**NFL, 'Empire' The Two Priciest Buys On TV**

While football still dominates as the most expensive broadcast programming for advertisers, Fox's Empire is giving it a run for its money. It's the first time a scripted drama has been among the top two since 2007-08.

***Advertising Age 9.25.15***

[***http://adage.com/article/media/ad-pricing-chart-sunday-night-football-empire-broadcasts-most-expensive-ad-buys/300516/***](http://adage.com/article/media/ad-pricing-chart-sunday-night-football-empire-broadcasts-most-expensive-ad-buys/300516/)