## Nielsen Ratings

### Time Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Cosby</td>
<td>14.5</td>
<td>10.0</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>America's Fun. Home Videos (ABC)</td>
<td>11.9</td>
<td>7.8</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>Suddenly Susan (NBC)</td>
<td>11.8</td>
<td>8.2</td>
<td>13</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Melrose Place (Fox)</td>
<td>10.4</td>
<td>7.4</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>7th Heaven (WB) (r)</td>
<td>7.2</td>
<td>4.5</td>
<td>7</td>
</tr>
<tr>
<td>9:30</td>
<td>NBC</td>
<td>In the House (UPN) (r)</td>
<td>3.8</td>
<td>2.7</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>Everybody Loves Raymond (CBS)</td>
<td>13.7</td>
<td>9.4</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>WB</td>
<td>Malcom &amp; Eddie (UPN)</td>
<td>4.5</td>
<td>2.9</td>
<td>106</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Ally McBeal (Fox)</td>
<td>14.3</td>
<td>9.7</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>20/20 (ABC)</td>
<td>14.0</td>
<td>9.9</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>ABC</td>
<td>Caroline in the City (NBC)</td>
<td>11.9</td>
<td>8.5</td>
<td>13</td>
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<tr>
<td></td>
<td>CBS</td>
<td>George &amp; Leo (CBS)</td>
<td>10.8</td>
<td>7.5</td>
<td>11</td>
</tr>
<tr>
<td>11:00</td>
<td>NBC</td>
<td>Buffy the Vampire Slayer (WB)</td>
<td>7.6</td>
<td>4.4</td>
<td>9</td>
</tr>
<tr>
<td>11:30</td>
<td>ABC</td>
<td>Style &amp; Substance (CBS)</td>
<td>9.0</td>
<td>6.0</td>
<td>7</td>
</tr>
<tr>
<td>12:00</td>
<td>NBC</td>
<td>Sparks (UPN)</td>
<td>3.6</td>
<td>2.6</td>
<td>109</td>
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<tr>
<td></td>
<td>CBS</td>
<td>The Practice (ABC)</td>
<td>11.4</td>
<td>8.2</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Brooklyn South (CBS)</td>
<td>8.2</td>
<td>5.9</td>
<td>10</td>
</tr>
</tbody>
</table>

### Network Ratings

#### For the week:

<table>
<thead>
<tr>
<th>Network</th>
<th>Viewers</th>
<th>Rating</th>
<th>Share</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>15.1</td>
<td>10.0</td>
<td>7.1</td>
<td>1</td>
</tr>
<tr>
<td>ABC</td>
<td>7.5</td>
<td>5.3</td>
<td>3.4</td>
<td>2</td>
</tr>
<tr>
<td>CBS</td>
<td>7.2</td>
<td>5.2</td>
<td>3.4</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Season to date:

<table>
<thead>
<tr>
<th>Network</th>
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<tbody>
<tr>
<td>NBC</td>
<td>10.7</td>
<td>7.1</td>
<td>3.4</td>
<td>2</td>
</tr>
<tr>
<td>ABC</td>
<td>7.0</td>
<td>5.3</td>
<td>3.4</td>
<td>3</td>
</tr>
<tr>
<td>CBS</td>
<td>6.7</td>
<td>5.2</td>
<td>3.4</td>
<td>4</td>
</tr>
</tbody>
</table>

### Top 20

**The Top 20**

- **1.** Super Bowl XXXII (NBC)  
  - Rating: 15.3  
  - Share: 10.5  
  - Rank: 21

- **2.** Super Bowl XXXII Post-game (NBC)  
  - Rating: 13.0  
  - Share: 9.0  
  - Rank: 34

- **3.** 4th Rock From the Sun (NBC)  
  - Rating: 9.4  
  - Share: 6.7  
  - Rank: 69

### Evening news

#### For the week:

<table>
<thead>
<tr>
<th>Network</th>
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<tbody>
<tr>
<td>NBC</td>
<td>10.3</td>
<td>6.0</td>
<td>7.5</td>
<td>10</td>
</tr>
<tr>
<td>ABC</td>
<td>9.0</td>
<td>5.3</td>
<td>3.4</td>
<td>2</td>
</tr>
<tr>
<td>CBS</td>
<td>8.5</td>
<td>5.2</td>
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<td>10.0</td>
<td>7.1</td>
<td>1</td>
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<tr>
<td>ABC</td>
<td>7.5</td>
<td>5.3</td>
<td>3.4</td>
<td>2</td>
</tr>
<tr>
<td>CBS</td>
<td>7.2</td>
<td>5.2</td>
<td>3.4</td>
<td>3</td>
</tr>
</tbody>
</table>

### Weekend ratings

#### Saturday, January 24, 1998

- **8:30** Magnificent Seven (CBS)  
  - Viewers: 12.1  
  - Rating: 7.7  
  - Share: 14  
  - Rank: 37

#### Sunday, January 25, 1998

- **5:59** Super Bowl XXXII Kickoff (NBC)  
  - Viewers: 82.6  
  - Rating: 32.5  
  - Share: 56  
  - Rank: 53

- **9:07** Super Bowl XXXII (NBC)  
  - Viewers: 90.0  
  - Rating: 44.5  
  - Share: 67  
  - Rank: 1

## Special Features

- **9:56** Mike Wallace Remembers (CBS)  
  - Viewers: 8.0  
  - Rating: 6.1  
  - Share: 9  
  - Rank: 76

- **9:59** Look Who's Talking Now (ABC)  
  - Viewers: 7.1  
  - Rating: 4.6  
  - Share: 7  
  - Rank: 91

- **8:30** Gypsy (CBS)  
  - Viewers: 6.8  
  - Rating: 4.7  
  - Share: 8  
  - Rank: 89

- **7:30** The Tom Show (WB)  
  - Viewers: 1.3  
  - Rating: 0.9  
  - Share: 1  
  - Rank: 1

- **8:00** The Simpsons (Fox)  
  - Viewers: 7.5  
  - Rating: 4.6  
  - Share: 6  
  - Rank: 62

- **8:00** The X-Files (Fox)  
  - Viewers: 9.5  
  - Rating: 5.9  
  - Share: 8  
  - Rank: 78

- **8:00** Love Affair (ABC)  
  - Viewers: 6.8  
  - Rating: 4.2  
  - Share: 6  
  - Rank: 89

- **9:30** King of the Hill (Fox)  
  - Viewers: 7.8  
  - Rating: 4.2  
  - Share: 6  
  - Rank: 96

- **9:00** Jamie Foxx Show (WB)  
  - Viewers: 2.2  
  - Rating: 1.6  
  - Share: 2  
  - Rank: 114

- **9:30** The Parent 'Hood (WB)  
  - Viewers: 1.9  
  - Rating: 1.4  
  - Share: 2  
  - Rank: 115

- **9:30** Super Bowl Post-game (NBC)  
  - Viewers: 64.8  
  - Rating: 33.4  
  - Share: 50  
  - Rank: 2

- **10:21** 3rd Rock From the Sun (NBC)  
  - Viewers: 33.7  
  - Rating: 19.7  
  - Share: 34  
  - Rank: 4

### Conclusion

The ratings data for the week of January 19, 1998, and January 24, 1998, show that the Super Bowl dominated viewership, with the NBC broadcast reaching record high ratings. The Nielsen ratings are a crucial metric for network programming and advertising strategies.