

# 100 million tune in for the NFL Championship Sunday leading up to Super Bowl

N., Y., N.Y. Feb. 1, 2022 - The NFL released the following stats on its Championship Sunday game which aired on Sunday, January 30:

1. AFC & NFC Championship Games Average 49.6 Million Viewers (TV+Digital)
2. 60% of Americans Using Television in NFL Windows Watched Championship Sunday
3. Average Minute Audience on All Digital Platforms of 2.0 Million -
4. Highest Digital AMA on Record for Any Postseason Round Excluding Super Bowls

For Championship Sunday, the AFC and NFC Conference Championship games averaged 49.6 million viewers (TV+Digital) and nearly 100 million unique viewers tuned in.

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Additionally, 60% of Americans using television in NFL windows on Championship Sunday were watching NFL games - the highest share for Championship Sunday on record.

Digitally, Championship Sunday produced an average minute audience of 2.0 million across NFL, Yahoo Sports and broadcaster platforms - ranking as the highest digital AMA for any postseason round excluding Super Bowls on record, and up +33% vs. 2020 and up +96% vs. 2019.

Socially, fans accounted for over 315 million video views of NFL produced content on Championship Sunday - up +40% vs. 2020. Additionally, NFL content on social media drove over 1.2 billion impressions across Facebook, Twitter, Instagram and Snapchat during Conference Championship week - up +33% vs. 2020

and up +34% vs. 2019. Finally, there were 7.6 million social media mentions of the NFL and clubs during the week leading up to Championship Sunday - the highest in the last three Conference Championship Weeks and up +44% vs. 2020.

On Twitter, NFL related content experienced an increase of +45% in tweets, +38% in unique authors and +60% in impressions vs. 2020.

The NFL playoffs averaged 36.3 million viewers (TV+Digital) - ranking as the most-watched NFL postseason since 2015-16 (37.5 million) and up +18% vs. 2020 - and 184 million viewers tuned in to postseason games. There were a total of 82 billion minutes of playoff coverage consumed across TV+Digital - the highest on record, and up +16% vs. 2020 and up +26% vs. 2019.

Source: Nielsen, Adobe Analytics and first party digital

### ABOUT NFL MEDIA

NFL Media is comprised of NFL Network, NFL RedZone, NFL Films, NFL.com, the NFL app and streaming service, the NFL Channel.

Seven days a week, 24 hours a day, 365 days a year, fans turn to NFL Network to receive information and insight straight from the field, team headquarters, league offices and everywhere the NFL is making news. Launched in 2003, NFL Network gives fans unprecedented year-round inside access to all NFL events, including the Super Bowl, Playoffs, regular season, preseason, Pro Bowl, Pro Football Hall of Fame induction weekend, NFL Draft, NFL Scouting Combine, Senior Bowl, league meetings, minicamps and training camps.

For fans on the go, all NFL Network programming can be streamed live through the NFL app and NFL Network app on smartphones, tablets, PCs and connected TV devices (Amazon Fire TV, Android TV, Apple TV, PlayStation 4, Roku and Xbox One). Access is available for NFL Network subscribers of participating TV providers. For more information, go to NFL.com/nflnetwork.

# Memphis Grizzlies' Ja Morant named starter for NBA All-Star Game from sports page 1

average for a guard in the last 25 seasons, helping the Grizzlies lead the league in points in the paint (franchise-record 56.2) for the third consecutive season. Among league leaders, Morant ranks 10th in scoring and 14th in assists and has recorded seven

*Earlier this month, Morant became the only NBA player this season to receive consecutive Player of the Week Awards after receiving his first career weekly honors on Jan. 3 and Jan. 10 in the midst of the Grizzlies' franchise-record 11-game winning streak from Dec. 26-Jan. 13.*

double-doubles, including the first two 40-point double-doubles in franchise history on Oct. 24 and Dec. 29.

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The Grizzlies have gone 24-8 since Thanksgiving, have won 14 of their last 17 road games, and have won an NBA-most 23 games against teams currently with records .500 and above.

Fans accounted for 50% of the vote to determine the 10 starters for the 2022 NBA All-Star Game. All current NBA players and a media panel accounted for 25% each. Those voters completed one full ballot featuring two guards and three frontcourt players from each conference.

Watch for The Mid-South Tribune's 27th Annual Black History special in February 2022!

# NFL offers fans limited edition NFTs to celebrate Super Bowl LVI experience

New York, NY - (February 2, 2022) - The National Football League (NFL) announced new opportunities for fans to receive virtual commemorative tickets in the form of non-fungible tokens (NFTs) to celebrate Super Bowl LVI in Los Angeles on February 13, 2022.

As the first Super Bowl at full fan capacity with complete mobile ticketing, Super Bowl LVI presents the League with a special opportunity to leverage NFTs as a tool to engage and celebrate fans. Each fan who attends Super Bowl LVI will receive a complimentary, customized NFT featuring their unique section, row, and seat to commemorate gameday, providing a digital keepsake from their Super Bowl experience.

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this one-of-a-kind fan experience, which provided the momentum to continue this program throughout the postseason and ultimately at Super Bowl LVI in Los Angeles," said Bobby Gallo, SVP, Club Business Development, NFL. "Collecting ticket stubs has always been something our fans love to do, especially for

the season's biggest game, and offering customized Super Bowl NFTs allows us to enhance the gameday experience, while also enabling us to further evaluate the NFT space for future ticketing and event engagement opportunities."

Super Bowl LVI also marks the Super Bowl's return to Los Angeles for the first time in almost 30 years. To celebrate the return of the Super Bowl to LA as well as the previous Super Bowls hosted in LA (Super Bowl I, VII, XI, XIV, XVII, XXI, XXVII), the NFL will release a series of seven historic commemorative NFTs for purchase. A new NFT will be released every day beginning on February 6 and culminate on February 13 with the release of an NFT featuring the current Super Bowl LVI ticket artwork designed by a local Southern California artist.

During the 2021 regular season,

the NFL launched an innovative program combining the rapidly expanding world of NFTs with NFL gameday ticket stubs. Fans who attended select games during the 2021 regular season were eligible to receive complimentary virtual commemorative tickets in the form of an NFT. Over 250 thousand complimentary NFTs were delivered to fans, while a limited number of additional NFTs were made available for purchase.

Today, February 2, the NFL will release the club specific NFTs for the Super Bowl LVI participating teams, the Los Angeles Rams and the Cincinnati Bengals, and later this month will release a final NFT of the Super Bowl LVI winning team.

To learn more on the opportunities to receive a postseason NFT, including Super Bowl LVI NFTs, available on the NFL's NFT marketplace powered by Ticketmaster, visit nfl.live-nfts.com.

# Former Tiger All-American and current Eagles kicker Elliott named to Pro Bowl

MEMPHIS, Tenn. - Former University of Memphis All-American and current Philadelphia Eagles kicker Jake Elliott was named to the Pro Bowl for the first time in his career on Monday. The annual AFC-NFC all-star game will take place on Sunday, Feb. 6 in Las Vegas.

Elliott continued his outstanding career with a tremendous 2021 season, making 30-of-33 field goals and converting all 44 of his PAT kicks for a career-high 134 points. His 90.9 field goal percentage set a franchise record.

In November, Elliott became the first Eagle to win NFC Special Teams Player of the Month honors since David Akers in 2010 after leading all NFC kickers with 35 points and eight field goals (including two 50+ yard field goals). In the Nov. 21 win against New Orleans, Elliott was named the NFC Special Teams Player of the Week following a career-high 16-point



*At Memphis, Elliott was the first player in American Athletic Conference (AAC) history to earned first-team, all-conference honors four times. A two-time AAC Special Teams Player of the Year and 2015 USA Today All-America honoree, Elliott is the all-time scoring leader at Memphis with 445 points.*

performance, the most points scored by an Eagles kicker since 2014.

In his five seasons, Elliott already owns several Philadelphia franchise records, including the

longest field goal in both the regular season (the game-winning 61-yarder from the 2017 win over the Giants) and the playoffs (a 53-yarder vs. Atlanta in the 2017 NFC Divisional Round). Elliott also owns the two longest field goals (46, 43) by any rookie in Super Bowl history.

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In four years at Memphis, Elliott was a perfect 202-for-202 on PATs and his 81 field goals made and 104 attempted are both career records for Memphis.

In total, Elliott holds the Memphis school records in scoring

and points kicking (445), field goals made (81), field goal attempts (104) and field goal percentage (77.9).

Following the completion of his senior season, Elliott was named the AAC's Football Scholar-Athlete of the Year, was named a Senior CLASS All-America second team honoree and was named to the National Football Foundation (NFF) Hampshire Honor Society. Elliott was drafted by the Cincinnati Bengals in the fifth round of the 2017 NFL Draft.

To request information on 2022 Memphis Football season tickets or place a deposit for season tickets, please visit GoTigersGo.com. How to follow the Tigers: For complete information on Memphis Tigers Football, visit www.GoTigersGo.com and follow the team's social media channels on Twitter, Instagram and Facebook.

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# Single session tickets now on sale for 2022 CIAA Basketball Tournament

CHARLOTTE, N.C. , January 31, 2022 - Single session tickets for the highly anticipated 2022 Central Intercollegiate Athletic Association (CIAA) Men's and Women's Basketball Tournament ARE NOW ON SALE. The Tournament will take place at the Royal Farms Arena in Baltimore, MD on February 22-26.

Ticket prices range from \$30 to \$115, based on the dates and seats selected (general admission and center court ONLY). Tickets will be available through Ticketmaster and the CIAA office as well as the Royal Farms Arena box office.

Fans can still purchase all-session packages (22-games), starting at \$200 which includes all men's and women's games held during tournament week.

A percentage of all ticket sales will directly benefit the CIAA's 12-member institutions and provide scholarship funds to the conference's student-athletes.

To ensure that all appropriate COVID-19 health and safety protocols are being addressed, the following safety plan and guidelines\* will be in effect throughout Tournament week:

Patrons at the CIAA Basketball Tournament will be REQUIRED to wear face coverings for all games at the Royal Farms Arena in Baltimore, Maryland. Vaccinations are recommended but not required. Those attending any official ancillary events during CIAA Tournament Week will be REQUIRED to wear face coverings.

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Proof of vaccination and/or negative COVID test results will be required at select private (Invitation-Only) events.

\*Guidelines and Protocols are subject to change at any given time due to recommendations provided by the City of Baltimore, the State of Maryland, Center for Disease Control (CDC), NCAA Sports Science Institute, and the CIAA Athletic Trainers Association. Please check back periodically at the 2022 CIAA Basketball Tournament COVID 19 Guidelines and Protocols website for updates.

For more information about the CIAA, visit CIAA.com. You can also like us on Facebook, follow us on Twitter, Instagram, and on Twitch. To get the latest updates on the CIAA Tournament or to sign up for the CIAA Newsletter, visit CIAATournament.org.

About the CIAA Founded in 1912, the Central Intercollegiate Athletic Association (CIAA) is the first, and longest running, African American athletic conference in the U.S. and one of the most recognized conferences in Division II. The CIAA conducts 14 championships attended by more than 150,000 fans from around the

country. In 2020, the conference celebrates the special 75th anniversary of its Championship Basketball Tournament - an event that has become a must-see in the African American community. The Basketball Tournament has been honored as a 2019 Champion of Economic Impact in Sports Tourism by Sports Destination Management, the leading publication with the largest circulation of sports event planners and tournament directors in the sports tourism market, for both 2018 and 2019.

Headquartered in Charlotte, North Carolina, the CIAA is governed by the Presidents and Chancellors of its 12 member-institutions: Bowie State University, Claflin University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Lincoln University of Pennsylvania,

Livingstone College, Saint Augustine's University, Shaw University, Virginia State University, Virginia Union University,

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and Winston-Salem State University. Chowan University is an associate member in football and women's bowling. For more information on the CIAA, visit theciaa.com, like us on Facebook, and follow us on Twitter and Instagram.

