

## NETWORK PRIMETIME & CABLE PROGRAMMING

Flash #3 - 19 October 2018

Three weeks of the 2018-19 primetime season are complete and the fourth week is in motion as we continue to look at the overall network landscape and how it is faring to-date. So far there have been no substantial performance changes. Aside from the traditional ratings, we continue to review our perspective on the performance of the new and returning programs across social media and what impact that may have.

This **FLASH** includes:

- **CHART TOPPERS: Weekly Primetime Wrap-Up**-top network and cable performers Page 1
- **BY THE NUMBERS**-overall network primetime and 10:30-11PM performance Pages 2-3
- **ARE YOU READY FOR SOME PRIMETIME FOOTBALL?** Pages 4-5
- **TOP IT OFF: TOP 10, TOP 15, TOP 25 PROGRAMS** Page 5
- **TOP 25 PROGRAMS: NETWORK TALLY & GENRE STATS** Pages 5-6
- **WHERE DO THE FRESHMAN SERIES STAND WEEK-TO-WEEK?** Pages 6-7
- **WATCH IT LIVE+SD OR LIVE+7** Page 8
- **WHICH CITY DID VIEWERS CHOOSE...CW PREMIERES** Page 8-9
- **PRIMETIME HUT/PUT PERFORMANCE** Page 9
- **ON THE CABLE FRONT**-a quick look at cable's primetime ratings Pages 9-10
- **WHAT'S THE BUZZ**-a review of social media and how it impacts the new TV season Pages 11-14

### WEEKLY HEADLINES

- *With the first week of Live+7 data available, freshman series, MANIFEST jumped 75% in HH's (from a 6.5 L+SD to an 11.3 L+7) and upped its rank to #1 above SUNDAY NIGHT FOOTBALL. In fact, the L+7 data boosted THE BIG BANG THEORY and THIS IS US above football as well. More noticeable than the ratings increases were the share increases when adding in the L+7 data stream.*
- *SUNDAY NIGHT FOOTBALL on NBC continued to tackle the most viewers in overall primetime, but even more importantly, garnered increases for the last five games from same weeks year ago. Versus the other NFL line-ups in primetime on FOX, ESPN and the NFL Network, NBC's SNF is the only franchise to boast, though marginal, an average increase over year ago (+4%).*
- *Scripted Dramas and Sitcoms registered the most series among the top 25 programs across HH's and all key adult demos. Sports was next in line among key adults, followed by Alternative (unscripted) and News.*

### CHART TOPPERS: WEEKLY PRIMETIME WRAP-UP

- #1 Network in Primetime = NBC
- #1 Network from 10:30-11PM = NBC
- #1 Network Regular Series (non-sports) = BIG BANG in HH's, tied w/THIS IS US A18-49, BANG A25-54
- #1 Network Freshman Series = FBI in HH's, MANIFEST in key adults
- #1 Network Primetime Sports Series = NBC SUNDAY NIGHT FOOTBALL
- #1 Cable Network = TBS
- #1 Cable Program = NFL Regular season game
- #1 Ent Cable Network = TBS
- #1 Ent Cable Program = WALKING DEAD
- #1 News Cable Network = FNC in HH's and A25-54, tied w/CNN in A18-49
- #1 News Cable Program = HANNITY HH's, tied TUCKER in A18-49 and A25-54, tied w/INGRAHAM A18-49

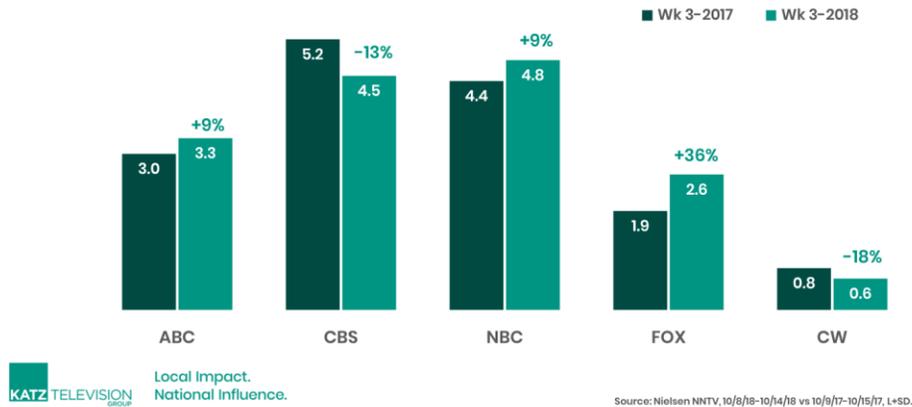
# BY THE NUMBERS

Please see below and the attached excel document for all the details.

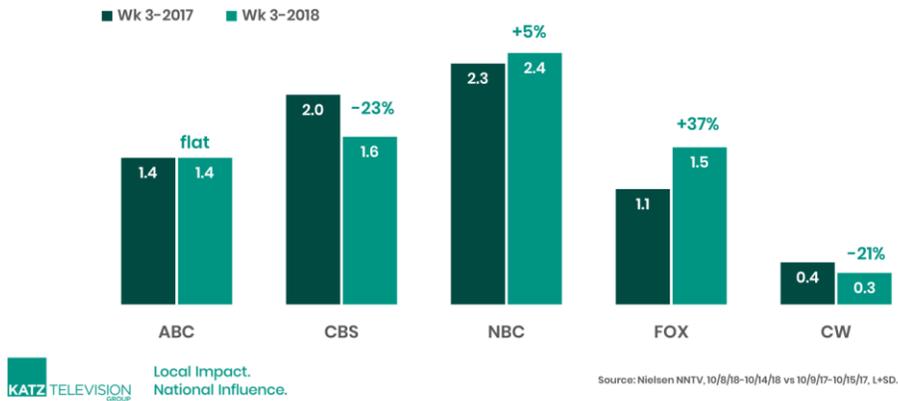
## Overall Primetime Network Performance

- NBC continued to rule primetime in week three with a 4.8/9 HH NTI, up 9%/13% from year ago same week. NBC also placed 1<sup>st</sup> across the key demos (1.9/8 A18-49, 2.4/8 A25-54), pretty much on par with previous weeks deliveries. Among the key demos, FOX was #2 in A18-49 (1.2/5) and CBS finished 2<sup>nd</sup> with a 1.6/5 in A25-54, only one-tenths of a rating point above FOX's 1.5/5.
- In week three, NBC, FOX and ABC turned in marginal increases over year ago while CBS posted a 13% decline. CBS' down-turn was due in part to losing TNF, while FOX achieved a boost due to gaining TNF and LAST MAN STANDING.
- The CW debuted it's new Sunday night line-up as well as Tuesday, Wednesday, Friday and part of Thursday, posting a slight 18% decline in HH's (from a 0.8 to a 0.6) and dropped off from a 0.4 to a 0.3 in A18-49 and A25-54.

**PRIMETIME YEAR-TO-YEAR HH RATINGS PERFORMANCE – Week 3  
2018 vs 2017**



**PRIMETIME YEAR-TO-YEAR A25-54 RATINGS PERFORMANCE – Week 3  
2018 vs 2017**



### 10:30-11PM – Lead-in to the Local News

- Thanks, in part, to the success of its new 10PM dramas MANIFEST and NEW AMSTERDAM, NBC boasted the highest rated performance in HH's (4.5/9) leading into the local news, up over the same week last year by 20%/27%. Like last week, NBC achieved another 1<sup>st</sup> place finish in A18-49 (1.7/8) and A25-54 (2.1/8), doubling its share delivery in A25-54 over CBS (1.2/4).

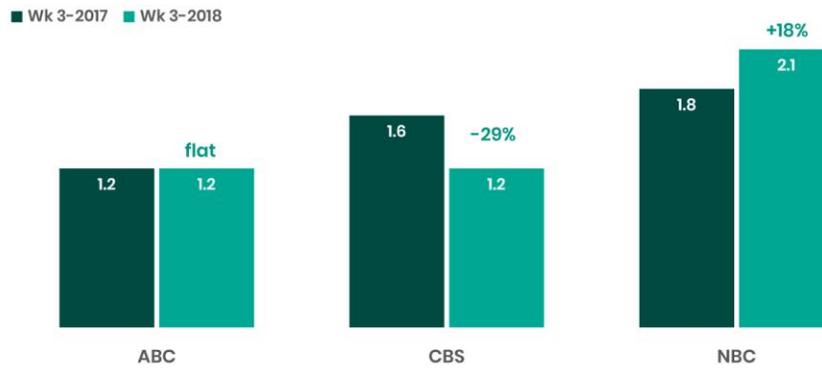
#### LEADING INTO THE LOCAL NEWS 10:30-11PM TP YEAR-TO-YEAR HH Ratings – Week 3 2018 vs 2017



Local Impact.  
National Influence.

Source: Nielsen NNTV, 10/9/18-10/14/18 vs 10/9/17-10/15/17, L+SD.

#### LEADING INTO THE LOCAL NEWS 10:30-11PM TP YEAR-TO-YEAR A25-54 Ratings – Week 3 2018 vs 2017



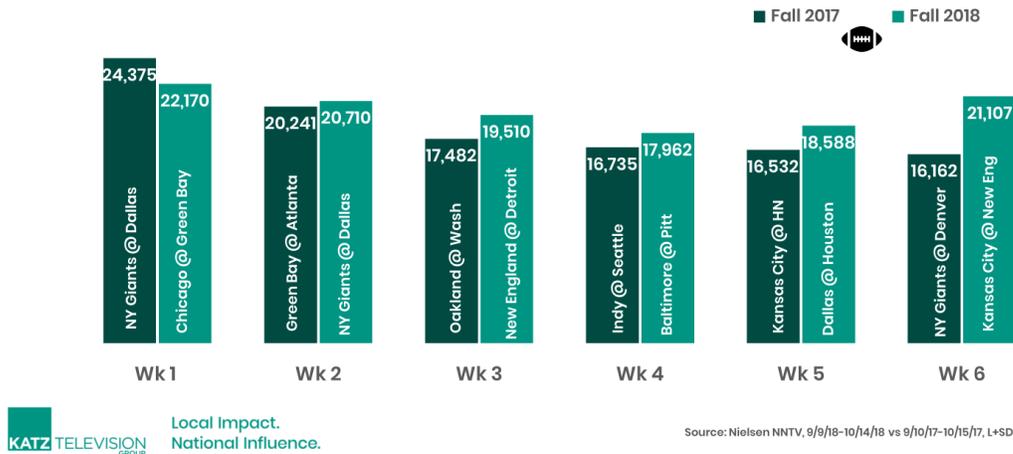
Local Impact.  
National Influence.

Source: Nielsen NNTV, 10/9/18-10/14/18 vs 10/9/17-10/15/17, L+SD.

## ARE YOU READY FOR SOME PRIMETIME FOOTBALL?

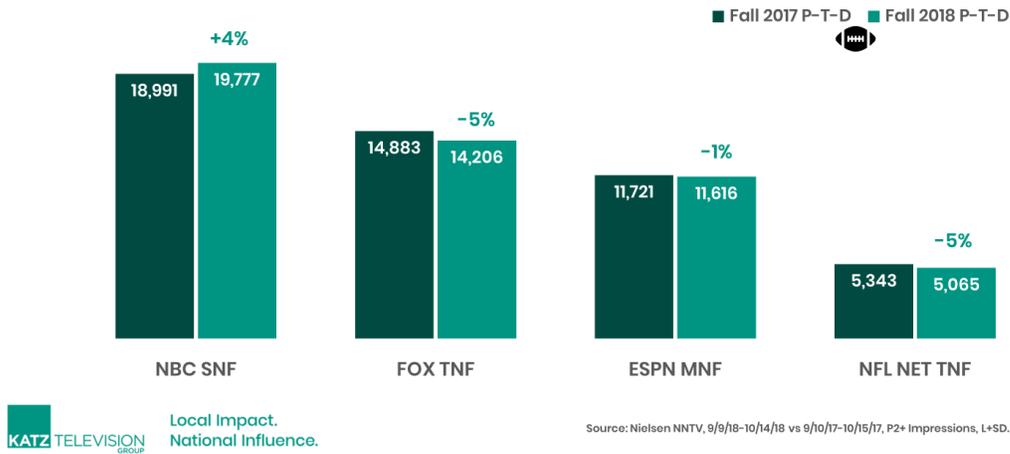
- With all the talk of Football declining, there seems to be a growing bright spot surrounding the topic. Even though it is early in the season, except for the first week of Fall 2018, weeks two to six of NBC's SUNDAY NIGHT FOOTBALL have garnered slight increases over Fall 2017 total viewership.

### NBC SUNDAY NIGHT FOOTBALL: YEAR-TO-YEAR P2+ (000s) PERFORMANCE



- The same does not necessarily hold true for the NFL in Primetime on FOX, ESPN and the NFL Network.
- On average, SNF was up about 4% in P2+ from last Fall's first six games to this Fall's first six games. More like a field goal than a touchdown, but an increase nonetheless.
  - If we look at HH rating & share, the average SNF was up 6%/11% from a 10.7/19 to an 11.3/21.
- With only three weeks under its belt, FOX's THURSDAY NIGHT FOOTBALL turned in very slight decline over CBS' performance same weeks last Fall, -5% in total viewers and an 8.6/16 in HH's compared to a 9.0/17 on CBS. FOX's week three game achieved a slight increase in viewers over weeks one and two.
- ESPN's overall five-week average of the season so far for MONDAY NIGHT FOOTBALL was down a mere 1% in P2+ from year ago. In HH's, ESPN averaged a 6.9/14 to-date compared to the 7.0/13 it earned last year during the same time frame.
- The NFL NETWORK's THURSDAY NIGHT FOOTBALL airings averaged a 3.1/6 in HH's, one-tenth of a rating point below the 3.2/6 it posted for the same weeks last Fall. Among P2+, football on the cable net was off by -5%.
- Overall, NBC was the only player to score any increases, though marginal. The other football carriers did achieve slight drop-offs, but they were so minimal it could also be considered a consistent, stable performance. No huge increases or declines have taken place. We'll keep an eye out as the season progresses.

## NFL PRIMETIME FOOTBALL: YEAR-TO-YEAR P2+ (000s) PERFORMANCE



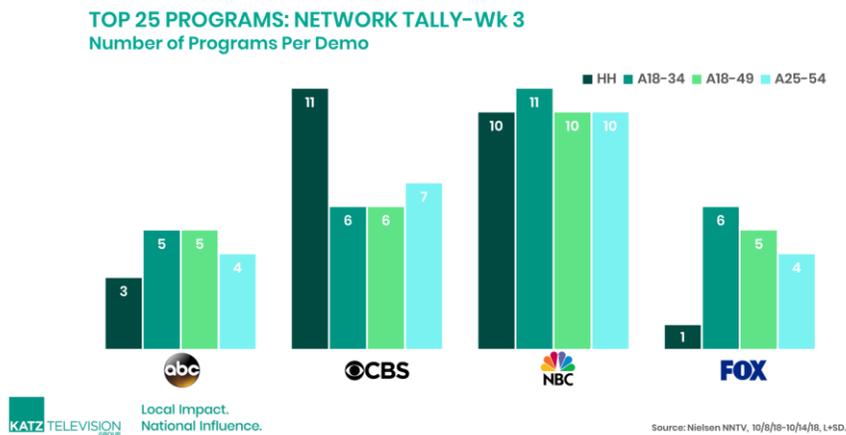
## TOP IT OFF: TOP 10, TOP 15, TOP 25 PROGRAMS

- SUNDAY NIGHT FOOTBALL and THURSDAY NIGHT FOOTBALL scored the #1 and #2 spots in HH's and all key demos again in weeks one, two and three.
- THE BIG BANG THEORY (7.8/15) and NCIS (7.7/14) were the top scripted series in HH's with BIG BANG #1 in A25-54 (3.5/13). THIS IS US garnered the #1 position in A18-34 (1.6/9) and tied BIG BANG in A18-49 rating (2.3).
- FBI was the only top 10 player again this week in HH's (5.9/10, #7T) of the first-year series. Other freshman entries landing in the top 25 one way or another included: MANIFEST, GOD FRIENDED ME, NE W AMSTERDAM, LAST MAN STANDING and THE NEIGHBORHOOD.

## TOP 25 PROGRAMS: NETWORK TALLY

### Number of Programs per Demo

- CBS boasted the most number of programs again in the top 25 HH's, but it was NBC that registered the highest number across all key adults.



## TOP 25 PROGRAMS: GENRE STATS

- Scripted Dramas and Sitcoms registered the most series among the top 25 programs across HH's and all key adult demos. Sports was next in line among key adults, followed by Alternative (unscripted) and News.

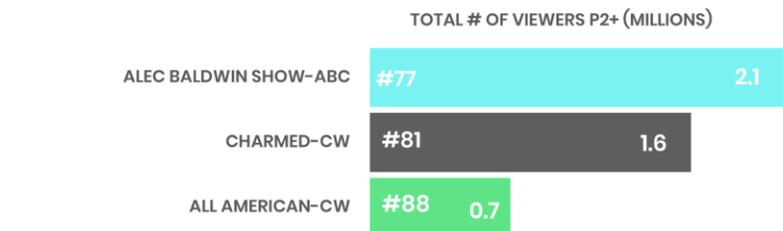
**TOP 25 PROGRAMS: GENRE STATS-Wk 3**  
Number Per Category Per Demo



## WHERE DO THE FRESHMAN SERIES STAND?

- Of the three first-year series to premiere in week 3 of the new season, ABC's THE ALEC BALDWIN SHOW turned in the most viewers, albeit a very low 2.1 million. The CW's CHARMED and ALL AMERICAN followed with a lower 1.6 and 0.7 million viewers.

**WHERE DO THE FRESHMAN SERIES STAND**  
Fall 2018-Wk 3 Premieres



KATZ TELEVISION GROUP Local Impact. National Influence.

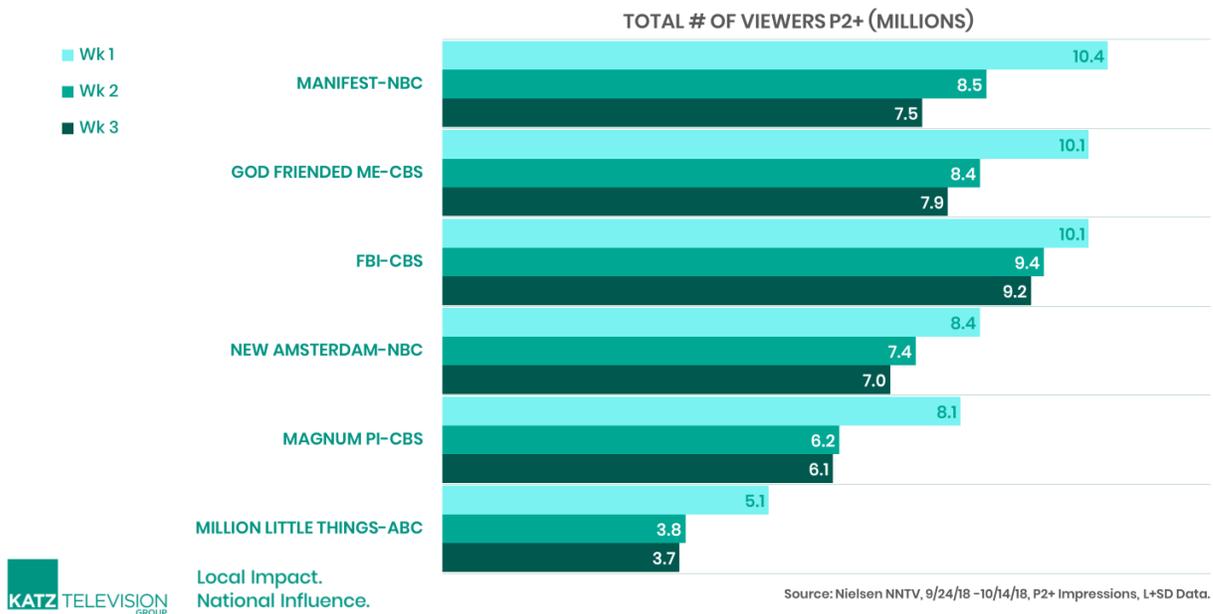
Note: Ranked Among ALL Programs that ran in week 1 of the new Fall 2018 season.

Source: Nielsen NNTV, 10/8/18-10/14/18, P2+ Impressions, L+SD Data.

- Looking at the week-to-week performance of the first-year dramas, MANIFEST, GOD FRIENDED ME and FBI started out with the most total viewers while A MILLION LITTLE THINGS debuted to the lowest.
- FBI retained the most viewers from week one to week three of all the freshman drama entries.

## WHERE DO THE FRESHMAN DRAMAS STAND

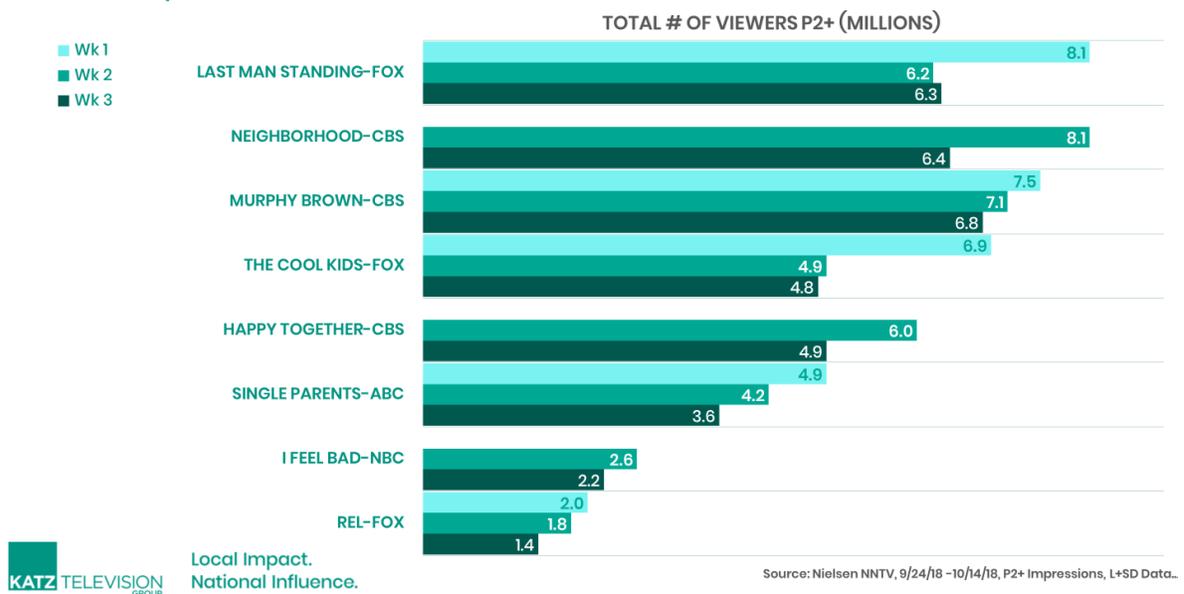
Fall 2018–Wk-By-Wk Performance



- In reviewing the week-to-week performance of the first-year sitcoms, LAST MAN STANDING, THE NEIGHBORHOOD and MURPHY BROWN were the top performers in their debut episodes.
- By week three, MURPHY BROWN turned in the #1 sitcom showing among the new comedies.

## WHERE DO THE FRESHMAN SITCOMS STAND

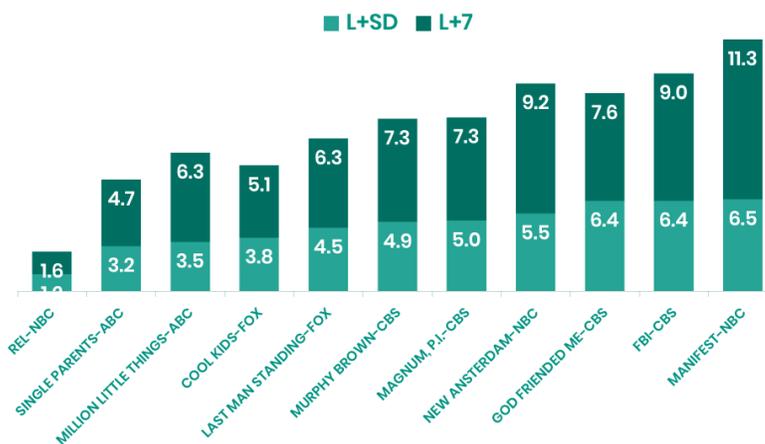
Fall 2018–Wk-By-Wk Performance



## WATCH IT LIVE+SD OR LIVE+7

- With the first week of Live+7 data available, we can see how time shifting makes a difference to the overall performance of a show.
- Of the freshman series, MANIFEST jumped 75% in HH's (from a 6.5 L+SD to an 11.3 L+7) and upped its rank to #1 above SUNDAY NIGHT FOOTBALL. In fact, the L+7 data boosted THE BIG BANG THEORY and THIS IS US above football as well. More noticeable than the ratings increases were the share increases when adding the L+7 data stream into the picture.
- Sporting events are more often watched live and don't show much, if any, increase from L+SD to L+7.
- While reality and competition shows do achieve somewhat of an increase, it doesn't come close to the scripted shows.
- Scripted series also tend to move up the ranking while live shows and sports move down.
- For a detailed look, go to the attached excel file, L+SD versus L+7-week one ranking.
- More to come when we get at least four to six weeks of L+7 data.

## PRIMETIME HH RATINGS PERFORMANCE – Fall 2018 LIVE+SD versus L+7 – Week 1



Local Impact.  
National Influence.

Source: Nielsen NNTV, 9/24/18 – 9/30/18, HH Rating, L+SD vs L+7 Data.

## WHICH CITY DO CW VIEWERS CHOOSE – CENTER CITY OR RIVERDALE?



- The CW premiered most of its new line-up the week of 10/8 and while THE FLASH didn't run circles around its fellow network superheroes, it did claim the top spot in HH's (1.3/2), A18-49 (0.8/3), A25-54 (0.9/3) and A18-34 (0.6/3). THE FLASH, however, turned in a slight decline from year ago same day along with the majority of this week's CW debuts whether they were in the same TP or replaced another series in the TP.
- RIVERDALE and SUPERGIRL, in its new Sunday, 8PM slot, tied for 2<sup>nd</sup> among the CW offerings in HH's (1.0/2) while RIVERDALE was #2 in A18-34 (0.5/3). RIVERDALE, SUPERGIRL and SUPERNATURAL mirrored each other's A18-49 0.5/2 performance while the 14<sup>th</sup> season opener of SUPERNATURAL finished 2<sup>nd</sup> in A25-54 (0.6/2).



- Freshman series ALL AMERICAN debuted with a 0.4/1 in HH's and a 0.2/1 in A18-34, A18-49 and A25-54, not only posting losses from its RIVERDALE lead-in, but below the DYNASTY performance in the TP same day last Fall.
- The return on Sunday night of CW programming – SUPERGIRL and the CHARMED reboot – achieved a solid performance in context with CW levels. Despite a lot of negative chatter on social media, CHARMED held onto its SUPERGIRL lead-in in HH's (1.0/2), A18-49 (0.5/2) and A25-54 (0.6/2) and bumped it up slightly in A18-34 from a 0.3/1 to a 0.4/2.
- RIVERDALE delivered the youngest median age (39.5) followed by THE FLASH with a 42.9. DYNASTY (54.8) posted the oldest median age of the CW programs with a 54.8. SUPERGIRL was the 2<sup>nd</sup> oldest with a 51.1 median age followed by SUPERNATURAL with a 50.8.



## HUT/PUT PERFORMANCE

- Overall, the HUT/PUTs for weeks one, two and three of the new season turned in slight declines from the same first three weeks of 2017-18.
- Though posting slight year-to-year declines, like last season, HUT/PUTS turned in a week-to-week increase from the first week to the third.

### PRIMETIME HUT/PUTS - Fall 2018 vs Fall 2017 - Weeks 1-3

Source: Nielsen's NNTV, NTI L+SD data.

	<b>HHL D</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P2+</b>
	<b>Live+SD</b>	<b>Live+SD</b>	<b>Live+SD</b>	<b>Live+SD</b>	<b>Live+SD</b>
	<b>US HUT/PUT % (x.x)</b>				
<b>09/24/2018 - 09/30/2018</b>	52.2	16.4	23.0	28.6	30.4
<b>10/01/2018-10/07/2018</b>	52.6	16.9	23.4	29.0	30.8
<b>10/08/2018 - 10/14/2018</b>	52.8	17.2	23.7	29.4	31.1
<hr/>					
<b>09/25/2017 - 10/01/2017</b>	54.5	19.2	25.5	31.1	32.3
<b>10/02/2017 - 10/08/2017</b>	54.8	19.5	26.0	31.6	32.6
<b>10/09/2017 - 10/15/2017</b>	55.2	20.0	26.4	32.0	33.0

## ON THE CABLE FRONT

- TBS knocked FNC down a peg this week with its airing of MLB DIVISION SERIES and MLB ALCS, achieving #1 status among the advertiser supported cable networks in HH's and key adults. FNC was next in line in HH's while ESPN and NFL REGULAR SEASON FOOTBALL finished 1<sup>st</sup> across the key demos. Monday's game delivered a 6.3/12 in HH's (lower than last week), a 3.7/15 in A18-49 and a 4.4/14 in A25-54, on par, and even above, a good portion of network performances.

- Breaking it down more specifically, TBS was the top Entertainment Cable network across the board this week.
- THE WALKING DEAD was #1 on the entertainment front in HH's (2.8/5), A18-49 (2.0/7) and A25-54 (2.4/7), below last week and underperforming last season.
- While these shows were at the top of their respective categories, if you compare anything below the top 10 to a good portion of network fare, their ratings are very low. There is also only a very small percent of the cable networks or programs that can compete with what the networks are delivering.

#### ADVERTISER SUPPORTED CABLE PROGRAMS-Fall 2018-Wk 3

Dates: 10/8/2018 - 10/14/2018

Source: Nielsen's NNTV, NTI L+SD data.

Originator	Program	Day Of Week	# of TC	Telecast Start Time	Duration	HHL D	HHL D
						Live+SD	Live+SD
						US AA%	US Share %
						(x.x)	
ESPN	NFL REGULAR SEASON L	M.....	1	8:13 PM	195	6.3	12
TBS NETWORK	MLB DIVISION SERIES	.Tu....	1	8:00 PM	222	4.4	8
TBS NETWORK	MLB ALCS	....Sa.	1	8:01 PM	257	3.3	7
AMC	WALKING DEAD	.....Su	1	9:00 PM	66	2.8	5
FOX SPORTS 1	MLB NL CHAMPIONS SERIES L	....F..	1	8:00 PM	254	2.7	6
ESPN	MONDAY NIGHT KICKOFF L	M.....	1	8:00 PM	13	2.4	5
FOX NEWS CHANNEL	HANNITY	MTuWThF..	5	9:00 PM	300	2.2	4
FOX NEWS CHANNEL	TUCKER CARLSON TONIGHT	MTuWThF..	5	8:00 PM	300	2.1	4
NFL NETWORK	NFLN THU NT FOOTBALL	...Th...	1	8:23 PM	170	1.8	3
FOX NEWS CHANNEL	INGRAHAM ANGLE, THE	MTuWThF..	5	10:00 PM	300	1.8	4

#### ADVERTISER SUPPORTED CABLE PROGRAMS-Fall 2018-Wk 3

Dates: 10/8/2018 - 10/14/2018

Source: Nielsen's NNTV, NTI L+SD data.

Originator	Program	Day Of Week	# of TC	Telecast Start Time	Duration	P25-54	P25-54
						Live+SD	Live+SD
						US AA%	US Share %
						(x.x)	
ESPN	NFL REGULAR SEASON L	M.....	1	8:13 PM	195	4.4	14
AMC	WALKING DEAD	.....Su	1	9:00 PM	66	2.4	7
TBS NETWORK	MLB DIVISION SERIES	.Tu....	1	8:00 PM	222	2.4	8
TBS NETWORK	MLB ALCS	....Sa.	1	8:01 PM	257	1.8	7
ESPN	MONDAY NIGHT KICKOFF L	M.....	1	8:00 PM	13	1.6	6
FOX SPORTS 1	MLB NL CHAMPIONS SERIES L	....F..	1	8:00 PM	254	1.4	6
NFL NETWORK	NFLN THU NT FOOTBALL	...Th...	1	8:23 PM	170	1.2	4
TLC	90 DAY FIANCE BT90D: TELL	.....Su	1	8:00 PM	120	1.0	3
FX	AMERICAN HORROR STORY	..W....	1	10:00 PM	60	1.0	4
USA NETWORK	WWE ENTERTAINMENT	M.....	3	VAR	188	1.0	3

## WHAT'S THE BUZZ?

We're back with social media stats for week 3 of the new Fall season. The CW's partial premiere week is upon us and the network is holding nothing back with an all new Sunday night lineup along with their new social inclusion and diversity campaign #CWOpenToAll. The network is touting that nearly two-thirds of its showrunners/executive producers, writers and directors are women or people of color. There also seems to be a strong push for viewers to watch new episodes of their favorite shows on the CW App and all the network's shows have been tweeting it out. In some cases, such as with CHARMED and RIVERDALE, this has helped their follower counts and digital prominence, but this doesn't seem to be the case for all their series.

### FACEBOOK LIKES - All freshman series for week 3 of the new season

Note: Program order based on "Followers Gained".

Facebook Likes – New Shows	Likes Day of Episode	Likes Day After Episode	Followers Gained
A Million Little Things	125,658	128,553	2,895
Charmed	90,236	92,594	2,358
Manifest	131,077	132,778	1,701
God Friended Me	56,258	57,735	1,477
The Alec Baldwin Show	1,236	2,616	1,380
The Neighborhood	33,737	34,845	1,108
Murphy Brown	92,564	93,334	770
Dancing w/the Stars Juniors	16,866	17,633	767
New Amsterdam	108,435	109,157	722
The Cool Kids	18,538	19,185	647
FBI	50,265	50,885	620
Magnum P.I.	55,486	56,101	615
All American	3,561	4,118	557
Happy Together	14,033	14,508	475
Single Parents	27,567	27,709	142
I Feel Bad	9,213	9,273	60
Rel	11,872	11,921	49

### TWITTER FOLLOWERS-Freshman Series

Note: Program order based on "Followers Gained".

Twitter Followers for New Shows - Week 3	Followers Day of Episode	Followers Day After Episode	Followers Gained
Charmed	12,025	15,351	3,326
A Million Little Things	15,020	15,643	623
The Alec Baldwin Show	881	1,492	611
All American	2,021	2,539	518
Manifest	31,969	32,412	443
New Amsterdam	8,642	8,945	303
Dancing with The Stars: Jr	7,373	7,642	269
God Friended Me	4,280	4,512	232
Murphy Brown	16,555	16,736	181
The Cool Kids	2,092	2,239	147
Happy Together	11,801	11,939	138
FBI	6,071	6,201	130
The Neighborhood	2,608	2,719	111
Magnum P.I.	4,959	5,060	101
Single Parents	3,235	3,331	96
Rel	2,399	2,443	44
I Feel Bad	1,662	1,690	28

**Top 10 network series, new and returning for week 3, which posted the highest number of “Likes Gained” from the day of the premiere/and or air to the day after on Facebook....**

Note: Program order based on “Likes Gained.”

Top Facebook Like Increases	Likes Day of Premiere	Likes Day After Premiere	Likes Gained
Riverdale	1,949,252	1,955,456	6,204
The Voice	17,295,542	17,299,516	3,974
Million Little Things	125,658	128,553	2,895
Charmed	90,236	92,594	2,358
Manifest	131,077	132,778	1,701
God Friended Me	56,285	57,735	1,450
Young Sheldon	83,710	85,092	1,382
Alec Baldwin Show	1,236	2,616	1,380
The Good Doctor	1,181,160	1,182,534	1,374
The Neighborhood	33,737	34,845	1,108

**And for Twitter....**

Top Twitter Like Increases	Likes Day of Premiere	Likes Day After Premiere	Likes Gained
Riverdale	1,299,025	1,308,358	9,333
Charmed	12,025	15,351	3,326
The Voice	5,296,933	5,299,265	2,332
Big Bang Theory	4,710,083	4,712,550	2,467
Dancing with the Stars	1,075,740	1,076,576	836
Million Little Things	15,020	15,643	623
Alec Baldwin Show	881	1,492	611
This is Us	379,800	380,387	587
911	39,030	39,609	579
All American	2,021	2,539	518

**Here and There and Everywhere**

Following are interesting social reactions to, and posts across, several new and returning shows:

**THE ALL NEW AND DIFFERENT CHARMED**

Another reboot made its debut this week and with every reboot comes a batch of viewers not happy with the new version of their former beloved show. CHARMED may be the most extreme example of this since the series returned with a whole new cast and no connection to the original. This has greatly upset fans of the original concept. Although much of the social conversations were negative, there was still enough of a conversation which led to followers.

- CHARMED was by far the biggest gainer on Twitter this week among the freshman offerings, gaining 3,326 followers.
- On Facebook, competition was a little stiffer, but CHARMED still pulled off a 2<sup>nd</sup> place for the biggest increase of the new shows this week with 2,358 likes.
- Fans were skeptical about the reboot and it turns out that many of the reviews were on the fence, if not completely negative. If you scroll through the social commentary, 9 out of 10 users are unhappy with the disconnect from the original cast and have immediately given this new version a thumbs down.

- The show starts out by taking an incredibly political stance and unconsciously exemplifying its support for the #MeToo and #TimesUp movements (one of the characters is accused of assault by various women). A lot of people reacted positively to this factor since it's important in today's political climate.
- Some others felt that the inclusion of political innuendos wasn't necessary and that overall the show didn't have much of a flow.
  - *"The new charmed is a mess. Bad casting, very poor writing...just a mess. Full of political innuendos- not even watchable."* (Dpcz)- from Metacritic
  - *"The original show balanced horror with comedy and supernatural threats. The update feels like sociology homework"* (Mark A. Perigard- Boston Herald)- from Metacritic
- A lot of viewers have been complaining that the show has been taking the concept of feminism too far as to where the entire show focuses on it.
  - *"Ok, the #CharmedReboot is good BUT get rid of the overly feminist agenda because the original charmed had a lot of girl power without shoving it down your throat"* (@HouseOf\_Song) - Twitter
- With such a cult following from the original, some longtime fans had their opinions as well:
  - *"I gave it a try because I loved charmed when I was a kid but I just got so bored...the effects were worse than the original when you would expect to see something better. The acting is bad, it felt forced between the actresses...I was trying really hard not to fall sleep. #CharmedReboot"* (@AdryRamiss)- Twitter
- Some viewers, however, were able to separate the old CHARMED and the new CHARMED, finding the episode quite enjoyable.
  - *"I gave it a shot and tried not to even think of the original. If you don't compare it and you think of it as its own entity, it wasn't bad."*
  - *Watched the new Charmed on CW, I like it! They made it different and I like that it isn't the same exact thing. That way you can get into it without having to compare to the original so much."*

### ALL AMERICAN NOT SUPPORTED BY ALL

The new CW show ALL AMERICAN debuts as a standout from the rest of the Fall 2018 lineup, seen as different from anything else on the network. Many viewers have claimed that this show is a mixture between FRIDAY NIGHT LIGHTS and THE OC, two very popular shows in the 2000s. Airing on the CW, the reach is not as great, and that may be the case here as the show garnered low numbers.

- In social numbers, ALL AMERICAN only gained 557 new Facebook likes putting it among not only the lowest increase this week, but also the lowest post premiere increase of any Fall 2018 show.
- There was some better luck on Twitter gaining 518 followers after its premiere, but it's still one of the lower increases for a new show's premiere.
- Some critics say it's struggling to find an identity of its own as it settles into the season, but many believe Daniel Ezra as the lead is very promising, as he is a talented newcomer.
- Other critics say that this show creates its own story very well and is something that viewers today need to see because it is race-conscious and relatable.
- On social media platforms, nearly everyone had a positive reaction to the show's premiere.
  - *"All American is a glossy, nearly perfect hour of television"* (Trey Mangum)
  - *"There's a great drama under the teenage BS, and Ezra's presence makes you want to keep watching Spencer's journey unfold"* (Joel Keller)
  - *"Did not see that twist coming at the end of the pilot episode of All American on CW. Show def has potential, great first episode."* (@suleskim)
  - *"All American looks like the oc meets Friday night lights and I'm so hype for it which is surprising bc I never get hype over cw shows"* (@sansalena)

### THE ALEC BALDWIN (YES HIM) SHOW

To the surprise of many, yes Alec Baldwin has a new talk show. Loved for his appearances on SNL, Baldwin hoped that love would translate to his new show, but so far things aren't looking so great. With a whopping score of 20% on Rotten Tomatoes, THE ALEC BALDWIN SHOW falls short among many viewers and critics. With most comments about the show being "who asked for this" and "Alec Baldwin has a talk show?" it seems like curiosity got the best of many on social.

- For a show that didn't pull in a lot of viewers, THE ALEC BALDWIN SHOW did ok on social media. On Twitter, it had the third biggest increase for new shows this week with 611 new followers.

- Compared to other fall programs during their premiere week, this performance was on the lower side, but still commendable.
- On Facebook, the series gained 1,380 new likes, again nothing great, but decent for this show.
- Because of his association to making fun of the President on SNL, many quickly wrote off the show and planned to boycott it, but those who did tune in didn't find it so bad.
  - *"Watching the Alec Baldwin show and I have to say kudos! The interview with Robert DeNiro was like stepping back to the golden age of real television! This show is refreshing and the format we have been missing in modern television. Love it!" (@bhill71)*
  - *"The Alec Baldwin show is incredible" (@mllecm)*
  - *"I was apprehensive about the Alec Baldwin show. But y'all- this is incredible." (@UAatey)*
- It appears that there was a huge divide between those who tuned into the premiere. The show was very politicized, so many Democrats and Republicans had a lot to say about it online.

### RIVERDALE RETURNS WITH A BANG

One of CW's top series returned for season three and according to viewers it came with a "bang". RIVERDALE absolutely blew past their old social media numbers achieving the biggest gains by any show all season.

- On Facebook, RIVERDALE gained 6,204 new likes, almost double the next highest increasing show this week THE VOICE.
- Even more impressive was the show's Twitter increase as it gained 9,333 new Twitter followers following its premiere. This was nearly triple the next highest follower gains this week. Impressive numbers for a show in its third season.

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