

FLASH REPORT #4

2015 OCTOBER 29

OCTOBER SWEEP RESULTS

The chart included with this report indicates the following results for the premiering Monday-Friday strips in the just completed metered market October sweep. The **FABLife**, among the highest profile series, from Disney-ABC has been able to achieve a four week HH average of 1.0/3. That is off from its 1.7/6 time period lead-ins and the 1.3/4 from October 2014, but ahead of the other most talked about new strip **CRIMEWATCH DAILY**. The Warner Brothers created crime magazine delivered an average 0.8/2 in the metered sample, which is also off its 0.9/3 average lead-in, while closer to the 0.8/3 year-ago time period level.

The hoped for addition to the “first run funny” category, **CRAZY TALK** from NBC-Universal has to be evaluated as a disappointment. Inheriting time periods that yielded an average 0.6/2 HH level last October, the new series was at a 0.3/1 this October. The half hour, often airing back-to-back episodes, was not able to hold its 0.6/2 lead-ins. Staying with comedy, but shifting to off-network fare, the biggest new offering was from the Warner Brothers studio, **2 BROKE GIRLS**. That off-CBS series was airing in 52 metered markets this October providing those stations with an average 0.7/1 HH performance, which was off of lead-in (0.9/2) and year-ago time period at a 0.8/2.

With more limited clearances, often also slotted as a weekly, there were two other new premiering comedy series in

syndication this fall. The first comes from Comedy Central cable entitled **TOSH.O**. The internet based series was airing in 26 metered markets in October predominantly in late fringe. **TOSH.O** was at a 0.4/1 HH level, expectedly off from its 0.5/2 lead-in, but also down from 0.6/2 year ago time period levels. The Canadian based CANDID CAMERA-like offering, **JUST FOR LAUGHS GAGS** had 18 Monday-Friday metered market schedulings across dayparts. The series was at both year-ago time period and holding HH lead-in levels at a 0.2/1. With similar limited metered market clearances were two other diverse premiering Monday-Friday series. In the crime genre was the documentary style offering **CORRUPT CRIMES** from Bellum. The series was airing in 37 metered markets in the October sweep. Maintaining year-ago levels in a variety of time periods **CORRUPT CRIMES** delivered a 0.2/1. The strip was down slightly from its 0.3/1 lead-ins. Joining the FOX O&O line-ups was the newest entertainment based talk show, **HOLLYWOOD TODAY LIVE**. The series was often scheduled mid-day delivering an average 0.4/1 while off from last October’s and this year’s lead-in (0.6/2).

Also included on the chart are the newest weeklies. With none of the dramatic hours achieving an average one HH rating, **RIZZOILI & ISLES** and **PERSON OF INTEREST** did lead the group among the five new dramatic offerings.

While individual market performance may vary for the October metered market averages, none of the premiering series have been able to grow audience significantly from their average lead-ins nor build audience over the year-ago

time period programming. Since those are the criteria we use to gage success, at this point in the season, unfortunately it would appear that none can be categorized as an early success.

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

PROGRAM	HH LEAD-IN RTG / SHR	TARGET HH's Weeks of 10/1-10/28/15 RTG / SHR	TARGET HH's VS LEAD-IN %RTG / %SHR	YEAR AGO October 2014 TP HH's RTG / SHR	10/1-10/28/15 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	0.6 / 2	0.3 / 1	-50% / -50%	0.6 / 2	-50% / -50%
Court/Reality					
CORRUPT CRIMES	0.3 / 1	0.2 / 1	-33% / -	0.2 / 1	- / -
Magazines					
CRIMEWATCH DAILY	0.9 / 3	0.8 / 2	-11% / -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%	0.6 / 2	-33% / -50%
JUST FOR LAUGHS GAGS	0.2 / 1	0.2 / 1	- / -	0.2 / 1	- / -
Weeklies					
RIZZOLI & ISLES	0.8 / 2	0.8 / 2	- / -	1.1 / 2	-27% / -
PERSON OF INTEREST	1.1 / 2	0.7 / 2	-36% / -	1.0 / 2	-30% / -
MONOPOLY MILLIONAIRES	0.9 / 2	0.7 / 1	-22% / -50%	0.9 / 2	-22% / -50%
ELEMENTARY	0.9 / 2	0.6 / 1	-33% / -50%	0.9 / 2	-33% / -50%
ROOKIE BLUE	0.6 / 2	0.5 / 1	-17% / -50%	0.5 / 1	- / -
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 tracks as dated, weighted HH averages.
Sorted by HH Rtg within each category, (weeks of 10/1/15-10/28/15).

KATZ