



# CONTENT STRATEGY FLASH REPORT

## SYNDICATION STATS #2 / 2017-18

2017 September 20

The second week of multiple syndicated debuts is still challenged with the aftermath of Hurricane Irma along with Nielsen delays and exclusions still in effect for some of the Florida markets. For the data of September 18<sup>th</sup> and 19<sup>th</sup>, Ft. Myers and Miami have been excluded.

This **FLASH REPORT** includes a look at the premieres of **PICKLER & BEN, THE DAILY MAIL, PAGE SIX TV, MOM** and **COUPLE'S COURT** and a quick review of last week's premieres. Keep in mind that these freshman series only have two days of data behind them, so it is too early to draw solid conclusions.

## SURPRISE, SURPRISE, SURPRISE ... SOUTHERN STYLE

**PICKLER & BEN** bowed in syndication this week across 20 metered markets to the tune of a 1.3/4 in HH's on Monday, off lead-in (1.8/6), but pumping up year ago time period (1.1/3) by 18%/33%. On day two, the show dropped to a 1.0/3, averaging a 1.1/3 for the two days. Kellie Pickler, the southern charmer in her red dress and Ben Aaron, the "big city" northerner in his stylish bomber jacket, turned in a 0.4/3 in its first outing in W25-54, also up over September '16 time period (0.3/2) by 33%/50%. Day two delivered a relatively consistent performance in the demo. As Gomer Pyle would say, "surprise, surprise, surprise" was the theme of the debut episode where the hosts were surprised by a visit from Dolly Parton, guest Kimberly Schlapman of Little Big Town was surprised by her mom and audience member Felicia was surprised by a DIY makeover of her living room by interior designer Leanne Ford and Felicia's husband and son.

Taped in Nashville, or "music city" as it is commonly referred to, **PICKLER & BEN** air in five daytime occurrences that average a 2.2/6, off lead-in (2.4/7), but up over year ago time period (1.5/4) by 47%/50% on day one. On day two, the performance dropped to a 1.8/5 and averaged a 2.0/6 over the two days. The show's strong Nashville clearance on WTVF at 9AM, gave the duo a huge boost on day one, achieving a 6.8/20 in HH's, #1 in the time period leading out of CBS THIS MORNING (6.9/20) and replacing RACHAEL RAY (4.3/11). Across 15 airings in early fringe, the show garnered a 1.0/3 in HH's, down to a 0.8/3 on day two, off lead-in (1.7/5) and year ago time period (1.1/3). Given its limited metered clearances, **PICKLER & BEN** seems to be off to a good start.

## PICKLER & BEN

	#Mkts	LEAD-IN		TARGET Week 1 9/18-9/19/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/18-9/19/17 vs SEPT '16	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-										
Overall Average	20	1.8	6	1.1	3	-39%	-50%	1.1	3	-	-
<i>By Daypart</i>											
Daytime	5	2.4	7	2.2	6	-8%	-14%	1.5	4	+47%	+50%
Early Fringe	15	1.6	5	1.0	3	-38%	-40%	1.1	3	-9%	-
<b>A18-49 RTG/SHR</b>	-										
Overall Average	7	0.5	5	0.2	2	-60%	-60%	0.2	2	-	-
<b>A25-54 RTG/SHR</b>	-										
Overall Average	7	0.6	5	0.3	2	-50%	-60%	0.3	2	-	-
<b>W25-54 RTG/SHR</b>	-										
Overall Average	7	1.0	7	0.4	3	-60%	-57%	0.3	2	+33%	+50%

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Ft. Myers and Miami on 9/18/17 & 9/19/17.

## WHAT'S THE BUZZ

**THE DAILY MAIL** (CBS Television Distribution) and **PAGE SIX TV** (Twentieth Television), both off-shoots of already successful branded content, both debuted on Monday to an overall 0.6/2 metered HH performance with the same two-day average. The top of **THE DAILY MAIL's** first episode, hosted by Jesse Palmer, focused on "exclusive Emmy coverage" (worst dressed, best dressed), "Bee My Baby" (pregnant woman covered in bees photo shoot), "Buy Buy Tori" (Tori Spelling on a shopping spree) and "Billion Dollar Listings". With other stories throughout the half hour, there was a segment "Crime on Line" with Nancy Grace and a video post at the end of the show in the "Last Piece of Mail" segment. Versus lead-in (0.9/3), **MAIL** was off 33%/33% and was relatively consistent with year ago time period levels. In A18-49 **THE DAILY MAIL** averaged a 0.2/1, a 0.2/2 in A25-54 and a 0.3/2 in W25-54. Spread mostly across early (0.7/2) and late (0.6/2)

fringe, it posted a slightly higher HH rating in its nine daytime instances (0.8/3), pretty much on target with September '16 time period. **PAGE SIX TV**, hosted by John Fugelsang, began its premiere episode with the "Who, What, Where, When and Why" of today's headlines. The "Top Stories" focused on Ben Affleck searching for a new apartment in NYC, along with stories concerning Matt Damon, Jennifer Garner, Jennifer Lawrence and Selena Gomez with comments on each subject from the panel. Other segments included "Annoying or Enjoying" and "That's Rich". With a 0.6/2 overall HH average, **PAGE SIX** dropped 40%/33% from lead-in (1.0/3) and was slightly off year ago time period (0.8/2). The magazine delivered a 0.2/1 in A18-49, a 0.3/1 in A25-54 and a 0.3/2 in W25-54. The majority of its clearances were in late fringe (39), where the magazine posted a 0.7/2 in the daypart, off lead-in (1.1/3) and year ago time period rating (0.8/2). Similar

performance levels appeared in daytime (0.6/2) and early fringe (0.5/1) with nine occurrences each and access (0.6/1) with seven cases.

Overall, both of these freshman magazines have turned in comparable performances and all below a one rating.

<b>DAILY MAIL</b>											
	#Mkts	LEAD-IN		TARGET Week 1 9/18-9/19/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/18-9/19/17 vs SEPT '16	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-										
Overall Average	54	0.9	3	0.6	2	-33%	-33%	0.7	2	-14%	-
<i>By Daypart</i>											
Daytime	9	1.0	3	0.8	3	-20%	-	0.8	3	-	-
Early Fringe	23	1.0	3	0.7	2	-30%	-33%	0.8	2	-13%	-
Late Fringe	22	0.9	3	0.6	2	-33%	-33%	0.6	2	-	-
<b>A18-49 RTG/SHR</b>	-										
Overall Average	24	0.2	2	0.2	1	-	-50%	0.2	2	-	-50%
<b>A25-54 RTG/SHR</b>	-										
Overall Average	24	0.3	2	0.2	2	-33%	-	0.3	2	-33%	-
<b>W25-54 RTG/SHR</b>	-										
Overall Average	24	0.4	2	0.3	2	-25%	-	0.3	2	-	-

<b>PAGE SIX TV</b>											
	#Mkts	LEAD-IN		TARGET Week 1 9/18-9/19/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/18-9/19/17 vs SEPT '16	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-										
Overall Average	53	1.0	3	0.6	2	-40%	-33%	0.8	2	-25%	-
<i>By Daypart</i>											
Daytime	9	1.0	4	0.6	2	-40%	-50%	0.8	3	-25%	-33%
Early Fringe	9	0.8	2	0.5	1	-38%	-50%	0.8	2	-38%	-50%
Access	7	0.9	2	0.6	1	-33%	-50%	0.9	2	-33%	-50%
Late Fringe	39	1.1	3	0.7	2	-36%	-33%	0.8	2	-13%	-
<b>A18-49 RTG/SHR</b>	-										
Overall Average	24	0.3	2	0.2	1	-33%	-50%	0.3	2	-33%	-50%
<b>A25-54 RTG/SHR</b>	-										
Overall Average	24	0.4	2	0.3	1	-25%	-50%	0.4	2	-25%	-50%
<b>W25-54 RTG/SHR</b>	-										
Overall Average	24	0.5	3	0.3	2	-40%	-33%	0.5	2	-40%	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Ft. Myers and Miami on 18/17 & 9/19/17.

## LISTEN TO YOUR MOM

Starring Anna Faris and Allison Janney as a dysfunctional mother and daughter, **MOM** premiered in syndication this week after airing on CBS since September 2013 in four different time periods. This multi-cam sitcom, created by Chuck Lorre and distributed by Warner Brothers, debuted in 49 metered markets with a 0.5/1 overall HH average, on target with lead-in and year ago time period. Last week, **THE GOLDBERGS** bowed in syndication with a 0.6/1 HH average and **THE GAME's** first episode delivered a 0.3/1. 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 none of the current entries are poised to top the off-network category. In the demos, **MOM** posted a 0.1/1 in A18-49, a 0.2/1 in A25-54 and a 0.3/1 in W25-54, also relatively consistent with year ago time period. Pitched as series which would "extend, compliment and refresh" existing comedy blocks, **MOM** resides in mostly early fringe (16) and late fringe (27) time slots in the metered markets, earning a 0.5/1 in the former daypart and a 0.5/2 in the latter, both also flat with September '16 time period. With five occurrences in access, **MOM** turned in a 0.5/1 in HH's, up 67%/- from year ago (0.3/1). **MOM** also has a concurrent cable run on TV Land which we'll take a look at a little later this fall.

<b>MOM</b>											
	#Mkts	LEAD-IN		TARGET Week 1 9/18-9/19/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/18-9/19/17 vs SEPT '16	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>											
Overall Average	49	0.5	1	0.5	1	-	-	0.5	1	-	-
<i>By Daypart</i>											
Early Fringe	16	0.4	1	0.5	1	+25%	-	0.5	1	-	-
Access	5	0.6	1	0.5	1	-17%	-	0.3	1	+67%	-
Late Fringe	27	0.6	2	0.5	2	-17%	-	0.5	2	-	-
<b>A18-49 RTG/SHR</b>											
Overall Average	23	0.2	1	0.1	1	-50%	-	0.2	1	-50%	-
<b>A25-54 RTG/SHR</b>											
Overall Average	23	0.2	1	0.2	1	-	-	0.2	1	-	-
<b>A25-54 RTG/SHR</b>											
Overall Average	23	0.3	1	0.3	1	-	-	0.3	1	-	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Ft. Myers and Miami on 9/18/17 & 9/19/17.

## COURT IS IN SESSION

As long as there are people with an ax to grind, court will be in session. Joining an already robust slate of returning jurists, **COUPLE'S COURT** from MGM and taped in Atlanta, debuted on Monday. Presided over by husband and wife trial attorneys Keith and Dana Cutler, **COUPLE'S COURT** delivered a 0.5/2 two day HH average across 50 occurrences, flat from lead-in (0.5/2) and year ago time period (0.5/2). In the demos, the court show posted a 0.2/2 in A18-49 and A25-54 and a 0.3/2 in W25-54.

Key adults were on par with year ago time period predecessors while W25-54 achieved a 50% uptick in rating (from a 0.2 to a 0.3). The Cutlers, using such techniques as "cell phone forensics, GPS tracking, DNA evidence and other high tech gear to confront the truth and help resolve relationship disputes, air in mostly daytime slots (36) where the show posted a 0.6/2 in HH's, flat from September '16 time period. In its nine early fringe instances, the half hour also earned a 0.6/2.

<b>COUPLES COURT</b>											
	LEAD-IN			TARGET Week 1 9/18-9/19/17		TARGET VS LEAD-IN		YEAR AGO September 2016 TP		Week 1 9/18-9/19/17 vs SEPT '16	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-	-	-	-	-	-	-	-	-	-	-
Overall Average	50	0.5	2	0.5	2	-	-	0.5	2	-	-
<i>By Daypart</i>											
Daytime	36	0.6	2	0.6	2	-	-	0.6	2	-	-
Early Fringe	9	0.7	2	0.6	2	-14%	-	0.7	2	-14%	-
<b>A18-49 RTG/SHR</b>	-	-	-	-	-	-	-	-	-	-	-
Overall Average	23	0.2	2	0.2	2	-	-	0.2	2	-	-
<b>A25-54 RTG/SHR</b>	-	-	-	-	-	-	-	-	-	-	-
Overall Average	23	0.2	2	0.2	2	-	-	0.2	2	-	-
<b>W25-54 RTG/SHR</b>	-	-	-	-	-	-	-	-	-	-	-
Overall Average	23	0.3	2	0.3	2	-	-	0.2	2	+50%	-

Source: NSI WRAP Metered Market data, L+SD. Due to Hurricane Irma, the above data excludes Ft. Myers and Miami on 9/18/17 & 9/19/17.

## WHAT'S HAPPENED SINCE LAST WEEK

A quick review of the freshman class, week of 9/11 premieres, shows us that **THE GOLDBERGS**, **THE GAME**, **FUNNY YOU SHOULD ASK** and **IMPRACTICAL JOKERS** have all so far held onto their week one overall HH performance levels. **TOP 30** is off slightly from a 0.3/1 in week one to a 0.2/1 two days into week two. **MYSTERIES OF THE UNEXPLAINED** posted a slight uptick from a 0.1/- in its first week to a 0.2/1 at the beginning of week two. **KILLER MYSTERIES** has held steady at a 0.2/1 since its debut.

## STAY TUNED ...

