**NFL Opening Week Has Highest Viewership Since 2017**

An average of 17.4 million people watched NFL games across a combination of digital media and television during the season's opening week -- the highest average since 2017. The match between the Dallas Cowboys and the Tampa Bay Buccaneers on Sept. 9 had an average viewership of 26.4 million.

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[*https://www.espn.com/nfl/story/\_/id/32211359/nfl-opening-week-ratings-average-174-million-7-20*](https://www.espn.com/nfl/story/_/id/32211359/nfl-opening-week-ratings-average-174-million-7-20)