



# CONTENT STRATEGY FLASH REPORT

## SYNDICATION STATS #4 / October 2017 2017 November 1

This **FLASH REPORT** includes an overall metered market performance review of the new and returning syndicated series in the October 2017 survey. It also incorporates a national snapshot of the syndication marketplace-to-date.

### WHAT'S THE LATEST

Not much has changed since the beginning of the season across the board. **PICKLER & BEN** continued to lead the freshman class this October, boasting the top performance and tying for 17<sup>th</sup> in metered HH's (1.0/3) out of 75 strips in syndication. Based in Nashville, this "southern-inspired" talker was down 44%/50% from its lead-in while keeping overall average time periods relatively consistent from October '16 (1.2/3). New magazine entries **THE DAILY MAIL** and **PAGE SIX TV** ranked next in line, tied at #35, both garnered a 0.6/2 in metered HH's and were on par with returning series such as **DISH NATION**, **HARRY**, **PATERNITY COURT** and **SEINFELD**. Versus year ago, **PAGE SIX** posted a 25%/- drop-off (from a 0.8/2) while **DAILY MAIL** was down 14%/- (from a 0.7/2). Sitcoms **THE GOLDBERGS** and **MOM** checked in at a 0.6/1 and a 0.5/1, respectively. **THE GOLDBERGS** ranked higher (#35T) than **MOM** (#43T), but was off 14%/50% rating/share from year ago time period while **MOM** remained status quo. **THE GOLDBERGS** matched the performance of **2 BROKE GIRLS** and **MOM** fell in line with sophomore entry **LAST MAN STANDING** and **THE SIMPSONS**. **COUPLE'S COURT** with the

Cutlers averaged a 0.5/2 in metered HH's (#43T) as it did in the beginning of the season, 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). **DATELINE's** M-F syndication run posted a 0.4/1 metered HH average during October, off 20% in rating from lead-in (0.5/1) and on par with year ago time period (0.4/1). The next grouping included game show **FUNNY YOU SHOULD ASK**, sitcom **THE GAME** and magazine **TOP 30**, all tied for 56<sup>th</sup> with a 0.3/1 and slightly off Oct '16 time period levels. At the bottom of the ranking, all posting a 0.2/1, were **IMPRACTICAL JOKERS**, **KILLER MYSTERIES** and a very limited 11 market sample of **MYSTERIES OF THE UNEXPLAINED**. On the network front, **MEGYN KELLY TODAY** dropped -23%/-25% (from a 2.3/8 to a 1.7/6) from year ago time period. If it was included on the syndicated ranking, it would have just made it to the bottom of the top 10. **THE VIEW** (2.4/8) would have tied with **LIVE** at #3 and **THE TALK** (1.9/6) would have placed between **INSIDE EDITION** and **BIG BANG**. See the metered market program average ranking below.

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

With some of the best clearances in the syndication marketplace, **WHEEL OF FORTUNE** (5.9/11) and **JEOPARDY** (5.2/11) remain the HH leaders on the local stage, ranking 1<sup>st</sup> and 2<sup>nd</sup>, respectively. Both games have boosted year ago October time period with **WHEEL** up 37%/22% (from a 4.3/9) and **JEOPARDY** up 30%/22% (from a 4.0/9). Other top programs with advantageous clearances include **LIVE WITH KELLY & RYAN** (2.4/8, #3), **ELLEN** (2.3/7, #4), **ET** (2.2/5, #5), **JUDGE**

**JUDY** (2.1/6, #6T), **DR. PHIL** (2.1/6, #6T) and **INSIDE EDITION** (2.1/5, #6T). Of those, **LIVE** and **ELLEN** were the programs that showed a loss (slight as it was) in the metered markets versus year ago. **BIG BANG** (1.7/3, #9) and **ACCESS HOLLYWOOD** (1.5/4, #10) rounded out the top 10 HH players in October '17. See the chart below (and attached) to gauge where all the other syndicated offerings stood on the HH ranking.

## NATIONALLY SPEAKING

Taking a quick look at the national standings season-to-date through the week of 10/16/17, the top performing shows from last fall have remained at the top of the HH and key demo rankings so far, this season, though the majority all are slightly down. **JUDGE JUDY** continued to be the jurist to beat on all levels, ruling with a 6.8 HH rating, followed by **FAMILY FEUD** (6.2), **JEOPARDY** (5.7), **WHEEL OF FORTUNE** (5.6), **BIG BANG** (4.6), **DR. PHIL** (3.2), **E.T.** (2.9) **INSIDE EDITION** (2.8), **MODERN FAMILY** (2.5) and **HOT BENCH** (2.3). **LIVE WITH KELLY & RYAN** placed just out of the top 10 (#11) with a 2.1. **ELLEN** and **TWO & A HALF MEN** tied for 12<sup>th</sup>, posting a 2.0 in HH's. In A18-49 and A25-54, **THE BIG BANG THEORY** coveted the top spot, garnering a 1.8 and a 2.5 national rating, respectively. Both demo performances were off from earlier in the season. **FAMILY FEUD** finished 2<sup>nd</sup> in A18-49 (1.7) and A25-54 (2.2) while **JUDGE JUDY** ranked 3<sup>rd</sup> (1.4 A18-49, 2.1 A25-54) followed by

**MODERN FAMILY**. Of the freshman fare, **THE GOLDBERGS** topped the HH list with a 1.8 (#14). **DATELINE** was next with a 1.3, followed by **DAILY MAIL** (1.0), **MOM** (0.8), **PAGE SIX TV** (0.7), **FUNNY YOU SHOULD ASK** (0.5), **THE GAME** (0.4), **PICKLER & BEN** (0.3) and **IMPRACTICAL JOKERS** (0.3). Some of these performances did not necessarily mesh with the metered averages.

Keep in mind that any syndicated show that also has a cable line-up, like **PICKLER & BEN**, will register a national rating that includes viewing to any telecast of the program, regardless of the platform on which it airs.

See below for the National HH Syndicated Ranking. The full chart is attached, which includes all key adult demos and the weeklies ranking. Also included is a 2017-18 versus 2016-17 year-to-year comparison of both returning M-F and weekly series.

STAY TUNED ...

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

KATZ TELEVISION GROUP	Genre	#Bids	LEAD-IN		TARGET October 2017			TARGET VS LEAD-IN		YEAR AGO October 2016 TP		OCT '17 vs OCT '16	
			HH	HH	HH Rtg	HH	HH	HH	HH	HH	HH	HH	
			RTG	SHR	RANK	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
HH RTGSHR													
WHEEL OF FORTUNE	G	56	5.9	12	1	5.9	11	-	-6%	4.3	9	37%	22%
JEPARDY	G	56	4.0	9	2	5.2	11	30%	22%	4.0	9	30%	22%
LIVE KELLY & RYAN	T	56	3.0	10	3	2.4	8	-30%	-20%	2.6	9	-4%	-17%
ELLEN	T	56	1.6	5	4	2.3	7	44%	40%	2.4	7	-4%	-
E.T.	M	56	2.6	6	5	2.2	5	-15%	-17%	2.2	5	-	-
DR. PHIL	T	56	1.3	4	6	2.1	6	62%	50%	2.1	5	-	20%
JUDGE JUDY	C	56	1.5	4	6	2.1	6	40%	50%	2.0	5	5%	20%
INSIDE EDITION	M	56	2.2	5	6	2.1	5	-5%	-	1.9	5	11%	-
BIG BANG THEORY	S	56	1.3	3	9	1.7	3	31%	-	1.7	3	-	-
ACCESS HLLYWD	M	56	1.9	5	10	1.5	4	-21%	-20%	1.6	4	-6%	-
FAMILY FEUD	G	56	1.2	3	11	1.4	3	17%	-	1.5	3	-7%	-
HOT BENCH	C	56	1.1	4	12	1.2	4	9%	-	1.1	3	9%	33%
RACHAEL RAY	T	55	1.6	5	12	1.2	4	-25%	-20%	1.3	4	-8%	-
EXTRA	M	56	1.5	4	12	1.2	3	-20%	-25%	1.3	4	-8%	-
WENDY WILLIAMS	T	56	1.1	4	15	1.1	4	-	-	1.1	4	-	-
PEOPLE'S COURT	C	56	0.8	2	15	1.1	3	38%	50%	1.0	3	10%	-
RIGHT THIS MINUTE	M	54	1.3	5	17	1.0	4	-23%	-20%	1.0	4	-	-
LIST, THE	M	22	1.6	4	17	1.0	3	-38%	-25%	1.2	3	-17%	-
MAURY	T	56	0.9	3	17	1.0	3	11%	-	1.0	3	-	-
MILLIONAIRE	G	51	1.2	4	17	1.0	3	-17%	-25%	1.0	3	-	-
PICKLER & BEN	T	21	1.8	6	17	1.0	3	-44%	-50%	1.2	3	-17%	-
JERRY SPRINGER	T	55	0.7	2	22	0.9	3	29%	50%	0.9	3	-	-
JUDGE MATHIS	C	56	0.7	2	22	0.9	3	29%	50%	0.9	3	-	-
STEVE	T	56	0.9	3	22	0.9	3	-	-	1.1	4	-18%	-25%
STEVE WILKOS	T	56	0.7	2	22	0.9	3	29%	50%	0.9	3	-	-
TMZ	M	56	1.0	3	22	0.9	3	-10%	-	0.9	3	-	-
TMZ LIVE	T	45	0.8	2	22	0.9	3	13%	50%	0.9	3	-	-
TWO & A HALF MEN	S	56	0.9	2	22	0.9	2	-	-	0.9	2	-	-
CRIME WATCH DAILY	M	55	0.8	3	29	0.8	3	-	-	0.8	3	-	-
DR. OZ	T	54	1.0	3	29	0.8	3	-20%	-	0.8	3	-	-
MODERN FAMILY	S	56	1.0	2	29	0.8	2	-20%	-	0.9	2	-11%	-
DOCTORS, THE	T	54	0.9	3	32	0.7	2	-22%	-33%	0.7	3	-	-33%
MIKE & MOLLY	S	54	0.7	2	32	0.7	2	-	-	0.7	2	-	-
REAL, THE	T	56	1.0	3	32	0.7	2	-30%	-33%	0.7	2	-	-
DAILY MAIL	M	56	0.9	2	35	0.6	2	-33%	-	0.7	2	-14%	-
DISH NATION	M	34	0.6	2	35	0.6	2	-	-	0.6	2	-	-
HARRY	T	54	0.8	3	35	0.6	2	-25%	-33%	0.8	2	-25%	-
PAGE SIX TV	M	55	0.9	2	35	0.6	2	-33%	-	0.8	2	-25%	-
PATERNITY COURT	C	55	0.5	2	35	0.6	2	20%	-	0.6	2	-	-
SEINFELD	S	54	0.7	2	35	0.6	2	-14%	-	0.7	2	-14%	-
2 BROKE GIRLS	S	53	0.7	2	35	0.6	1	-14%	-50%	0.6	1	-	-
THE GOLDBERGS	S	54	0.7	1	35	0.6	1	-14%	-	0.7	2	-14%	-50%
ACCESS HLLYWD LV	T	12	0.5	3	43	0.5	3	-	-	0.5	4	-	-25%
COUPLE'S COURT	C	53	0.5	2	43	0.5	2	-	-	0.5	2	-	-
DIVORCE COURT	C	54	0.6	2	43	0.5	2	-17%	-	0.5	2	-	-
JSTC-JDG MABLEAN	C	38	0.5	2	43	0.5	2	-	-	0.5	2	-	-
LAST MAN STANDING	S	52	0.5	1	43	0.5	1	-	-	0.5	1	-	-
MOM	S	52	0.6	1	43	0.5	1	-17%	-	0.5	1	-	-
SIMPSONS, THE	S	33	0.6	2	43	0.5	1	-17%	-50%	0.5	1	-	-
AM CRT-JDG ROSS	C	44	0.3	1	50	0.4	1	33%	-	0.3	1	-	-
DATeline-M-F	TC	45	0.5	1	50	0.4	1	-20%	-	0.4	1	-	-
FAMILY GUY	S	51	0.4	1	50	0.4	1	-	-	0.5	1	-20%	-
FRIENDS	S	37	0.6	1	50	0.4	1	-33%	-	0.5	1	-20%	-
JUDGE FAITH	C	51	0.4	1	50	0.4	1	-	-	0.4	1	-	-
KING OF QUEENS	S	46	0.4	1	50	0.4	1	-	-	0.5	1	-20%	-
AMERICAN DAD	S	45	0.3	1	56	0.3	1	-	-	0.4	1	-25%	-
ANGER MANAGEMENT	S	51	0.4	1	56	0.3	1	-25%	-	0.3	1	-	-
CLEVELAND	S	33	0.3	1	56	0.3	1	-	-	0.3	1	-	-
COPS	R	38	0.3	1	56	0.3	1	-	-	0.4	1	-25%	-
FUNNY YOU SHOULD ASK	G	48	0.4	1	56	0.3	1	-25%	-	0.5	1	-40%	-
HOW I MET-MOTHER	S	50	0.4	1	56	0.3	1	-25%	-	0.3	1	-	-
PAWN STARS	R	37	0.3	1	56	0.3	1	-	-	0.3	1	-	-
RULES-ENG	S	41	0.4	1	56	0.3	1	-25%	-	0.4	1	-25%	-
SUPREME JUSTICE	C	36	0.2	1	56	0.3	1	50%	-	0.3	1	-	-
THE GAME	S	53	0.4	1	56	0.3	1	-25%	-	0.4	1	-25%	-
TOP 30	M	39	0.4	1	56	0.3	1	-25%	-	0.4	1	-25%	-
VERDICT-JDG HATCHETT	C	36	0.3	1	56	0.3	1	-	-	0.4	1	-25%	-
CELEBRITY PAGE	M	34	0.3	1	68	0.2	1	-33%	-	0.3	1	-33%	-
CORRUPT CRIMES	TC	39	0.3	1	68	0.2	1	-33%	-	0.2	1	-	-
IMPRACTICAL JOKERS	R	45	0.3	1	68	0.2	1	-33%	-	0.3	1	-33%	-
JUSTICE-ALL/C PEREZ	C	32	0.2	1	68	0.2	1	-	-	0.3	1	-33%	-
KILLER MYSERIES	TC	31	0.2	1	68	0.2	1	-	-	0.2	1	-	-
KING OF THE HILL	S	39	0.2	1	68	0.2	1	-	-	0.3	1	-33%	-
MYSTERIES-UNEXPLAINED	R	11	0.2	1	68	0.2	1	-	-	0.3	1	-33%	-
FORENSIC FILES	TC	32	0.1	1	75	0.1	1	-	-	0.2	1	-50%	-

Source: NSI WRAP, Program Analysis and Program Trends, L+SD Data, weighted averages, 9/28/17-10/25/17 & 9/29/16-10/21/16. T=Talk, G=Game, M=Magazine, R=Reality, C=Court, TC=True Crime, S=Sitcom.



**SYNDICATED PROGRAMMING/M-F STRIPS** (P-T-D through 10/22/17, L+SD)

HH Rank			# T/C	%Cov	DUR	HH RTG
1	JUDGE JUDY (AT)	CBS TV DISTRIBUTION	35	92	1050	6.8
2	FAMILY FEUD (AT)	20TH TELEVISION	35	92	1050	6.2
3	JEOPARDY (AT)	CBS TV DISTRIBUTION	35	91	1050	5.7
4	WHEEL OF FORTUNE	CBS TV DISTRIBUTION	35	91	1050	5.6
5	BIG BANG-SYN (AT)	WARNER BROS. TV	35	93	1050	4.6
6	DR. PHIL SHOW (AT)	CBS TV DISTRIBUTION	35	92	2100	3.2
7	ENTERTAINMENT TONIGHT	CBS TV DISTRIBUTION	35	89	1050	2.9
8	INSIDE EDITION (AT)	CBS TV DISTRIBUTION	35	89	1050	2.8
9	MODERN FAMILY-MF-SYN (AT)	20TH TELEVISION	35	93	1050	2.5
10	HOT BENCH (AT)	CBS TV DISTRIBUTION	35	89	1050	2.3
11	LIVE WITH KELLY AND RYAN	DISNEY ABC DOMEST TV	36	89	2100	2.1
12	ELLEN DEGENERES SHOW	WARNER BROS. TV	38	89	2100	2.0
12	TWO-HALF MEN-SYN (AT)	WARNER BROS. TV	35	92	1050	2.0
14	<b>GOLDBERGS (AT)</b>	SONY PICTURES TV	20	91	600	1.8
15	FAMILY GUY-MF-SYN (AT)	20TH TELEVISION	35	91	1050	1.7
16	PEOPLE'S COURT (AT)	WARNER BROS. TV	35	90	2100	1.6
16	MILLIONAIRE (AT)	DISNEY ABC DOMEST TV	35	82	1050	1.6
18	ES COURT COMBO	CF ENTERTAINMENT	35	81	1050	1.5
18	LAST MAN STNDG-MF-SYN(AT)	20TH TELEVISION	35	91	1050	1.5
18	MAURY (AT)	NBC UNIVERSAL	35	90	2100	1.5
18	MIKE AND MOLLY (AT)	WARNER BROS. TV	35	91	1050	1.5
22	TMZ (AT)	WARNER BROS. TV	35	89	1050	1.4
22	LAW & ORDER:CI-MF-SYN(AT)	NBC UNIVERSAL	20	91	1200	1.4
22	RIGHT THIS MINUTE(AT)	DISNEY ABC DOMEST TV	35	85	1050	1.4
25	ACCESS HOLLYWOOD (AT)	NBC UNIVERSAL	35	86	1050	1.3
25	<b>DATELINE M-F (AT)</b>	NBC UNIVERSAL	15	91	900	1.3
25	STEVE (AT)	NBC UNIVERSAL	30	90	1740	1.3
28	2 BROKE GIRLS-SYN (AT)	WARNER BROS. TV	35	91	1050	1.2
28	WENDY WILLIAMS SHOW (AT)	20TH TELEVISION	35	91	2100	1.2
28	JERRY SPRINGER (AT)	NBC UNIVERSAL	35	89	2100	1.2
28	JUDGE MATHIS (AT)	WARNER BROS. TV	35	89	2100	1.2
28	CLEVELAND SHOW-SYN (AT)	20TH TELEVISION	35	89	1050	1.2
28	STEVE WILKOS SHOW (AT)	NBC UNIVERSAL	35	88	2100	1.2
34	EXTRA (AT)	WARNER BROS. TV	35	87	1050	1.1
34	SEINFELD (AT)	SONY PICTURES TV	35	86	1050	1.1
34	RACHAEL RAY	CBS TV DISTRIBUTION	36	88	2100	1.1
34	DR. OZ SHOW (AT)	SONY PICTURES TV	35	87	2100	1.1
38	KING OF THE HILL-SYN(AT)	20TH TELEVISION	35	89	1050	1.0
38	HOW I MET-MTHR-MF-SYN (AT)	20TH TELEVISION	35	91	1050	1.0
38	<b>DAILY MAIL TV (AT)</b>	CBS TV DISTRIBUTION	20	89	600	1.0
41	CRIME WATCH DAILY	WARNER BROS. TV	35	89	2100	0.9
41	DIVORCE COURT (AT)	20TH TELEVISION	35	85	1050	0.9
41	<b>GOLDBERGS-PREVIEW (AT)</b>	SONY PICTURES TV	5	86	150	0.9
41	HARRY	NBC UNIVERSAL	35	89	2100	0.9
45	COPS-SYN (AT)	20TH TELEVISION	30	85	900	0.8
45	<b>MOM (AT)</b>	WARNER BROS. TV	20	82	600	0.8
45	DOCTORS (AT)	CBS TV DISTRIBUTION	35	87	2100	0.8
45	REAL (AT)	WARNER BROS. TV	35	91	2100	0.8
49	DISH NATION	20TH TELEVISION	5	83	150	0.7
49	<b>PAGE SIX TV</b>	20TH TELEVISION	20	86	600	0.7
49	AMERICAN DAD-MF-SYN (AT)	20TH TELEVISION	35	90	1050	0.7
49	JUDGE FAITH (AT)	TRIFECTA MEDIA	35	79	1050	0.7
53	FRIENDS (AT)	WARNER BROS. TV	15	83	450	0.6
53	RULES OF ENG MNT-SYN (AT)	SONY PICTURES TV	35	87	1050	0.6
55	PAWN STARS(AT)	TRIFECTA MEDIA	28	78	840	0.5
55	KING OF QUEENS-SYN (AT)	SONY PICTURES TV	35	76	1050	0.5
55	ANGER MGMT-MF-SYN (AT)	20TH TELEVISION	35	89	1050	0.5
55	<b>FUNNY YOU SHOULD ASK (AT)</b>	CF ENTERTAINMENT	25	77	750	0.5
59	<b>GAME, THE (AT)</b>	CBS TV DISTRIBUTION	25	82	750	0.4
60	<b>PICKLER AND BEN</b>	DISNEY ABC DOMEST TV	20	70	1200	0.3
60	<b>IMPRACTICAL JOKERS (AT)</b>	TRIFECTA MEDIA	25	77	750	0.3
60	ENTERTAINMNTSTUDIOS COMBO	CF ENTERTAINMENT	35	72	1050	0.3
60	CELEBRITY PAGE	TRIFECTA MEDIA	35	78	1050	0.3
64	FORENSIC FILES(AT)	TRIFECTA MEDIA	35	67	1050	0.2

Source: NNTV, Nielsen National TV View, NSS, L+SD, P-T-D Averages thru the week ending 10/22/17.  
 2017-18 new programs in bold.