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# 2016 SEPTEMBER 14

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## NEW SEASON PREMIERES

After a summer hiatus for many, punctuated by new concept test shows and the RIO SUMMER OLYMPICS, the past few weeks have seen many of the first-run talkers back on their sets again. Last week heralded the return of the series in search of a co-host, **LIVE WITH KELLY**, along with **DR OZ**, **STEVE HARVEY**, **WENDY WILLIAMS** and **ELLEN** on Tuesday. They were joined by **MAURY**, **JERRY** and the other **HARVEY** at **TMZ LIVE**. This Monday was the new season premiere for the rest of the remaining returnees. As alluded to earlier, it was a busy summer for testing, especially on the FOX O&O's with series ranging from **TOP 30**, **PAGE SIX TV** and **SO ME** to **JASON SHOW** and **THE PREACHERS**. Test runs in daytime also looked at the viability of the libraries of **KITCHEN NIGHTMARES** and in August, **DAYTIME DATELINE**.

Several of the returning series had either new homes or new hosts. The biggest

switch was for **RIGHT THIS MINUTE**, which is now part of the ABC O&O early afternoon line-up paired with **WHO WANTS TO BE A MILLIONAIRE** (now taped in Las Vegas). The newly titled **CRIME WATCH DAILY** added with **CHRIS HANSEN (TO CATCH A PREDATOR)** and Special Correspondent Elizabeth Smart. As Billy Bush moves east for **THE TODAY SHOW**, Natalie Morales goes west to anchor **ACCESS HOLLYWOOD**.

Unlike last fall, where special show premieres included **ELLEN** at Rockefeller Center in New York; **STEVE HARVEY** hosting 150 women questioning 2,000 men; and lots of attention diverted to network late night when Stephen Colbert took over the Ed Sullivan Theater; this September, special attention is likely to be focused on **HARRY**, the highest profiled of the new daytime shows and **THE ROBERT IRVINE SHOW** replacing **BILL CUNNINGHAM** over at the CW.

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## ARE THEY WILD ABOUT HARRY?

With a significant station line-up for its launch, including pre-news late afternoon time periods on the FOX O&O's, **HARRY** premiered this week. The program that features the singer, actor and concert performer Harry Connick Jr., along with his band, originates from studios here in New York City. The program hopes to provide a party atmosphere for conversations with celebrities, musical performances

and Harry's interaction with just "regular folks" in segments like "I GOT THIS" and "HARRY'S LEADING LADIES". Monday's premiere episode with guest Sandra Bullock yielded a solid start, achieving a HH average of 1.1/3 across 56 metered markets including a significant number of second runs. **HARRY** was able to hold lead-in (1.1/3) and deliver above the year-ago 0.9/2 HH number. The program

opened in New York (WNYW/4PM) at a 1.6/5, holding lead-in and performing above last September's 1.0/3 for TMZ LIVE (its current lead-in). The talker was not as successful in LA (KTTV/4PM) 0.7/2 and CH (WFLD/4PM) 0.2/1, but achieved time period winning performances in FM (WINK/3PM) 5.1/13 PX(KSAZ/2PM) 2.0/6, DE (WJBK/2PM) 3.0/10, PD (KATU/2PM) 2.0/7, CI (WKRC/9AM) 3.0/9, GS (WLOS/3PM) 3.6/8 and BH (WBMA/3PM) 3.8/7. **HARRY** registered #2 time period levels in San Francisco, Atlanta, Seattle, Cleveland and especially IN (WTHR/11AM) 4.1/11, NO (WVUE/2PM)

3.6/9 and TL (KTVL/2PM) 3.0/7. The series delivered an average 1.3/4 for its 33 metered markets in early fringe, while posting a 1.6/5 for the markets with daytime clearances. It is obvious that Harry Connick was able to achieve good sampling for his debut episode with better than average numbers in many markets and competitive 1st and 2nd place time period wins. The rest of the week, which includes guests such as Renee Zellweger, Amy Adams, Terrence Howard and celeb cameos, as well as the weeks ahead will tell the story of whether the audience is indeed wild about **HARRY**.

## CW IN THE AFTERNOON

Replacing the **BILL CUNNINGHAM SHOW**, **THE ROBERT IRVINE SHOW** delivered a HH average of 0.6/2 across the 56 metered market sample, off its 0.9/3 lead-in, but maintaining the September '15 Cunningham performance (0.6/2). Looking for the better premiere ratings to report at a 1 or better HH rating included: MS (WLMT/3PM) 2.5/5, HN (KIAH/3PM) 1.0/3,

SM (KMAX/1PM) 1.8/6, SL (KPLR/2PM) 1.0/3, RD (WLFL/3PM) 1.7/4, AU (KNVA/3PM) 1.5/5, JX (WLWT/3PM) 1.5/3, NO (WNOL/3PM) 1.1/2 and PV (WLWC/3PM) 1.1/2. It would appear, at least initially, that **ROBERT IRVINE** has been able to maintain time period performance for the CW.

## HERE COME THE JUDGES

Returning to court line-ups across the nation are two familiar faces. One is Judge Glenda Hatchett in **THE VERDICT WITH JUDGE HATCHETT**, where the jurist again presides over new, but dramatized, cases in this part of the Entertainment Studios court line-up. Not too clichéd, the "VERDICT is in" on the return of Judge Hatchett and it's not too good. **HATCHETT**'s new episodes only delivered a 0.4/1 HH metered market average across 33 markets in the sample. That was indeed at both lead-in and September 2015 levels. The court show did achieve a 1 or

better HH rating in CH (WCIU/12:30PM) 1.1/4, ML (WMLW/11:30AM) 1.2/4 and GS (WHNS/2PM) 1.2/3. But with the majority of markets not as successful, **THE VERDICT WITH JUDGE HATCHETT** is off to a slow start.

Alex Ferrer also returns, but only in selected rebroadcasts that are arbitrations from the library of his final years in syndication on **JUDGE ALEX**. This 20th Television offering premiered anew with a 0.4/1 metered market HH average for its 33 market sample which was also at both

September '15 and lead-in average time period levels. The best story for this restart date was with a **JUDGE JUDY** lead-in for CI (WXIX/4:30PM) 2.0/5, while off from last fall's **JUDGE FAITH** (2.2/5). The program achieved a 1 or better HH rating for stations with back-to-back airings in LV (KVVU/1PM & 1:30PM) 1.3/3 and 1.5/3, NF (WVBT/6PM &

6:30PM) 2.4/4 and 1.8/3, JX (WJXT/1PM & 1:30PM) 1.1/3 and 1.2/3 and TL (KQCW/10AM & 10:30AM) 1.2/4 and 1.4/4 and single airings in KX (WBXX/1:30PM) 1.1/3 and DY (WBDT/11AM) 1.3/3. **JUDGE ALEX** has returned in a limited sample of markets with an overall less than stellar reception.

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## AN EARLY APPRAISAL

In an effort to infuse reality into daytime syndication, the folks at Trifecta have brought episodes from the History Channel's most successful series **PAWN STARS** to local markets. The series has been marketed with dual scheduling options. Many stations will be slotting the program as a back-to-back weekend stack, while a few will be stripping "Chumlee and the Harrisons of Las Vegas" as part of their Monday-Friday programming block. The limited metered market sample for **PAWN STARS** is off to a less than top dollar start delivering

only a 0.3/1 HH average across 27 metered markets. The program was off from its average HH lead-in (0.4/1), but did register at September 2105 time period levels (0.3/1). The best story was in late fringe in MS (WHBQ/1AM) 2.5/7, building slightly on its TMZ LIVE lead-in (2.5/6). Other near 1 HH ratings were delivered in BN (WLVI/12M) 0.8/3, PX (KTVK/11PM) 0.8/2 and DY (WBDT/1:30AM) 0.8/3. **PAWN STARS** in these Monday-Friday airings has not been able to easily make the transition from cable to broadcast television.

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## ALSO BEING REPORTED

We are now turning our attention to other first-run offerings that are appearing on a more similarly limited basis in the metered markets. TEGNA (the former Gannett stations) and others have launched the preacher and inspirational speaker **T.D. JAKES** in his own daily talk show. The program has a reasonable 26 metered market sample, accounting for just under 30% national coverage. The series posted a 0.7/2 HH rating which is a mix of **JAKES** and other programming from last September. The series also drops from its current 1.3/3 average lead-in levels. The best of the stories among the new time periods are clearances in SL (KSDK/1PM)

1.1/3, NF (WVEC/3PM) 2.7/6, BH (WVTM/12N) 1.9/4, LK (WHAS/3PM) 1.6/4, NO (WWL/3PM) 3.5/8 and KX (WBIR/2PM) 2.7/7 as well as those returning to the same time period in DL (WFAA/3PM) 1.0/3 and CL (WKYC/3PM) 1.1/3. The program has mixed results for this premiere week with both some solid stories and also several markets underachieving time period levels. **T.D. JAKES** will need build on its best stories to grow its overall metered market performances. On a one week delay, **T. D. JAKES** is also airing on Oprah Winfrey's OWN cable network.

Also airing in limited markets after

several tests is the independent offering, **SECURITY BRIEF WITH PAUL VIOLLIS**, which deals with personal security issues and concerns. The program from East 86th Production appeared in only 8 metered markets on this Monday. The program replaced variety of programs that had been delivering an average 0.4/1 last September. The new entry was at a 0.2/1 HH rating for this sample, off from its 0.5/1 lead-ins. The best cases to report were NF (WTVZ/2PM) 0.5/1 and NV (WUXP/12N) 0.4/1. With this very limited sample, **SECURITY BRIEF** is off to a difficult start.

Genesis International has brought to syndication the daily look at top ten things, **THE LIST**, with a continuing run on

the Scripps station group and now adding other metered market clearances. **THE LIST** expanded to 22 metered markets. The program delivered an average 1.2/2 HH rating and share, off from its 1.3/3 time periods for both new and returning programming. It is also down on Monday from its 1.8/4 average lead-in levels. **THE LIST** had its best stories where it was new to the time period in CI (WCPO/7:30PM) 3.6/6 and BF (WKBW/7PM) 2.6/4 while continuing to deliver in WP (WPTV/7PM) 6.1/10, DE (WXYZ/7:30PM) 2.7/5 and CL (WEWS/7PM) 3.2/6. The numbers show that the program continues to perform in many of the Scripps markets with some encouraging stories in the expanded **LIST**.

## STILL MORE TO COME

Next week, the one new to syndication off-network program, **LAST MAN STANDING** comes to the local market scene. This off-ABC network comedy is the latest headlined by **HOME IMPROVEMENT** star Tim Allen. This multi-camera sitcom shot in front of a studio audience will hopefully freshen up existing comedy line-ups. We will see the early results in just a few days.

**CONTENT STRATEGY** will be reporting on the limited number of first-run and off network fall premieres. As promised next Wednesday September 21st, **FLASH #2** will arrive via email looking at the newest to syndication comedy, while of course, continuing to cover those new series that have been the focus of this report, along with the key developments for returning series.

Please remember that **FLASH #3** will return in mid-October. That gives us the opportunity to create a more detailed analysis of all of the premieres into the October sweep. **SPECIAL EDITION NEWSLETTER #1** will be emailed in early October.

The October overnight data is as always the emphasis of the **SPECIAL EDITION #2 NEWSLETTER** issued at the start of November. All of these reports will hopefully provide a reasonably in-depth review of the new syndicated programs in context with the returning shows. We hope that after reading these analyses, you can make informed decisions for both your current scheduling and potential future program purchases.

# KATZ