

NETWORK PRIMETIME & OTT PROGRAMMING

Flash #2 - 12 October 2018

Two weeks of the 2018-19 primetime season are behind us and the third week is in motion. Two weeks does not a season make as we continue to look at the overall network landscape and what is happening so far. 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. Next week, we'll have a look at the CW premieres and will mix it up a little with HUT/PUT overviews, freshman series week-to-week performances, genre breakdowns and a first look at L+SD versus L+7 data.

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
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WEEKLY HEADLINES

- *Whether because of all the social controversy or despite it, **THE NEIGHBORHOOD** was the top debuting series this week. **FBI** surpassed **MANIFEST** in total viewers. **GOD FRIENDED ME** was in the top 3 of the freshman entries this week and registered the most gains on Facebook after air.*
- ***SUNDAY NIGHT FOOTBALL** not only grabbed the most viewers in week two, but garnered increases for the last four games from same weeks year ago.*
- ***NBC** takes control of the 10:30-11PM time period, delivering the most viewers into the Local 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** & **NCIS** tied HH's, **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 = **FNC** in HH's, **ESPN** in key adults
 #1 Cable Program = **NFL** Regular season game
 #1 Ent Cable Network = **TBS**
 #1 Ent Cable Program = **WALKING DEAD**
 #1 News Cable Network = **FNC**
 #1 News Cable Program = **HANNITY** HH's & A25-54, tied **TUCKER CARLSON** & **INGRAHAM ANGLE** A18-49

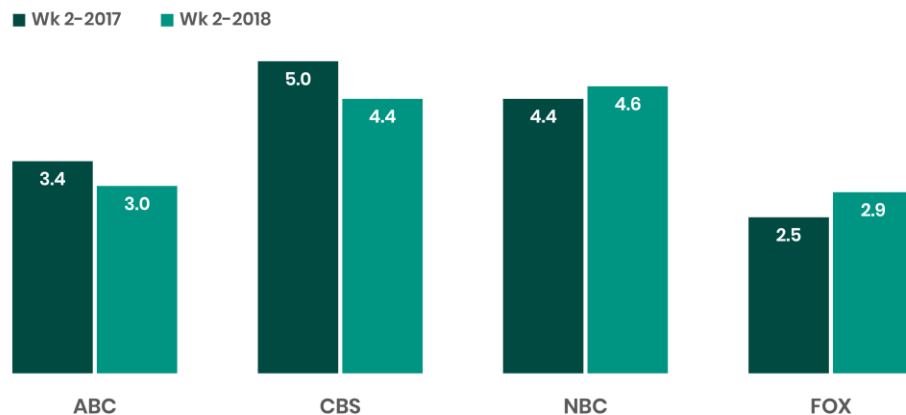
BY THE NUMBERS

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

Overall Primetime Network Performance

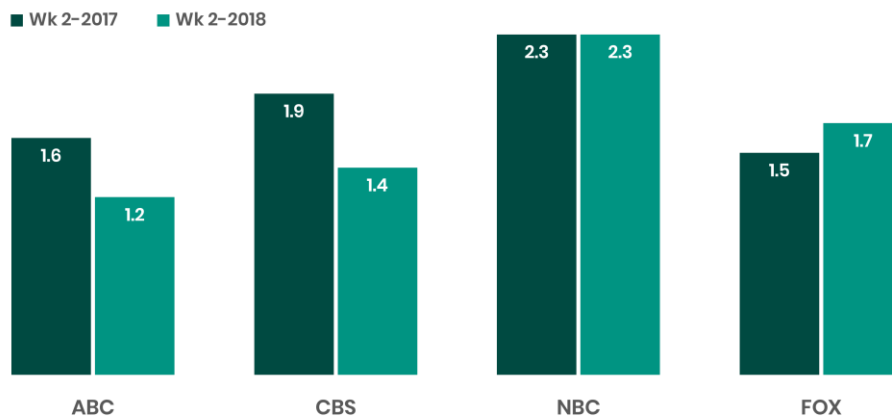
- While last week CBS was # 1 in HH's, NBC earned that honor in week two (4.6/9 NTI), pushing CBS down to #2 (4.4/8). NBC placed 1st across the key demos (1.8/8 A18-49, 2.3/8 A25-54), pretty much on par with its week one delivery. Among the key demos, FOX was #2 (1.3/6 A18-49, 1.7/6 A25-54).
- As you 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 and LAST MAN STANDING.
- 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 2 2018 vs 2017



Source: Nielsen NNTV, 10/1/18-10/7/18 vs 10/2/17-10/8/17, L+SD.

PRIMETIME YEAR-TO-YEAR A25-54 RATINGS PERFORMANCE – Week 2 2018 vs 2017



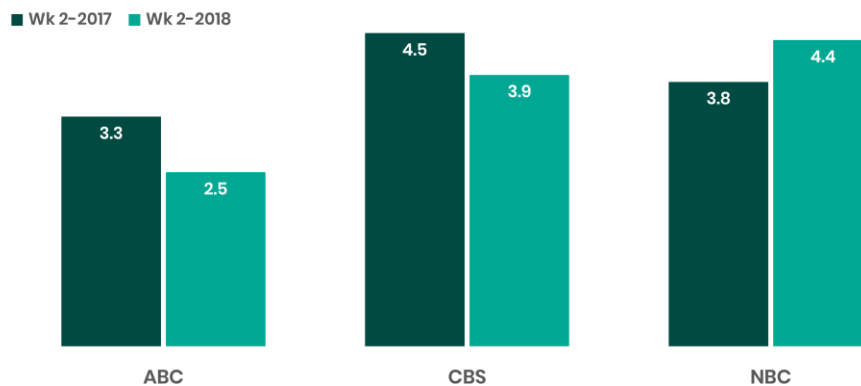
Source: Nielsen NNTV, 10/1/18-10/7/18 vs 10/2/17-10/8/17, L+SD.

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

- Thanks, in part, to the success of its new dramas MANIFEST and NEW AMSTERDAM, NBC boasted the highest rated performance in HH's (4.4/9) leading into the local news, slightly off from its week one performance. NBC also achieved a 1st place finish in A18-49 (1.7/8) and A25-54 (2.2/8), doubling its delivery in A25-54 over CBS (1.1/4, #2).

LEADING INTO THE LOCAL NEWS

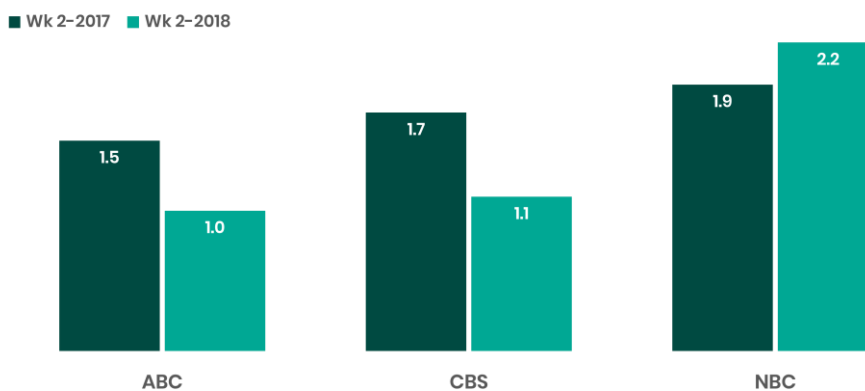
10:30-11PM TP YEAR-TO-YEAR HH Ratings



Source: Nielsen NNTV, 10/1/18-10/7/18 vs 10/2/17-10/8/17, L+SD.

LEADING INTO THE LOCAL NEWS

10:30-11PM TP YEAR-TO-YEAR A25-54 Ratings



Source: Nielsen NNTV, 10/1/18-10/7/18 vs 10/2/17-10/8/17, L+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 again in week two.
- THE BIG BANG THEORY and NCIS were the top scripted series in HH's (7.6/14) with BIG BANG #1 in A25-54. THIS IS US garnered the #1 position in A18-34 (1.6/9) and A18-49 (2.4/10).
- While last week MANIFEST was the only freshman series to achieve a top 10 ranking in HH's and all key adult demos, this week it only placed in the top 10 in A18-49 (1.8/7, #9T), falling just below in the other demos. FBI was the only top 10 player in HH's (6.0/11, #8) of the first-year series. Other new

series landing in the top 25 one way or another included: GOD FRIENDE ME, NEW AMSTERDAM and LAST MAN STANDING.

- Of the freshman four debuting this week, CBS' THE NEIGHBORHOOD was the only series to place on the top 25 ranking in HH's (5.1/9, #18T), A18-49 (1.3/6, #20T) and A25-54 (2.1/7, #14T). Even with all the controversy surrounding the sitcom on social media, it still achieved a solid performance.

RNK	HH		RTG	SHR	RNK	A18-34		RTG	SHR	RNK	A18-49		RTG	SHR	RNK	A25-54		RTG	SHR
1	SUN NIGHT FOOTBALL	NBC	10.7	20	1	SUN NIGHT FOOTBALL	NBC	4.7	25	1	SUN NIGHT FOOTBALL	NBC	6.0	24	1	SUN NIGHT FOOTBALL	NBC	7.2	23
2	FOX+NFLN THU NT FTBL	FOX	8.0	15	2	FOX+NFLN THU NT FTBL	FOX	3.4	20	2	FOX+NFLN THU NT FTBL	FOX	4.4	19	2	FOX+NFLN THU NT FTBL	FOX	5.2	18
3	BIG BANG THEORY, THE	CBS	7.6	14	3	OT, THE	FOX	2.9	17	3	OT, THE	FOX	3.6	15	3	OT, THE	FOX	4.3	15
3	NCIS	CBS	7.6	14	4	FOOTBALL NT AM PT 3	NBC	2.1	12	4	FOOTBALL NT AM PT 3	NBC	2.8	12	4	BIG BANG THEORY, THE	CBS	3.4	12
5	YOUNG SHELTON	CBS	6.6	12	5	FOX+NFLN THU PRE-KICK	FOX	1.7	12	5	THIS IS US	NBC	2.4	10	4	FOOTBALL NT AM PT 3	NBC	3.4	11
6	OT, THE	FOX	6.2	12	6	THIS IS US	NBC	1.6	9	5	FOX+NFLN THU PRE-KICK	FOX	2.4	12	6	THIS IS US	NBC	3.0	10
7	VOICE	NBC	6.1	11	7	SIMPSONS	FOX	1.4	7	7	BIG BANG THEORY, THE	CBS	2.2	10	6	FOX+NFLN THU PRE-KICK	FOX	3.0	12
8	FBI	CBS	6.0	11	8	GREY'S ANATOMY	ABC	1.2	7	8	VOICE	NBC	2.1	8	8	VOICE	NBC	2.8	9
9	VOICE-TUE	NBC	5.8	11	9	BIG BANG THEORY, THE	CBS	1.1	7	9	VOICE-TUE	NBC	1.8	8	8	YOUNG SHELTON	CBS	2.8	9
10	THIS IS US	NBC	5.7	10	9	VOICE	NBC	1.1	6	9	YOUNG SHELTON	CBS	1.8	8	10	VOICE-TUE	NBC	2.6	9
11	CHICAGO MED	NBC	5.6	10	9	EMPIRE	FOX	1.1	7	9	SIMPSONS	FOX	1.8	7	11	MANIFEST	NBC	2.4	8
12	BLUE BLOODS	CBS	5.4	11	9	VOICE-TUE	NBC	1.1	6	9	MANIFEST	NBC	1.8	7	12	NCIS	CBS	2.2	8
12	60 MINUTES	CBS	5.4	10	13	MANIFEST	NBC	1.0	6	13	GREY'S ANATOMY	ABC	1.6	7	12	SURVIVOR	CBS	2.2	8
14	MANIFEST	NBC	5.3	10	13	911	FOX	1.0	5	14	SURVIVOR	CBS	1.5	7	14	NEIGHBORHOOD, THE	CBS	2.1	7
15	FOOTBALL NT AM PT 3	NBC	5.2	10	13	NEW AMSTERDAM	NBC	1.0	6	14	NEW AMSTERDAM	NBC	1.5	7	14	SIMPSONS	FOX	2.1	7
15	CHICAGO FIRE	NBC	5.2	10	16	FOOTBALL NT AM PT 2	NBC	0.9	5	14	911	FOX	1.5	6	14	MODERN FAMILY	ABC	2.1	7
15	GOD FRIENDE ME	CBS	5.2	9	16	BOB'S BURGERS	FOX	0.9	5	14	EMPIRE	FOX	1.5	7	14	MOM	CBS	2.1	7
18	NEIGHBORHOOD, THE	CBS	5.1	9	16	YOUNG SHELTON	CBS	0.9	5	18	MODERN FAMILY	ABC	1.4	6	18	GREY'S ANATOMY	ABC	2.0	7
18	NCIS: NEW ORLEANS	CBS	5.1	10	16	FAMILY GUY	FOX	0.9	4	18	NCIS	CBS	1.4	6	18	EMPIRE	FOX	2.0	7
18	FOX+NFLN THU PRE-KICK	FOX	5.1	10	16	LAST MAN STANDING	FOX	0.9	7	20	CHICAGO MED	NBC	1.3	6	18	CHICAGO MED	NBC	2.0	6
21	CHICAGO PD	NBC	5.0	10	16	SURVIVOR	CBS	0.9	5	20	GOLDBERGS, THE	ABC	1.3	6	18	911	FOX	2.0	6
21	MOM	CBS	5.0	9	16	STAR	FOX	0.9	5	20	MOM	CBS	1.3	5	22	NEW AMSTERDAM	NBC	1.9	7
23	NEW AMSTERDAM	NBC	4.8	10	23	MODERN FAMILY	ABC	0.8	5	20	NEIGHBORHOOD, THE	CBS	1.3	6	22	LAST MAN STANDING	FOX	1.9	8
23	GOOD DOCTOR, THE	ABC	4.8	9	23	STATION 19	ABC	0.8	4	20	LAST MAN STANDING	FOX	1.3	7	24	GOLDBERGS, THE	ABC	1.8	7
23	NCIS: LOS ANGELES	CBS	4.8	8	23	SAT NIGHT FOOTBALL	ABC	0.8	5	20	FOOTBALL NT AM PT 2	NBC	1.3	5	24	FBI	CBS	1.8	6
										20	CHICAGO FIRE	NBC	1.3	6	24	CHICAGO FIRE	NBC	1.8	6
										20	BOB'S BURGERS	FOX	1.3	5					

Source: NTV NNTV, Live+SD, 10/1/18-10/7/18.

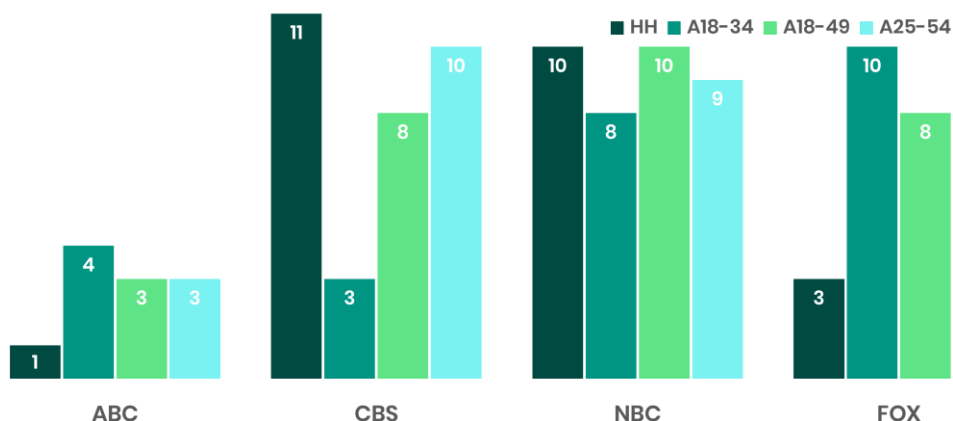
Ranked by specified Live+SD rating.

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, FOX registered the highest number in A18-34 and NBC delivered the most to A18-49.

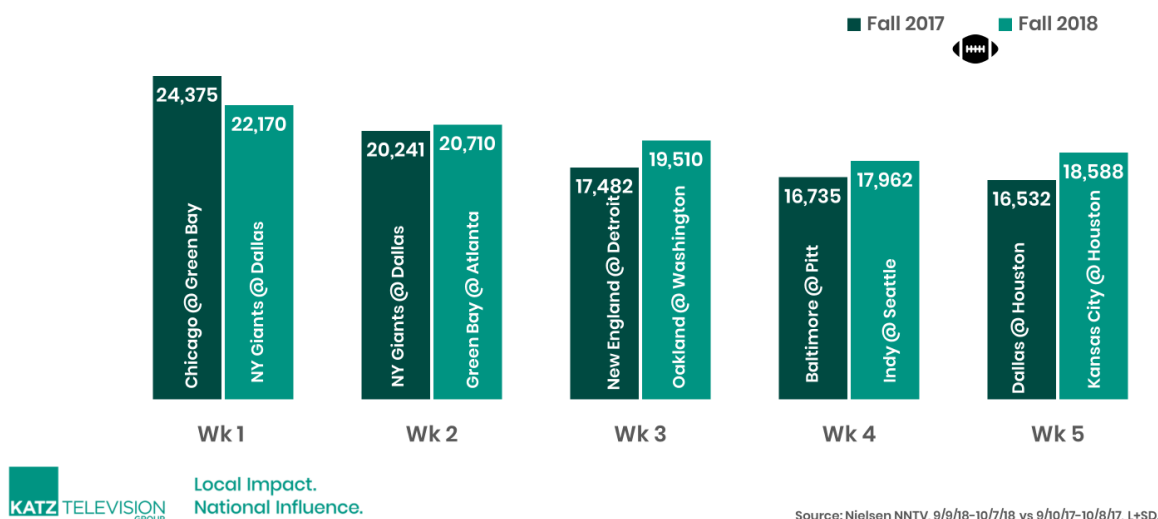


Source: Nielsen NNTV, 10/1/18-10/7/18, L+SD.

ARE YOU READY FOR SOME SUNDAY NIGHT FOOTBALL?

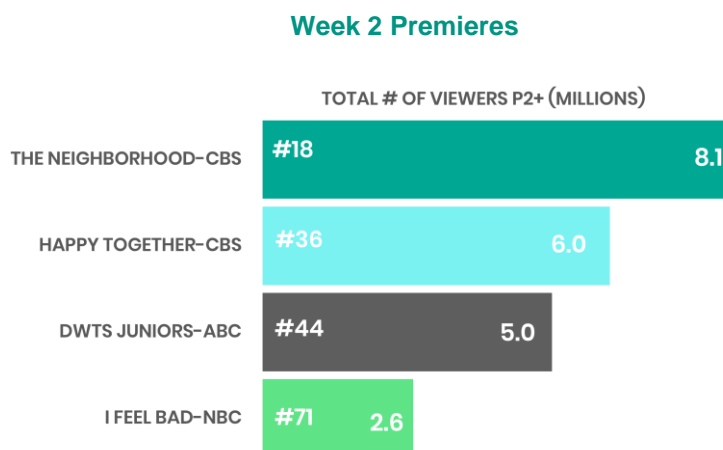
- With all the talk of Football declining, there might be a bright spot surrounding the topic. Even though it is early in the season, except for the first week of Fall 2018, weeks two to five have garnered slight increases over Fall 2017 total viewership.
- On average, SNF was up about 4% in P2+ from last Fall's first five games to this Fall's first five games. More like a field goal than a touchdown, but an increase nonetheless.

SUNDAY NIGHT FOOTBALL: YEAR-TO-YEAR P2+ (000s) PERFORMANCE Fall 2018 vs Fall 2017



WHERE DO THE FRESHMAN SERIES STAND?

- Of the four freshmen series to premiere in week 2 of the new season, THE NEIGHBORHOOD turned in the most viewers as the anchor of CBS' Monday night line-up. Though THE NEIGHBORHOOD did not reach the levels BIG BANG did in the TP same day last year, the sitcom did achieve a solid showing.

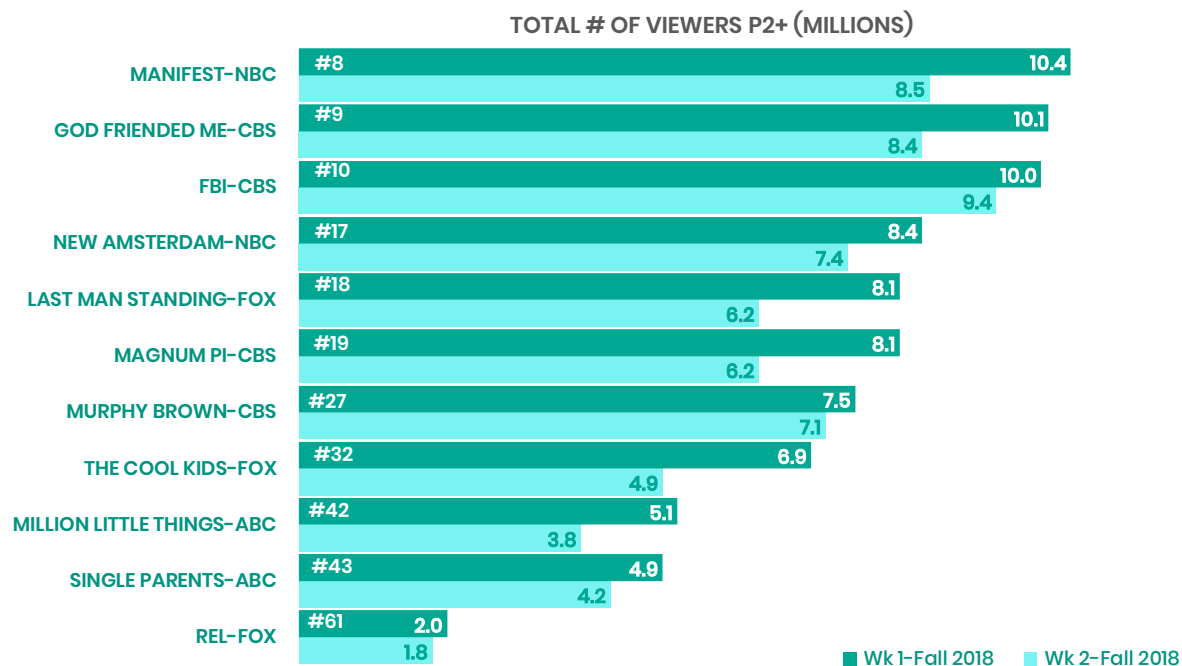


Note: Ranked Among ALL Programs that ran in week 2 of the new Fall 2018 season.

Source: Nielsen NNTV, 10/1/18-10/7/18, L+SD.

- Comparing the first week's performance of the freshman series to week two, FBI scored the best performance over last week's top draw, MANIFEST.
- Look at the two charts below to compare the new series changes in P2+ performance and rank among all series in primetime. All the programs turned in losses, some more than others.

Week 1 vs Week 2 Performance



Source: Nielsen NNTV, 10/1/18-10/7/18 vs 10/2/17-10/8/17, L+SD.

Note: Ranked Among ALL Programs that ran in weeks 1 & 2 of the new Fall 2018 season.

	Week 1 P2+ Rank	Week 2 P2+ Rank
MANIFEST	#8	#14
GOD FRIENDED ME	#9	#15
FBI	#10	#9
NEW AMSTERDAM	#17	#24
LAST MAN STANDING	#18	#33
MAGNUM, PI	#19	#32
MURPHY BROWN	#27	#28
THE COOL KIDS	#32	#45
A MILLION LITTLE THINGS	#42	#57
SINGLE PARENTS	#43	#53
REL	#61	#78

Source: Nielsen NNTV, 9/24/18 - 9/30/18, 10/1/18-10/7/18, P2+ Impressions, L+SD Data. .

Note: Ranked Among ALL Programs that ran in weeks 1 & 2 of the new Fall 2018 season.

SCORECARD: WHO TOOK THE NIGHT?

- Not too many changes from week one. 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) with NBC (THE VOICE-TUE, THIS IS US, NEW AMSTERDAM) and Friday night (MACGYVER, HAWAII 5-0, BLUE BLOODS) with FOX (LAST MAN STANDING, THE COOL KIDS, HELL'S KITCHEN).
- FOX finished 1st on Thursday across the board with THURSDAY NIGHT FOOTBALL and split the difference on Wednesday night (EMPIRE, STAR) with NBC (the CHICAGOs). Last week Wednesday was split between NBC and CBS.
- ABC's win continues to fall on Saturday with SATURDAY NIGHT COLLEGE FOOTBALL.

NIGHT-BY-NIGHT SCORECARD WINS

Week 2

	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	FOX	FOX	FOX	ABC	NBC
A18-49	NBC	NBC	NBC/FOX	FOX	FOX	ABC	NBC
A25-54	NBC	NBC	NBC	FOX	CBS/FOX	ABC	NBC

Week 1

	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

- FNC was once again 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 a 7.9/15 in HH's (higher than last week), a 4.8/20 in A18-49 and a 5.5/18 in A25-54, on par, and even above, most network performances.
- Breaking it down more specifically, TBS was the top Entertainment Cable network across the key demos, taking over for HGTV in HH's and replacing USA among key adults in week two.
- THE WALKING DEAD was #1 on the entertainment front in HH's (3.3/6), A18-49 (2.5/9) and A25-54 (2.9/9).
- 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 2
Dates: 10/1/2018 - 10/7/2018

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

Originator	Program	Indicators	Day Of Week	# of Telecasts	Telecast Start Time	Duration	US AA% (x.x)	HHLd Live+SD	HHLd Live+SD
ESPN	NFL REGULAR SEASON L	(T)(L)(E-O)(P-O)	M.....	1	8:16 PM	187	7.9	15	
TBS NETWORK	MLB WILDCARD	(T)(L)(E-O)(P-O)	..W....	1	8:00 PM	227	3.8	7	
ESPN	MLB WILD CARD L	(T)(L)(E-O)(P-O)	.Tu.....	1	8:00 PM	310	3.8	8	
ESPN	MONDAY NIGHT KICKOFF L	(L)(P-O)	M.....	1	8:00 PM	16	3.5	7	
AMC	WALKING DEAD	(P)(E-O)(P-O)Su	1	9:00 PM	86	3.3	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	2.5	5	
FOX NEWS CHANNEL	INGRAHAM ANGLE, THE	(P-O)	MTuWThF..	5	10:00 PM	300	2.5	5	
FOX NEWS CHANNEL	JUSTICE W/ JUDGE JEANINE	(P-O)Sa.	2	VAR	120	2.3	5	
MSNBC	RACHEL MADDOX SHOW	(P)(L)(P-O)	MTuWThF..	5	9:00 PM	300	2.0	4	

ADVERTISER SUPPORTED CABLE PROGRAMS-Fall 2018-Wk 2
Dates: 10/1/2018 - 10/7/2018

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

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	8:16 PM	187	5.5	18	
AMC	WALKING DEAD	(P)(E-O)(P-O)Su	1	9:00 PM	86	2.9	9	
ESPN	MLB WILD CARD L	(T)(L)(E-O)(P-O)	.Tu.....	1	8:00 PM	310	2.4	9	
ESPN	MONDAY NIGHT KICKOFF L	(L)(P-O)	M.....	1	8:00 PM	16	2.1	8	
TBS NETWORK	MLB WILDCARD	(T)(L)(E-O)(P-O)	..W....	1	8:00 PM	227	2.1	8	
NFL NETWORK	NFLN THU NT FOOTBALL	(L)(E-O)(P-O)	...Th...	1	8:23 PM	161	1.2	4	
FX	AMERICAN HORROR STORY	(E-O)(P-O)	..W....	1	10:00 PM	60	1.0	4	
AMC	TALKING DEAD	(P)(E-O)(P-O)Su	1	10:26 PM	60	0.9	3	
FOX SPORTS 1	MLB NL DIVISION SERIES L	(P)(L)(E-O)(P-O)F..Su	2	VAR	393	0.9	3	
USA NETWORK	WWE ENTERTAINMENT	(L)(E-O)(P-O)	M.....	3	VAR	189	0.9	3	

WHAT'S THE BUZZ?

We're back with social media stats for week 2 of the new Fall season. With only a few new shows premiering this week, we get to see just how well some of the lower rung shows are doing on Facebook and Twitter. While some are building a fanbase others are struggling to find a social audience. Take a deep dive and see what's what on social media from a lot of talk about racial issues to a third-year show possibly ending sooner than we thought.

FACEBOOK LIKES - All freshman series for week 2 of the new season

Note: Program order based on when the show aired during the week.

Facebook Likes- Week 2	Likes Day of Episode	Likes Day After Episode	Followers Gained
The Neighborhood	28,256	29,761	1,505
Happy Together	11,220	12,032	812
Magnum P.I.	48,995	50,314	1,319
Manifest	121,262	125,129	3,867
FBI	43,345	44,546	1,201
New Amsterdam	103,982	105,677	1,695
Single Parents	26,753	27,022	269
A Million Little Things	111,281	115,087	3,806
Murphy Brown	83,710	85,092	1,382
I Feel Bad	8,695	8,986	291
The Cool Kids	16,285	17,619	1,334
God Friended Me	47,026	51,296	4,270
Rel	11,278	11,448	170
Dancing with The Stars: Jr	12,421	14,824	2,403

Top 10 network series, new and returning for week 2, which posted the highest number of “Gained Likes” 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-Week 2	Likes Day of Premiere	Likes Day After Premiere	Likes Gained
God Friended Me	47,026	51,296	4,270
Manifest	121,262	125,129	3,867
A Million Little Things	111,281	115,087	3,806
Dancing with The Stars: Jr	12,421	14,824	2,403
The Voice	17,281,233	17,283,387	2,154
This Is Us	3,824,260	3,826,003	1,743
New Amsterdam	103,982	105,677	1,695
The Neighborhood	28,256	29,761	1,505
Murphy Brown	83,710	85,092	1,382
The Good Doctor	1,174,626	1,175,915	1,289

TWITTER FOLLOWERS

Note: Program order based on when the show aired during the week.

Twitter Followers Week 2	Followers Day of Episode	Followers Day After Episode	Followers Gained
The Neighborhood	1,888	2,359	471
Happy Together	8,567	9,868	1,301
Magnum P.I.	4,526	4,682	156
Manifest	29,469	30,318	849
FBI	5,496	5,717	221
New Amsterdam	7,266	7,837	571
Single Parents	3,009	3,116	107
A Million Little Things	13,357	13,939	582
Murphy Brown	15,685	16,059	374
I Feel Bad	1,532	1,537	5
The Cool Kids	1,834	1,981	147
God Friended Me	3,296	3,832	536
Rel	2,251	2,318	67
Dancing with The Stars: Jr	5,903	6,996	1,093

Here and There and Everywhere

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

THERE GOES THE NEIGHBORHOOD

After its premiere, many viewers and critics agreed that THE NEIGHBORHOOD was controversial. IndieWire stated that *“The Neighborhood clearly wants to discuss how attitudes have changed in America” similar to shows such as “Black-ish”, “Fresh of the Boat”, and “Brooklyn Nine-Nine” have done in the past.*

- THE NEIGHBORHOOD fell mid-way on the list of new series with its Facebook followers the day of its first episode and in the number of followers gained the day after, only garnering 471 new Twitter followers and around 1.5k in Facebook likes.

- For most viewers commenting on social media there was a split. This division was between people who felt the show was providing a great platform for social commentary on race issues/gentrification/diversity and then there are those that were just blanketing the word racism over it.
- A lot of people on Twitter had comments that sided more with the negative.
 - *"New TV show The Neighborhood...17 minutes in, it's all about whites vs. blacks and jokes about division...Hollywood is trying so hard to divide us."*
- On a more positive note, *The Hollywood Reporter* claims that it's a "broad new comedy that at least has the potential to get better."

HAPPY TOGETHER FOR NOW

While some of the audience felt the HAPPY TOGETHER premiere fell short, many viewers enjoyed the chemistry of the leads. The show did well for itself on social media starting off with a decent following. Keep in mind, this could be attributed to the fact that it is produced and inspired by singer Harry Styles who was a member of one of the biggest boy bands of the 21st century, One Direction. HAPPY TOGETHER got a nice jump on social media especially on Twitter gaining 1.3k followers after its premiere.

- Positive Social Media Responses – From Rotten Tomatoes
 - *"The sitcom is something of a statement on marriage, about how to find ways to keep it interesting while also learning how to navigate the waves together." (Dustin Rowles)*
 - *"The jokes could use some polishing, and the concept could easily grow old in a hurry, but the trio of Wayans, West, and Mallard nudge this one a solid notch above your average network sitcom." (Dave Nemetz)*
- Negative Social Media Responses – From Rotten Tomatoes
 - *"Happy Together has got a good shot at being the most preposterous TV series." (Glenn Garvin)*
 - *"Damon Wayans would seem the cooler one than new tenant Felix Mallard. But what comedy there is lives in the brief appearances of Chris Parnell and Stephanie Weir." (Roger Catlin)*

I FEEL BAD FOR SINGLE PARENTS

The second episodes of both I FEEL BAD and SINGLE PARENTS came and went and people are still not sure how to feel about either show. Both sitcoms are more challenged ratings wise and both are not doing very well in the social media world.

- *TV/AV club* states that "I Feel Bad brings a distinctly female voice to issues-based comedy."
- Others claim that the show simply isn't that funny:
 - *Ed Bark claims "I Feel Bad has appealing leads in the two younger parents, but is still trying to find a solid footing for itself amid some amusing moments now and then."*
- Following its second episode SINGLE PARENTS gained only 7 new Twitter followers. To put this in perspective, ABC Tuesday night companion, A MILLION LITTLE THINGS gained almost 600 followers in the same night.
- I FEEL BAD isn't doing any better socially. Not only is it the least followed show of all the new series, but it only gained 5 new followers following its new episode.

DANCING WITH THE STARS: JUNIOR-SIZED

Ratings show that DANCING WITH THE STARS JUNIORS did not have a very impactful debut, only averaging about 5 million viewers and ranking 44th in P2+. They did, however, have a leg-up in the social media world as many tuned in to watch and tweet about their favorite child stars including Honey Boo Boo.

- It was one of the biggest gainers this week on both Twitter and Facebook gaining over 1k followers and 2.4k likes respectively.
- DANCING WITH THE STARS diehard fans weren't too pleased to find out the show was already pre-taped and not live, thus not allowing them to vote like they normally do.
 - *"If this whole season was pre-taped, it makes me a little less invested. I don't really know why- it just seems less, I don't know, authentic, perhaps?"*
- Some viewers were also not happy to hear Mackenzie Ziegler is a contestant on the show when she has been a dancer on the DANCE MOMS for 6 years.
- Overall viewers see the kids really worked "their butts off" and therefore are proud of them all. No real negative feelings towards the contestants considering they are all just children.

LETHAL WEAPON BECOMING TOO LETHAL?

LETHAL WEAPON continues to be in hot water with its social media following. The killing of the Martin Riggs character (played by Clayne Crawford) and bringing in Sean William Scott is still an issue in week two with many online protests such as #NoClanceNoWatch. Things couldn't get worse, right? Wrong.

- Viewers are becoming even angrier after Damon Wayans came out and said he was done with LETHAL WEAPON after this season due to health reasons. Fans are up in arms because they feel he was the reason Clayne Crawford was fired and now he is bailing on the series altogether.
- These campaigns and frustrations aren't going unnoticed as their Twitter account is losing followers every other day. LETHAL WEAPON lost about 20 Twitter followers after the second episode aired, which seems small, but very substantial when other shows are gaining hundreds of followers whenever their episodes air.

GOD GAVE ME FACEBOOK LIKES

New show GOD FRIENDED ME hasn't been getting nearly the same amount as buzz as some other new shows this Fall, but this CBS comedy is slowly building a fan base on Facebook. Could this be because the show primarily revolves around Facebook itself? Could be, but either way something seems to be working.

- This week GOD FRIENDED ME gained the most Facebook likes after the airing of a new episode with 4,270 likes.
- It is currently among the top 5 most liked new shows on Facebook.
- Almost all comments on social media attest to this "fresh" and "well written" new comedy (even though technically it is a new drama).

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