

-Sports-

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CBS Sports’ presentation of Super Bowl is the most watched ‘Bowl’ in history

120.0 Million Viewers Watched on CBS – Largest Audience Ever for Single Network

Unduplicated Total Audience of 202.4 Million – Highest in History

Most-Streamed Super Bowl Ever, Led by Record-Setting Audience on Paramount+

LAS VEGAS — Feb. 12, 2024 — CBS Sports’ coverage of Super Bowl LVIII, which featured the Kansas City Chiefs’ 25-22 overtime victory over the San Francisco 49ers, delivered the most-watched telecast in history with a Total Audience Delivery of 123.4 million average viewers across all platforms, including the CBS Television Network, Paramount+, Nickelodeon, Univision, and CBS Sports and NFL digital properties, including NFL+.

Viewership figures are based on Nielsen Fast National data and Adobe Analytics. Final Nielsen

data will be available tomorrow.

Record-Setting Viewership

Super Bowl LVIII is the most-watched program ever, averaging 123.4 million viewers across all platforms, up +7% versus last year’s Super Bowl which was the previous record (115.1 million). More than 200 million viewers (202.4) watched all-or-part of Super Bowl LVIII across all networks, the highest unduplicated total audience in history and up +10% versus last year’s Super Bowl (183.6 million). Univision averaged more than 2.2 million viewers, the highest Super Bowl viewership on record for a Spanish-language network.

CBS Leads the Way with Largest Audience Ever for Single Network

Super Bowl LVIII on CBS led the way with 120.0 million

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Chiefs’ QB Patrick Mahomes wins Pete Rozelle Trophy as the Super Bowl LVIII Most Valuable Player



Patrick Mahomes

LAS VEGAS — Feb. 11, 2024 — Kansas City quarterback Patrick Mahomes was voted the winner of the Pete Rozelle Trophy awarded to the Super Bowl LVIII Most Valuable Player. Mahomes completed 34 of 46 attempts (73.9 percent) for 333 yards and two touchdowns with a 99.3 rating and added 66 rushing yards in helping the Chiefs overcome a 10-point deficit en route to a 25-22 overtime win in Super Bowl LVIII. It marked the second Super Bowl ever to go to over-



time as the Chiefs became the first team to repeat as Super Bowl champions since the 2003-04 New England Patriots. Kansas City recorded the seventh comeback of 10-or-more points in a Super Bowl, including the team’s Super Bowl LIV and LVII victories.

Mahomes, who was also named Super Bowl LIV and LVII MVP, is the third player ever to win three Super Bowl Most Valuable Player awards, joining Tom Brady (five) and Pro Football Hall of Famer Joe Montana (three). He is the third player ever to be named Super Bowl MVP in consecutive seasons, joining Pro Football Hall of Famer Bart Starr (Super Bowls I and II) and Terry Bradshaw

(Super Bowls XIII and XIV). Mahomes is the fifth quarterback with at least three Super Bowl titles, joining Brady (seven) as well as Pro Football Hall of Famers Bradshaw (four), Montana (four) and Troy Aikman (three).

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February is Black History Month

- Memphis Tigers Add Four to Football Recruiting Class
see sports page 4

- NFL and USAA Announce Joe Cardona as Recipient of NFL’s Salute to Service Award
see sports-Military 2

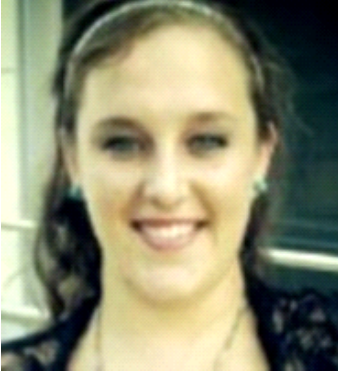
- UofM Names Keith Humphrey as New Police Chief
see sports-Military 2

- UFL Announces Rules for 2024 Season... *see sports page 3*

Meet some of BIHMST sports correspondents



William M. Larsha, Jr.



Ashley Braun Gendek

BIH MST Travelers, join correspondents William M. Larsha, Jr. And Ashley Braun Gendek in their sports coverage of University of Memphis Tigers, Memphis Grizzlies, TN Titans, Southern Heritage Classic, FedEx St. Jude Championship, Soccer and more on The Mid-South Tribune and the Black Information Highway at blackinformationhighway.com
Welcome, Travelers!

Entertainment and sports stars celebrate the 25th Anniversary Super Bowl Soulful Celebration at the Palms Resort in Las Vegas

See more ‘soulful’ photos on sports-Ent. page 5



Willie Moore Jr. and Jasmine Sanders Co-Host the Red Carpet Arrivals during the 25th Anniversary Super Bowl Soulful Celebration on February 7, 2024 in Las Vegas, NV at the Palms Hotel. (Photo/Courtesy: SBSC25)



Melanie Few, SBSC Founder and Executive Producer captured with NFL Players Choir at the 25th Anniversary Super Bowl Soulful Celebration on February 7 in Las Vegas, NV at the Palms Hotel. (Photo/Courtesy: SBSC25)





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