



CONTENT STRATEGY FLASH REPORT

SYNDICATION STATS #3 / 2017-18

2017 September 27

Midway through the third week of syndicated program debuts, this **FLASH REPORT** includes an overall metered market performance overview of the last two weeks of freshman debuts and returning series. This review also incorporates a national snapshot of the syndication marketplace to-date. Of course, keep in mind it is still very early in the season.

WHAT'S THE LATEST BUZZ

Of the 13 series that have premiered this fall, **PICKLER & BEN** is boasting the top performance, tying for 14th in metered HH's (1.1/3) out of 75 current strips in syndication. Though the "southern-inspired" talker, based in Nashville, is in a limited number of 21 metered markets, hosts Kellie Pickler and Ben Aaron have kept the overall average time periods relatively consistent from September '16. WTVF/CBS in Nashville (9AM) boasts the talk show's best market performance with a 5.9/16 HH rating and share, up over predecessor RACHAEL RAY's 4.3/11 in the time period last year. If you take Nashville out of the picture, **PICKLER & BEN** post a somewhat lower 0.8/2 HH average. Even with that delivery, the program would still be at the top of the freshman class. Next in line are new magazine entries **THE DAILY MAIL** and **PAGE SIX TV**, both garnering a 0.6/2 in metered HH's. Early into their second week, both have remained on par with week one's performance. Both are also off lead-in and down slightly from year ago time period by 14% (from a 0.7/2 to a 0.6/2) and 25% (from a 0.8/2 to a 0.6/2), respectively. They fall in line with returning series such as **HARRY** (0.6/2), down 14% in HH rating from year ago; **MIKE & MOLLY** (0.6/2), -14% in HH

rating; and **THE REAL** (0.6/2), down from lead-in, but up 20% in HH rating from year ago. **COUPLE'S COURT** with the Cutlers is currently averaging a 0.5/2 in metered HH's, status quo with lead-in and year ago time period and bunched in with **DIVORCE COURT** (0.5/2) and **JUSTICE WITH JUDGE MABLEAN** (0.5/2). Sitcoms **MOM** and **THE GOLDBERGS** check in at a 0.5/1 along with **THE** "forever" **SIMPSONS** and sophomore **LAST MAN STANDING**. While **MOM** is on target with its average lead-in and year ago time period, **THE GOLDBERGS** is off slightly from lead-in (0.6/1) and down 29%/50% from year ago (0.7/2). After a long and continuing successful run on NBC, true crime offering **DATELINE** bowed in syndication this week with a 0.4/1 metered HH average, off 20% in rating from lead-in (0.5/1) and year ago time period (0.5/1). The next grouping includes game show **FUNNY YOU SHOULD ASK**, sitcom **THE GAME** and magazine **TOP 30**, all posting a 0.3/1 and all slightly off lead-in and year ago time period levels. At the bottom of the ranking, we find **IMPRACTICAL JOKERS** (0.2/1), **KILLER MYSTERIES** (0.2/1) and in a very limited nine market sample, **MYSTERIES OF THE UNEXPLAINED** (0.2/-). See metered market program average ranking below.

M-F Syndicated Strips / MM HH Averages / Fall 2017

KATZ TELEVISION GROUP	Game	DATE	#Mins	LEAD-IN		TARGET Weeks of		TARGET VS LEAD-IN		YEAR AGO		Weeks of		
				RTG	SHR	9/8-9/9/17	HH	HH	%RTG	%SHR	September 2016 TP	HH	%RTG	%SHR
				RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
	HH	RTG	SHR											
	WHEEL OF FORTUNE	G	9/11/17	55	5.7	11	5.7	11	-	-	5.0	10	14%	10%
	JERMAKY	G	9/11/17	56	3.8	9	4.6	10	21%	11%	4.2	10	10%	-
	LIVE WINKELLY & KRON	T	9/8/17	56	3.0	10	2.2	6	-27%	-20%	2.5	9	-12%	-11%
	JUDGE JUDY	C	9/11/17	56	1.8	4	2.2	6	38%	50%	2.0	8	10%	-
	ELLEN	T	9/4/17	55	1.8	3	2.1	6	31%	20%	1.9	8	11%	-
	E.T.	M	9/11/17	56	2.7	8	2.1	5	-22%	-17%	2.0	5	6%	-
	INSIDE EDITION	M	9/11/17	55	2.2	5	2.1	5	-5%	-	1.9	5	11%	-
	DR. PHIL	T	9/11/17	55	1.3	4	2.0	5	54%	25%	2.0	5	-	-
	BIG BANG THEORY	S	9/11/17	56	1.3	3	1.6	3	23%	-	1.6	3	-	-
	ACCESS HLLYWD	M	9/11/17	54	2.0	5	1.5	4	-25%	-20%	1.5	4	-	-
	FAMILY FEUD	G	9/4/17	53	1.2	3	1.4	3	17%	-	1.4	3	-	-
	HOT BENCH	C	9/11/17	56	1.1	4	1.2	4	8%	-	1.1	4	5%	-
	RACHAEL RAY	T	9/11/17	55	1.5	5	1.2	4	-20%	-20%	1.4	5	-14%	-20%
	EXTRA	M	9/4/17	56	1.5	4	1.1	3	-27%	-25%	1.1	3	-	-
	PEOPLE'S COURT	C	9/4/17	56	0.8	2	1.1	3	38%	50%	1.0	3	10%	-
	PICKLER & BEN	T	9/18/17	21	1.8	6	1.1	3	-39%	-50%	1.1	3	-	-
	MAURY	T	9/4/17	56	0.9	3	1.0	3	11%	-	0.9	3	11%	-
	JERRY SPRINGER	T	9/4/17	55	0.7	2	0.9	3	29%	50%	0.9	3	-	-
	JUDGE MATHIS	C	9/4/17	56	0.8	3	0.9	3	13%	-	0.9	3	-	-
	MILLIONAIRE	G	9/11/17	51	1.2	4	0.9	3	-25%	-25%	0.9	3	-	-
	RIGHT THIS MINUTE	M	9/11/17	53	1.3	5	0.9	3	-31%	-40%	1.0	4	-10%	-25%
	STEVE	T	9/4/17	56	0.9	3	0.9	3	-	-	1.0	3	-10%	-
	STEVE WILKOS	T	9/11/17	55	0.8	3	0.9	3	13%	-	0.9	3	-	-
	WENDY WILLIAMS	T	9/4/17	56	1.1	4	0.9	3	-18%	-25%	0.8	3	13%	-
	LIST, THE	M	9/11/17	22	1.5	4	0.9	2	-40%	-50%	1.1	3	-18%	-33%
	TMZ	M	9/4/17	56	1.0	3	0.9	2	-10%	-33%	0.8	2	13%	-
	TWO & A HALF MEN	S	8/28/17	56	0.9	2	0.9	2	-	-	0.9	2	-	-
	CRIME WATCH DAILY	M	9/11/17	56	0.8	3	0.8	3	-	-	0.7	3	14%	-
	DR. OZ	T	9/4/17	51	1.0	3	0.8	3	-20%	-	0.8	3	-	-
	TMZ LIVE	T	9/4/17	45	0.7	2	0.8	3	14%	50%	0.7	2	14%	50%
	MODERN FAMILY	S	9/18/17	56	1.0	2	0.8	2	-20%	-	1.0	2	-20%	-
	DOCTORS, THE	T	9/11/17	53	0.9	3	0.7	2	-22%	-33%	0.7	3	-	-33%
	PATERNITY COURT	C	9/18/17	55	0.6	2	0.7	2	17%	-	0.6	2	17%	-
	SEINFELD	S	9/11/17	53	0.8	2	0.7	2	-13%	-	0.7	2	-	-
	DAILY MAIL	M	9/18/17	56	0.9	3	0.6	2	-33%	-33%	0.7	2	-14%	-
	DISH NATION	M	9/4/17	34	0.7	2	0.6	2	-14%	-	0.6	2	-	-
	HARRY	T	9/11/17	54	0.8	3	0.6	2	-25%	-33%	0.7	2	-14%	-
	MIKE & MOLLY	S	9/18/17	53	0.7	2	0.6	2	-14%	-	0.7	2	-14%	-
	PAGE SIX TV	M	9/18/17	55	0.9	2	0.6	2	-33%	-	0.8	2	-25%	-
	REAL, THE	T	9/11/17	54	0.9	3	0.6	2	-33%	-33%	0.5	2	20%	-
	2 BROKE GIRLS	S	9/18/17	53	0.7	2	0.6	1	-14%	-50%	0.7	2	-14%	-50%
	ACCESS HLLYWD LV	T	9/11/17	11	0.5	3	0.5	3	-	-	0.4	3	25%	-
	COUPLES COURT	C	9/18/17	51	0.5	2	0.5	2	-	-	0.5	2	-	-
	DIVORCE COURT	C	8/28/17	53	0.6	2	0.5	2	-17%	-	0.5	2	-	-
	JSTC-JDG MABLEAN	C	9/11/17	36	0.4	2	0.5	2	25%	-	0.5	2	-	-
	LAST MAN STANDING	S	9/18/17	51	0.5	1	0.5	1	-	-	0.6	1	-17%	-
	MOM	S	9/18/17	50	0.5	1	0.5	1	-	-	0.5	1	-	-
	SIMPSONS, THE	S	9/11/17	34	0.6	2	0.5	1	-17%	-50%	0.6	2	-17%	-50%
	THE GOLDBERGS	S	9/11/17	54	0.6	1	0.5	1	-17%	-	0.7	2	-29%	-50%
	AM CRT-JDGE ROSS	C	9/11/17	42	0.3	1	0.4	1	33%	-	0.4	1	-	-
	DATELINE-M-F	TC	9/25/17	45	0.5	1	0.4	1	-20%	-	0.5	1	-	-
	FAMILY GUY	S	8/28/17	50	0.5	1	0.4	1	-20%	-	0.5	1	-20%	-
	FRIENDS	S	9/18/17	38	0.6	1	0.4	1	-33%	-	0.5	1	-20%	-
	JUDGE FAITH	C	9/18/17	49	0.4	1	0.4	1	-	-	0.4	1	-	-
	KING OF QUEENS	S	9/18/17	46	0.4	1	0.4	1	-	-	0.5	1	-20%	-
	RULES-ENG	S	9/4/17	40	0.4	1	0.4	1	-	-	0.4	1	-	-
	AMERICAN DAD	S	9/11/17	42	0.4	1	0.3	1	-25%	-	0.4	1	-25%	-
	ANGER MANAGEMENT	S	9/18/17	50	0.4	1	0.3	1	-25%	-	0.3	1	-	-
	CELEBRITY PAGE	M	9/4/17	31	0.4	1	0.3	1	-25%	-	0.3	1	-	-
	CLEVELAND	S	9/11/17	35	0.3	1	0.3	1	-	-	0.3	2	-	-50%
	COPS	R	9/4/17	16	0.3	1	0.3	1	-	-	0.3	1	-	-
	FUNNY YOU SHOULD ASK	G	9/11/17	48	0.5	1	0.3	1	-40%	-	0.5	1	-40%	-
	HOW I MET-MOTHER	S	9/4/17	45	0.4	1	0.3	1	-25%	-	0.4	1	-25%	-
	PAWN STARS	R	9/11/17	35	0.3	1	0.3	1	-	-	0.4	1	-25%	-
	SUPREME JUSTICE	C	9/11/17	34	0.2	1	0.3	1	50%	-	0.3	1	-	-
	THE GAME	S	9/11/17	47	0.4	1	0.3	1	-25%	-	0.5	2	-40%	-50%
	TOP 30	M	9/11/17	36	0.4	1	0.3	1	-25%	-	0.4	1	-25%	-
	VERDICT-JDG HATCHETT	C	9/18/17	34	0.3	1	0.3	1	-	-	0.3	1	-	-
	CORRUPT CRIMES	TC	9/4/17	38	0.2	1	0.2	1	-	-	0.2	1	-	-
	FORENSIC FILES	TC	9/11/17	30	0.2	1	0.2	1	-	-	0.2	1	-	-
	IMPRACTICAL JOKERS	R	9/11/17	43	0.3	1	0.2	1	-33%	-	0.3	1	-33%	-
	JUSTICE-ALLIC PEREZ	C	9/11/17	31	0.2	1	0.2	1	-	-	0.3	1	-33%	-
	KILLER MYSERIES	TC	9/4/17	29	0.2	1	0.2	1	-	-	0.2	1	-	-
	KING OF THE HILL	S	9/11/17	38	0.3	1	0.2	1	-33%	-	0.3	1	-33%	-
	MYSTERIES-UNEXPLAINED	R	9/11/17	9	0.2	1	0.2	0	-	-100%	0.3	1	-33%	-100%

Source: NSI WRAP, Program Analysis and Program Trends, L+SD Data, weighted averages.
 T=Talk, G=Game, M=Magazine, R=Reality, C=Court, TC=True Crime, S=Sitcom.
 Note: Various Florida metered market exclusions through the first few weeks of the new season.



WHO'S PLAYING FOR KEEPS -- VETERANS TOP THE CHARTS

With some of the best clearances in the syndication marketplace, **WHEEL OF FORTUNE** (5.7/11) and **JEOPARDY** (4.6/10) remain the HH leaders on the local stage. So far this season, both games are turning in a slight increase over year ago time period with **WHEEL** up 14%/10% (from a 5.0/10) and **JEOPARDY** up 10%/- (from a 4.2/10). Other

top programs with advantageous clearances include **LIVE WITH KELLY & RYAN** (2.2/8), **JUDGE JUDY** (2.2/6) and **ELLEN** (2.1/6) followed by **E.T.** (2.1/5), **INSIDE EDITION** (2.1/5) and **DR. PHIL** (2.0/5). Of those, **LIVE** was the only program to show a loss (slight as it was) in the metered markets versus year ago, down 12%/11% (from a 2.5/9 to a 2.2/8 in HH's).

NATIONALLY SPEAKING

Taking a quick look at the national standings through the week of 9/11/17, the top performing shows from last fall remain at the top of the HH and key demo rankings for the first few weeks of the new season, though all are slightly down. **JUDGE JUDY** rules the roost, achieving a 6.8 HH rating, followed by **FAMILY FEUD** (6.1), **WHEEL OF FORTUNE** (5.3), **JEOPARDY** (5.3) **BIG BANG** (4.6), **DR. PHIL** (3.1), **E.T.** (2.9) **INSIDE EDITION** (2.8), **MODERN FAMILY** (2.7) and **HOT BENCH** (2.2). **LIVE WITH KELLY & RYAN** fell out of the top 10 to #11T with a 2.1. **ELLEN** also missed the top 10 mark so far this season, tied for 13th and posting a 1.8 in HH's. In A18-49 and A25-54, it's **THE BIG BANG THEORY** which covets the top spot,

garnering a 2.3 and a 3.0 national rating, respectively. **FAMILY FEUD** is also 2nd in A18-49 (1.7) and A25-54 (2.2). **JUDGE JUDY** is tied for 3rd in A18-49 with **MODERN FAMILY** (1.4) with the jurist and family sitcom 3rd and 4th in A25-54 (2.1, 1.7), respectively. Of the freshman fare, four shows joined the national ranking so far, **THE GOLDBERGS**, which tied with **HARRY** and others at a 0.9 in HH's (#38T). **FUNNY YOU SHOULD ASK** and **THE GAME** tied for #57 in HH's (0.4) and **IMPRACTICAL JOKERS** pulled in next with a 0.3 (#60T of 63 programs overall). See below for the National HH Syndicated Ranking. The full chart is attached which includes all key adult demos and a Weeklies ranking.

STAY TUNED ...

SYNDICATED PROGRAMMING/M-F STRIPS (P-T-D through 9/17/17, L+SD)

HH Rank			# T/C	%Cov	DUR	HH RTG
1	JUDGE JUDY (AT)	CBS TV DISTRIBUTION	15	91	450	6.8
2	FAMILY FEUD (AT)	20TH TELEVISION	15	92	450	6.1
3	WHEEL OF FORTUNE	CBS TV DISTRIBUTION	15	90	450	5.3
3	JEOPARDY (AT)	CBS TV DISTRIBUTION	15	90	450	5.3
5	BIG BANG-SYN (AT)	WARNER BROS. TV	15	93	450	4.6
6	DR. PHIL SHOW (AT)	CBS TV DISTRIBUTION	15	92	900	3.1
7	ENTERTAINMENT TONIGHT	CBS TV DISTRIBUTION	15	90	450	2.9
8	INSIDE EDITION (AT)	CBS TV DISTRIBUTION	15	89	450	2.8
9	MODERN FAMILY-MF-SYN (AT)	20TH TELEVISION	15	93	450	2.7
10	HOT BENCH (AT)	CBS TV DISTRIBUTION	15	89	450	2.2
11	LIVE WITH KELLY AND RYAN	DISNEY ABC DOMEST TV	15	90	900	2.1
11	TWO-HALF MEN-SYN (AT)	WARNER BROS. TV	15	92	450	2.1
13	ELLEN DEGENERES SHOW	WARNER BROS. TV	16	88	900	1.8
13	FAMILY GUY-MF-SYN (AT)	20TH TELEVISION	15	91	450	1.8
15	MILLIONAIRE (AT)	DISNEY ABC DOMEST TV	15	83	450	1.6
15	PEOPLE'S COURT (AT)	WARNER BROS. TV	15	90	900	1.6
15	LAST MAN STNDG-MF-SYN(AT)	20TH TELEVISION	15	92	450	1.6
18	MIKE AND MOLLY (AT)	WARNER BROS. TV	15	92	450	1.5
18	ES COURT COMBO	CF ENTERTAINMENT	15	81	450	1.5
18	MAURY (AT)	NBC UNIVERSAL	15	89	900	1.5
21	LAW & ORDER:CI-MF-SYN(AT)	NBC UNIVERSAL	15	91	900	1.4
21	TMZ (AT)	WARNER BROS. TV	15	89	450	1.4
21	RIGHT THIS MINUTE(AT)	DISNEY ABC DOMEST TV	15	84	450	1.4
24	2 BROKE GIRLS-SYN (AT)	WARNER BROS. TV	15	91	450	1.3
24	ACCESS HOLLYWOOD (AT)	NBC UNIVERSAL	15	85	450	1.3
24	STEVE (AT)	NBC UNIVERSAL	10	90	540	1.3
27	JUDGE MATHIS (AT)	WARNER BROS. TV	15	89	900	1.2
27	JERRY SPRINGER (AT)	NBC UNIVERSAL	15	89	900	1.2
27	CLEVELAND SHOW-SYN (AT)	20TH TELEVISION	15	90	450	1.2
27	STEVE WILKOS SHOW (AT)	NBC UNIVERSAL	15	88	900	1.2
27	SEINFELD (AT)	SONY PICTURES TV	15	86	450	1.2
32	RACHAEL RAY	CBS TV DISTRIBUTION	15	88	900	1.1
32	EXTRA (AT)	WARNER BROS. TV	15	86	450	1.1
32	HOW I MET-MTHR-MF-SYN(AT)	20TH TELEVISION	15	91	450	1.1
35	DR. OZ SHOW (AT)	SONY PICTURES TV	15	87	900	1.0
35	KING OF THE HILL-SYN(AT)	20TH TELEVISION	15	90	450	1.0
35	WENDY WILLIAMS SHOW (AT)	20TH TELEVISION	15	89	900	1.0
38	DIVORCE COURT (AT)	20TH TELEVISION	15	85	450	0.9
38	MIDDLE-SYN (AT)	WARNER BROS. TV	10	92	300	0.9
38	CRIME WATCH DAILY	WARNER BROS. TV	15	89	900	0.9
38	COPS-SYN (AT)	20TH TELEVISION	10	86	300	0.9
38	GOLDBERGS-PREVIEW (AT)	SONY PICTURES TV	5	86	150	0.9
38	HARRY	NBC UNIVERSAL	15	89	900	0.9
44	INSIDER (AT)	CBS TV DISTRIBUTION	10	83	300	0.8
44	CELEBRTY NAME GAME-MF(AT)	20TH TELEVISION	15	85	450	0.8
44	DOCTORS (AT)	CBS TV DISTRIBUTION	15	87	900	0.8
47	AMERICAN DAD-MF-SYN (AT)	20TH TELEVISION	15	90	450	0.7
47	JUDGE FAITH (AT)	TRIFECTA MEDIA	15	80	450	0.7
47	DISH NATION	20TH TELEVISION	5	83	150	0.7
47	REAL (AT)	WARNER BROS. TV	15	91	900	0.7
51	RULES OF ENGMNT-SYN (AT)	SONY PICTURES TV	15	87	450	0.6
51	KING OF QUEENS-SYN (AT)	SONY PICTURES TV	15	78	450	0.6
51	FRIENDS (AT)	WARNER BROS. TV	15	83	450	0.6
51	PAWN STARS(AT)	TRIFECTA MEDIA	12	79	360	0.6
55	ANGER MGMT-MF-SYN (AT)	20TH TELEVISION	15	90	450	0.5
55	RAISING HOPE-MF-SYN (AT)	20TH TELEVISION	15	90	450	0.5
57	HOT IN CLEVELAND (AT)	CBS TV DISTRIBUTION	10	80	300	0.4
57	FUNNY YOU SHOULD ASK (AT)	CF ENTERTAINMENT	5	76	150	0.4
57	GAME, THE (AT)	CBS TV DISTRIBUTION	5	81	150	0.4
60	IMPRACTICAL JOKERS (AT)	TRIFECTA MEDIA	5	76	150	0.3
60	CELEBRITY PAGE	TRIFECTA MEDIA	15	78	450	0.3
60	ENTERTAINMNTSTUDIOS COMBO	CF ENTERTAINMENT	15	72	450	0.3
63	FORENSIC FILES(AT)	TRIFECTA MEDIA	15	68	450	0.2

Source: NNTV, Nielsen National TV View, NSS, L+SD, P-T-D Averages thru the week ending 9/17/17.

2017-18 new programs in bold.