the exclamation point to a thrilling opening week of college football. With top games featuring the Big Ten, Big 12 and Pac-12 conferences, college football enjoyed its **best opening week ever on FOX and FS1** in terms of viewership, with an average audience of 1,522,000 across the networks' seven games. **FOX and FS1 are up a combined +15%** over 2015, the last time an opening-week game aired on FOX, while the competition saw year-over-year decreases.

On Saturday, Maryland and Texas provided fireworks of their own, as the Terrapins spoiled the start to the Tom Herman era with a 51-41 win in Austin over the No. 23-ranked Longhorns. In a game that featured two blocked field goals returned for touchdowns, a pick-six and much more, FS1 drew 2,046,000 viewers, making it **cable television's most-watched college football game of the weekend**. During a busy day of college football, Maryland-Texas also performed well on FOX Sports GO, with an average minute audience of 34,828, **the platform's second-best performing college football game ever**, trailing only Texas-Oklahoma last season (vs. 36,718).

Big Ten football on FOX got off to a strong start on Saturday, as Purdue vs. No. 16 Louisville, played at Lucas Oil Stadium in Indianapolis, drew 1,792,000 viewers, a **+33% increase** over the network's last primetime Labor Day Weekend broadcast (vs. 1,349,000 for Fresno State-USC in 2014).

For more information on FOX Sports' college football coverage, including photography, biographical information and more, visit [FOX Sports Press Pass](#).

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