

FLASH REPORT #2

2015 SEPTEMBER 23

THE LAUGHS BEGIN

As we begin the second week of syndication premieres, we are not only looking back at last week's performances, but looking ahead with anticipation at the results of the off-network launch of the much awaited **2 BROKE GIRLS**. We will also be tracking the latest addition from COMEDY CENTRAL, the internet focused **TOSH.O**.

Furthermore, we are still reviewing the performance of the highest profile offerings that debuted last Monday, September 14th. Included in this group, in

alphabetical order, are the first-run series **CRAZY TALK**, **CRIMEWATCH DAILY**, **FABLife** and **HOLLYWOOD TODAY LIVE**. Also updated are several weeks of results for both **CORRUPT CRIMES** and **JUST FOR LAUGHS GAGS**. Please remember that in addition to the commentary in this report, we are also including the program tracks for these key series to allow for additional and more detailed review.

ARE THE RATINGS BROKE?

2 BROKE GIRLS was created by comedienne Whitney Cummings and **SEX & THE CITY's** Michael Patrick King and has been a staple of the CBS comedy line-up since 2011. Set in Williamsburg, Brooklyn, this comedy follows the lives of two mid-twenties roommates Max Black and Caroline Channing. The sitcom is headlined by Kat Dennings and Beth Behrs with Garrett Morris and Jonathan Kite. All are part of a diner where the women waitress hoping to open their own cupcake store.

The series is often paired with the programs from its syndication studio including **TWO & A HALF MEN**, **THE BIG BANG THEORY** and most recently **MIKE & MOLLY**. It is also slotted both as a back-

to-back double run and with separate airings in both access and late fringe. The overall performance for **2 BROKE GIRLS** on its Monday debut was a 0.8/1 in HH's, off from its 0.9/2 lead-in and roughly at year-ago time period levels (0.8/2). In its 50 metered market sample with just under 100 total airings on Monday, the sitcom was flat-to-up versus September '14 in 54 of the occurrences, while improving time period in 43 of those schedulings. Demographically in the LPM sample, the program delivered a 0.4/1 in A18-49 and a slightly higher 0.5/2 in A25-54. When we broke the program's debut out by daypart, we found that 2 BROKE GIRLS delivered an average 0.9/2 in HH's across 14 access markets. That was off from its 1.1/2 HH

lead-in and up from its 0.8/2 September '14 time period. Moving to late fringe where the sitcom aired in 20 markets, it yielded an average 0.7/2 in HH's, off lead-in (1.0/2), but on par with year ago time period (0.7/2). In the Tuesday results, the sitcom dropped slightly to 0.7/1 average metered market household level.

There were some positive stories to report for **2 BROKE GIRLS** in CO (WTTE/7PM) 2.5/5, SA (KABB/12M) 2.3/7, NF (WTVZ/6:30PM) and RH

(WRLH/1AM) 2.2/6. The program was also able to deliver a 1.5 or better HH rating in another ten markets including Orlando, Pittsburgh, Las Vegas, Norfolk, Birmingham, Buffalo and Fort Meyers. **2 BROKE GIRLS** did somewhat acceptable numbers for its syndicated premiere, but like the most recent launch of MIKE & MOLLY last fall, neither show has been able to be as successful as THE BIG BANG THEORY or even MODERN FAMILY, the last two top sitcoms to join the syndication ranks.

ARE INTERNET CLIPS REALLY FUNNY?

TOSH.O is only scheduled in 26 markets across the metered market sample. Moving into time periods that averaged a 0.5/2 in HH's last September, the program delivered an overall 0.4/1 for its Monday syndication premiere, while building to time period levels on Tuesday. The program did drop from its average 0.6/2 lead-in time periods. Almost exclusively airing in late fringe, the program is slotted no earlier than 10:30 PM and most often at 12M or later. The best stories for premiere

Monday were in NO (WVUE/11PM) 1.5/3, AQ (KASA/11PM) 1.1/3 and TL (KMYT/12:30AM) 1.1/3.

With that line-up, it is not surprising that **TOSH.O** delivered an average 0.2/1 for both A18-49 and A25-54. Unlike **SOUTH PARK**, the other program that preceded **TOSH.O** into syndication off COMEDY CENTRAL, this program has limited and only late night clearances in the metered markets with this almost guaranteed result.

MORE RESULTS ARE IN

The two most anticipated shows to premiere this season in syndication have now completed a full week on local markets schedules. **The FABLife** with Tyra Banks at the helm is off to a decent if not spectacular start. Delivering a 1.0/3 in HH's in the metered market sample across 54 markets, the series is off from its average lead-in (1.7/6) by just over 40% and down from year ago

time period (1.3/4) by nearly 70%. It is off from September 2014 in 60% or 35 of its metered market clearances, up in 25% of the stories and registering flat in 15% of its airings.

This lifestyle offering is able to achieve a 2 or better HH rating for ABC O&O stations in PH (WPVI/2PM) 2.0/7 and RD (WTVD/2PM) 2.2/6 on average for the first week. Additionally, the series had

initial week HH levels of a 1.5 or better, often nearly a 2 rating in another seven markets including WLS/CH, WSOC/CT, KAST/SA, WLOS/GS, WBMA/BH, WHBZ/MS and KOKI/TL. **FABLife** is edging up to a 1.1/3 HH performance at the start of week two with a 1.0/3 for the premiere-to-date performance. It would seem that the **FABLife** has been moderately sampled on many of the stronger ABC affiliates and we will keep an eye on its progress in the weeks ahead to see if the viewers continue to find the show to be Fun and Fabulous.

In that same most scrutinized category, many are checking on the progress of the introduction of crime to daytime audiences on **CRIMEWATCH DAILY**. This magazine style offering with Aussie Matt Doran anchoring premiered last week in 55 metered markets representing nearly 70% coverage of the nation to limited sampling. Launched on the Tribune stations the program delivered an average 0.7/2 HH rating for its premiere week, off lead-in (0.9/3) by 22% and below year ago time period (0.8/3) by a smaller 12%. When we drill down to the market-by-market rating stories we found that the program was up in 40% or 28 clearances, while down in 45% (32 markets) and steady to

increasing in performance in 55% of the clearances for the first week levels. **CRIMEWATCH DAILY** did achieve a 2 or better metered market HH rating for the week in SL (KTVI/2PM) 2.5/8, IN (WXIN/3PM) 2.3/6 and KC (KDAF/1PM) 2.6/8. In another five markets the series was at a 1.5 HH average for the week including key Tribune station WGN/CH, WLFL/RD, WBRC/BH, WJXT/JX and WJAR/PV. All of these positive stories have been in earlier afternoon time periods. The program, which was designed as a transition to early newscasts, has not been able to achieve significant ratings in those time periods in this early review. At the start of its second week on the air, **CRIMEWATCH DAILY** is up slightly to a 0.8/2 on this past Tuesday, but still at a 0.7/2 for its premiere-to-date HH performance. As with any new offering we want the program to maintain or improve on its lead-ins and grow time period levels above year ago programming. Listening to the admonition that is echoed in the program's tag line: "We will be watching", the same will be true for our analysis of **CRIMEWATCH DAILY** hoping for improvement in the weeks ahead.

THERE IS MORE TO REVIEW

HOLLYWOOD TODAY LIVE is airing in 23 metered markets including some of the key FOX and MEDIA GENERAL stations. The talk show based in a studio at Hollywood and Vine has been off to a sluggish start. Often in mid-day time periods against established programs,

soap operas and local news, the program is at a 0.4/1 in HH's for the first week. That is 33% off its average lead-in (0.6/2) and 20% below the time period levels for September '14 (0.5/2). The talk show was only able to build audience in three markets while it was off from last fall in 19 markets

for its premiere week. In looking closer, the show delivered a 0.5/2 for both NY and LA, with the best story in RH (WRIC/1AM) 1.2/4. The program was up a tick for the start of week two to a 0.5/1 in HH's, but still delivering a 0.4/1 premiere-to-date. We believe that the ratings tell the story for this early analysis and potential for this new offering.

CRAZY TALK has significant clearance levels in the metered markets with all 56 of them airing this NBC UNIVERSAL clip show. Inheriting time periods that posted a 0.6/2 last fall, the program is off by an average 50% (0.3/1) for its first week with often back-to-back slotting of the episodes. The program also lost audience from its lead-in (0.5/1) in roughly half of the metered sample. **CRAZY TALK's** best story was IN (WRTV/12:30PM) 1.5/4 for the first week. In another half dozen markets the program was at a 1 or better HH rating including Tampa, Columbus, Cincinnati, Louisville and Memphis with most in late fringe. At the start of its second week **CRAZY TALK** is tracking at a 0.3/1 and delivers the same overall premiere-to-date average. Many hoped that **CRAZY TALK** would be the answer to the absence of new sitcoms, building the category of first-run funny, but that expectation has not been met by its numbers or by the program's uneven content.

Designed to take advantage of the move of crime to daytime, **CORRUPT CRIMES** was created by the folks at BELLUM. The series has been scheduled in a variety of time periods across 37 metered markets. The series has

delivered a 0.2/1 in HH's for its first three weeks in syndication, 33% off from its 0.3/1 average lead-in and 0.3/1 year ago time period levels for many challenged time slots. **CORRUPT CRIME** in 75% of the schedulings was at or above last fall's levels; the series has actually grown in nearly 35% of its schedulings, while only 25% have experienced HH declines. The best story can be found in CT (WSOC/2AM) 1.4/7, and another ten markets with a 0.5 or better HH metered three week average including AT/WXIA, BL/WUTB, IN/WISH, GS/WMYA, NF/WTVZ, BH/WTTO, GR/WMYV, NO/WUPL, BF/WNYO and TL/KQCW. It would appear that the program has not been able to attract significant new audiences to these tough time periods.

Elsewhere, **JUST FOR LAUGHS GAGS**, which is in its fourth week in domestic syndication, is only scheduled in 19 metered markets with some only airing the series on a weekly basis. **The CANDID CAMERA**-like show is delivering a 0.2/1, maintaining both year-ago time period and lead-in levels. The program's best performance is in early morning in Indianapolis on ETTV and the weekly airings in Milwaukee and Richmond. Inheriting challenged time periods, we have observed the comedy series is randomly scheduled in a variety of time periods from early morning to late night and often overnight. It is difficult to expect that **JFL GAGS** will be able to improve on its current ratings levels in the broader all market samples.

DEMOGRAPHICALLY SPEAKING

The metered market HH stories are a solid indication of the performance of the premiering offerings in syndication for their first full week. Since most sales decisions are often decided on a program's demos, let's take a quick review of the LPM markets key Adults 18-49 and Adults 25-54 rating stories for these recently introduced shows. None of the programs have been extraordinary in attracting key demographics, but some have been more successful in attracting those sought after audience.

The FABLife with a 0.3/2 in A18-49 and a

0.3/3 in A25-54 has a slight demo edge over **CRIMEWATCH DAILY** with a 0.3/2 in both of those categories. **HOLLYWOOD TODAY LIVE** delivers a 0.4/1 in the younger A18-49 demo and a 0.2/1 in A25-54. **CRAZY TALK** skews toward A18-49 in its first week break out with a 0.3/1 in that column versus a 0.1/1 in A25-54. **CORRUPT CRIMES** and **JUST FOR LAUGH GAGS** delivered a 0.1 rating in both demographic columns for their two and three week averages and those ratings are reflective of their limited HH performances.

NEXT ON THE AGENDA

As we have in the past, the **KATZ FLASH REPORT #3** will return in mid-October. That break will allow for the compilation of an even more detailed review of all of the premiering programs at the start of the October sweep. **SPECIAL EDITION NEWSLETTER #1** will be emailed out in early October. The October sweep overnight data will be the focus of **SPECIAL EDITION NEWSLETTER #2**,

which comes to your inbox at the start of November. We hope that all of these analyses will provide the means for your in-depth review of new and returning syndicated programs. We try to provide some context for your future decisions on the scheduling of current first-run and off-network series and your needs and opportunities in the area of program acquisitions.

KATZ