



Media Insights

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THE MEDIAN AGE REPORT

by Steve Sternberg

Median age is the point at which half the audience is younger, and half is older. While not a replacement for other measures, it does enable us to get a snapshot of the competitive television landscape with just a few numbers. Since we began reporting on median age, all of the broadcast networks and most cable networks have incorporated this type of data into their own analyses and industry presentations.

Primetime

The median ages of the broadcast networks keep rising, as traditional television is no longer necessarily the first screen for the younger set. Not long ago, CBS was by far the oldest network, with a median age above 50. But ABC and NBC have gradually gotten older, and are approaching 50 themselves. In fact, among live viewers, ABC has hit 50, while NBC is at 49. Even FOX, now has a median age over 40. And CW, the one broadcast network that still has a median age under 35, is struggling to manage even a 3 household share with its new programming.

For the first time, the average live median age for the five broadcast networks combined is 50.

Note that FOX and CW have average median ages that are actually much closer to that of the general population than the other networks.

Spanish language network, Univision, is also younger, with an average median age of 34. The other Spanish language networks also hover in the 35 range.

Primetime Regular Series Median Age Trends (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08*
ABC	45	45	46	48	49 (50)
CBS	53	52	52	53	53 (54)
NBC	46	48	49	49	48 (49)
FOX	36	38	39	42	43 (44)
CW *	34	34	34	32	34 (34)
5-Net Average	46	46	47	48	49 (50)
Univision				34	34 (34)
U.S. Pop in TV HH	37	37	37	37	38

MAGNA analysis of copyrighted Nielsen Media Research data

CW reflects average of UPN and WB before 2006/07 season

* Live + 7 data (Live data in parentheses)

ABC's average median age has been gradually increasing. Six years ago, 37 percent of the network's average audience was 50 or older. This past season it was at 50 percent. This is partly because the network's hit reality series, *Dancing With the Stars*, which airs two nights a week, is ABC's oldest-skewing show (with a median age in the mid-50s). Additionally, shows like *The Bachelor*, *Desperate Housewives*, and *Boston Legal* have been aging, and most of the networks new more successful shows over the past two seasons have median ages of 47 or higher (including *Ugly Betty*, *Brothers & Sisters*, and *Private Practice*. *Grey's Anatomy* repeats on Friday (which has become a regular thing) attract a much older audience than the Thursday first-run episodes, as do other drama repeats. College football, which now airs on ABC Saturday night in the fall is also older skewing, with an average median age around 50.

Next season, four of ABC's six oldest-skewing series, *Dancing With the Stars*, *Boston Legal*, *Ugly Betty*, *20/20*, and *College Football* will all be back, while two, *Women's Murder Club* and *Men in Trees* will not. But some of its younger-appeal shows, such as *Wife Swap*, *Extreme Makeover: Home Edition*, *Lost*, and *Grey's Anatomy*, will also return.

ABC will few new series this fall, and we see nothing to make us think the network will get any younger next season.

CBS's average median age has hovered around 52-53 for each of the past five years. This has, of course, been primarily because of the network's continued focus on procedural dramas. Although it is interesting to note that CBS has reduced its percentage of 65+ viewers, while adding to its 50-64 base.

Survivor and *Amazing Race* have both aged over the years, but remain under 50, as do CBS's comedies, most notably *How I Met Your Mother* and *The Big Bang Theory* (*Two and a Half Men* and *Old Christine* have actually gotten younger over the past few seasons).

Next season, a couple of new comedies will probably be younger than CBS's dramas, but CBS's overall median age should continue to be stable, in the 52-53 range.

For years, **NBC** tended to only talk about adults 18-49. While more than 40 percent of its average audience has been over 50 for some time, the network now finds itself with an average median age of 49. In other words, almost half of its average audience is now older than what it still claims as its core audience.

As the network went from first to fourth place among adults 18-49, NBC began to age—not because it was necessarily gaining older viewers, but because the departure of *Friends* and friends caused it to lose a large chunk of its younger audience. Combine that with multiple *Datelines* and *Law & Orders*, *Law & Order* repeats (which skew even older than the originals), older-skewing reality, and the successful but older-skewing *Deal or No Deal* (which airs multiple times a week). Add to that the fact that its formerly young dramas, *E.R.* and *Las Vegas*, have aged sharply in the past few seasons, and it's clear to see how NBC has gotten to this point.

On the other end of the spectrum, NBC's comedies, *Scrubs*, *The Office*, *My Name is Earl*, and *30 Rock* have median ages of around 40 or younger, as does *Heroes*. Last season's freshman



drama, *Chuck*, is NBC's youngest skewing drama, and *Lipstick Jungle* is also younger than most of NBC's other dramas. On the reality front, *The Biggest Loser* and *Apprentice* are both on the young end of NBC's series.

NBC's move away from procedural dramas, and more toward sci-fi and escapist fare, is starting to have an impact. If not for the writers' strike, NBC may have gotten more than one year younger this season. Given its upcoming new series, which include an *Office* spin-off and more escapist dramas (such as *Knight Rider*), NBC stands a reasonable chance of maintaining or lowering its average median age next season.

As **FOX** has broadened its audience base with such shows as *24*, *House*, *Bones*, and, of course, *American Idol*, it has gotten older—going from 36 to 43 in the past five seasons. During that time, the percentage of its average audience over 40 has risen from 44 to 57 percent.

This actually put FOX in a pretty good competitive place, with an average median age about halfway between CW and CBS. It also helped enable FOX to take the lead among adults 18-49, which was much more difficult to accomplish when its median age was under 40.

FOX's average median age should not change much next season. Most of its youngest series, with median ages of 40 or under (*American Dad*, *Family Guy*, *The Simpsons*, *King of the Hill*, *Prison Break*, *Moment of Truth*), are returning this fall. Most of its series with median ages over 45 (*24*, *Cops*, *AMW*, *Bones*, *Til Death*) are also returning. *American Idol*, *House*, and the new *Terminator: Sarah Connor Chronicles*, are all right at the FOX median age average.

One interesting note—*24* is one of the few scripted series that has held its audience despite significant shifts in its median age (going from 39 six years ago, to 48 last year). It could be that releasing each season on DVD soon after it ended has resulted in some older viewers getting hooked, or it could simply be that since each season is self-contained, with a substantially new cast of characters surrounding the leads, it's easier for new viewers to come on board each year, without having seen previous seasons.

CW ended its second season after combining the programming of UPN and WB as by far the youngest skewing broadcast network.

One Tree Hill and *Gossip Girl* are the only two non-animated regular series on broadcast with average median ages under 30. Only two CW series, *Smallville*, and *Supernatural*, have average median ages over 35.

Whether CW can improve its ratings next season remains to be seen, but there is no question it will remain the only non-Spanish language broadcast network with an average median age under 40.



Following are percent composition trends by network:

Primetime Percent Composition (October – May Regular Series)

Network	K2-11	P12-20	A21-29	A30-39	A40-49	A50-64	A65+
ABC							
2003/04	6%	7%	10%	16%	20%	24%	18%
2004/05	5%	7%	11%	16%	20%	24%	17%
2005/06	5%	6%	10%	16%	20%	25%	17%
2006/07	5%	6%	10%	14%	19%	27%	19%
2007/08	5%	5%	8%	13%	19%	28%	22%
CBS							
2003/04	4%	5%	6%	11%	18%	30%	27%
2004/05	4%	5%	7%	13%	18%	30%	24%
2005/06	4%	4%	7%	12%	19%	33%	22%
2006/07	3%	4%	6%	11%	18%	33%	24%
2007/08	3%	4%	6%	10%	17%	33%	26%
NBC							
2003/04	5%	6%	12%	16%	20%	24%	17%
2004/05	4%	5%	10%	16%	19%	28%	18%
2005/06	4%	5%	10%	16%	18%	29%	19%
2006/07	4%	5%	10%	15%	18%	27%	21%
2007/08	4%	5%	9%	14%	19%	27%	21%
FOX							
2003/04	9%	14%	15%	18%	19%	16%	9%
2004/05	9%	12%	15%	18%	19%	18%	9%
2005/06	8%	11%	14%	18%	19%	20%	10%
2006/07	8%	10%	13%	16%	19%	22%	12%
2007/08	7%	10%	12%	14%	19%	25%	13%
CW							
2002/03	10%	17%	16%	16%	17%	16%	8%
2003/04	11%	17%	16%	16%	17%	16%	7%
2004/05	10%	16%	17%	16%	16%	16%	9%
2005/06	11%	18%	18%	14%	16%	16%	8%
2007/08	11%	18%	15%	15%	16%	17%	8%

MAGNA analysis of copyrighted Nielsen Media Research data
 Prior to the 2006/07 season, CW reflects an average of UPN and WB
 2007/08 reflects Live + 7 data



Following are five-year primetime regular series median age trends by network:

ABC Primetime Series Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
Supernanny		43	42	42	41
Lost		46	44	44	43
Wife Swap		43	43	42	44
Here Come the Newlyweds					44
Extreme Makeover: Home Edition	40	40	41	44	45
Grey's Anatomy		44	42	45	45
October Road				45	45
Notes From the Underbelly				46	45
Big Shots					45
Desperate Housewives		42	44	46	46
Cashmere Mafia					46
Cavemen					46
ABC Saturday Movie	37	44	47	46	47
Carpoolers					47
Private Practice					47
Oprah's Big Give					47
The Bachelor	39	43	41	46	48
Brothers & Sisters				47	48
America's Funniest Home Videos	47	46	46	48	48
Lost – Thu 8pm					48
Pushing Daisies					48
According to Jim	43	45	48	47	49
Ugly Betty				50	49
Dirty Sexy Money					49
Sat. Night College Football				49	50
Samantha Who?					50
Eli Stone					50
Just For Laughs					52
Desperate Housewives Rep. - Fri					52
Duel					52
Grey's Anatomy Repeats - Fri				50	53
20/20 Friday	52	51	51	51	53
Dance Wars: Bruno vs. Carrie Ann					53
Men in Trees				50	54
Boston Legal		47	53	54	54
Dancing With the Stars			53	54	55
Dancing With the Stars - Results			55	55	55
Women's Murder Club					57

MAGNA analysis of copyrighted Nielsen Media Research data
 Programs renewed for 2008/09 in bold
 2007/08 reflects Live + 7 data



CBS Primetime Series Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
How I Met Your Mother			49	47	45
Kid Nation					45
Big Brother - Tue					45
Big Brother - Wed					46
The Big Bang Theory					46
Big Brother - Sun					47
Survivor	43	45	46	48	48
Rules of Engagement				49	48
Amazing Race	----	44	45	50	49
New Adventures Of Old Christine			51	50	49
Two and a Half Men	49	50	50	51	49
Welcome to the Captain					49
Jericho				53	50
CSI: Miami	49	49	51	52	52
Ghost Whisperer			52	52	52
CSI	49	49	50	52	53
CSI: NY		49	51	53	53
Dexter					53
The Unit			54	53	54
Numb3rs		52	53	54	54
Criminal Minds			53	54	54
Cane					54
Power of Ten					54
Shark				54	56
Without a Trace	51	51	52	55	55
48 Hours Mystery	54	53	55	55	56
Cold Case	56	57	56	55	56
Price is Right					56
NCIS	57	56	56	56	57
CBS Saturday Movie					57
Crimetime Saturday (Repeats)		54	55	56	57
Crimetime Saturday (Rep) – 8pm			56	57	58
48 Hours Mystery 9pm					58
60 Minutes	60	59	59	60	60

MAGNA analysis of copyrighted Nielsen Media Research data

Programs renewed for 2008/09 in bold

2007/08 reflects Live + 7 data



NBC Primetime Series Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
Scrubs	40	40	38	36	34
The Office		40	38	38	35
American Gladiator					36
Heroes				40	37
30 Rock				40	40
My Name is Earl			41	43	42
Chuck					42
The Biggest Loser		41	41	42	43
Bionic Woman					43
The Apprentice	39	41	44	46	45
NBC Sunday Night Football				46	45
Journeyman					45
My Dad is Better than Your Dad					45
Football Night in America				45	46
E.R.	41	42	44	46	46
Lipstick Jungle					46
Phenomenon					46
Life					48
Singing Bee					48
Friday Night Lights				47	49
Law & Order: SVU	47	48	49	50	49
Medium		47	49	50	50
Most Outrageous Moments					50
Deal or No Deal - Mon			49	51	51
Las Vegas	44	46	50	52	52
Amnesia					52
Chuck repeats - Sat					52
Law & Order	51	52	52	54	53
Psych					53
Dateline Friday	54	56	55	54	54
Law & Order: Criminal Intent	50	51	53	52	55
Law & Order: SVU – Sat repeats	50	53	53	55	55
Deal or No Deal - Wed			49	54	55
1 vs. 100				53	55
Law & Order: SVU - Sun					55
Law & Order - Sun					55
Law & Order – Sat Repeats				56	56
Deal or No Deal - Fri			51	54	57
Law & Order: C.I. – Sat repeats	51	54	54	55	57
Dateline Sunday (7pm)	55	56	57	57	57
Monk					58

MAGNA analysis of copyrighted Nielsen Media Research data
 Programs renewed for 2008/09 in bold
 2007/08 reflects Live + 7 data



FOX Primetime Series Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
American Dad		24	27	28	29
Family Guy		26	27	28	29
The Simpsons	27	30	29	30	31
King of the Hill	31	35	31	31	32
Unhitched					33
King of the Hill Sun 7, 7:30				36	37
Hell's Kitchen					39
Moment of Truth					39
Prison Break			38	41	40
Kitchen Nightmares					40
American Idol – Tue.	37	39	39	41	42
FOX Movie - Friday					42
American Idol – Wed.	37	39	40	42	43
House		45	44	43	43
Terminator: Sarah Connor Chron.					43
Next Great American Band					43
Don't Forget the Lyrics					45
House – Mon 9pm					45
Don't Forget the Lyrics - Fri					46
'Til Death				43	46
Bones			44	48	46
House – Mon 8pm					46
Cops	45	44	43	46	47
Cops 2	45	43	43	46	47
AMW: America Fights Back	46	44	44	47	47
24	42	44	45	48	
Back to You					48
Bones – Mon 8pm					48
House Repeats – Fri.				48	49
K-Ville					49
New Amsterdam					49
Are You Smarter Than a 5th Grader				42	50
Bones – Fri 8pm					52
Canterbury's Law					55

MAGNA analysis of copyrighted Nielsen Media Research data
 Programs renewed for 2008/09 in bold
 2007/08 reflects Live + 7 data



CW* Primetime Series Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
One Tree Hill - Mon					26
One Tree Hill	28	27	30	26	27
Gossip Girl					27
Gossip Girl - Mon					29
Pussycat Dolls				27	30
Pussycat Dolls repeats					30
America's Next Top Model	30	30	30	28	31
Beauty & the Geek			30	29	31
Girlfriends	33	33	31	32	33
Aliens in America					33
Crowned					33
Friday Night Smackdown!	32	32	32	33	34
The Game				31	34
Everybody Hates Chris			32	33	35
Reaper					35
America's Nxt Top Model repeats	32	34	29	32	36
Supernatural			38	35	36
Farmer Wants a Wife					37
The Game - Sun					37
CW Now					37
Reaper - Tue					37
Smallville	32	34	34	35	38
Aliens in America - Sun					38
Girlfriends - Sun					38
Reaper - Thu					39
Everybody Hates Chris - Sun					39
Crowned repeats					40
Life is Wild					45

MAGNA analysis of copyrighted Nielsen Media Research data
 Programs renewed for 2008/09 in bold
 * CW data reflects UPN and WB before the 2006/07 season
 2007/08 reflects Live + 7 data



Live vs. Time Shifted Primetime Median Ages

The average primetime series has roughly 9 percent of its total audience time-shifted via DVR playback—although some shows, such as *Lost* and *Heroes*, have more than 20 percent of their audience time-shifted.

We've also shown in some recent reports that the time-shifted audience is substantially younger than the live audience. While the live combined median age among ABC, CBS, and NBC, is now over 50, the oldest network, CBS, has an average time-shifted median age of just 43. And every other network is under 40. The time-shifted median ages for ABC, CBS, and NBC are each more than 10 years younger than their live median ages.

The age difference between the live and time-shifted audiences can vary significantly by program.

The following chart looks at the live and time-shifted median ages by program, and also shows the percentage of the total audience that is time-shifted.

Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
ABC					
Supernanny	ABC	18	42.1	35.6	7%
Wife Swap	ABC	19	44.6	35.5	8%
Here Come The Newlyweds	ABC	6	44.8	37.8	6%
Lost	ABC	14	44.8	37.7	22%
Big Shots	ABC	10	45.7	38.6	12%
Extreme Makeover: Home Ed.	ABC	27	45.8	34.2	6%
Grey's Anatomy-Thu 9pm	ABC	21	46.2	37.5	17%
Notes From The Underbelly	ABC	6	46.4	33.5	9%
October Road	ABC	10	46.7	37.1	16%
Cavemen	ABC	6	47.3	32.2	6%
Desperate Housewives	ABC	17	47.3	39.2	14%
Cashmere Mafia	ABC	6	47.4	39.4	16%
ABC Sat Movie Of The Week	ABC	18	47.6	37.9	2%
According To Jim-Tu 8:30p	ABC	4	47.8	40.3	4%
Carpoolers	ABC	14	47.8	35.9	8%
Oprah's Big Give	ABC	8	47.9	38.0	7%
Brothers & Sisters	ABC	19	48.2	42.5	12%
America's Funniest Home Videos	ABC	26	48.4	34.0	3%
Extreme Makeover :Hm Ed-7p	ABC	4	48.5	35.5	7%
The Bachelor	ABC	8	48.5	34.3	9%
Private Practice	ABC	11	48.8	38.5	14%



Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
ABC					
Private Practice-Thu	ABC	3	48.9	47.2	5%
Lost-Thu 8pm	ABC	8	49.0	39.7	6%
Primetime: What Would U Do	ABC	4	49.1	42.3	3%
Bachelor: London Calling	ABC	9	49.2	37.0	10%
Sat Night College Football	ABC	7	49.7	37.9	1%
According To Jim-Tu 9pm	ABC	8	49.7	38.6	7%
Pushing Daisies	ABC	9	49.9	36.5	13%
According To Jim-Tu 8pm	ABC	4	49.9	40.8	6%
Dirty Sexy Money	ABC	11	50.1	39.7	13%
Eli Stone	ABC	12	50.1	46.9	15%
Ugly Betty	ABC	20	50.7	38.1	13%
Samantha Who?	ABC	15	51.0	37.2	10%
Just For Laughs	ABC	11	51.5	39.8	3%
Desperate Housewives-Fri	ABC	5	52.2	39.3	2%
Sat Night Football Pre-Game	ABC	7	52.2	40.8	1%
Duel	ABC	5	52.7	37.5	6%
20/20-9pm	ABC	5	52.7	42.1	4%
Grey's Anatomy-Fri 8pm	ABC	14	52.8	39.5	3%
20/20-Fri	ABC	33	53.0	44.9	4%
Dance War: Bruno/Carriann	ABC	6	53.3	40.3	8%
Just For Laughs-Tu 8pm	ABC	11	53.7	38.7	4%
Women's Murder Club-Sat	ABC	4	53.7	56.2	4%
Men In Trees	ABC	17	54.9	51.4	13%
Boston Legal	ABC	20	55.1	50.0	13%
Dancing W/Stars Result-Tu	ABC	9	55.7	43.2	6%
Dancing W/The Stars-Mon	ABC	9	55.9	42.6	7%
Dancing With The Stars	ABC	10	56.2	42.2	8%
Dancing W/Stars Results	ABC	9	56.6	44.4	7%
Women's Murder Club	ABC	14	57.7	48.4	9%
CBS					
How I Met Your Mother	CBS	30	46.7	34.3	11%
The Big Bang Theory	CBS	24	47.0	36.8	10%
Kid Nation	CBS	11	47.3	31.5	14%
Big Brother 9-Tue	CBS	11	47.8	35.5	19%
Rules Of Engagement	CBS	19	48.8	39.6	7%
Big Brother 9-Wed	CBS	11	49.1	35.0	21%
Old Christine	CBS	9	49.5	40.2	8%
Survivor: Micronesia	CBS	12	49.6	39.8	17%



Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
CBS					
Welcome To The Captain	CBS	5	49.6	39.3	5%
Two And A Half Men	CBS	29	49.7	42.1	10%
Survivor: China	CBS	10	49.9	37.8	16%
Big Brother 9-Sun	CBS	11	50.0	34.8	17%
Jericho	CBS	7	50.8	44.0	18%
Amazing Race 12	CBS	11	51.1	36.8	14%
Moonlight	CBS	21	52.5	44.8	10%
Dexter	CBS	11	53.0	47.5	9%
CSI: Miami	CBS	29	53.1	42.7	9%
Ghost Whisperer	CBS	29	53.2	44.6	10%
CSI	CBS	31	53.7	41.4	9%
CSI: NY	CBS	32	54.0	44.8	9%
The Unit	CBS	13	54.3	45.5	11%
Power Of Ten	CBS	4	54.8	40.0	4%
Numb3rs	CBS	31	54.8	46.0	11%
Cane	CBS	11	54.8	48.6	11%
Criminal Minds	CBS	31	54.9	46.0	11%
Without A Trace	CBS	30	55.6	46.9	6%
48 Hours Mystery	CBS	26	56.1	44.7	4%
Cold Case	CBS	24	56.2	46.3	7%
Price Is Right Primetime	CBS	10	56.6	43.8	3%
Shark	CBS	17	56.8	52.2	9%
CBS Movie Saturday	CBS	6	56.8	44.7	2%
Crimetime Saturday	CBS	13	57.3	48.1	3%
NCIS	CBS	31	57.9	51.0	9%
48 Hours Mystery 9pm	CBS	7	58.1	43.2	4%
Crimetime Saturday 8pm	CBS	19	58.4	50.4	3%
60 Minutes	CBS	32	60.0	48.4	3%
NBC					
Scrubs	NBC	12	35.2	31.9	15%
Office	NBC	21	36.9	32.1	23%
American Gladiators	NBC	8	37.4	29.7	10%
Heroes	NBC	10	38.2	34.0	23%
30 Rock	NBC	15	41.6	34.8	16%
Biggest Loser 4	NBC	12	43.3	34.2	10%
Saturday Night Live-Prime	NBC	5	44.2	36.9	4%
Chuck	NBC	10	44.2	35.5	16%
Biggest Loser 5	NBC	16	44.3	34.3	12%
My Name Is Earl	NBC	22	44.3	34.8	14%



Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
NBC					
My Dad Is Better Than Your Dad	NBC	8	44.9	33.0	3%
Bionic Woman	NBC	7	45.0	38.0	15%
NBC Sunday Night Football	NBC	12	45.2	38.5	1%
Football Nt America Pt 2	NBC	13	45.5	39.1	1%
Football Nt America Pt 3	NBC	12	46.0	39.0	1%
Apprentice 7	NBC	13	46.0	38.8	14%
Sunday Night NFL Pre-Kick	NBC	12	46.1	37.8	1%
Phenomenon	NBC	5	46.4	34.2	6%
Journeyman	NBC	11	46.4	41.1	16%
E.R.	NBC	19	46.9	42.5	13%
Lipstick Jungle	NBC	7	47.2	39.1	17%
Singing Bee	NBC	4	48.9	36.9	4%
Life	NBC	9	49.5	39.9	13%
Law And Order: SVU	NBC	30	49.9	38.7	9%
Most Outrageous Moments	NBC	5	50.2	35.4	2%
Chuck-Sat	NBC	8	50.7	40.0	3%
Medium	NBC	16	50.8	46.2	16%
Deal Or No Deal-Mon	NBC	17	50.9	45.4	3%
Friday Night Lights	NBC	15	51.3	37.4	18%
Most Outrg Moments 830p	NBC	5	52.9	41.5	2%
Amnesia	NBC	8	52.9	35.5	5%
Psych	NBC	5	53.1	45.4	2%
Las Vegas	NBC	16	53.5	41.9	16%
Bionic Woman-Sat	NBC	4	53.7	39.1	4%
Law And Order	NBC	21	53.8	42.6	10%
Dateline Fri	NBC	13	54.4	45.0	4%
Law And Order: SVU-Sun	NBC	12	54.6	47.5	2%
Most Outrg Moments 8p	NBC	5	54.9	42.5	2%
1 Vs 100	NBC	8	55.4	46.3	4%
Law And Order-Sun	NBC	4	55.4	49.6	3%
Law And Order: Crim Intent	NBC	15	55.4	48.5	3%
Law & Order: SVU-Sat	NBC	19	55.5	44.0	2%
Deal Or No Deal-Wed	NBC	23	55.5	46.8	3%
Law And Order-Sat	NBC	16	56.4	45.5	3%
Medium-Sat	NBC	4	56.7	42.9	5%
Dateline Sun-7pm	NBC	12	56.9	46.0	3%
Law & Order: Ci-Sat	NBC	14	57.5	48.1	2%
Deal Or No Deal-Fri	NBC	9	57.6	39.3	3%
Monk	NBC	5	57.6	52.2	2%



Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
FOX					
American Dad	FOX	19	28.9	30.4	8%
Family Guy	FOX	27	29.2	28.8	9%
Simpsons-Sun 7:30p	FOX	8	31.1	27.4	4%
Simpsons	FOX	26	31.7	29.3	9%
King Of The Hill	FOX	21	31.9	30.6	6%
American Dad-Sun 7:30p	FOX	7	33.1	30.1	4%
Unhitched	FOX	5	33.2	35.2	5%
King Of The Hill-Sun 7p	FOX	14	37.3	32.8	2%
Moment Of Truth	FOX	9	39.7	33.4	8%
Hell's Kitchen	FOX	8	40.0	34.7	14%
Kitchen Nightmares	FOX	11	40.8	35.4	10%
Prison Break	FOX	10	41.5	36.0	16%
Fox Movie-Friday	FOX	5	42.2	32.2	2%
Next Great American Band	FOX	9	42.7	39.8	7%
American Idol-Tuesday	FOX	19	43.6	35.4	13%
American Idol-Wednesday	FOX	18	44.2	35.6	12%
Terminator: Srh Cnr Chron	FOX	8	44.3	37.8	17%
The OT	FOX	7	44.4	38.3	1%
House	FOX	15	44.6	36.6	15%
Don't Forget The Lyrics	FOX	22	45.5	33.7	4%
Bones	FOX	12	46.2	41.7	14%
Don't Forget Lyrics-Fri	FOX	6	46.3	33.2	3%
House-Mon 9p	FOX	5	47.0	37.6	19%
Cops 2	FOX	26	47.1	39.4	3%
House-Mon 8p	FOX	8	47.2	37.5	8%
Til Death	FOX	16	47.5	38.5	8%
Cops	FOX	27	47.5	38.6	4%
AMW: America Fights Back	FOX	27	47.7	39.7	3%
Back To You	FOX	16	48.5	44.0	8%
Return Of Jezebel James	FOX	2	48.5	38.1	9%
K-Ville	FOX	9	49.2	44.0	11%
Bones-Mon 8p	FOX	6	49.2	41.0	19%
House-Fri 9p	FOX	12	49.7	38.1	8%
Smarter Than 5th Grader	FOX	23	49.8	44.4	4%
New Amsterdam	FOX	7	50.3	42.9	15%
Bones-Fri 8p	FOX	12	52.4	47.3	7%
Canterbury's Law	FOX	6	55.1	52.9	12%



Primetime Live vs. Time-Shifted Median Ages (October 2007 – May 2008)

Program	Network	# Tel.	Live Median Age	Time-Shifted Median Age	% Total Audience Time-Shifted
CW					
One Tree Hill-Mon	CW	7	25.1	25.8	20%
Gossip Girl	CW	16	26.5	27.2	16%
One Tree Hill	CW	11	27.3	26.1	19%
Gossip Girl-Mon	CW	17	29.2	27.1	15%
Pussycat Dolls: Girl-Enc	CW	7	29.9	30.9	4%
Pussycat Dolls: Girlicious	CW	10	29.9	29.3	11%
Beauty And The Geek-3	CW	10	30.2	35.3	22%
America's Top Model-3	CW	11	30.3	30.9	16%
Beauty And The Geek-2	CW	10	30.4	32.8	18%
America's Top Model-4	CW	13	32.2	31.3	21%
One Tree Hill-Wed	CW	3	32.3	22.7	4%
Crowned	CW	8	32.6	32.9	10%
Aliens In America	CW	14	33.1	36.1	5%
Girlfriends	CW	16	33.3	31.7	6%
The Game	CW	15	33.8	30.1	5%
Friday Night Smackdown	CW	33	34.4	31.1	4%
Reaper	CW	20	34.8	34.6	18%
Everybody Hates Chris	CW	14	34.9	35.1	6%
America's Top Model-4-Enc	CW	12	35.9	28.3	7%
Farmer Wants A Wife	CW	4	36.2	36.3	8%
America's Top Model-3-Enc	CW	11	36.6	34.2	3%
Supernatural	CW	27	36.7	34.6	12%
Reaper-Tue	CW	7	36.7	41.5	3%
CW Now	CW	21	37.4	52.5	0%
The Game-Sun	CW	16	37.4	32.2	8%
Girlfriends-Sun	CW	16	37.6	37.0	1%
Aliens In America-Sun	CW	32	38.4	31.3	3%
Ev Hates Chris-Sun2	CW	16	38.8	33.9	9%
Smallville	CW	32	39.0	33.3	15%
Everybody Hates Chris-Sun	CW	3	39.1	34.5	1%
Reaper-Thu	CW	5	40.0	35.1	15%
Crowned-Enc	CW	7	40.1	37.5	2%
Life Is Wild	CW	15	45.3	37.8	5%
ABC			50.3	39.6	9%
CBS			54.2	42.6	9%
NBC			49.3	38.0	8%
FOX			43.9	36.1	10%
CW			34.1	31.5	11%
5-Networks			49.6	38.8	9%



Daytime

CBS continues to be by far the oldest-skewing broadcast network in daytime, NBC the youngest (of course, NBC is down to one program, which is why its median age has risen). All three networks have gotten progressively older over the past few seasons.

Daytime Regular Series Median Age Trends (October - May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
ABC	49	50	51	52	53
CBS	56	56	58	60	59
NBC	43	44	45	47	49

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ABC soaps, which several years ago all skewed fairly young, have been gradually aging. *The View*, already ABC's oldest daytime series, has gradually gotten even older as well. CBS's daytime dramas have long had median ages in the 50s. All of them have aged of late (although they got a notch younger this season). CBS's game show, *Price is Right*, remains the oldest skewing daytime program. NBC has also aged, as *Days of Our Lives* hit 50 for the first time last season.

Daytime Median Age Trends (October - May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
ABC					
General Hospital	47	49	50	50	51
One Life To Live	48	49	50	51	52
All My Children	49	49	50	52	52
The View	53	53	54	55	56
CBS					
Guiding Light	53	54	55	56	54
As The World Turns	56	54	56	58	56
Bold and the Beautiful	54	54	57	59	58
Young & The Restless	55	55	57	59	58
Price is Right 1	61	63	63	64	63
Price is Right 2	61	63	63	64	64
NBC					
Passions	40	40	42	42	----
Days Of Our Lives	44	46	47	50	49

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Late Night

Last season marked the first time there were no broadcast late night series with average median ages under 40.

Five years ago, only ABC's news show, *Nightline*, had a median age older than 50. Now, all three early late night talkers—*Leno*, *Letterman*, and *Kimmel*—have median ages of 50 or older. Even the traditionally younger post-midnight *Conan O'Brien* has aged by five years in the past five seasons, and is closer to 50 than 40.

Despite also aging by five years in the past five seasons, FOX's *Mad TV* continues to be the youngest skewing broadcast network late night show, along with the network's newest late-night entry, *Spike Feresten*.

Saturday Night Live is next with median ages of 45. It has aged by five years since 2003.

The fact that so many of these younger late night broadcast shows have aged by five years in five seasons, could simply be an indication that their audiences are aging along with the shows, and they aren't getting a significant amount of new viewers each season (and that many of their former core viewers are turning to cable).

It should be noted that while no broadcast network program in late night has a median age under 40, there are more than 20 cable networks in late night that do (see cable section).

Late Night Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
ABC					
Jimmy Kimmel Live	45	45	46	47	50
ABC News Nightline	52	52	51	51	52
CBS					
Late Late Show – Ferguson	----	47	49	49	51
Late Show – Letterman	49	50	51	51	53
NBC					
Last Call W/Carson Daly	39	39	41	43	45
Conan O'Brien	41	41	43	44	46
Saturday Night Live	40	42	43	45	45
Tonight Show – Leno	48	50	51	52	54
FOX					
Mad TV	36	38	38	40	41
Spike Feresten	----	----	----	41	40

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Early Morning

Early Morning continues to be one of the oldest skewing broadcast network dayparts, with all three Monday-Friday shows averaging median ages in the low-to-mid 50s. The *Today Show*'s switch from Katie Couric to Meredith Viera had no impact on the program's median age.

M-F Early Morning Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
ABC (GMA)	54	54	53	55	55
CBS (Early Show 1)	50	51	53	53	52
CBS (Early Show 2)	53	53	55	57	54
NBC (Today Show)	52	52	52	53	53

MAGNA analysis of copyrighted Nielsen Media Research data

Early Evening News

Early Evening News is the oldest skewing broadcast network daypart, with all three networks averaging median ages just over 60.

M-F Early Evening News Median Age Trends (October – May)

Program	2003/04	2004/05	2005/06	2006/07	2007/08
ABC	60	60	59	61	61
CBS	60	60	61	60	61
NBC	60	60	60	61	61

MAGNA analysis of copyrighted Nielsen Media Research data



Syndication

Most syndication genres have a wide range of median ages.

Other than late-night, some relationship reality and variety/music series, **Comedies** have the youngest overall median ages. nearly half of all syndicated comedies had median ages under 40, with the rest having median ages in the 40s.

George Lopez, Family Guy, King of the Hill, Malcolm in the Middle, South Park, That '70s Show and *Scrubs* were the youngest, all with median ages under 35. *Two and a Half Men, Frasier*, and *Everybody Loves Raymond* were the oldest, with median ages of 45 or older.

Syndicated **Dramas**, as a group, have aged over the past few years, as first-run product virtually disappeared, and off-network dramas became more prevalent.

Most syndicated dramas have median ages between 44 and 50. Only *CSI: Miami* and *Without a Trace* had median ages of 50+ (for the first time this season).

Most entertainment **Magazine** shows have average median ages hovering around 50 or higher. The new *TMZ* debuted as the youngest, with a median age of just 42.

Talk shows continued to demonstrate a wide spread of median ages, ranging from under 45 for *Tyra Banks* and *Maury*, to over 55 for *Dr. Phil, Live With Regis & Kelly*, and *Chris Matthews*.

The median ages for **Court** shows range from 47 (*Jury Duty*) to 57 (*Judge Judy*). The bulk are in the low-to-mid 50s.

Game shows as a group is the oldest skewing program type in syndication. The new *Temptation* is youngest at 48, but the big three, *Wheel of Fortune, Jeopardy*, and *Millionaire*, all have median ages over 60.

Syndication Median Ages (October - May)

Comedy	2003/04	2004/05	2005/06	2006/07	2007/08
George Lopez - weekend	----	----	----	----	24
George Lopez	----	----	----	----	25
Family Guy	----	----	----	----	29
King of the Hill	29	31	31	32	31
Family Guy - weekend	----	----	----	----	32
Malcolm in the Middle	----	29	29	30	32
South Park	----	----	29	31	33
That '70s Show	31	33	33	31	33
Scrubs	----	----	----	35	34
My Wife & Kids	----	----	31	34	37
One on One	----	----	----	34	37



Syndication Median Ages (October - May)

Comedy	2003/04	2004/05	2005/06	2006/07	2007/08
Friends	35	36	36	35	37
Scrubs - weekend	----	----	----	36	37
Sex and the City	----	----	39	40	38
Bernie Mac	----	----	35	38	39
That '70s Show - weekend	36	36	36	37	40
My Wife & Kids - weekend	----	----	36	39	40
Will & Grace	36	38	37	39	40
Sex and the City - weekend	----	----	40	40	40
Half and Half	----	----	----	----	40
King of Queens	38	39	38	38	41
Friends-weekend	36	40	36	39	41
Still Standing	----	----	----	42	41
Will & Grace - weekend	----	39	40	39	42
According to Jim	----	----	----	41	42
Seinfeld	38	40	40	42	43
King of Queens - weekend	39	40	41	42	43
Seinfeld - weekend	40	41	41	42	43
According to Jim - weekend	----	----	----	43	44
Two and a Half Men	----	----	----	----	45
Two and a Half Men - weekend	----	----	----	----	46
Frasier	42	43	43	45	46
Everybody Loves Raymond	44	44	46	47	46
Everybody Loves Ray - weekend	45	44	46	47	46
Drama					
Degrassi: Next Generation	----	----	----	----	35
Saved by the Bell	----	----	----	----	36
Stargate: Atlantis	----	----	43	44	46
Stargate SG-1	43	43	44	45	46
24	----	----	----	45	47
The Shield	----	----	----	45	44
Star Trek: Original	----	----	----	46	47
Dead Zone	----	----	----	----	47
Cold Case	----	----	----	----	48
Law & Order: Criminal Intent	----	----	----	----	48
Law & Order: SVU	----	----	----	----	49
Without a Trace	----	----	----	48	50
CSI: Miami	----	----	----	49	51



Syndication Median Ages (October - May)

Entertainment/News Mag.	2003/04	2004/05	2005/06	2006/07	2007/08
TMZ	----	----	----	----	42
TMZ - weekend	----	----	----	----	42
Extra-weekend	44	45	44	45	46
Access Hollywood – weekend	45	47	47	49	49
Access Hollywood	46	48	49	50	50
Insider – weekend	----	48	49	49	50
Lyans & Bailes Reel Talk	----	----	----	----	50
Extra	48	49	50	50	51
Inside Edition – weekend	49	49	50	52	52
Entertainment Tonight – weekend	49	51	50	52	54
Ebert & Roeper	49	50	51	51	52
Entertainment Tonight	51	51	52	53	54
The Insider	----	51	52	52	53
Inside Edition	53	53	54	55	55
Talk					
Tyra Banks	----	----	40	40	40
Maury	40	41	41	40	42
Jerry Springer	43	44	43	45	47
Steve Wilkos	----	----	----	----	47
Morning Show	----	----	----	----	48
Montel Williams	46	47	47	48	49
Ellen Degeneres	47	50	50	52	52
Oprah Winfrey	50	52	52	53	54
Martha	----	----	56	57	54
Rachael Ray	----	----	----	54	55
Dr. Phil	54	53	55	55	56
Live With Regis & Kelly	54	54	55	56	56
Chris Matthews	56	56	56	57	57
Court					
Jury Duty	----	----	----	----	47
Judge Maria Lopez	----	----	----	49	49
Judge Mathis	47	49	49	50	51
Judge David Young	----	----	----	----	51
Judge Hatchett	46	48	49	50	52
Divorce Court	48	49	51	51	53
Christina’s Court	----	----	----	52	53
People’s Court	51	51	53	52	54
Judge Alex	----	----	53	53	55
Judge Joe Brown	54	54	55	54	56
Judge Judy	55	55	57	56	57



Syndication Median Ages (October - May)

Game	2003/04	2004/05	2005/06	2006/07	2007/08
Temptation	----	----	----	----	48
Crosswords	----	----	----	----	54
Family Feud	52	55	56	59	56
Millionaire	58	59	59	60	62
Jeopardy	63	62	62	63	63
Wheel of Fortune	63	63	63	63	64
Wheel of Fortune-weekend	65	64	64	64	64
Home Imp, Garden, Pets					
This Old House	44	46	45	47	49
Ron Hazelton's House Calls	47	46	49	51	51
Hometime	45	48	47	50	51
Business					
Business Week	47	49	49	50	51
Wall Street Journal Report	46	47	47	48	54
Other					
	2003/04	2004/05	2005/06	2006/07	2007/08
Chappelle's Show	----	----	----	----	34
Reno 911	----	----	----	----	35
UFC Wired	----	----	----	----	40
Girls Behaving Badly	----	----	----	39	42
Showtime at the Apollo	----	----	----	42	42
Maximum Exposure	39	38	40	42	42
American Idol Rewind	----	----	----	42	44
Whacked Out Sports	----	----	----	43	44
Soul Train	35	38	39	43	45
Cops	41	44	43	45	45
Animal Rescue	45	44	43	46	46
Masterminds				46	47
List of a Lifetime				44	47
J. Hannah: Into the Wild	----	----	----	----	47
American Athlete Combo	44	45	44	46	48
700 Club	51	50	49	48	49
NASCAR Angels	----	----	----	47	49
Animal Exp. W/J Miller	----	----	----	----	49
Crime Watch	----	----	----	49	50
Da Vinci's Inquest	----	----	----	49	50
J. Hanna's Animal Adv.	49	50	49	49	51
Your Total Health	----	----	----	48	52

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Ad-Supported Cable

Median ages for basic cable networks obviously vary significantly, by network and by daypart.

Ad-Supported Media Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
6-11					
Noggin/The N - day	6	6	6	6	9
Nickelodeon - day	8	8	8	9	9
Toon Disney - prime	10	12	9	10	10
Nicktoons - prime		10	10	10	11
Toon Disney - late	15	15	14	10	11
Cartoon - prime	10	11	11	11	11
Cartoon - day	9	10	11	11	11
Nickelodeon - prime	11	10	11	11	11
Toon Disney - day	9	11	12	11	11
12-20					
Nicktoons - late		11	12	12	11
Nicktoons - day		11	11	11	13
Noggin/The N - prime	14	14	15	16	16
Noggin/The N - late	15	15	16	17	17
Nick-At-Nite - prime	15	15	14	15	18
Adult Swim - late			19	19	20
Fuse - day	20	19	19	20	22
21-29					
Adult Swim - prime			16	17	21
MTV2 - prime		20	18	20	21
MTV2 - late		21	20	20	21
MTV2 - day		20	20	21	21
MTV - day	20	21	21	21	22
MTV - late	22	21	21	21	22
Nick-At-Nite - late	33	25	25	23	22
ABC Family - day	21	22	20	22	23
MTV - prime	22	22	21	22	23
BET - day	22	22	23	24	24
21-29					
VH1 - day	26	25	25	24	25
VH1 - prime	31	28	28	25	27
VH1 - late	29	27	27	26	27
G4 - day			23	27	30
BET - prime	28	26	27	27	29
BET - late	31	26	28	28	29
Comedy - day	29	29	30	30	29



Ad-Supported Media Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
30-39					
Comedy – late	28	29	32	31	30
Comedy – prime	29	30	31	31	30
Soap – day	49	44	46	46	31
FX – day	39	37	38	37	31
Fuse – late	20	19	19	21	32
ABC Family – late	38	35	34	37	32
ABC Family – prime	37	35	34	33	32
Fuse – prime	20	20	18	24	33
E! – late	38	38	35	34	33
CMT – day	43	38	38	37	33
Disc Health – day	34	39	36	34	34
TLC – day	37	36	35	34	34
E! – day	36	38	35	35	34
E! – prime	39	40	37	36	34
G4 – prime			35	41	34
ESPN – day	36	36	37	37	34
FX – late	38	35	35	34	35
G4 – late			26	34	35
Discovery – late	38	38	37	36	35
TBS – day	30	33	39	37	35
TBS – prime	40	37	38	38	35
TBS – late	38	35	37	37	36
Style – day		44	37	36	36
ESPN2 – day	40	44	40	38	36
ESPN News – late			36	36	36
FX – prime	40	37	39	35	37
ESPN – late	36	38	38	35	37
ESPN News – day			36	33	37
Bravo – day	52	52	43	37	37
Oxygen – day	41	36	39	42	37
Discovery – day	46	47	46	43	37
Discovery – prime	41	40	42	38	38
Spike – late	35	37	38	37	39
TLC – late	39	40	40	38	39
ESPN News – prime			38	40	39
CMT – late	44	39	40	38	39
WGN – late	42	49	49	40	39
Spike – day	44	43	45	41	39
NFLN – late				36	39
NFLN – day				37	39
VH1 Classic				37	39



Ad-Supported Cable Median Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
40-49					
TV Guide – late	37	37	38	39	40
TV Guide – day	37	35	37	40	40
VH1 Classic – late				39	40
Oxygen – late	45	46	44	36	40
Versus – late	43	45	40	41	40
Style – late		43	39	42	40
Style – prime		45	41	41	40
TLC – prime	41	42	41	41	40
Bravo – late	45	42	41	39	41
WE – day	47	50	49	51	41
Bravo – prime	45	44	45	44	41
TV1 – prime				42	41
VH1 Classic – prime				38	41
Speed – late	43	45	42	38	42
Spike – prime	37	41	43	42	42
CMT – prime	49	44	44	42	42
Versus – prime	50	49	47	49	42
TV1 – late				40	42
Oxygen – prime			45	42	42
Food – late	45	45	46	45	42
TV Guide – prime	40	41	43	44	43
ESPN – prime	44	45	46	45	43
NFLN – prime				42	43
TV1 – day				45	43
TNT – late		43	44	47	44
ESPN2 – late	40	42	43	42	44
Food – prime	50	49	49	48	44
A&E – late	52	48	46	44	44
USA – late	46	45	45	46	44
Animal Planet – late	45	43	42	45	45
Travel – late	47	50	47	46	45
NGC – late	50	46	45	45	45
SciFi – late	46	45	47	46	45
BBCA – late	49	53	49	50	45
WE – late			48	47	45
Disc Science – late			47	44	45
Speed – prime	48	47	47	45	45
Disc Science – prime			48	46	45
SciFi – prime	47	45	47	46	45
USA – prime	48	47	46	46	46



Ad-Supported Cable Median Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
40-49					
TNT – prime	46	46	47	46	46
A&E – prime	57	50	46	48	46
WGN – prime	49	51	48	47	46
WE – prime	49	50	50	48	46
BBCA – prime	48	54	55	54	46
Lifetime – late			45	46	46
History – late	49	48	48	48	46
Disc Health – late			45	44	46
Disc Science – day			48	44	47
Disc Health – prime	43	47	46	45	47
NGC – prime	52	48	47	47	47
Soap – late	45	41	47	47	47
Animal Planet – day	52	48	40	47	47
Speed – day	48	47	50	48	47
GAC – day				47	47
GAC – late				40	47
NGC – day	52	53	49	47	48
CNBC – late	52	45	46	48	48
SciFi – day			48	48	48
USA – day			49	49	48
Versus – day	48	48	48	52	48
Soap – prime	44	42	45	48	48
Animal Planet – prime	48	45	46	47	49
History – prime	52	51	52	52	49
Travel – prime	50	52	52	51	49
Lifetime – prime	51	49	52	52	49
ESPN2 – prime	48	49	51	50	49
Tru (Court) – late	49	48	47	48	49
TNT – day	47	45	49	49	49
Lifetime – day			46	49	49
ESPN Classic – day			52	50	49
Travel – day	47	47	54	52	49
MSNBC – late	53	55	57	50	49
50-59					
ESPN Classic – late	----	----	44	47	50
History – day	51	52	52	50	50
Biography – late	47	56	52	49	50
AMC – late	51	48	49	50	50
Golf – late			48	49	50
Military – late				49	50
Military – prime			52	53	50



Ad-Supported Cable Median Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
50-59					
Lifetime Movie Net – day	48	47	48	51	50
Invest. Disc. – late				48	50
Weather – late	48	48	50	52	50
History Int'l – late			57	50	51
AMC – prime	53	51	52	51	51
Tru (Court) – prime	53	51	51	51	51
HGTV – late	52	53	52	51	51
Biography – prime	52	57	57	58	51
ESPN Classic – prime			48	54	51
TV Land – late	48	49	50	51	51
GAC – prime				47	52
BBCA – day	53	59	59	62	52
A&E – day	60	54	50	49	52
Food – day	53	53	53	55	52
Invest. Disc. – prime				49	52
Lifetime Movie Net – late	48	49	49	51	52
Military – day			49	52	52
CNBC – prime	58	47	49	53	52
GSN – late	53	52	55	57	53
Weather – prime	52	50	52	54	53
WGN – day	54	55	59	54	53
HGTV – prime	54	53	53	53	53
Lifetime Movie Net – prime	49	50	50	51	53
TV Land – prime	54	54	55	58	53
History Int'l – prime			58	56	53
Invest. Disc. – day				46	53
History Int'l – day	----	----	58	57	54
AMC – day	56	56	54	56	54
Headline News – late	51	51	52	52	54
Golf – prime	----	----	55	53	55
MSNBC – prime	56	58	57	57	55
Biography – day	51	59	57	60	55
HGTV – day	55	56	56	56	55
TV Land – day	54	51	58	55	56
GSN – prime	59	57	59	61	56
CNN – late	57	56	58	55	56
Tru (Court) – day	52	56	58	59	56
Headline News – day	58	58	59	59	57
Headline News – prime	56	56	60	57	57
Weather – day	54	55	54	57	57
MSNBC – day	61	59	59	59	59
Hallmark – day	61	59	60	62	59



Ad-Supported Cable Median Ages (October – May)

Network	2003/04	2004/05	2005/06	2006/07	2007/08
60+					
CNN – prime	65+	61	65	62	60
FOX News – late	57	57	63	60	60
Hallmark – late	52	53	56	57	60
CNN – day	63	62	62	61	62
Golf – day			58	62	62
Hallmark – prime	60	59	61	63	63
GSN – day	59	61	65+	65+	60
CNBC – day	59	62	65+	62	65
FOX News – day	60	61	65+	65+	65+
FOX News – prime	61	62	65+	65+	65+

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