

Alabama at Tennessee Tops College Football Week 7 Games

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New York, October 15 — Inscape analyzed viewership data and found some college football stats that fans might be surprised to hear.

Tune in data was driven to an impressive 39% for TVs watching college football this week, as a result of such a highly anticipated game. This Alabama vs. Tennessee game alone, accounted for 23.8% of all college football viewing. Ranking the second most viewed of the season, narrowly trailing behind the Alabama vs. Texas game back on September 10th.

Inscape's Viewer Ranking Report shows the top 5 games included Penn State vs. Michigan, Clemson vs. FSU, Auburn vs. Mississippi, and Wisconsin vs. Michigan State. Among the Top 25 games, the BigTen and SEC tied with one of their teams in 6 games each, while the other conferences each had 5.

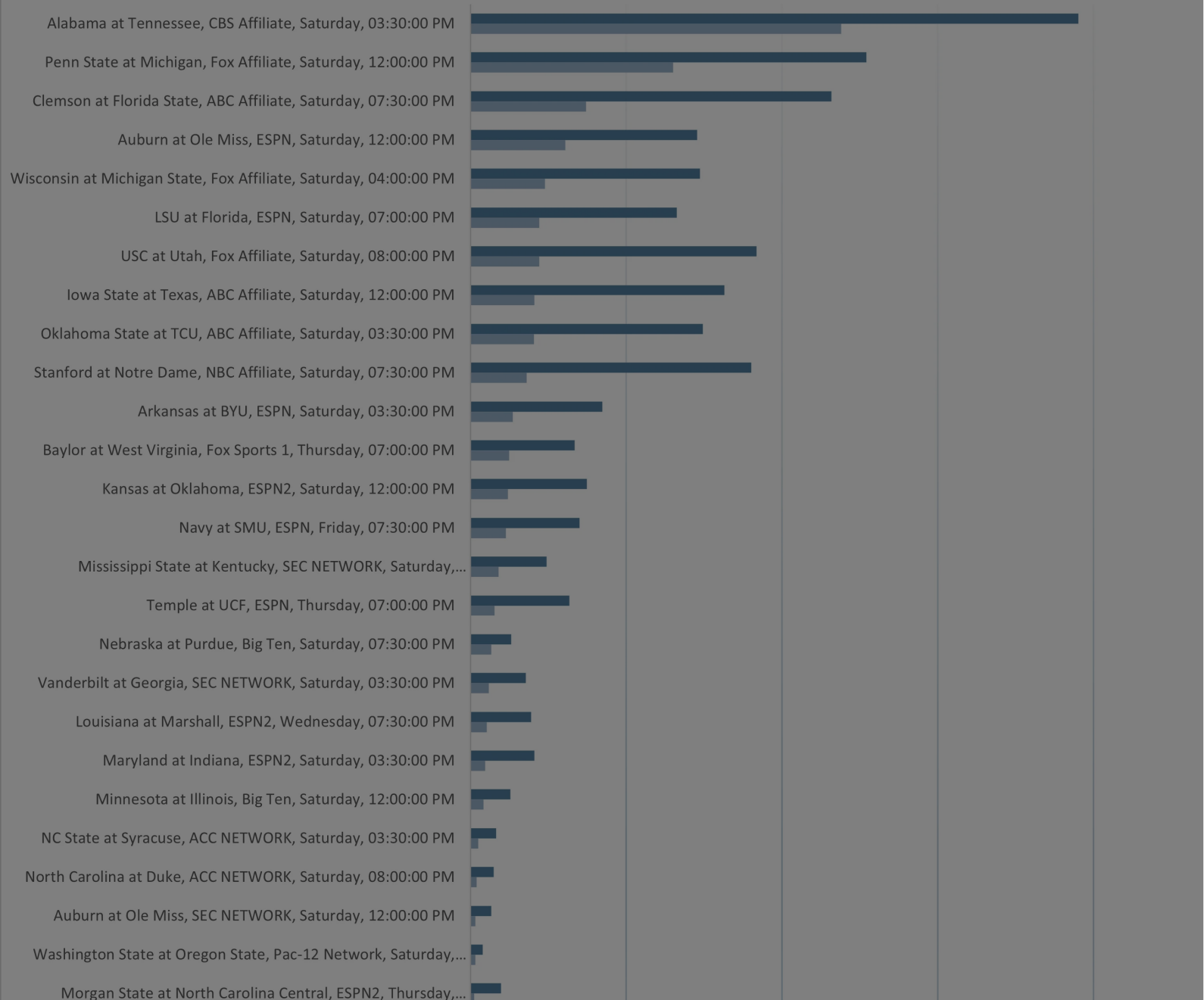
This weekly viewer ranking showcases the power, and near immediate availability, of Inscape data. This is an example use case measuring engagement with content, viewer value, and interest in specific games of college sports. For example, did the networks win their timeslots? How are conferences performing? This data is also helpful to bowl committees and teams looking to negotiate bowl slots.

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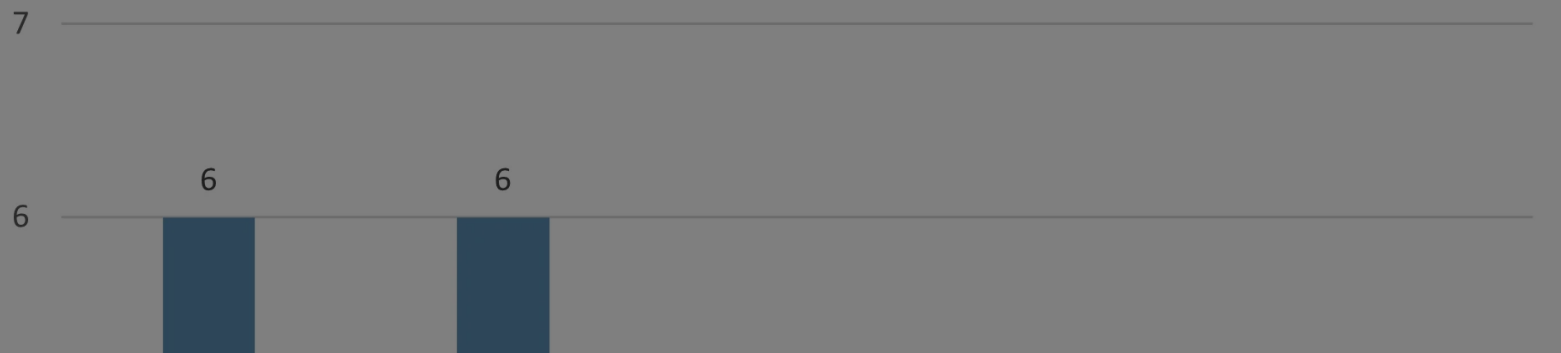
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Alabama at Tennessee	Clemson at Florida State	Penn State at Michigan	Iowa State at Texas	Arkansas at BYU	Auburn at Ole Miss		Wisconsin at Michigan State		LSU at Florida											
					USC at Utah	Oklahoma State at TCU	Navy at SMU	Baylor at West Virginia		Kansas at Oklahoma										
								Stanford at Notre Dame	Mississippi State at Kentucky	Temple at UCF										
											Nebraska at Purdue	Louisiana at Marshall	Minnesota at Illinois		NC State...					
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Conference Games in Top-25



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