

The 2022 NFL season kicked off in Los Angeles with a bang on Thursday, 9/8 as the Buffalo Bills visited the defending champions, the Los Angeles Rams. The game hosted by Local TV network KNBC reached an average household audience of nearly 780K, and almost 1 in 5 TV households in the LA market.

For more information, please visit comscore.com/contact

Los Angeles Leans Into the 2022 NFL Season Kickoff SPORTS SERIES: LOCAL GAME INSTANT INSIGHTS

TELEVISION INSIGHTS

HOW DID IT COMPARE TO LAST YEAR?

779,392

AVERAGE AUDIENCE (HHLDS)

This year's opening game in the larger market of Los Angeles drew an average audience 2X the size of the 2021 NFL kickoff game in Tampa Bay. However, Los Angeles couldn't match the 25.4% local rating Tampa Bay reached last year.

SOCIAL INSIGHTS

Local networks extended their coverage of the game on social both leading up to the kickoff on Thursday, 9/9 and continued with additional analysis through the weekend.

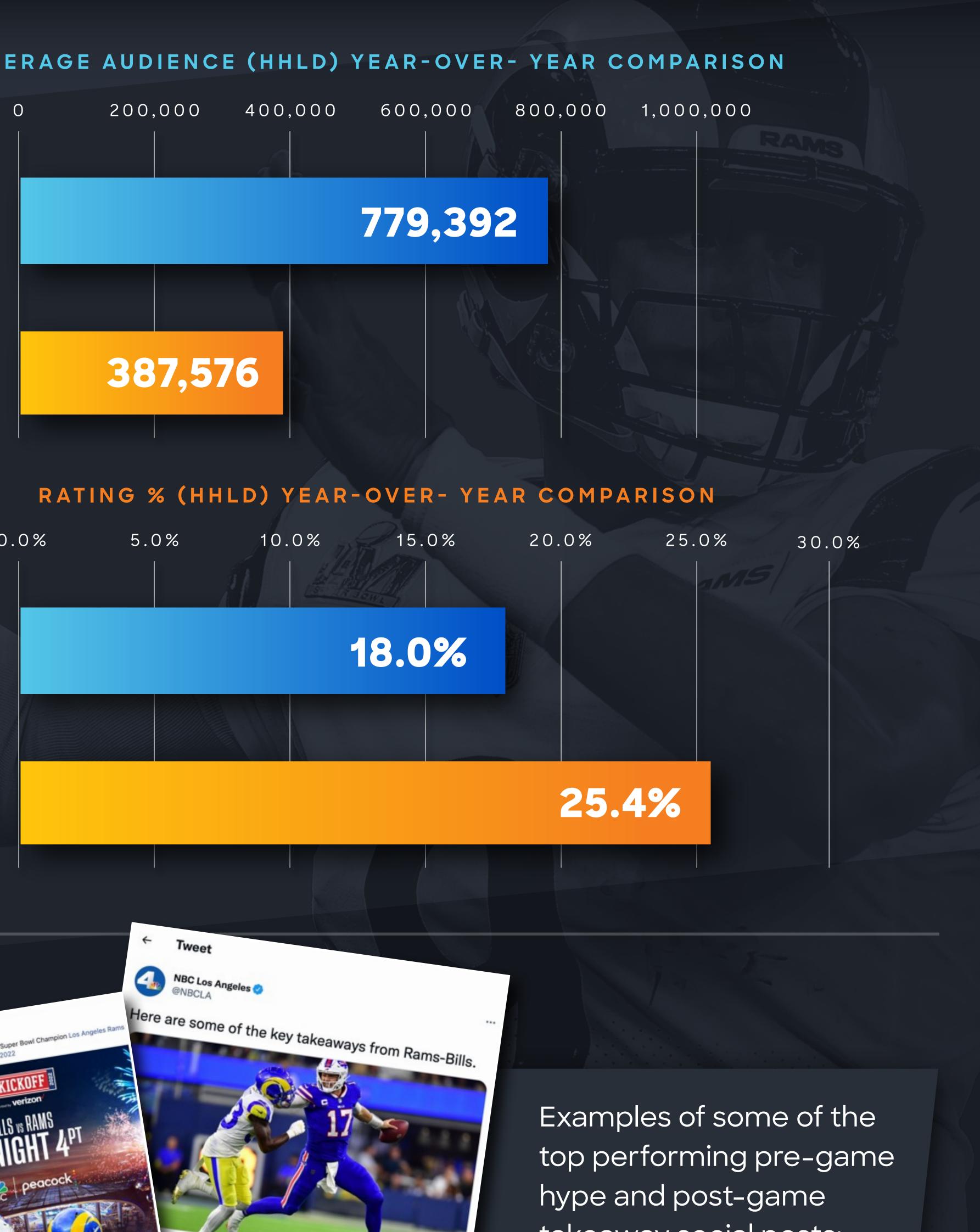
RATING (HHLDS)

2022 NFL KICKOFF LOS ANGELES (KNBC)

2021 NFL KICKOFF TAMPA BAY (WFLA)

2022 NFL KICKOFF LOS ANGELES (KNBC)

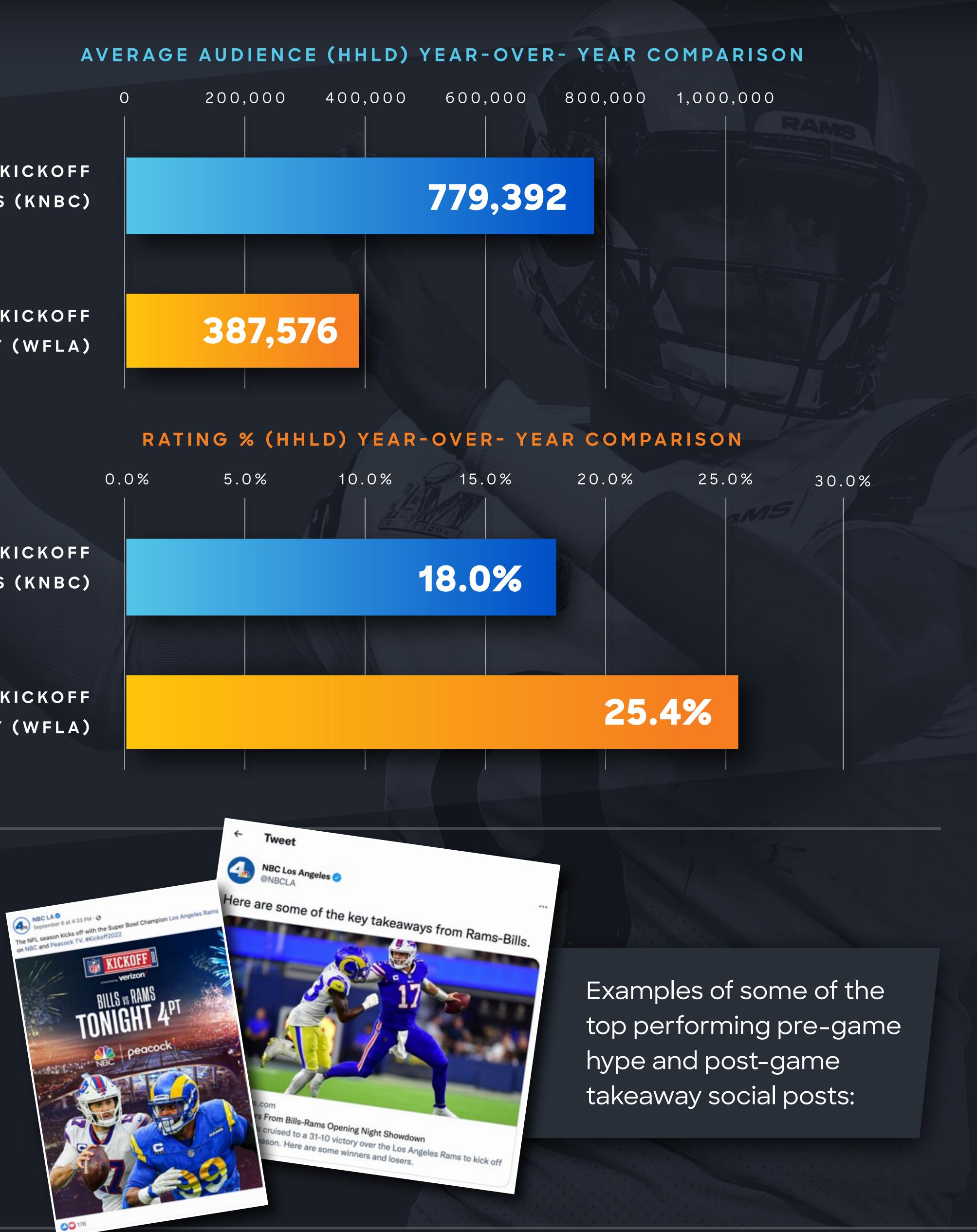
> 2021 NFL KICKOFF TAMPA BAY (WFLA)













SOURCES:

Source: Comscore Quick Score, Los Angeles and Tampa Bay markets, Average Audience and Rating for all HHLDs, 8/8/22 and 8/9/21 Source: Shareablee, Content Pulse for Los Angeles, Custom topics including: Football, Thursday Night Football, NFL, Rams, Bills, Super Bowl, and key player names, September 8-11, US