



CONTENT STRATEGY FLASH REPORT

SYNDICATION STATS #1 / 2017-18

2017 September 14

So far, the 2017-18 season has not been without its challenges. The first week of multiple syndicated debuts met with Mother Nature's fury, Hurricane Irma, which pummeled Florida and the metered market in-tabs in Ft. Myers, Jacksonville, Miami, Orlando, Tampa and West Palm Beach and, to a lesser extent, Atlanta and Greenville Spartanburg. Also, Monday marked the 16th anniversary of 9/11 and coverage of remembrances.

This **FLASH REPORT** includes a look at the premieres of **THE GOLDBERGS**, **THE GAME**, **TOP 30**, **FUNNY YOU SHOULD ASK** and **IMPRACTICAL JOKERS** with a nod to **KILLER MYSTERIES** and **MYSTERIES OF THE UNEXPLAINED**. A quick review of returning series such as **LIVE WITH KELLY & RYAN**, **ELLEN**, **DR. PHIL**, **STEVE** and **HARRY** are also included. Keep in mind that most of these freshman series only have one to three days of data behind them (charts and tracks are off two-day averages), so it is too early to draw any solid conclusions.

LAUGH IT OUT

"Let's turn to comedy for comfort and laughter" seems to be the mantra these days. The familiar and consistent perennials are doing well. But, with limited viable new off-network product available over the past few years we hope this season (and the ones to follow) will be more fruitful. To put the performance of the current crop of freshman sitcoms into perspective, **LAST MAN STANDING** debuted in syndication (fall 2016) with an overall 0.5/1 HH metered market average. **2 BROKE GIRLS** premiered in 2015 with a 0.8/1 average in HH's and **MIKE & MOLLY** started with a 0.8/2 in 2014. **COMMUNITY** (0.3/1), **THE CLEVELAND SHOW** (0.4/1), **THE MIDDLE** (0.6/1) and **MODERN FAMILY** (1.5/3) all began their syndication runs in 2013. With that in mind, to-date neither entry is poised to top the off-network category. **THE GOLDBERGS** (off ABC) from Sony TV is averaging a 0.6/1 in HH's so far with **THE GAME** (the CW and then BET) from CBS Distribution delivering a 0.3/1. Coming off of a strong performance on ABC, **THE GOLDBERGS**, the quintessential '80s family, is scheduled across several dayparts while **THE GAME** mainly runs in late fringe. **THE GOLDBERGS**, the higher profiled family

sitcom, achieves an overall 0.6/1 HH average across 44 markets (mostly on Independent and CW affiliates with a couple of FOX's thrown into the mix), off 14%/- from its 0.7/1 lead-in and down 25%/50% from September '16 time period (0.8/2). In A18-49, the comedy garnered a 0.2/1, flat from lead-in and off year ago time period (0.3/2). The same type of scenario can be found in A25-54 (0.3/1), on par with lead-in and down from year ago time period (0.4/2). In W25-54, **THE GOLDBERGS** captured a 0.3/1, off 25%/- from lead-in and -25%/-50% from September '16 TP. When broken out by daypart, **THE GOLDBERGS** aired 19 occurrences in early fringe, posting a 0.5/1 in HH's (0.7/2 LI, 0.9/2 year ago TP); 21 instances in access earning a 0.5/1 HH (0.5/1 LI, 0.8/2 year ago TP); and 10 cases in late fringe with a 0.8/2 HH (1.1/3 LI, 0.9/3 year ago TP). **THE GOLDBERGS** has aired in comedy blocks on the network both on the hour and the half hour and the same holds true in syndication where the majority of its airings are back-to-back. Look for individual market stories on the attached program tracks. **THE GOLDBERGS** has a concurrent run on POP which will be reviewed in a couple of weeks.

THE GOLDBERGS											
	LEAD-IN			TARGET Week 1 9/11-9/12/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/11-9/12/17 vs SEPT '16	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
	HH RTG/SHR										
Overall Average	44	0.7	1	0.6	1	-14%	-	0.8	2	-25%	-50%
<i>By Daypart</i>											
Early Fringe	19	0.7	2	0.5	1	-29%	-	0.9	2	-44%	-50%
Access	21	0.5	1	0.5	1	-	-	0.8	2	-38%	-50%
Late Fringe	10	1.1	3	0.8	2	-27%	-	0.9	3	-11%	-33%
A18-49 RTG/SHR											
Overall Average	21	0.2	1	0.2	1	-	-	0.3	2	-33%	-50%
A25-54 RTG/SHR											
Overall Average	21	0.3	1	0.3	1	-	-	0.4	2	-25%	-50%
W25-54 RTG/SHR											
Overall Average	21	0.4	2	0.3	1	-25%	-	0.4	2	-25%	-50%

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Atlanta, Ft. Myers, Greenville-Spart, Jacksonville, Miami, Orlando, Tampa, West Palm Beach on 9/11/17 and all but Greenville-Spart on 9/12/17.

THE GAME, which ran on the CW for three seasons and more recently on BET, debuted with a 0.3/1 HH metered average across 41 markets. THE GAME was off its 0.4/1 lead-in and down 40%/50% from year ago time period (0.5/2). In the key demos, the comedy delivered a 0.2/1 in A18-49 and A25-54 and a 0.2/2 in

W25-54, fairly consistent with year ago time period. Mostly paired in a sitcom or comedy/comedy-game block, THE GAME's 31 market late fringe average was on par with its overall average of 0.3/1. About 18 of those late fringe airings were in the overnight hours.

THE GAME											
	LEAD-IN			TARGET Week 1 9/11-9/12/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/11-9/12/17 vs SEPT '16	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
	HH RTG/SHR										
Overall Average	41	0.4	1	0.3	1	-25%	-	0.5	2	-40%	-50%
<i>By Daypart</i>											
Early Fringe	5	0.8	2	0.4	1	-50%	-	0.7	2	-43%	-50%
Late Fringe	31	0.4	1	0.3	1	-25%	-	0.4	2	-25%	-50%
A18-49 RTG/SHR											
Overall Average	20	0.2	1	0.2	1	-	-	0.2	2	-	-50%
A25-54 RTG/SHR											
Overall Average	20	0.2	1	0.2	1	-	-	0.2	2	-	-50%
W25-54 RTG/SHR											
Overall Average	20	0.3	2	0.2	2	-33%	-	0.3	2	-33%	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Atlanta, Ft. Myers, Greenville-Spart, Jacksonville, Miami, Orlando, Tampa, West Palm Beach on 9/11/17 and all but Greenville-Spart on 9/12/17.

MOM, from Warner Bros and off-CBS, starts next week in syndication.

TOP 30 IN 22

While the debuts of **THE DAILY MAIL** (CBS Television Distribution) and **PAGE SIX TV** (Twentieth Television) don't happen until next week, Twentieth's **TOP 30**, hosted by Richard Bacon and Kristin Smith, premiered on local stations Monday to a two-day 0.3/1 metered HH average across 30 markets, down 25%/- from lead-in (0.4/1) and off 40%/- from year ago time period levels (0.5/1). **TOP 30**, which reveals a quick rundown of the top 30 stories of the day in 30 minutes (really in 22 minutes) from an aggregation of news sources, delivered a 0.1/1 in A18-49 and A25-54 and a 0.2/1 in W25-54, slightly off year ago rating and consistent with

year ago time period shares. Covering current events, world news, trending topics and viral videos, the majority of TOP 30's clearances (15 cases) were in late fringe, five of which were post 2AM (0.4/1 HH) with a smattering of five markets in daytime (0.3/1), seven in early fringe (0.2/-) and three in access (0.1/-). Comparing TOP 30 to the other syndicated magazines from last September, this countdown program, airing on mostly FOX and Independent stations with a couple of CW's in the line-up, would place at the bottom of the HH ranking next to **CELEBRITY PAGE**.

TOP 30											
			TARGET		TARGET		YEAR AGO		Week 1		
			Week 1		VS LEAD-IN		September		9/11-9/12/17		
			9/11-9/12/17				2016 TP		vs SEPT '16		
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
HH RTG/SHR											
Overall Average	30	0.4	1	0.3	1	-25%	-	0.5	1	-40%	-
<i>By Daypart</i>											
Daytime	5	0.4	1	0.3	1	-25%	-	1.1	1	-73%	-
Early Fringe	7	0.2	-	0.2	-	-	-	0.2	1	-	-100%
Access	3	0.3	1	0.1	-	-67%	-	0.6	1	-83%	-100%
Late Fringe	15	0.5	1	0.4	1	-	-	0.4	1	-	-
A18-49 RTG/SHR											
Overall Average	14	0.1	1	0.1	1	-	-	0.2	1	-50%	-
A25-54 RTG/SHR											
Overall Average	14	0.2	1	0.1	1	-50%	-	0.2	1	-50%	-
W25-54 RTG/SHR											
Overall Average	14	0.2	1	0.2	1	-	-	0.3	1	-33%	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Atlanta, Ft. Myers, Greenville-Spart, Jacksonville, Miami, Orlando, Tampa, West Palm Beach on 9/11/17 and all but Greenville-Spart on 9/12/17.

EVERY QUESTION HAS A FUNNY ANSWER

The game genre has been comprised of a tight knit group of players over the years with not much new or successful syndicated action joining the competition. Hitting the scene this week is **FUNNY YOU SHOULD ASK**, a comedy game from Entertainment Studios hosted by Jon Kelley. This "new" addition

features a panel of stand-up comedians who answer true/false questions with their own comedic flare (kind of like **HOLLYWOOD SQUARES**, minus the squares). The contestants have to agree or disagree correctly in three rounds to win a cash prize. Appearing in the first couple of episodes in this "court of

comedy” were Howie Mandel, Tom Arnold, Louie Anderson, Sheryl Underwood, Natasha Leggero and Bill Bellamy. Posting a 0.3/1 HH metered performance across 41 markets, FUNNY was off lead-in by 40%/- (0.5/1) and down from year ago time period (0.5/1) by the same percentage. Scheduled in daytime (0.4/1 HH) and early fringe (0.3/1) with 13

occurrences each and late fringe (0.3/1) with 12, the comedy game turned in declines versus lead-in and September '16 time period ratings across all dayparts. Shares were also off year ago except in early fringe. A18-49, A25-54 and W25-54 demo averages mirrored each other with a 0.1/1.

FUNNY YOU SHOULD ASK											
	LEAD-IN			TARGET Week 1		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/11-9/12/17 vs SEPT '16	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
	HH RTG/SHR										
Overall Average	41	0.5	1	0.3	1	-40%	-	0.5	1	-40%	-
<i>By Daypart</i>											
Daytime	13	0.5	2	0.4	1	-20%	-50%	0.7	2	-43%	-50%
Early Fringe	13	0.5	1	0.3	1	-40%	-	0.4	1	-25%	-
Late Fringe	12	0.6	2	0.3	1	-50%	-50%	0.5	2	-40%	-50%
A18-49 RTG/SHR											
Overall Average	18	0.2	1	0.1	1	-50%	-	0.1	1	-	-
A25-54 RTG/SHR											
Overall Average	18	0.2	1	0.1	1	-50%	-	0.2	1	-50%	-
W25-54 RTG/SHR											
Overall Average	18	0.2	1	0.1	1	-50%	-	0.2	1	-50%	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Atlanta, Ft. Myers, Greenville-Spartanburg, Jacksonville, Miami, Orlando, Tampa, West Palm Beach on 9/11/17 and all but Greenville-Spartanburg on 9/12/17.

IMPRACTICAL JOKERS

These jokers are Joseph "Joe" Gatto, James "Murr" Murray, Brian "Q" Quinn, and Salvatore "Sal" Vulcano, who have a long history together and whose “impractical reality” is to coerce one another into performing outrageous public pranks in front of hidden cameras. Bowing in syndication this week, **IMPRACTICAL JOKERS**, from Trifecta and off Tru-TV where it

has aired since 2011, earned this week’s magic number, a 0.3/1 in metered HH’s. Airing in late fringe in 29 of its 32 markets, JOKERS also posted a 0.3/1 in the daypart. In the key demos across all markets, this reality/alternative series delivered a 0.1/1 in A18-49 and M18-49 and a 0.2/1 in A25-54, W25-54 and M25-54.

IMPRACTICAL JOKERS												
			LEAD-IN		TARGET Week 1		TARGET VS LEAD-IN		YEAR AGO		Week 1	
			9/11-9/12/17		9/11-9/12/17		September 2016 TP		September 2016 TP		9/11-9/12/17 vs SEPT '16	
#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR	RTG	SHR
HH RTG/SHR												
Overall Average	32	0.3	1	0.3	1	-	-	0.3	1	-	-	-
<i>By Daypart</i>												
Late Fringe	29	0.3	1	0.3	1	-	-	0.3	1	-	-	-
A18-49 RTG/SHR												
Overall Average	16	0.1	1	0.1	1	-	-	0.1	1	-	-	-
A25-54 RTG/SHR												
Overall Average	16	0.2	1	0.2	1	-	-	0.2	1	-	-	-
W25-54 RTG/SHR												
Overall Average	16	0.2	1	0.2	1	-	-	0.2	1	-	-	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Atlanta, Ft. Myers, Greenville-Spart, Jacksonville, Miami, Orlando, Tampa, West Palm Beach on 9/11/17 and all but Greenville-Spart on 9/12/17.

MYSTERIES, MYSTERIES, MYSTERIES – KILLER & UNEXPLAINED

KILLER MYSTERIES and **MYSTERIES OF THE UNEXPLAINED**, both from Bellum Entertainment, debuted in syndication last week and this week, respectively. Falling in to the “true crime” genre, **KILLER MYSTERIES** delves into the mind of a killer and explores the motives behind the crime using law enforcement experts. For its first week the series posted a 0.2/1 in metered HH’s and held onto that 0.2/1 in the beginning of week two, on par with lead-in and consistent with year ago time period. In the majority of its 30 markets, **KILLER MYSTERIES** airs in a true crime, court

and/or reality block and is paired with **CORRUPT CRIMES** in about 20 of those cases. **MYSTERIES OF THE UNEXPLAINED**, a “reality” offering, features stories of mysterious events that “defy explanation, but can’t be ignored”. Experts from several fields of investigation try and explain the unexplainable. Currently in seven markets, **UNEXPLAINED** is also in true crime, court and reality blocks, but does not register an average HH rating/share at this time. There should be more markets premiering the show next week.

STILL TALKING

PICKLER & BEN, bowing in syndication next week on a limited number of stations and CMT, is the only freshman talk entry this season. Due to its smaller sample, the story in this genre is with the veteran talkers. Some of these workhorses return year-after-year, turning in a better performance than each freshman class. At the start of the new season, **LIVE WITH KELLY & RYAN** with its top shelf predominately daytime time slots is the #1 metered HH talk performer, achieving a 2.3/8 down from lead-in (3.2/11) and off year ago

time period (2.5/9). With an un-matched celebrity line-up, original games and funny video views, **ELLEN** follows suit earning an average 2.1/6 since its season premiere, up over lead-in (1.6/5) and year ago time period (1.9/6). **DR. PHIL** is next in line, delivering a 2.0/5 versus its 1.4/4 lead-in and its 2.1/5 September '16 average. **STEVE HARVEY**, one of the hardest working entertainers in television, is now just **STEVE**. In its 6th season debut last week the show moved from Chicago to Los Angeles. In LA LA land, **STEVE** aspires to be

more celebrity driven while hanging on to his signature comedy. Ending the show with a segment called “Last Laugh”; STEVE’s new set has been quite the conversation piece and an amusement to Steve himself. Ellen couldn’t keep from making jabs about the “big desk” when she congratulated him on her show. In his second week, STEVE’s overall average so far is a 0.9/3 in metered HH’s, flat from lead-in and off 10%/- from year ago time period. Spread across multiple dayparts (daytime, early fringe and late fringe repeats), early fringe delivers the most instances (42) and its highest number (1.3/3), slightly up over lead-in (1.1/3), but off year ago time period (1.6/4). Some of STEVE’s celebrity guests include Chelsea Handler, Marlon Wayans, James Arthur, Ice

Cube, Nikki Glaser, Jay Leno, Jordin Sparks, Floyd Mayweather, Debbie Gibson and Georgia King. Returning for season two in new metered market time periods, **HARRY** has so far posted a 0.5/2 HH average, down from lead-in (0.8/2) and year ago time period (0.7/2). Thanks to lighting, his now colorful set shines a rainbow of hues all over. Day one of the new season posted a 0.5/1 with a special “Everyday Hero Special”. Day two jumped to a 0.6/2 featuring a conversation with Billy Joel, two live songs (one as a solo from Billy Joel and one as a duet), the “Nonna” chefs and a game called “Dough, Ray, Me”. ABC’s politically driven **THE VIEW** and CBS’ **THE TALK** are both worth keeping an eye on, we’ll get to them later this month.

WHAT’S COMING UP

Next week’s FLASH #2 will feature reviews of the September 18th premieres -- **PICKLER & BEN, DAILY MAIL, PAGE SIX TV, MOM, COUPLES COURT** and some updates on this week’s premieres. Down the line, sometime in October and November, look out for the **KATZ CONTENT STRATEGY NEWSLETTERS** covering the September ’17 and October ’17 surveys. These will allow for a more in-depth review of the syndicated marketplace and an earlier look at the demos.

We anticipate that these more detailed evaluations of the new syndicated fare, and also the returning programming, will provide our client stations with the essential information needed to make important future series and scheduling choices.

STAY TUNED ...