



CONTENT STRATEGY FLASH REPORT

SYNDICATION STATS #4 / National Snapshot

2018 October 3

This **FLASH REPORT** includes an overall national NSS performance review of the syndication marketplace-to-date.

NATIONALLY SPEAKING

M-F

Taking a quick look at the national standings season-to-date through the week of 9/23/18, 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. The veteran shows play for keeps as is evident in **JUDGE JUDY's** continued reign as top jurist and top program overall in HH's (6.7) and W25-54 (2.6) with a 3rd place finish in A25-54 (2.1). **FAMILY FEUD** was #2 across the board with a 6.1 in HH's, a 2.2 in A25-54 and a 2.5 in W25-54. **WHEEL**, **JEOPARDY** and **BIG BANG** rounded out the top 5 players in HH's and these key demos. Other programs turning in a top 10 showing included: **DR. PHIL**, **E.T.**, **INSIDE EDITION** and **LAST MAN STANDING**. **HOT BENCH** and **LIVE WITH KELLY & RYAN** placed in the top 10 in HH's only (based on the previously mentioned demos). **MODERN FAMILY** and freshman sitcom **THE**

GOLDBERGS joined the top 10 in the key A25-54 and W25-54 demos. **ELLEN** finished in the next tier, just missing the HH top 10 by one-tenth of a rating point.

Of the freshman fare, **BLACKISH** and **LIVE PD: POLICE PATROL** were the highest ranked in HH's, tied with a 1.0 for 28th (out of 63 programs overall). **FACE THE TRUTH** fell next in line, tied for 39th in HH's (0.8) followed by **TRUE CRIME FILES**, near the bottom of the ranking with a 0.3 (#55T). **ME TIME WITH FRANGELA** delivered the highest metered market performance, but because of its low clearance percentage does not appear in the national race.

See the M-F Syndicated ranking below to gauge where all the other syndicated strips stand nationally. The full chart is attached, which includes all key adult demos.

SYNDICATED PROGRAMMING/M-F STRIPS (P-T-D through 9/23/18, L+SD)

HH Rank			# T/C	%Cov	DUR	HH RTG	A25-54 RTG	W25-54 RTG	P2+ 000s
1	JUDGE JUDY (AT)	CBS TV DISTRIBUTION	20	89	600	6.7	2.1	2.6	9512
2	FAMILY FEUD (AT)	20TH TELEVISION	20	89	600	6.1	2.2	2.5	8977
3	WHEEL OF FORTUNE	CBS TV DISTRIBUTION	20	87	600	5.4	1.4	1.6	8790
3	JEOPARDY (AT)	CBS TV DISTRIBUTION	20	88	600	5.4	1.3	1.5	8401
5	BIG BANG-SYN (AT)	WARNER BROS. TV	20	91	600	4.2	2.3	2.5	6471
6	INSIDE EDITION (AT)	CBS TV DISTRIBUTION	20	86	600	2.8	0.9	1.0	4114
6	DR. PHIL SHOW (AT)	CBS TV DISTRIBUTION	20	90	1200	2.8	0.9	1.2	3835
8	ENTERTAINMENT TONIGHT(AT)	CBS TV DISTRIBUTION	20	87	600	2.7	1.0	1.2	3993
9	HOT BENCH (AT)	CBS TV DISTRIBUTION	20	87	600	2.1	0.6	0.7	2815
10	LIVE WITH KELLY AND RYAN	DISNEY ABC DOMEST TV	21	87	1200	2.0	0.6	0.9	2722
10	LAST MAN STNDG-MF-SYN(AT)	20TH TELEVISION	20	88	600	2.0	1.0	1.1	3165
12	MODERN FAMILY-MF-SYN (AT)	20TH TELEVISION	20	91	600	1.9	1.3	1.4	2926
12	ELLEN DEGENERES SHOW	WARNER BROS. TV	22	86	1200	1.9	0.6	0.8	2613
14	MILLIONAIRE (AT)	DISNEY ABC DOMEST TV	20	82	600	1.5	0.4	0.5	2117
14	GOLDBERGS (AT)	SONY PICTURES TV	20	90	600	1.5	0.9	1.0	2138
16	PEOPLE'S COURT (AT)	WARNER BROS. TV	20	87	1200	1.4	0.5	0.6	1934
16	TWO-HALF MEN-SYN (AT)	WARNER BROS. TV	20	85	600	1.4	0.7	0.7	1956
18	FAMILY GUY-MF-SYN (AT)	20TH TELEVISION	20	90	600	1.3	1.0	0.8	2062
18	MAURY (AT)	NBC UNIVERSAL	20	88	1200	1.3	0.6	0.8	1783
18	RIGHT THIS MINUTE(AT)	DISNEY ABC DOMEST TV	20	85	600	1.3	0.5	0.6	1712
21	TMZ (AT)	WARNER BROS. TV	20	86	600	1.2	0.6	0.7	1716
21	MIKE AND MOLLY (AT)	WARNER BROS. TV	20	90	600	1.2	0.6	0.7	1721
21	ACCESS (AT)	NBC UNIVERSAL	10	82	300	1.2	0.5	0.6	1670
21	DATELINE M-F (AT)	NBC UNIVERSAL	20	89	1200	1.2	0.5	0.6	1588
21	STEVE (AT)	NBC UNIVERSAL	20	86	1200	1.2	0.4	0.6	1599
26	ES COURT COMBO	CF ENTERTAINMENT	20	77	600	1.1	0.4	0.4	1494
26	STEVE WILKOS SHOW (AT)	NBC UNIVERSAL	20	86	1200	1.1	0.5	0.6	1485
28	WENDY WILLIAMS SHOW (AT)	20TH TELEVISION	20	87	1200	1.0	0.5	0.6	1353
28	RACHAEL RAY	CBS TV DISTRIBUTION	21	85	1200	1.0	0.3	0.5	1352
28	LIVE PD:POLICE PATROL(AT)	SONY PICTURES TV	5	85	150	1.0	0.5	0.6	1382
28	2 BROKE GIRLS-SYN (AT)	WARNER BROS. TV	20	90	600	1.0	0.6	0.7	1466
28	EXTRA (AT)	WARNER BROS. TV	20	83	600	1.0	0.4	0.5	1383
28	JUDGE MATHIS (AT)	WARNER BROS. TV	20	86	1200	1.0	0.4	0.5	1369
28	SEINFELD (AT)	SONY PICTURES TV	20	84	600	1.0	0.5	0.5	1437
28	BLACKISH M-F(AT)	DISNEY ABC DOMEST TV	5	89	150	1.0	0.5	0.6	1372
36	DAILY MAIL TV (AT)	CBS TV DISTRIBUTION	20	87	600	0.9	0.4	0.5	1304
36	DR. OZ SHOW (AT)	SONY PICTURES TV	20	83	1200	0.9	0.3	0.3	1246
36	MOM (AT)	WARNER BROS. TV	20	79	600	0.9	0.5	0.6	1282
39	FACE THE TRUTH (AT)	CBS TV DISTRIBUTION	10	84	300	0.8	0.3	0.4	1044
39	HOW I MET-MTHR-MF-SYN(AT)	20TH TELEVISION	20	88	600	0.8	0.4	0.5	1059
39	DIVORCE COURT (AT)	20TH TELEVISION	20	82	600	0.8	0.3	0.5	1043
42	JERRY SPRINGER (AT)	NBC UNIVERSAL	20	79	1200	0.7	0.3	0.4	997
42	PAGE SIX TV	20TH TELEVISION	20	84	600	0.7	0.3	0.4	930
42	COPS-SYN (AT)	20TH TELEVISION	20	85	600	0.7	0.3	0.4	953
45	CLEVELAND SHOW-SYN (AT)	20TH TELEVISION	15	83	450	0.6	0.4	0.4	918
45	REAL (AT)	WARNER BROS. TV	20	84	1200	0.6	0.3	0.4	746
45	DOCTORS (AT)	CBS TV DISTRIBUTION	20	84	1200	0.6	0.2	0.2	771
48	AMERICAN DAD-MF-SYN (AT)	20TH TELEVISION	20	90	600	0.5	0.4	0.3	815
48	PAWN STARS(AT)	TRIFECTA MEDIA	16	76	480	0.5	0.2	0.2	692
48	FUNNY YOU SHOULD ASK (AT)	CF ENTERTAINMENT	20	77	600	0.5	0.2	0.2	667
48	KING OF QUEENS-SYN (AT)	SONY PICTURES TV	20	77	600	0.5	0.3	0.3	651
52	JUDGE FAITH (AT)	TRIFECTA MEDIA	19	64	570	0.4	0.2	0.2	554
52	CLEVELND-KINGOFHILL COMBO	20TH TELEVISION	5	76	150	0.4	0.2	0.3	508
52	ANGER MGMT-MF-SYN (AT)	20TH TELEVISION	15	72	450	0.4	0.2	0.2	479
55	RULES OF ENGMNT-SYN (AT)	SONY PICTURES TV	20	76	600	0.3	0.2	0.2	481
55	PICKLER AND BEN	DISNEY ABC DOMEST TV	10	59	600	0.3	0.1	0.2	446
55	GAME, THE (AT)	CBS TV DISTRIBUTION	20	81	600	0.3	0.2	0.2	453
55	TRUE CRIME FILES	20TH TELEVISION	10	80	600	0.3	0.1	0.2	440
55	IMPRACTICAL JOKERS (AT)	TRIFECTA MEDIA	20	75	600	0.3	0.2	0.2	428
55	ENTERTAINMNTSTUDIOS COMBO	CF ENTERTAINMENT	20	69	600	0.3	0.1	0.1	351
61	CELEBRITY PAGE	TRIFECTA MEDIA	20	75	600	0.2	0.1	0.1	290
61	FORENSIC FILES(AT)	TRIFECTA MEDIA	20	62	600	0.2	0.1	0.1	295
61	KING OF THE HILL-SYN(AT)	20TH TELEVISION	15	73	450	0.2	0.1	0.1	274

Source: NNTV, Nielsen National TV View, NSS, L+SD, P-T-D Averages thru the week ending 9/23/18.
 2018-19 new programs in bold. 2017-18 new programs in Italic.

IS “ONCE-A-WEEKLY” ENOUGH?

The top of the national weeklies ranking also shows (along with the M-F) that the returning series rule the syndicated airwaves. Make note that a good amount of the top series -- **DATELINE**, **FAMILY FEUD**, **BIG BANG**, **ACCESS LIVE**, **MODERN FAMILY**, **WHEEL**, **THE GOLDBERGS** -- and throughout the ranking are the 6th day of a strip program. **WEEKEND ADVENTURE** has remained the #1 weekly in national HH's (4.3) and A25-54 (1.6), tied for 1st in W25-54 (1.7) with **DATELINE WKLY** and **LAW & ORDER: SVU**. Also placing in the HH top ten were **LAW & ORDER: CI**, **AMERICAN NINJA**, **BLUE BLOODS** and **BOB'S BURGERS**.

Of the freshman class, sandwiched between **BOB'S BURGERS** and **FAMILY GUY**, **NCIS: NEW ORLEANS** achieved the highest

performance in HH's (1.4, #13), and the larger delivery in A25-54 (0.5) and W25-54 (0.5) versus the other CBS off-net drama entry **MADAM SECRETARY**, which earned a 1.0 (#19T), a 0.4 and a 0.4, respectively. Off-ABC competition series **WIPEOUT** posted a 0.8 in HH's, tied for 28th with **HOW I MET YOUR MOTHER**, **MATTER OF FACT**, **MIKE & MOLLY** and **PERSON OF INTEREST**. Among key adults, **WIPEOUT** delivered a 0.3 in A25-54 and a 0.4 in W25-54. **BLACKISH WKND** tied for 39th in HH's with a 0.5 and final first year entry **THE LISTENER** tied for 47th with a 0.3.

See the Weekly Syndicated ranking below to gauge where all the other syndicated weeklies stand nationally. The full chart is attached, which includes all key adult demos.

SYNDICATED PROGRAMMING/WEEKLIES (P-T-D through 9/23/18, L+SD)

HH Rank			# T/C	%Cov	Days	DUR	HH RTG	A25-54 RTG	W25-54 RTG	P2+ 000s
1	WEEKEND ADVENTURE	DADT/LITTON	4	84Su	120	4.3	1.6	1.7	6195
2	DATELINE WKLY (AT)	NBC UNIVERSAL	4	89Su	240	3.4	1.4	1.7	4599
3	FAMILY FEUD-WK (AT)	20TH TELEVISION	4	86Su	120	3.2	1.0	1.1	4697
4	LAW & ORDER:SVU-WKL (AT)	NBC UNIVERSAL	4	89Su	240	2.9	1.4	1.7	4099
5	BIG BANG WKND (AT)	WARNER BROS. TV	8	91SaSu	240	2.5	1.3	1.4	3842
6	ACCESS LV-WKD	NBC UNIVERSAL	1	80Su	60	2.1	0.8	1.0	2591
7	MODERN FAMILY-WK-SYN (AT)	20TH TELEVISION	4	90Su	120	2.0	1.3	1.4	3096
8	LAW & ORDER:CI-WKL (AT)	NBC UNIVERSAL	4	89Su	240	1.5	0.6	0.8	2142
8	AMERICAN NINJA-SYN (AT)	NBC UNIVERSAL	4	90Su	240	1.5	0.8	0.8	2368
8	BLUE BLOODS (AT)	CBS TV DISTRIBUTION	2	88Su	120	1.5	0.5	0.6	2107
8	WHEEL OF FORTUNE WKND	CBS TV DISTRIBUTION	6	57Su	120	1.5	0.4	0.4	2346
8	BOBS BURGERS-SYN (AT)	20TH TELEVISION	4	90Su	120	1.5	1.1	1.0	2223
13	NCIS: NEW ORLEANS (AT)	CBS TV DISTRIBUTION	2	88Su	120	1.4	0.5	0.5	1904
14	FAMILY GUY-WK-SYN (AT)	20TH TELEVISION	4	90Su	120	1.3	1.0	0.9	2014
14	GOLDBERGS (AT)	SONY PICTURES TV	4	90Sa	120	1.3	0.7	0.9	1882
16	LAST MAN STNDG-WK-SYN(AT)	20TH TELEVISION	4	87Su	120	1.2	0.6	0.6	1901
16	CASTLE (AT)	DISNEY ABC DOMEST TV	4	84Su	240	1.2	0.4	0.5	1601
18	CSI MIAMI-SYN (AT)	CBS TV DISTRIBUTION	2	88Su	120	1.1	0.4	0.5	1541
19	MADAM SECRETARY (AT)	CBS TV DISTRIBUTION	2	88Su	120	1.0	0.4	0.4	1378
19	JEOPARDY WEEKEND	CBS TV DISTRIBUTION	4	67Su	120	1.0	0.3	0.3	1570
19	ENTERTAINMENT TONIGHT WKD	CBS TV DISTRIBUTION	4	86Su	240	1.0	0.4	0.4	1380
19	J.HANNA/J.MILLER	NBCU/LITTON	4	76Su	120	1.0	0.3	0.4	1350

23	INSIDE EDITION WKD	CBS TV DISTRIBUTION	4	83Su	120	0.9	0.3	0.4	1328
23	MAJOR CRIMES (AT)	WARNER BROS. TV	4	84Su	240	0.9	0.3	0.3	1298
23	JUST FOR LAUGHS GAGS(AT)	PPI RELEASING,INC	4	74Su	120	0.9	0.4	0.4	1244
23	RIZZOLI AND ISLES (AT)	WARNER BROS. TV	4	85Su	240	0.9	0.3	0.3	1227
23	SEINFELD-WKND (AT)	SONY PICTURES TV	4	84Su	120	0.9	0.4	0.4	1258
28	HOW I MET-MTHR-WK-SYN(AT)	20TH TELEVISION	4	87Su	120	0.8	0.5	0.6	1193
28	MATTER OF FACT	HEARST	4	84Su	120	0.8	0.3	0.3	1169
28	MIKE AND MOLLY WKND (AT)	WARNER BROS. TV	8	89SaSu	240	0.8	0.4	0.4	1178
28	PERSON OF INTEREST (AT)	WARNER BROS. TV	4	87Su	240	0.8	0.3	0.3	1102
28	WIPEOUT (AT)	DISNEY ABC DOMEST TV	3	82Su	180	0.8	0.3	0.4	1050
33	ELEMENTARY (AT)	CBS TV DISTRIBUTION	4	86Su	240	0.7	0.3	0.4	1018
33	2 BROKE GIRLS WKND (AT)	WARNER BROS. TV	8	89SaSu	240	0.7	0.4	0.4	1052
33	AMERICAN ATHLETE COMBO	CF ENTERTAINMENT	4	77Su	120	0.7	0.3	0.3	893
36	TWO-HALF MEN WKND (AT)	WARNER BROS. TV	8	83SaSu	240	0.6	0.3	0.3	964
36	BONES-SYN (AT)	20TH TELEVISION	4	86Su	240	0.6	0.3	0.3	799
36	EXTRA-WEEKEND	WARNER BROS. TV	4	85Su	240	0.6	0.3	0.3	768
39	BLACKISH WKND(AT)	DISNEY ABC DOMEST TV	1	80Su	30	0.5	0.3	0.3	744
39	MADE IN HOLLYWOOD COMBO	CONNECTION 3 ENT CO	4	90Su	120	0.5	0.2	0.3	704
39	TMZ WEEKEND	WARNER BROS. TV	4	85Su	240	0.5	0.3	0.2	642
42	KING OF QUEENS-WKND (AT)	SONY PICTURES TV	4	74Su	120	0.4	0.2	0.2	609
42	ENTERTAINERS/KICKIN COMBO	CF ENTERTAINMENT	4	80Su	240	0.4	0.2	0.2	575
42	RULES OF ENGMNT-WKND (AT)	SONY PICTURES TV	4	73Su	120	0.4	0.2	0.2	534
42	LEVERAGE-SYN (AT)	TRIFECTA MEDIA	4	69Su	240	0.4	0.2	0.2	518
42	MOM WKND	WARNER BROS. TV	8	77SaSu	240	0.4	0.2	0.2	544
47	LISTENER (AT)	PPI RELEASING,INC	2	62Su	120	0.3	0.1	0.2	399
47	ANGER MGMT-WK-SYN (AT)	20TH TELEVISION	6	66SaSu	180	0.3	0.1	0.2	431
49	PETS.TV COMBO	CF ENTERTAINMENT	4	56Su	120	0.2	0.1	0.1	301
49	SAVING HOPE	CTD/LITTON	4	77Su	240	0.2	0.1	0.1	290
49	WE HAVE A DREAM	CF ENTERTAINMENT	1	71Su	60	0.2	0.1	0.1	250
52	FIRST FAMILY	CF ENTERTAINMENT	4	45Su	120	0.1	0.0	0.1	106
53	MR BOX OFFICE	CF ENTERTAINMENT	4	45Su	120	0.1	0.0	0.0	96

Source: NNTV, Nielsen National TV View, NSS, L+SD, P-T-D Averages thru the week ending 9/23/18.

2018-19 new programs in bold. 2017-18 new programs in *Italics*.

STAY TUNED ...