

FLASH REPORT #3

2015 OCTOBER 15

PREMIERING SERIES REVIEW

As you can observe from the chart, none of the additions to the Monday-Friday schedules have made significant breakthroughs at the half-way point of the October sweep. As reported nationally, the most visible three series are at similar metered market ratings levels for their national performance levels. In the metered sample, **FABLife** had the best story, building week-to-week to a current 1.0/3, but still below lead-in (1.7/6) and year-ago time period (1.3/4). **CRIMEWATCH DAILY**, which recently edged ahead slightly in the national breakout, is at a 0.8/2 in the metered sample with a consistent week-to-week performance. That was, however, off from lead-in (1.0/3) and just off by a share point from last years' time period. **CRAZY TALK** has been a disappointment at a 0.3/1 HH level, off 50% in both rating and share from the last October. In a limited 23 metered market sample, **HOLLYWOOD TODAY LIVE** achieved a 0.4/1 HH average for the first weeks in October, down from the 0.6/2 lead-in and October '14 time period.

In the off-network column, **2 BROKE GIRLS**, which was recently announced as returning to the CBS Thursday night line-up this month, was off to a slow start. The comedy delivered

a 0.7/1, off from both average lead-in (0.9/2) and the slightly higher year-ago time period (0.8/2). Among the other new offerings were **TOSH.O** (0.4/1) and **JUST FOR LAUGHS GAGS** (0.3/1) in their limited weekday strips.

The most visible programs slotted on weekends were primarily dramatic hours off broadcast and cable. None of which were able to achieve the 1.0 HH rating level in this early October metered sample. Among the freshman series, the most successful was off TNT cable, **RIZZOLI & ISLES**, which delivered a 0.8/2 in HH's. Though it held its lead-in, the show was off year ago time period (1.1/2). Off roughly 30%+ from their lead-ins and 20%+ compared to October '14 time period ratings were the remaining hours including **PERSON OF INTEREST** (0.7/2), **ELEMENTARY** (0.6/1), **ROOKIE BLUE** (0.4/1) and **HAVEN** (0.2/1). Remember that the real tests for these series are not exclusively the metered market performance, but their national ratings levels. Also scheduled on weekend line-ups were the animated **BOB'S BURGERS** at (0.3/1) and the new half hour version of **MONOPLOY MILLIONAIRES CLUB** (0.7/1).

**OCTOBER 2015 Sweep
(10 of 20 Days)
Syndicated Freshman Programs**

PROGRAM	HH LEAD-IN RTG / SHR	TARGET HH's Weeks of 10/1-10/14/15 RTG / SHR	TARGET HH's VS LEAD-IN %RTG / %SHR	YEAR AGO October 2014 TP HH's RTG / SHR	10/1-10/14/15 vs OCT '14 HH's %RTG / %SHR
Talk					
FABLife	1.7 / 6	1.0 / 3	-41% / -50%	1.3 / 4	-23% / -25%
HOLLYWOOD TODAY LIVE	0.6 / 2	0.4 / 1	-33% / -50%	0.6 / 2	-33% / -50%
CRAZY TALK	0.5 / 1	0.3 / 1	-40% / -	0.6 / 2	-50% / -50%
Court/Reality					
CORRUPT CRIMES	0.3 / 1	0.2 / 1	-33% / -	0.3 / 1	-33% / -
Magazines					
CRIMEWATCH DAILY	1.0 / 3	0.8 / 2	-20% / -33%	0.8 / 3	- / -33%
Off-Network					
2 BROKE GIRLS	0.9 / 2	0.7 / 1	-22% / -50%	0.8 / 2	-12% / -50%
TOSH.O	0.5 / 2	0.4 / 1	-20% / -50%	0.5 / 2	-20% / -50%
JUST FOR LAUGHS GAGS	0.3 / 1	0.3 / 1	- / -	0.2 / 1	+50% / -
Weeklies					
RIZZOLI & ISLES	0.8 / 2	0.8 / 2	- / -	1.1 / 2	-27% / -
PERSON OF INTEREST	1.1 / 2	0.7 / 2	-36% / -	0.9 / 2	-22% / -
MONOPOLY MILLIONAIRES	1.0 / 2	0.7 / 1	-30% / -50%	0.9 / 2	-22% / -50%
ELEMENTARY	0.9 / 2	0.6 / 1	-33% / -50%	0.8 / 2	-25% / -50%
ROOKIE BLUE	0.6 / 2	0.4 / 1	-33% / -50%	0.5 / 1	-20% / -
BOB'S BURGERS	0.3 / 1	0.3 / 1	- / -	0.4 / 1	-25% / -
HAVEN	0.3 / 1	0.2 / 1	-33% / -	0.3 / 1	-33% / -

Source: NSI WRAP Overnights, Live+SD data, metered market program trends as dated, weighted HH averages.
Sorted by HH Rtg within each category, (weeks of 10/1/15-10/14/15).

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