

'AMERICAN IDOL'

TYPICAL FAN

Twelve-year-old girl with Justin Timberlake posters and a penchant for spontaneous bursts of crying.

COST PER :30

A spot for last week's "Idol" finale ran \$1.3 million.

TOTAL BANK

The 2006 season of "Idol" took in a total of \$538 million in revenue, including \$48.7 million for the finale alone.

SIX DEGREES OF TERI HATCHER

The "Desperate Housewives" star was romantically linked to "Idol" host Ryan Seacrest last year.

ONE DEGREE OF POP STARS

Guest stars this season included Gwen Stefani, Prince and Aerosmith's Joe Perry.

'HOUSE' PARTY

This season, the hit medical drama often tied—and at one point surpassed—ratings of its "Idol" lead-in on Tuesdays, revealing the first signs of fatigue from the juggernaut.

RATINGS RECORDS

Its season opener scored the highest rating ever for a Fox premiere and the show's second-best ratings among adults 18 to 49.

THE SUPER BOWL

Married, mid-to-late-30s father of two who gathers with his buddies with a keg and a stack of pizza boxes.

The top price paid for a 30-second spot was \$2.6 million last year.

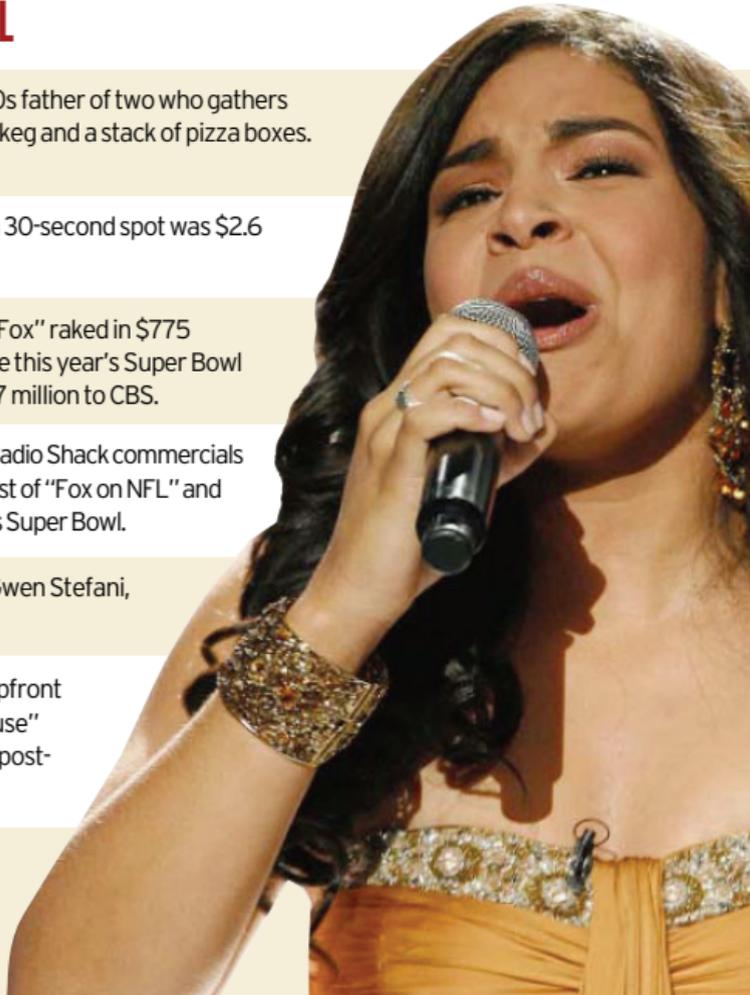
This season's "NFL on Fox" raked in \$775 million in revenue, while this year's Super Bowl telecast brought \$152.7 million to CBS.

She once appeared in Radio Shack commercials with Howie Long, co-host of "Fox on NFL" and likely host of next year's Super Bowl.

Halftime vets include Gwen Stefani, Prince and Aerosmith.

Fox announced at its upfront presentation that "House" would get the coveted post-Bowl spot next year.

CBS's Super Bowl was the second most-watched ever with 93.1 million viewers.



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