**Swift Helps Boost NFL Viewership Among Girls, Women**

Cross-platform ratings for NBC's "Sunday Night Football" match-up between the Kansas City Chiefs and the New York Jets jumped 22% over those for a similar game last year, peaking at 29 million in the second quarter. NBC ensured Taylor Swift fans knew the singer would be in attendance, which helped drive up viewership among girls 12-17 by 53%, women 18-24 up 24% and women over 35 by 34%.

***Deadline Hollywood 10.2.23***

[*https://deadline.com/2023/10/taylor-swift-nfl-ratings-nbc-chiefs-jets-1235561852/*](https://deadline.com/2023/10/taylor-swift-nfl-ratings-nbc-chiefs-jets-1235561852/)

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[*https://images.actionnetwork.com/800x450/blog/2023/09/taylor-swift-travis-kelce-props.jpg*](https://images.actionnetwork.com/800x450/blog/2023/09/taylor-swift-travis-kelce-props.jpg)