



# CONTENT STRATEGY FLASH REPORT

## SYNDICATION STATS #2 / 2018-19

2018 September 21

The second week of syndication debuts is underway. This **FLASH REPORT** includes a look at the syndicated premieres of off-network sitcom **BLACKISH** and off A&E reality series **LIVE PD: POLICE PATROL**. Performances are based on the NSI metered markets. Keep in mind that these freshman series only have four days of data behind them, so it is too early to draw any solid conclusions. Also included is a quick-take on the sophomore series.

### FUNNY STORY...**BLACKISH**

After three off-network sitcoms premiered in syndication last season -- **THE GOLDBERGS**, **MOM** and **THE GAME** -- only one debuted this fall. **BLACKISH**, a single-camera, family comedy which premiered on ABC in September 2014, delivered an average 0.5/1 metered HH average its first four days in syndication (day one was a 0.6/1). Versus lead-in (0.7/1), **BLACKISH** was off -29%/- and was down -38%/-50% from year ago time period (0.8/2). To put the performance of this freshman sitcom into perspective, last fall's **THE GOLDBERG'S** started with a 0.6/1 and **THE GAME** with a 0.3/1. **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. Aside from **MODERN FAMILY**, **BLACKISH's** results were on par with the more recent comedies' debuts, but underperformed more successful sitcoms from the past. **BLACKISH** has aired on the half-hour and hour on the network in comedy blocks and continues that tradition in syndication where most of its metered market clearances are back-to-back. On the demo front, **BLACKISH** posted a 0.2/1 in A18-49 and A25-54 with a 0.3/1 in W25-54. In its most predominate dayparts across a majority of CW and Independent stations, **BLACKISH** garnered a 0.4/1 in early fringe HH's (22 mkts), down -20%/- from lead-in (0.5/1) and -33%/- from September '17-time period. In access (17 mkts), the sitcom achieved a 0.5/1, off by -17%/- from lead-in and -38%/-50% from year ago TP. Late fringe (17 mkts) boasted a 0.7/2, off from lead-in and up +17%/- from year ago TP.

# BLACKISH



	#Mkts	LEAD-IN		TARGET Week 1 9/17- 9/20/18		TARGET VS LEAD-IN		YEAR AGO September 2017 TP		Week 1 9/17-9/20/18 vs SEPT '17	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-										
Overall Average	52	0.7	1	0.5	1	-29%	-	0.8	2	-38%	-50%
<i>By Daypart</i>											
Early Fringe	22	0.5	1	0.4	1	-20%	-	0.6	1	-33%	-
Access	17	0.6	1	0.5	1	-17%	-	0.8	2	-38%	-50%
Late Fringe	17	0.9	2	0.7	2	-22%	-	0.6	2	17%	-
<b>A18-49 RTG/SHR</b>	-										
Overall Average	24	0.2	1	0.2	1	-	-	0.3	1	-33%	-
<b>A25-54 RTG/SHR</b>	-										
Overall Average	24	0.3	1	0.2	1	-33%	-	0.3	1	-33%	-
<b>W25-54 RTG/SHR</b>	-										
Overall Average	24	0.4	2	0.3	1	-25%	-50%	0.4	2	-25%	-50%

## LIVE PD: POLICE PATROL

Last season new reality was in the form of impractical jokes, this fall its more along the lines of true reality. **LIVE PD: POLICE PATROL** (off A&E) "best-of-series" caught a 0.4/1 four-day HH metered market average, on par with lead-in, but off year ago TP (0.5/2) by -20%/-50%. This program, which gives viewers an unfiltered look at law enforcement across America, posted a 0.1/1 in A18-49 and A25-54 and a 0.2/1 in W25-

54, all down from September '17 TP. Cleared on a majority of CW, FOX and Independent stations, POLICE PATROL turned in the most clearances in late fringe (25 mkts) and daytime (18 markets) with a 0.4/1 average in metered HH's and a 0.4/2, respectively. There was a sampling in daytime, which achieved a 0.4/2, off -20%/- from lead-in (0.5/2) and down -33%/- from year ago TP.

# LIVE PD: POLICE PATROL

	#Mkts	LEAD-IN		TARGET Week 1 9/17- 9/20/18		TARGET VS LEAD-IN		YEAR AGO September 2017 TP		Week 1 9/17-9/20/18 vs SEPT '17	
		RTG	SHR	RTG	SHR	%RTG	%SHR	RTG	SHR	%RTG	%SHR
<b>HH RTG/SHR</b>	-										
Overall Average	49	0.4	1	0.4	1	-	-	0.5	2	-20%	-50%
<i>By Daypart</i>											
Daytime	18	0.5	2	0.4	2	-20%	-	0.6	2	-33%	-
Early Fringe	9	0.5	1	0.4	1	-20%	-	0.6	2	-33%	-50%
Late Fringe	25	0.4	1	0.4	1	-	-	0.4	2	-	-50%
<b>A18-49 RTG/SHR</b>	-										
Overall Average	23	0.1	1	0.1	1	-	-	0.2	1	-50%	-
<b>A25-54 RTG/SHR</b>	-										
Overall Average	23	0.2	1	0.1	1	-50%	-	0.2	2	-50%	-50%
<b>W25-54 RTG/SHR</b>	-										
Overall Average	23	0.2	1	0.2	1	-	-	0.3	2	-33%	-50%

Source: NSI WRAP Metered Market data, L+SD. Predominate dayparts (more than 5 markets).

## WHAT'S HAPPENED SINCE LAST WEEK

A quick review of the freshman class in the metered markets, week of 9/10 premieres, revealed that **FACE THE TRUTH** is up one-tenth of a rating point from last week from a 0.4/1 in HH's to a 0.5/1, but still off lead-in and year ago TP; and **TRUE CRIME FILES** is status quo with a 0.4/1 HH performance. ABC's **GMA DAY** averaged a 1.6/5 in metered HH's, down from week one's 1.7/6 to week two's 1.5/5.

Aside from **FACE THE TRUTH**, another 30-minute talk series debuted last week in a limited number of markets. From Raycom and cleared in 11 metered markets on ABC, CBS, NBC, FOX

and CW affiliates, **ME TIME WITH FRANGELA**, garnered a 0.8/2 in HH's since its premiere, down from lead-in (1.2/3) and year ago TP (1.0/3) and on par from its week one performance. Broadcast mostly in daytime time periods, **ME TIME**, an interactive talk series "exploring and debating headlines, topics and characters of the day", delivered an average 0.1/1 in A18-49 and A25-54 with a 0.2/1 in W25-54.



## SOME SOPHOMORE SERIES STATS SO FAR...

### Week of 9/17 Premieres – 0.6/2 in HH's seems to be the magic number

- **PICKLER & BEN** (40 mkts): Achieved a 0.6/2 metered HH average, down from 1.0/4 lead-in and 0.7/2 year ago TP.
- **MOM** (52 mkts): 0.6/2 HH average, flat from lead-in (0.6/2) and above year ago TP (0.5/1).
- **DAILY MAIL** (56 mkts) – 0.6/2 HH average, off lead-in (0.8/2) and status quo versus year ago TP (0.6/2).
- **PAGE 6 TV** (54 mkts): 0.6/2 in HH's, off both lead-in and year ago TP (0.7/2).
- **TOP 30** (39 mkts): 0.3/1 in HH's, off lead-in and year ago TP (0.4/1).

### Week of 9/10 Premieres

- **DAILY BLAST LIVE** (31 mkts): 0.6/2 in HH's, down from its 0.9/3 lead-in and 0.8/2 year ago TP.
- **THE GOLDBERGS** (54 mkts): 0.6/1 in HH's, off lead-in (0.7/2) and on par with year ago time TP.
- **COUPLE'S COURT** (51 mkts): 0.5/2 HH average, flat with lead-in and year ago TP.
- **FUNNY YOU SHOULD ASK** (53 mkts): 0.3/1 HH delivery, down from its 0.4/1 lead-in and 0.5/1 year ago TP average.
- **IMPRACTICAL JOKERS** (46 mkts): 0.2/1 in HH's, flat from lead-in and off from 0.3/1 year ago TP.

## WHAT'S COMING UP

Next week's FLASH #3 will feature reviews of the September 24<sup>th</sup> premieres -- **CAUGHT IN PROVIDENCE** and **CHICAGO PD** -- as well some updates on this past week's debuts and a ranking of all key returning strip programming. We will also try and look at the status of weekly 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 ...