

Ohio State-Notre Dame Is NBC's Most-Watched Regular-Season College Football Game Since 1993



Ohio State's 17-14 win over Notre Dame on Saturday averaged 10.5 million viewers across NBC, Peacock and NBC Sports, making it the network's most-watched college football broadcast since 1993.

NBC Sports Registers its Largest Audience for Regular-Season College Football in 30 YEARS with Saturday's @OhioStateFB vs. @NDFootball

More: <https://t.co/PvprPY5aS2> pic.twitter.com/sMrJzGGWE2

— NBC Sports PR (@NBCSportsPR) September 25, 2023

The broadcast, which was the most-watched regular-season college football game in primetime on any network (excluding Labor Day weekend) since 2018, peaked at 14.2 million viewers during Ohio State's game-winning drive, capped off by a 1-yard rushing touchdown by Chip Trayanum.

The contest is NBC's most-watched game since No. 2 Notre Dame defeated No. 1 Florida State 31-24 on Nov. 13, 1993, in what was dubbed the "Game of the Century," and drew 22 million viewers. Columbus, Cleveland and Cincinnati made up the three largest metered markets for the game, with Indianapolis - presumably from the Notre Dame faithful - as the fourth largest metered market.