

## NETWORK PRIMETIME & OTT PROGRAMMING

Flash #1 - 8 October 2018

With the 2018-19 primetime season upon us, we wanted to give you an overall picture of the network landscape for premiere week as well as the content story in general, whether it be on broadcast television, cable or OTT. Keep in mind that this FLASH is only based on a week's worth of ratings, it is to give you the "lay of the land", and not to draw any solid conclusions.

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 Page 2
- **TOP IT OFF: TOP 10, TOP 15, TOP 25 PROGRAMS** Pages 2-3
- **TOP 25 PROGRAMS: NETWORK TALLY** Page 4
- **WHERE DO THE FRESHMAN SERIES STAND?** Page 5
- **SCORECARD: WHO TOOK THE NIGHT?** Page 5
- **ON THE CABLE FRONT**-a quick look at cable's primetime ratings Page 6
- **WHAT'S THE BUZZ**-a review of social media and how it impacts the new TV season Pages 7-11

## WEEKLY HEADLINES

- *MANIFEST, NEW AMSTERDAM and LAST MAN STANDING topped the freshman entries and their year ago time period levels in HH's and the key demos. THE BIG BANG THEORY and THIS IS US returned with top status while EMPIRE ruled as FOX's top scripted series, despite its continued loss of audience.*
- *Primetime NFL FOOTBALL, both on Thursday and especially Sunday, grabbed the most viewers, and for the week of 9/24/18, garnered increases on both nights from same week year ago.*
- *NBC and CBS were the big overall winners in week one of the new season with FOX exhibiting the most growth over year ago.*
- *Digital and social media continue to provide valuable quantitative and qualitative data to help us better understand the context for what's happening with traditional rating and share performance.*

## CHART TOPPERS: WEEKLY PRIMETIME WRAP-UP

- #1 Network in Primetime = CBS in HH's, FOX across key adults 18-49 and 25-54
- #1 Network from 10:30-11PM = NBC
- #1 Network Regular Series (non-sports) = BIG BANG THEORY HH's & A25-54, THIS IS US A18-49
- #1 Network Freshman Series = MANIFEST
- #1 Network Primetime Sports Series = NBC SUNDAY NIGHT FOOTBALL
- #1 Cable Network = FNC in HH's, ESPN in key adults
- #1 Cable Program = NFL Regular season game
- #1 Ent Cable Network = HGTV in HH's, USA key adults
- #1 Ent Cable Program = HALLMARK ORIG MOVIE in HH's, AM HORROR STORY: APOCALYPSE key adults
- #1 News Cable Network = FNC
- #1 News Cable Program = HANNITY in HH's, RACHEL MADDOW A18-49, TUCKER CARLSON A25-54

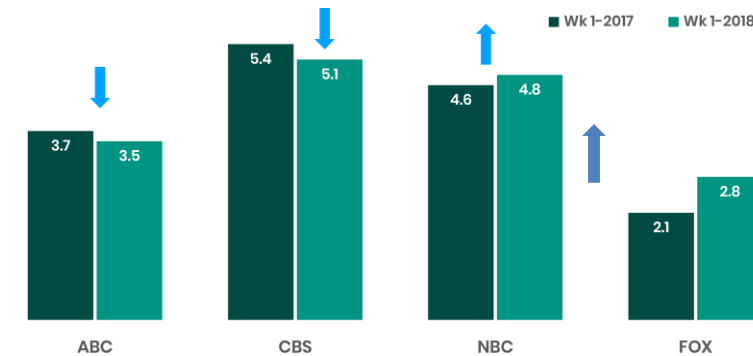
## BY THE NUMBERS

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

### Overall Primetime Network Performance

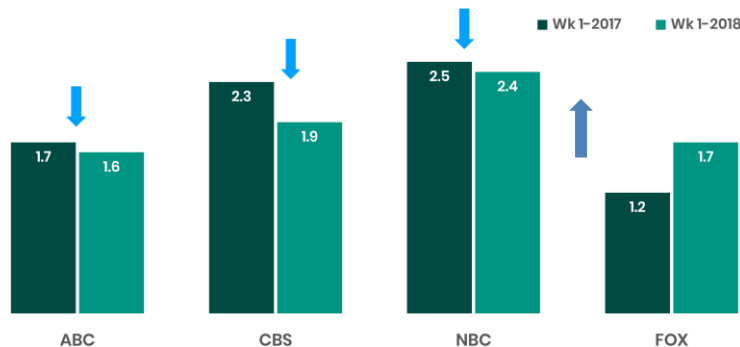
- CBS finished the first week of the 2018-19 season #1 in HH's (5.1/10 L+SD NTI) like the 5.4/10 it delivered the first week of Fall 2017. NBC placed 1<sup>st</sup> across the key demos (1.9/8 A18-49, 2.4/8 A25-54).
- NBC achieved #2 status in HH's (4.8/9) with CBS 2<sup>nd</sup> across the key demos, same as last Fall.
- ABC took 3<sup>rd</sup> place in HH's (3.5/7) with FOX displacing ABC for 3<sup>rd</sup> in the key demos, thanks to a little help from THURSDAY NIGHT FOOTBALL.
- As you can see from the graphs below, ABC, CBS and NBC turned in relatively stable year-to-year performances, up or down less than a rating point. CBS' down-turn was due in part to losing TNF, while FOX achieved a boost due to gaining TNF.
- The CW has not premiered its new Fall schedule yet, so is not included on the charts below.

**PRIMETIME YEAR-TO-YEAR HH RATINGS PERFORMANCE – Week 1  
2018 vs 2017**



Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

**PRIMETIME YEAR-TO-YEAR A25-54 RATINGS PERFORMANCE – Week 1  
2018 vs 2017**

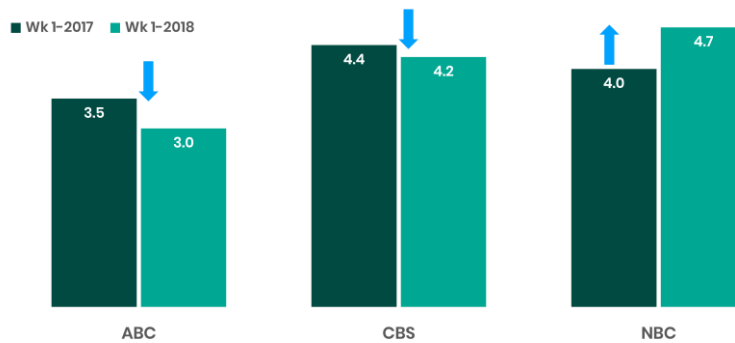


Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

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

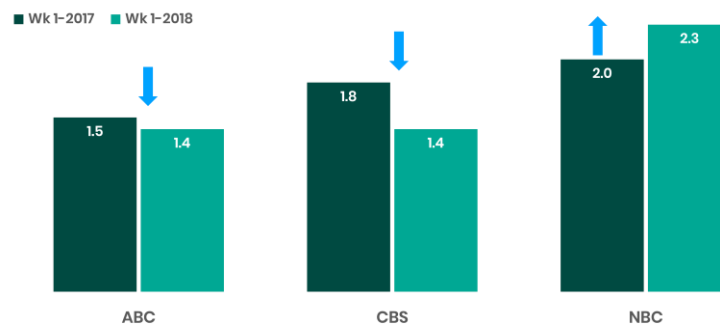
- With the first week success of its new dramas MANIFEST and NEW AMSTERDAM, NBC boasted the highest rated performance in HH's (4.7/10) leading into the local news, supplanting CBS' usual positioning. As it did last year, same week, NBC also achieved a 1<sup>st</sup> place finish in A18-49 (1.8/9) and A25-54 (2.0/7).
- CBS was 2<sup>nd</sup> from 10:30-11PM in HH's (4.2/9), ABC was 2<sup>nd</sup> among A18-49 (1.1/5) and the two tied in A25-54 (1.4/5).

## LEADING INTO THE LOCAL NEWS 10:30-11PM TP YEAR-TO-YEAR HH Ratings



Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

## LEADING INTO THE LOCAL NEWS 10:30-11PM TP YEAR-TO-YEAR A25-54 Ratings



Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

## 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. Versus last Fall same week, SNF delivered a 10.4/19 in HH's (up from a 9.6/17), a 6.1/24 in A18-49 (up from a 5.8/21) and a 7.1/22 in A25-54 (up from a 6.6/20). TNF on FOX posted an 8.9/17 in HH's (flat from CBS last year), a 4.8/21 in A18-49 (up from a 4.8/20) and a 5.7/20 in A25-54 (up from a 5.6/19).
- THE BIG BANG THEORY and NCIS were the top scripted series in HH's with BIG BANG #1 in A25-54. THIS IS US garnered the #1 position in A18-34 and A18-49.
- MANIFEST was the only freshman series to achieve a top 10 ranking in HH's and across key adult demos. FBI and GOD FRIENDED ME earned that honor in HH's only, but were among the top 25 in A25-54.
- NEW AMSTERDAM hit the top 15 in HH's and key demos while LAST MAN STANDING, in its new home on FOX, was a top 15 competitor in A18-34, A18-49 and A25-54.
- THE COOL KIDS tied for 20<sup>th</sup> in A18-34 and A25-54, tied for 21<sup>st</sup> in A18-49.
- MAGNUM, P.I. earned a top 20 showing in HH's only along with MURPHY BROWN, which tied for 23<sup>rd</sup>.

RNK	HH		RTG	SHR	RNK	A18-34		RTG	SHR	RNK	A18-49		RTG	SHR	RNK	A25-54		RTG	SHR
1	SUN NIGHT FOOTBALL	NBC	10.4	19	1	SUN NIGHT FOOTBALL	NBC	4.7	25	1	SUN NIGHT FOOTBALL	NBC	6.1	24	1	SUN NIGHT FOOTBALL	NBC	7.1	22
2	FOX+NFLN THU NT FTBL	FOX	8.9	17	2	FOX+NFLN THU NT FTBL	FOX	3.7	23	2	FOX+NFLN THU NT FTBL	FOX	4.8	21	2	FOX+NFLN THU NT FTBL	FOX	5.7	20
3	60 MINUTES	CBS	8.4	15	3	THIS IS US	NBC	2.1	12	3	THIS IS US	NBC	3.0	12	3	BIG BANG THEORY, THE	CBS	3.8	13
4	BIG BANG THEORY, THE	CBS	7.7	14	4	SAT NIGHT FOOTBALL	ABC	1.9	13	4	SAT NIGHT FOOTBALL	ABC	2.8	14	4	THIS IS US	NBC	3.7	12
4	NCIS	CBS	7.7	14	5	FOOTBALL NT AM-PT 3	NBC	1.7	9	5	FOOTBALL NT AM-PT 3	NBC	2.5	10	5	SAT NIGHT FOOTBALL	ABC	3.2	13
6	THIS IS US	NBC	6.7	12	6	FOX+NFLN TH NT PRE	FOX	1.6	12	5	BIG BANG THEORY, THE	CBS	2.5	11	6	MANIFEST	NBC	3.0	10
7	MANIFEST	NBC	6.5	13	7	GREY'S ANATOMY	ABC	1.5	9	7	FOX+NFLN TH NT PRE	FOX	2.4	12	6	60 MINUTES	CBS	3.0	9
8	FBI	CBS	6.4	11	8	EMPIRE	FOX	1.3	9	8	MANIFEST	NBC	2.2	9	6	FOOTBALL NT AM-PT 3	NBC	3.0	10
8	YOUNG SHELTON	CBS	6.4	11	8	MANIFEST	NBC	1.3	8	8	60 MINUTES	CBS	2.2	8	9	VOICE-TUE	NBC	2.9	10
8	GOD FRIENDE ME	CBS	6.4	11	8	60 MINUTES	CBS	1.3	7	10	VOICE-TUE	NBC	2.1	10	9	FOX+NFLN TH NT PRE	FOX	2.9	12
11	VOICE-TUE	NBC	6.1	11	8	VOICE-TUE	NBC	1.3	8	11	VOICE	NBC	2.0	8	9	VOICE	NBC	2.9	9
12	VOICE	NBC	6.0	11	8	VOICE	NBC	1.3	7	12	EMPIRE	FOX	1.9	9	12	YOUNG SHELTON	CBS	2.8	9
13	NCIS: NEW ORLEANS	CBS	5.8	12	13	BIG BROTHER-WED	CBS	1.2	8	12	GREY'S ANATOMY	ABC	1.9	8	13	LAST MAN STANDING	FOX	2.6	11
14	NCIS: LOS ANGELES	CBS	5.6	11	13	BIG BANG THEORY, THE	CBS	1.2	7	14	NEW AMSTERDAM	NBC	1.8	8	14	NEW AMSTERDAM	NBC	2.4	9
15	BLUE BLOODS	CBS	5.5	12	13	LAST MAN STANDING	FOX	1.2	9	14	LAST MAN STANDING	FOX	1.8	10	14	NCIS	CBS	2.4	8
15	NEW AMSTERDAM	NBC	5.5	11	13	NEW AMSTERDAM	NBC	1.2	8	16	YOUNG SHELTON	CBS	1.7	7	16	EMPIRE	FOX	2.3	9
17	SAT NIGHT FOOTBALL	ABC	5.3	11	17	SURVIVOR	CBS	1.0	7	16	BIG BROTHER-WED	CBS	1.7	7	16	SURVIVOR	CBS	2.3	8
17	CHICAGO FIRE	NBC	5.3	10	17	SIMPSONS	FOX	1.0	5	16	SURVIVOR	CBS	1.7	8	18	GREY'S ANATOMY	ABC	2.2	7
19	CHICAGO MED	NBC	5.1	10	17	STAR	FOX	1.0	6	19	911	FOX	1.6	6	18	911	FOX	2.2	7
20	DANCING W/THE STARS	ABC	5.0	9	20	COOL KIDS, THE	FOX	0.9	7	19	MODERN FAMILY	ABC	1.6	7	20	MODERN FAMILY	ABC	2.1	7
20	MOM	CBS	5.0	9	20	911	FOX	0.9	5	21	COOL KIDS, THE	FOX	1.5	8	20	MOM	CBS	2.1	7
20	MAGNUM P.I.	CBS	5.0	9	20	BOB'S BURGERS	FOX	0.9	4	21	STAR	FOX	1.5	6	20	BIG BROTHER-WED	CBS	2.1	7
23	MURPHY BROWN	CBS	4.9	9	20	GOOD DOCTOR, THE	ABC	0.9	5	23	NCIS	CBS	1.4	6	20	COOL KIDS, THE	FOX	2.1	8
23	FOX+NFLN TH NT PRE	FOX	4.9	10	20	YOUNG SHELTON	CBS	0.9	5	23	GOLDBERGS, THE	ABC	1.4	7	24	FBI	CBS	2.0	7
25	GOOD DOCTOR, THE	ABC	4.8	9	20	FAMILY GUY	FOX	0.9	4	23	SIMPSONS	FOX	1.4	5	24	GOD FRIENDE ME	CBS	2.0	6
25	BULL	CBS	4.8	9	20	MODERN FAMILY	ABC	0.9	5										

Source: NTI NNTV, Live+SD, 9/24/18-9/30/18.

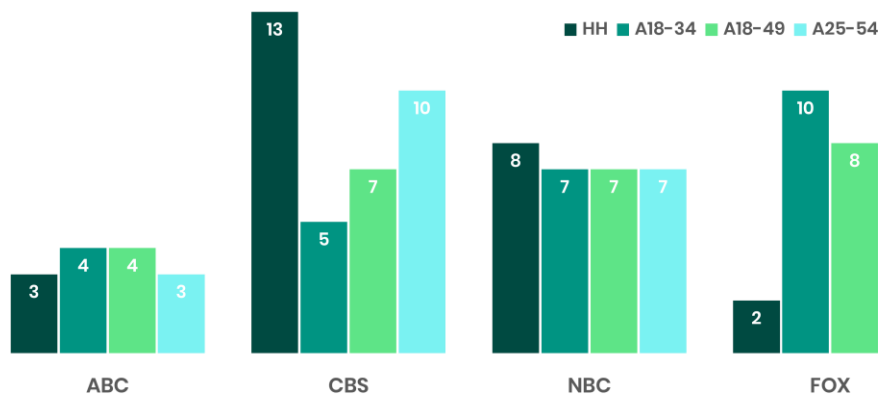
Ranked by specified Live+SD rating.

New series to the 2018-19 season are in bold, sophomore series in italics.

## TOP 25 PROGRAMS: NETWORK TALLY

### Number of Programs per Demo

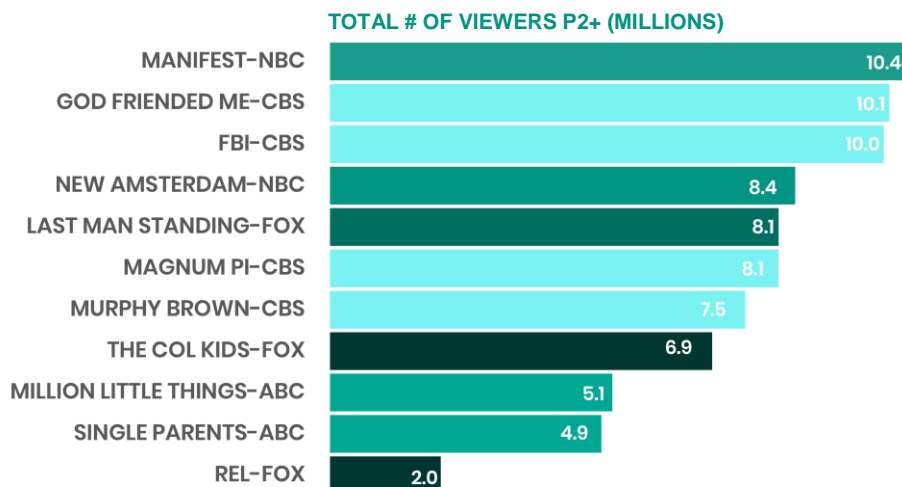
- CBS boasted the most number of programs in the top 25 HH's and A25-54 while FOX registered the highest number in A18-34 and A18-49.



Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

## WHERE DO THE FRESHMAN SERIES STAND?

- Comparing the first week's performance of the freshman series, NBC's MANIFEST turned in the most viewers leading out of THE VOICE while REL posted the least as the only live action series in FOX's animation domination line-up.



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

Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

## SCORECARD: WHO TOOK THE NIGHT?

- Overall, NBC carried two nights of the week across the board; Monday with THE VOICE and newcomer MANIFEST and Sunday with the highest rated performer of the week, SUNDAY NIGHT FOOTBALL.
- CBS split Tuesday (NCIS, FBI, NCIS: NOLA) and Wednesday nights (SURVIVOR and BIG BRO season finale) with NBC (THE VOICE-Tue, THIS IS US-Tue, NEW AMSTERDAM-Tue, the CHICAGO's-Wed) and Friday night (MACGYVER, HAWAII 5-0, BLUE BLOODS) with FOX (LAST MAN STANDING, THE COOL KIDS, HELL'S KITCHEN).
- FOX finished 1<sup>st</sup> on Thursday across the board with THURSDAY NIGHT FOOTBALL.
- ABC's win fell on Saturday with SATURDAY NIGHT COLLEGE FOOTBALL.

### NIGHT-BY-NIGHT SCORECARD WINS

	MON	TUE	WED	THU	FRI	SAT	SUN
P2+	NBC	CBS	NBC	FOX	CBS	ABC	NBC
HH	NBC	CBS	NBC	FOX	CBS	ABC	NBC
A18-34	NBC	NBC	CBS	FOX	FOX	ABC	NBC
A18-49	NBC	NBC	CBS	FOX	FOX	ABC	NBC
A25-54	NBC	NBC	CBS	FOX	FOX	ABC	NBC

## ON THE CABLE FRONT

- Thanks to all the news associated with the week of 9/24/18 (mostly the Kavanaugh hearings), FNC was the #1 advertiser supported cable network in HH's with top series including HANNITY, TUCKER CARLSON TONIGHT and THE INGRAHAM ANGLE. Among key adults, NFL REGULAR SEASON FOOTBALL has put ESPN #1 across the demos. Monday's game delivered an 7.2/14 in HH's, a 4.5/19 in A18-49 and a 5.0/17 in A25-54, on par, and even above, most network performances.
- Breaking it down more specifically, the top Entertainment Cable network was HGTV in HH's and USA among key adults.
- HALLMARK's ORIGINAL SATURDAY NIGHT MOVIE was #1 on the entertainment front in HH's (1.9/4) while FX's AMERICAN HORROR STORY: APOCALYPSE on FX finished 1<sup>st</sup> in A18-49 (0.9/4) and A25-54 (0.9/3). These were also the same top entertainment offerings last year same week.
- While these shows were at the top of their respective categories, if you compare them 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-TOP 10 in HH Rating

Dates: 09/24/2018 - 09/30/2018

Originator	Program	Indicators	Day Of Week	# of TC	Telecast Start Time	Duration	US AA% (x.x)	HHL D Live+SD	HHL D Live+SD
ESPN	NFL REGULAR SEASON L	(T)(L)(E-O)(P-O)	M.....	1	8:13 PM	205	7.2	14	
ESPN	MONDAY NIGHT KICKOFF L	(L)(P-O)	M.....	1	8:00 PM	13	3.0	6	
FOX NEWS CHANNEL	HANNITY	(P-O)	MTuWThF..	5	9:00 PM	300	2.7	5	
FOX NEWS CHANNEL	TUCKER CARLSON TONIGHT	(P-O)	MTuWThF..	5	8:00 PM	300	2.4	5	
FOX NEWS CHANNEL	INGRAHAM ANGLE, THE	(P-O)	MTuWThF..	5	10:00 PM	300	2.3	4	
MSNBC	RACHEL MADDOW SHOW	(P)(L)(P-O)	MTuWThF..	5	9:00 PM	300	2.2	4	
NFL NETWORK	NFLN THU NT FOOTBALL	(L)(E-O)(P-O)	...Th...	1	8:23 PM	186	2.0	4	
HALLMARK CHANNEL	HALL ORIGINAL MOVIE	(P)(M)(E-O)(P-O)	.....Sa.	1	9:00 PM	120	1.9	4	
FOX NEWS CHANNEL	JUSTICE W/ JUDGE JEANINE	(P-O)	.....Sa.	1	9:00 PM	60	1.7	3	
MSNBC	LAST WORD W/ L. O'DONNELL	(R)(P)(L)(P-O)	MTuWThFSa.	6	VAR	324	1.7	3	

Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

### ADVERTISER SUPPORTED CABLE PROGRAMS-TOP 10 in A25-54 Rating

Dates: 09/24/2018 - 09/30/2018

Originator	Program	Indicators	Day Of Week	# of TC	Telecast Start Time	Duration	US AA% (x.x)	P25-54 Live+SD	P25-54 Live+SD
ESPN	NFL REGULAR SEASON L	(T)(L)(E-O)(P-O)	M.....	1	8:13 PM	205	5.0	17	
ESPN	MONDAY NIGHT KICKOFF L	(L)(P-O)	M.....	1	8:00 PM	13	1.9	8	
NFL NETWORK	NFLN THU NT FOOTBALL	(L)(E-O)(P-O)	...Th...	1	8:23 PM	186	1.4	5	
TLC	90 DAY FIANC: BEFORE 90	(P-O)	.....Su	1	8:00 PM	121	1.0	3	
FX	AMERICAN HORROR STORY	(E-O)(P-O)	..W....	1	10:00 PM	61	0.9	3	
AMC	FEAR THE WALKING DEAD	(E-O)(P-O)	.....Su	1	9:00 PM	78	0.9	3	
USA NETWORK	WWE ENTERTAINMENT	(L)(E-O)(P-O)	M.....	3	VAR	188	0.9	3	
USA NETWORK	WWE SMACKDOWN	(L)(E-O)(P-O)	.Tu....	1	8:00 PM	120	0.8	3	
A&E NETWORK	LIVE PD	(E-O)(P-O)	....FSa.	2	9:00 PM	360	0.8	3	
TLC	90 DAY FIANC BT90D LIVE	(P-O)	.....Su	1	10:01 PM	66	0.7	3	
ESPN	COLLEGE FOOTBALL PRIME L	(T)(L)(E-O)(P-O)	.....Sa.	1	9:13 PM	213	0.7	3	
FOX NEWS CHANNEL	HANNITY	(P-O)	MTuWThF..	5	9:00 PM	300	0.7	2	
FOX NEWS CHANNEL	TUCKER CARLSON TONIGHT	(P-O)	MTuWThF..	5	8:00 PM	300	0.7	3	

Source: Nielsen NNTV, 9/24/18-9/30/18 vs 9/25/17-9/29/17, +SD.

## WHAT'S THE BUZZ?

While ratings are still the established currency of our business, it's becoming increasingly important to understand how audiences use digital and social media in relation to TV viewing.

- Quantitative and qualitative data ranging from the number of streaming service subscribers and app downloads to how many "Likes", "Shares", "Tweets", and "Re-Tweets" a show inspires to online "buzz" before, during, and (especially) after a broadcast enable us to develop important insights about audience engagement.
- For example, social media posts on Facebook and Twitter provide an online record for what used to be the ephemeral living room chatter during broadcasts and "watercooler" conversations the morning after. These conversations now take place online in real-time while shows are being broadcast as well as after, driving Live +7, DVR, on-demand, and streaming viewers in the days, weeks, and months after a show airs.

With that said, another Fall season is upon us and with all the OTT and Cable programs getting nominated and winning Emmy's, the stakes are even higher for the broadcast networks to keep their social media platforms growing to enhance traditional ratings and drive viewership.

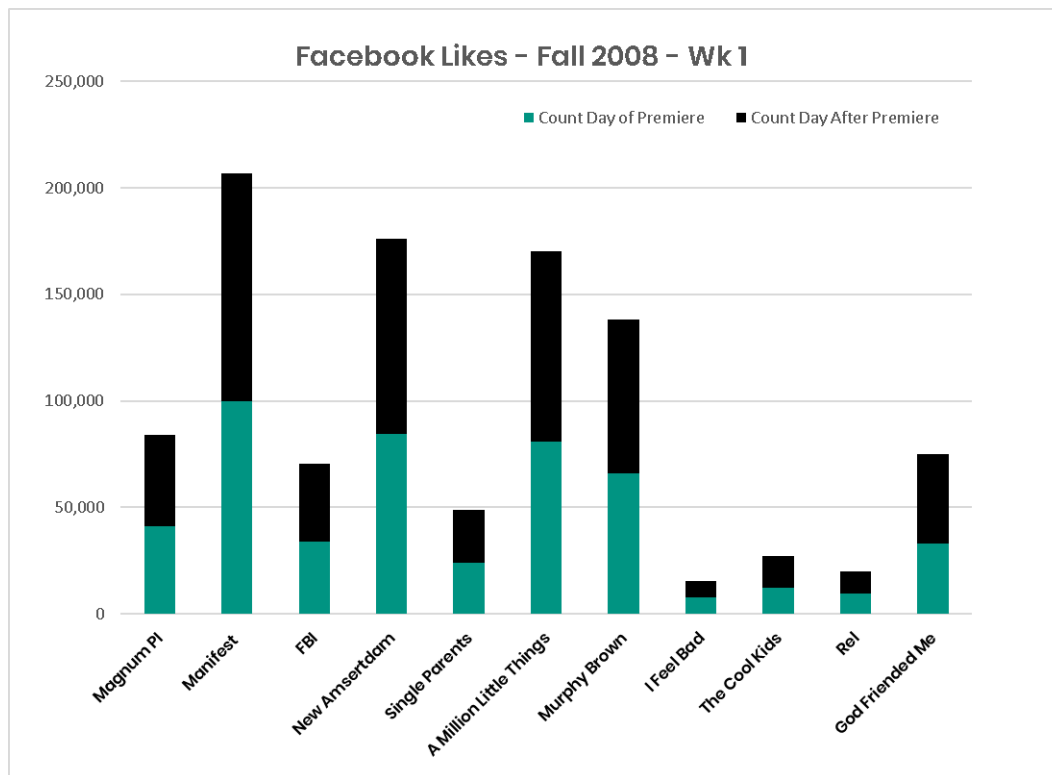
- From LAST MAN STANDING releasing their debut FOX episode 5 days early on Twitter to THE VOICE's introduction of a companionship show exclusively online, networks know that viewers are all over social media.
- The networks also know that the more conversation about a show online, the better (ahem that Murphy Brown-Hillary Clinton cameo).
- While established shows like THIS IS US and DANCING WITH THE STARS are still having some of the biggest follower gains, it's interesting to see what is being done to push the social envelope for both new and veteran shows.

**Top 10 network series, new and returning, which posted the highest number of "Gained Likes" from the day of the premiere to the day after on Facebook....**

Top Facebook Likes Increases	Likes Day Of Premiere	Likes Day After Premiere	Likes Gained
<b>This Is Us</b>	3,803,821	3,816,221	<b>12,400</b>
<b>Million Little Things</b>	80,750	89,556	<b>8,806</b>
<b>Last Man Standing</b>	709,809	718,523	<b>8,714</b>
<b>Manifest</b>	99,587	107,387	<b>7,800</b>
<b>New Amsterdam</b>	84,227	91,949	<b>7,722</b>
<b>The Voice</b>	17,259,396	17,267,102	<b>7,706</b>
<b>Murphy Brown</b>	66,056	72,057	<b>6,001</b>
<b>God Friended Me</b>	33,154	39,012	<b>5,858</b>
<b>Dancing-Stars</b>	6,743,558	6,746,101	<b>2,543</b>
<b>FBI</b>	33,970	36,328	<b>2,358</b>

Note: Program order based on "Likes Gained."

## All freshman series during premiere week on Facebook....



## ...and on Twitter...

Twitter Followers	Followers Day Of Premiere	Followers Day After Premiere
Magnum P.I.	3,229	3,845
Manifest	22,506	25,814
FBI	4,260	4,940
New Amsterdam	3,738	5,635
Single Parents	2,116	2,601
A Million Little Things	5,545	9,011
Murphy Brown	6,229	12,405
I Feel Bad	1,369	1,381
The Cool Kids	1,004	1,638
God Friended Me	1,681	2,868
Rel	1,901	2,162



## Here and There and Everywhere

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

### MANIFEST DOESN'T GET LOST IN THE SHUFFLE

In its first week, MANIFEST was a huge hit as 92% of viewers said they would continue to watch the show throughout the rest of the season. According to TVLine.com it was the #2 program, trailing behind THE BIG BANG THEORY. They also reported that it was NBC's most watched drama launch since THIS IS US.

- MANIFEST started the season with the biggest "buzz," already delivering a big following of almost 100k likes on Facebook and 22k followers on Twitter. This sure reflected as viewers tuned in.
- Most users on social media are already "hooked" and look forward to the next episode to figure out the mystery.
- There are some social users who instantly see the similarity to the beloved LOST, but harbor no negative feelings towards the show and plan to continue to watch.

### #VOICECOMEBACK KICKS THINGS UP A NOTCH

After 14 seasons (and a rotating lineup of judges), the dominant singing competition took their social media presence even further with season 15 and their introduction of online companion show THE COMEBACK STAGE. Rejected singers get another chance at the crown with the winner getting a spot in the Top 13 Live Shows. Led by inaugural fifth coach Kelsea Ballerini, the online show pushes THE VOICE on social media even more so than before.

- COMEBACK STAGE launches across many online platforms including YouTube, The Voice's Official App, Instagram TV, Facebook and NBC.com.
- Comeback videos on YouTube are quickly garnering tons of views with one video already having 337k views in less than a week.
- Viewers are drawn to this new concept because it gives them even more content/auditions as well as having underdogs to root for who are technically out of the game, but have a chance at a "come back". Everybody loves second chances.
- This extra push on social media seems to be helping the show as it gained around 13k likes on Facebook and 1.3k Twitter followers over its two-night premiere. Pretty notable for a show already in its 15<sup>th</sup> season with an already huge following.

### A MILLION LITTLE MORE THINGS TO BE SAD ABOUT

ABC turned up the "sadness quotient" premiering their own version of a THIS IS US-esque show (without the "us"). The verdict on social media? Safe to say it's pretty good in week one.

- A MILLION LITTLE THINGS was the second most liked new show after its premiere with almost 9k people hitting the like button on Facebook. It was also the third most followed new show after its premiere with 3.5k new followers flocking to their page the next day.
- This show provided conversations all over social media, especially for its tackling the themes of suicide and mental illness in men (which many on socials believe is rarely represented on TV).
- Although mostly positive, some negative social commentary came from viewers who seemed to be all tapped out with being sad. THIS IS US is all the sadness some can handle when watching TV. Some also mention that the real world is sad enough.
- Time magazine even stated it was a "This is Us for men."
- A lot of the fans had mixed reviews:
  - *"I didn't really like a million little things but my eyes were still welled up the entire time and I'll do it again next week"* (@FeitsBarstool)
  - *"I really wanted to love a million little things but it feels like it's just trying really hard to make you emotional...it just doesn't feel honest"* (@MegBonneyWriter)

### THE FINAL BIG BANG THEORY

With the final season 12 premiere of CBS's hit show many fans on Twitter and other social platforms seemed to have mixed emotions about the show.

- The Twitter and Facebook following decreased after the season premiere, but by less than 1%.
- Positive Social Reactions

- *"The big bang theory is one of the greatest shows of all time."*
- *"I will never get sick of watching the big bang theory."*
- *"I can't believe it'll be the last season I'll get to sing along to the big bang theory theme song."*
- Negative Social Reactions
  - *"You either die a cult classic or live long enough to see yourself become the big bang theory."*
  - *"The big bang theory should've ended when my dad started finding it hilarious."*

### THE GOOD DOCTOR IS STILL GOOD

Fans on Twitter are loving the show, especially pointing to the fact that they rightfully depict someone with autism and/or savant syndrome.

- THE GOOD DOCTOR saw its following on all social platforms increase with its second season premiere.
- Social Reactions on Twitter:
  - *"The Good Doctor is without a doubt the best show out right now, if you don't know why, find out."*
  - *"The good doctor came back today and I cried throughout the whole episode. Why? Because it's a great show. Props to Freddie Highmore for writing the episode."*
  - *"The good doctor never fails to amaze me, I'm so happy it's back."*

### NEW AND CARING AMSTERDAM

NEW AMSTERDAM was one of the shows that a lot of TV viewers were excited for. According to Twitter and Facebook followers, the premiere did not disappoint. There was a huge increase on all platforms (Twitter, Facebook, Instagram), but Twitter seemed to turn in the greatest increase in followers with the number increasing by about 50%.

- Another aspect of the show that viewers talked about online was how it hit home for a lot of them and was different than some of the other medical dramas that are on TV today.
- Social Reactions on Twitter:
  - *"#NewAmsterdam is our wakeup call as healthcare workers. Remember why you signed up in the first place."*
  - *"Last night New Amsterdam began! The example of what healthcare should be. I know it's TV but I live every day to make it a real place for our St. Croix families!" (A lot of people in the healthcare profession had a lot to say about the show and how they could compare it to their everyday lives.)*
  - *"After House and Grey's Anatomy. I didn't think there would be another medical drama worth watching. But #NewAmsterdam has got me excited again."*

### MURPHY BROWN RETURNS AND HOLDS NOTHING BACK

- One of the most controversial women to hit network television returns to CBS. Politically the climate was just right for this show, and the audience quickly drew a line in the sand. MURPHY was either loved or hated by viewers. It's debut episode also fell on the same day as the "Brett Kavanaugh" hearings, how apropos. Though the numbers weren't as high as ROSEANNE's reboot, MURPHY BROWN may have found her audience on social media.
- MURPHY BROWN registered the largest gain of any new show on Twitter following its premiere. It more than doubled its previous following gaining 6.2k followers.
- Seeing how the character Murphy Brown returned to television after retirement, it was only a matter of time before her character had to be introduced the world of social media. It's no wonder that her Twitter numbers did so well since she created a "fictional" Twitter account and had a "Twitter fight" with Donald Trump.
- The episode also had a major surprise guest, Hillary Clinton, who showed up as a fictional Hilary (with one L). This was covered immensely by all trades and essentially went viral online.

### I SEE YOUR MURPHY BROWN AND RAISE YOU LAST MAN STANDING

After being canned a year ago by ABC, Tim Allen returned with a new season of LAST MAN STANDING on FOX. Airing in its same Friday, 8PM time slot, LAST MAN STANDING did not premiere quietly. It wasn't ROSEANNE shocking, but many were surprised.

- Not only did it have the second biggest follower jump on Twitter with 4k joining the already over 150k group of followers, but it was also the most post-premiere liked show on Facebook. The show gained 12k likes the day after its return.

- Tim Allen and team know their loyal conservative audience well. They gifted their dedicated viewers an early preview as they released their first episode on Twitter the Sunday before their Friday debut. Could they have hoped a well-known Twitter user in their target audience may come across it? Who knows, but that is surely one way to entice your viewers to follow along online.
- The early release garnered the show 13k likes across the week before it even premiered.

#### ALSO OF NOTE

- FOX's EMPIRE and STAR led a social media campaign #EmpireStarGivesBack where every time someone tweeted that hashtag they would donate \$2 to organization TurnAround Arts and the Arts programs of 81 schools nationwide.
- LETHAL WEAPON is facing some backlash as the new co-star replacement Sean Williams Scott is not being as well received as hoped. #BoycottLethalWeapon and #NoClayneNoWatch were active campaigns seen all over social media shortly after its return.
- 9-1-1, another show back for its sophomore season, is turning in an audience increase from their debut last year. Something that a lot of fans on Twitter are complaining about, however, is Jennifer Love Hewitt taking over for Connie Britton as the 911 operator. A lot of fans have claimed that they are "really not feeling Jennifer's character" and how the show now feels different without Britton's voice.

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**Author/Editor:** *Lisa Hollaender*  
**Social Media Contributors:** *Kevin Camilo, Jessica Kelly*