

SYNDICATION STATS #1 / 2018-19

2018 September 13

The 2018-19 season has begun and the challenges of a new syndicated show creating a splash or even managing to register a one rating continue. This **FLASH REPORT** includes a look at the syndicated premieres of **FACE THE TRUTH** and **TRUE CRIME FILES** with a nod to the ABC network's debut of its third hour of **GOOD MORNING AMERICA**, **GMA DAY!** Performances are based on the NSI metered markets. Keep in mind that most of these freshman series only have three days of data behind them, so it is too early to draw any solid conclusions.

IT'S TIME TO...FACE THE TRUTH

Let's **FACE THE TRUTH** – this half-hour conflict/resolution talk show from Jay McGraw's Stage 29 Productions and CBS TV Distribution, posted a 0.4/1 metered market three-day HH average across all markets and dayparts, delivering a 0.1/1 in A18-49 and A25-54 and a 0.2/1 in W25-54. The show's pedigree, Dr. Phil is also an executive producer, hasn't necessarily given it an advantage, off -33% rating/-50% share in HH's from lead-in and down -43%/-50% from year ago time period. The program replaced the likes of **JERRY SPRINGER**, **THE DOCTORS** (which averaged a 0.7/3 last September in the time period versus a 0.5/2 across seven markets airing FTT), **JUDGE JUDY**, **STEVE WILKOS**, **DR. OZ**, **HARRY WENDY**, **HOT BENCH** and a myriad of other titles. **FTT** airs on mostly **FOX**, **CW** and Independent stations, back-to-back in all but five of its markets. Daytime and early fringe register the most occurrences, 35 markets in the former and 18 in the latter. Both dayparts mirror the

performance of the show's overall average, a 0.4/1 in metered HH's.



Vivica A. Fox, as main host and moderator, dealt with the issue of parenting on day one (0.4/1 HH's), episode one -- "Has Dad gone too far?" or is Mom too soft? – with the help of her female "truth team", but mostly with Dr. Judy Ho weighing in. Day one, episode two "Is Mom enabling daughter's obsession?" with make-up, ended with the studio audience voting "yes". Day two's topic "Catfished! Is a woman's dream man a Prince or a Hustler?" also yielded a 0.4/1 in HH's. Same held true for day three (0.4/1 HH) where the subject was "Did a groupie extort money from celebrities by faking pregnancy?"

We'll keep an eye out to see if these dating, parenting, relationship issues are able to turn in any higher ratings going forward.

FACE THE TRUTH

	#Mkts	LEAD-IN		TARGET Week 1 9/10- 9/12/18		TARGET VS LEAD-IN		YEAR AGO September 2017 TP		Week 1 9/10-9/12/18 vs SEPT '17	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
HH RTG/SHR	-										
Overall Average	56	0.6	2	0.4	1	-33%	-50%	0.7	2	-43%	-50%
<i>By Daypart</i>											
Daytime	35	0.5	2	0.4	1	-20%	-50%	0.7	2	-43%	-50%
Early Fringe	18	0.6	2	0.4	1	-33%	-50%	0.6	2	-33%	-50%
A18-49 RTG/SHR	-										
Overall Average	25	0.1	1	0.1	1	-	-	0.1	1	-	-
A25-54 RTG/SHR	-										
Overall Average	25	0.2	1	0.1	1	-50%	-	0.2	1	-50%	-
W25-54 RTG/SHR	-										
Overall Average	25	0.2	2	0.2	1	-	-	0.2	1	-	-

Source: NSI WRAP Metered Market data, L+SD.

TRUE CRIME FILES

Continuing to capitalize on the fascination with true crime mysteries, the newest entry to the category is **TRUE CRIME FILES**, off the ID Network (Investigation Discovery). Cleared on a majority of CW and Independent stations in the metered markets across all key dayparts, TRUE CRIME FILES averaged an overall 0.4/1 in metered HH's for its first three days in syndication, on par with lead-in and below year ago time period (0.5/2) by -20%/-50%. In reviewing its demo performance, TRUE CRIME FILES delivered a 0.1/1 in A18-49, A25-54 and

W25-54, flat-to-below September 2017 time period and leading out of mostly court shows with a smattering of talkers, reality, a couple of games and local Tribune show MORNING DOSE. Breaking it down by daypart, TRUE CRIME FILES turned in the most clearances in daytime (29 markets) and late fringe (11 markets) with a 0.4/1 average in metered HH's and a 0.3/1, respectively. There was a sampling in morning (9 markets) and early fringe (7 markets) time periods, achieving a 0.4/2 and a 0.3/1, respectively.

TRUE CRIME FILES

	LEAD-IN			TARGET Week 1 9/10-9/12/18		TARGET VS LEAD-IN		YEAR AGO September		Week 1 9/10-9/12/18 vs SEPT '17	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
HH RTG/SHR											
Overall Average	51	0.4	1	0.4	1	-	-	0.5	2	-20%	-50%
<i>By Daypart</i>											
Morning	9	0.3	1	0.4	2	33%	100%	0.7	2	-43%	-
Daytime	29	0.5	2	0.4	1	-20%	-50%	0.5	2	-20%	-50%
Early Fringe	7	0.4	1	0.3	1	-25%	-	0.5	1	-40%	-
Late Fringe	11	0.4	1	0.3	1	-25%	-	0.4	1	-25%	-
A18-49 RTG/SHR											
Overall Average	24	0.1	1	0.1	1	-	-	0.1	1	0%	-
A25-54 RTG/SHR											
Overall Average	24	0.1	1	0.1	1	-	-	0.2	1	-50%	-
W25-54 RTG/SHR											
Overall Average	24	0.2	1	0.1	1	-50%	-	0.3	2	-67%	-50%

Source: NSI WRAP Metered Market data, L+SD.

TURNING TO NETWORK DAYTIME TALK ... CH CH CH CHANGES

On the network front, ABC replaced THE CHEW at 1PM EST with the third hour of GOOD MORNING AMERICA, **GMA DAY!** Hosted by Michael Strahan and Sara Haines, just off her gig for THE VIEW, GMA DAY debuted on Monday to a



2.1/7 in HH's where the new co-hosts were driven to work by Jerry Seinfeld (but nobody wanted coffee). Pharrell Williams was a guest along with a cooking segment featuring Carla Hall (THE CHEW). By Tuesday, after initial sampling, the show delivered a 1.8/6 and a 1.7/6 on Wednesday leading up to a three-day 1.9/6 HH average, down from its various local news

and syndication lead-ins and up one-tenth of a rating point from THE CHEW'S year ago performance. Though recorded at 9AM, GMA DAY is not broadcast until later in the day (1PM EST/12PM CT/PT) and according to Strahan it "is a new show, but not a news show, per se". Both hosts agree that they want their viewers to experience fun, excitement, joy and happiness when they watch GMA DAY with segments like "Good Day, Bad Day" and "Make My GMA Day.". Among A18-49, GMA DAY posted a 0.3/3 three-day average, a 0.4/4 in A25-54 and a 0.6/5 in W25-54, all off by one-tenth of a rating point from September 2017 time period. Though GMA DAY is not a syndicated show, it still has an influence on the daytime audience.

GMA DAY-ABC

	LEAD-IN			TARGET Week 1 9/10-9/12/18		TARGET VS LEAD-IN		YEAR AGO September 2017 TP		Week 1 9/10-9/12/18 vs SEPT '17	
	#Mkts	RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
HH RTG/SHR	-	-	-	-	-	-	-	-	-	-	-
Overall Avg-Daytime	56	2.4	8	1.9	6	-21%	-25%	1.8	6	6%	-
A18-49 RTG/SHR	-	-	-	-	-	-	-	-	-	-	-
Overall Average	25	0.3	4	0.3	3	-	-25%	0.4	4	-25%	-25%
A25-54 RTG/SHR	-	-	-	-	-	-	-	-	-	-	-
Overall Average	25	0.5	5	0.4	4	-20%	-20%	0.5	4	-20%	-
W25-54 RTG/SHR	-	-	-	-	-	-	-	-	-	-	-
Overall Average	25	0.7	6	0.6	5	-14%	-17%	0.7	5	-14%	-

Source: NSI WRAP Metered Market data, L+SD.

THE VIEW's "Hot Topics" continue to entertain and inform in a graspable way all that is happening in today's world and especially in the political arena. With that said and with the departures of Sara Haines and Paula Faris, ABC's THE VIEW has retained a second conservative, Abby Huntsman, to sit at the table alongside Meghan McCain. Now its three (Whoopi, Joy Behar and Sunny Hostin) to two instead of four to one! Premiering its 22nd

season last week, THE VIEW achieved a 2.5/9 P-T-D average in HH's, increasing over its lead-in (1.5/5) by +67%/+80% and year ago time period (2.0/7) by +25%/+29%. THE VIEW garnered a 0.4/5 in A18-49, a 0.6/7 in A25-54 and a 0.9/8 in W25-54, all flat-to-above lead-in and year ago performance.



THE TALK also had an eventful season nine opener without its moderator Julie Chen, who took some time off to be with her family after the events of the last few weeks involving her husband and former CBS CEO Les Moonves. Monday's season premiere earned the talker a 2.3/7 in HH's, dropping to a 1.9/6 on Wednesday and a 2.1/7 for the three-day average. Though it was very difficult, even



with Chen not there, Sharon Osborne, Sara Gilbert, Sheryl Underwood and Eve voiced their opinions on the "situation at hand." Overall, THE TALK was slightly off its BOLD & THE BEAUTIFUL lead-in (2.5/8) and up over its own year ago performance (1.7/5). The talk show posted a 0.3/3 in A18-49, a 0.4/4 in A25-54 and a 0.6/5 in W25-54 with all demos earning a slight uptick versus year ago.

WHAT'S COMING UP

Next week's FLASH #2 will feature reviews of the September 17th premieres -- **BLACKISH** and **LIVE PD: POLICE** -- as well some updates on this week's debuts and possibly some key returning programming. Down the line, sometime in October and November, look out for the **KATZ CONTENT STRATEGY RANKINGS & TRENDS** covering the September '18 and October '18 surveys.

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

STAY TUNED ...