



The NFL: Are you ready for some football?

Listening Questions 1:

1. When did the NFL agree to merge with the AFL?
2. What was the game between the AFL and NFL champions called?
3. What day of the week are most NFL games played?
4. What is the average attendance of an NFL game?

Listening Questions 2:

1. What is the day of the Super Bowl called?
2. How many people watched the Super Bowl in the US in 2012 and 2013?
3. In 2013, how much did a 30-second commercial during the Super Bowl cost?
4. Why are Super Bowls usually played in warm weather cities?

Transcript 1:

The National Football League, or NFL, dates back to 1920. However, the modern NFL started in 1966 when it agreed to merge with its rival, the AFL. The merger was effective as of 1970, but the champions of each league began playing each other at the end of the 1966 season. The championship game was called the Super Bowl.

The NFL currently has 32 teams that each plays 16 games per season. Most games are played on Sundays with one game per week on Thursdays and one on Mondays.

The league is by far the most popular professional sports league in the United States in terms of attendance per game and TV ratings. In fact, the NFL has the highest average attendance of any league in the world with 67,591 fans per game. It has contracts with 4 TV networks worth approximately \$4.9 billion a year.



Transcript 2:

The first Super Bowl was played in January 1967. It is always played on a Sunday which has become known as *Super Bowl Sunday*.

Each year the Super Bowl is the highest-rated TV program in the US with an average of over 110 million viewers in 2012 and 2013. Due to the extremely high viewership, commercials broadcast during the game are expensive. In Super Bowl XLVII (47) in 2013, a 30-second commercial cost about \$4 million. Many companies introduce new advertising campaigns or their most interesting ads during the Super Bowl.

Super Bowls are usually hosted in warm weather cities so the games can be played on fields in good condition. Also, the warm weather is more appealing to representatives of the NFL's corporate partners and sponsors, who often attend the game.