



Media Insights

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PRIME UPDATE

By Brian Hughes

For the first time since Live + 3 Day Commercial Minute Ratings (C3) became currency used to buy and sell primetime programming, we are able to compare these numbers on a year-to-year basis. While one week is generally not a good predictor of the season as a whole, here are some early observations:

- With the exception of **CW**, which showed marginal gains in its C3 numbers, the broadcast networks were either flat or down compared to week 1 of last season. On a 5-network basis, the declines ranged from 4 to 7 percent depending on the demo. All in all, we would consider that a normal rate of erosion for the broadcast networks.
- There are differences between the rate of decline on live program ratings and C3. Among viewers 12-34 and adults 18-34, C3 ratings only fell about half as much as the live averages. We expect live viewing to decline at a faster rate as more viewers time shift, and some of our previous analyses have shown that adults 18-34 are the heaviest DVR users. However, as we move to the adult 18-49 bucket, the rate of decline on C3 passes that of live. This seems to indicate more commercial avoidance among the 35-49 segment, and is supported by the fact that the gap between the Live + 3 Program and Live + 3 Commercial is a bit larger among that group than among the 18-34 set.
- For the first week at least, a trend we noted last season seems to be continuing: LP and C3 ratings are virtually identical for the broadcast networks. (See **Appendix 1** for LP and C3 network comparisons)
- Ad-supported cable as a whole is up on both a live and C3 basis, though the gains on C3 are a bit smaller. Because cable networks depend heavily on repeat programming, they do not gain as much on playback when looking at an overall average. However, there are original cable programs that are time-shifted quite heavily.
- Election year growth on the cable news networks have accounted for a substantial portion of cable's C3 gains: 51 percent among adults 18-49 and 42 percent among adults 18-49. Other networks to show notable increases include **USA**, **ESPN**, and **A&E**. (See **Appendix 2** for cable network ratings comparisons)
- Four weeks into the season, television usage is still ahead of last year among most demos, even on a live basis. (See **Appendix 3** for viewing source detail)



Presidential Debate

The third and final Presidential debate aired last Wednesday, and NBC's post-debate coverage had the edge among most demo categories. For the previous two debates, ABC and NBC hewed very close to one another among adults 18-49 and 25-54, with CNN not far behind. Among adults 35+, ABC maintained a very thin lead following the third debate after dominating the second and just barely edging out FOX News after the first.

CNN proved to be strong among young adults, beating or tying the broadcasters after two of the three debates.

Please note, the ratings below reflect post-debate analysis, not the debates themselves.

Presidential Debate Analysis Comparison (Live + Same Day Ratings)

Network	HH	A18-34	A18-49	M25-54	W25-54	A25-54	A35+
Friday 9/26							
ABC	5.2	2.0	2.5	2.4	3.2	2.8	4.2
CBS	3.9	1.1	1.8	2.1	2.5	2.3	3.2
NBC	4.5	1.8	2.3	2.6	3.0	2.8	3.6
FOX	2.3	1.6	1.5	1.4	1.5	1.4	1.6
CNN	3.8	2.2	2.3	2.6	2.0	2.3	3.0
CNBC	0.4	0.1	0.1	0.1	0.1	0.1	0.3
FOX News	4.3	1.2	1.7	2.2	2.1	2.1	4.1
MSNBC	1.9	0.9	1.0	1.1	1.1	1.1	1.7
Tuesday 10/7							
ABC	6.5	2.1	2.9	3.0	4.1	3.6	5.2
CBS	5.1	1.7	2.3	2.9	2.9	2.9	4.1
NBC	5.4	2.4	2.9	3.1	3.6	3.4	4.1
FOX	2.8	1.3	1.5	1.8	1.8	1.8	1.9
CNN	4.5	2.4	2.9	3.1	2.9	3.0	3.6
CNBC	0.4	0.2	0.2	0.3	0.2	0.2	0.3
FOX News	3.4	0.9	1.3	1.6	1.4	1.5	3.0
MSNBC	2.3	1.0	1.2	1.5	1.4	1.4	2.0
Wednesday 10/15							
ABC	5.7	2.0	2.5	2.5	3.6	3.1	4.5
CBS	4.7	1.9	2.2	2.4	2.8	2.6	3.6
NBC	5.9	2.7	3.1	3.5	3.7	3.6	4.4
CNN	4.8	2.2	2.7	2.9	3.0	3.0	3.9
CNBC	0.4	0.2	0.2	0.2	0.1	0.2	0.3
FOX News	4.6	0.9	1.6	2.1	2.0	2.1	4.2
MSNBC	2.0	1.1	1.1	1.3	1.3	1.3	1.8

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NFL Football

NBC's *Sunday Night Football* has shown declines in the past three weeks, with Sunday's contest between Seattle and Tampa Bay posting the lowest ratings of the season so far. On average though, the franchise is still very close to where it was last year, showing only minor declines among men 18-34 and men 18-49. Men 25-54 ratings are flat, while men 50+ numbers are actually up.

NBC NFL Sunday Night Football Ratings

Week	Teams	HH	M18-34	M18-49	M25-54	M50+
Week 1	Chicago @ Indianapolis	11.2	9.3	9.9	10.8	11.1
Week 2	Pittsburgh @ Cleveland	10.8	9.0	9.9	10.7	10.7
Week 3	Dallas @ Green Bay	13.3	11.1	12.2	13.1	12.7
Week 4	Philadelphia @ Chicago	10.8	9.0	9.5	10.1	11.1
Week 5	Pittsburgh @ Jacksonville	8.8	6.5	7.4	8.4	9.0
Week 6	New England @ San Diego	8.2	6.4	7.1	7.8	8.1
Week 7	Seattle @ Tampa Bay	6.3	4.6	5.2	5.7	6.4
2007 Average		10.0	8.4	9.1	9.6	9.3
2008 Average		10.0	8.0	8.8	9.6	9.9
Difference		0%	-4%	-3%	0%	+6%

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Live + Same Day ratings

ESPN's **Monday Night Football** continues to pace ahead of last year among most male demos, still reaping the benefits from the high-rated week 2 game. Most of the other match ups have been on par with last season's averages.

ESPN Monday Night Football Ratings

Week	Teams	HH	M18-34	M18-49	M25-54	M50+
Week 1	Minnesota @ Green Bay	7.9	6.7	7.2	7.7	7.6
Week 2	Philadelphia @ Dallas	11.3	10.0	10.7	11.1	10.5
Week 3	NY Jets @ San Diego	7.6	7.1	7.1	7.2	7.2
Week 4	Baltimore @ Pittsburgh	7.5	6.5	7.0	7.5	7.2
Week 5	Minnesota @ New Orleans	7.1	6.3	6.5	6.9	6.7
Week 6	NY Giants @ Cleveland	7.2	6.1	6.5	6.7	6.7
Week 7	Denver @ New England	7.0	5.5	6.1	6.5	6.7
2007 Average		7.5	6.9	7.0	7.1	6.9
2008 Average		7.9	6.9	7.3	7.7	7.5
Difference		+6%	0%	+4%	+8%	+9%

MAGNA analysis of copyrighted Nielsen Media Research data
Live + Same Day ratings

APPENDIX 1

LP and C3 Primetime Ratings Comparison (All Telecasts)
September 22, 2008 – September 28, 2008

Network	Live Program			Live +3 Program			C3		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09	Diff
Households									
ABC	7.4	7.3	-1%	7.9	8.0	1%	7.4	7.2	-3%
CBS	7.1	6.8	-4%	7.7	7.4	-4%	6.9	6.6	-4%
NBC	5.8	5.1	-12%	6.3	5.6	-11%	5.7	4.9	-14%
FOX	4.1	4.0	-2%	4.5	4.6	2%	4.1	4.0	-2%
CW	1.7	1.7	0%	1.9	2.0	5%	1.6	1.7	6%
5-Net Average	5.7	5.4	-5%	6.2	5.9	-5%	5.5	5.2	-5%
Persons 12-34									
ABC	2.5	2.5	0%	2.8	2.9	4%	2.5	2.5	0%
CBS	1.9	1.5	-21%	2.2	1.8	-18%	1.9	1.6	-16%
NBC	2.6	2.5	-4%	3.0	3.0	0%	2.6	2.5	-4%
FOX	2.3	2.2	-4%	2.6	2.6	0%	2.3	2.2	-4%
CW	1.3	1.3	0%	1.4	1.6	14%	1.2	1.3	8%
5-Net Average	2.2	2.0	-9%	2.5	2.4	-4%	2.2	2.1	-5%
Adults 18-34									
ABC	2.9	2.8	-3%	3.3	3.3	0%	2.9	2.9	0%
CBS	2.1	1.7	-19%	2.5	2.0	-20%	2.1	1.7	-19%
NBC	3.1	2.9	-6%	3.6	3.5	-3%	3.0	3.0	0%
FOX	2.5	2.4	-4%	2.9	2.9	0%	2.6	2.5	-4%
CW	1.2	1.3	8%	1.4	1.6	14%	1.1	1.3	18%
5-Net Average	2.5	2.3	-8%	2.9	2.7	-7%	2.4	2.3	-4%
Adults 18-49									
ABC	3.6	3.5	-3%	4.0	4.0	0%	3.6	3.5	-3%
CBS	3.1	2.9	-6%	3.5	3.3	-6%	3.0	2.8	-7%
NBC	3.5	3.2	-9%	4.0	3.7	-8%	3.4	3.1	-9%
FOX	2.6	2.5	-4%	2.9	3.0	3%	2.6	2.6	0%
CW	1.1	1.1	0%	1.2	1.4	17%	1.0	1.1	10%
5-Net Average	2.9	2.8	-3%	3.3	3.2	-3%	2.9	2.7	-7%
Adults 25-54									
ABC	4.2	4.1	-2%	4.7	4.7	0%	4.2	4.1	-2%
CBS	4.0	3.8	-5%	4.5	4.3	-4%	3.9	3.7	-5%
NBC	3.9	3.4	-13%	4.4	4.0	-9%	3.9	3.4	-13%
FOX	2.7	2.7	0%	3.1	3.2	3%	2.7	2.7	0%
CW	1.0	1.0	0%	1.1	1.3	18%	0.9	1.0	11%
5-Net Average	3.4	3.2	-6%	3.9	3.7	-5%	3.4	3.2	-6%
Adults 50+									
ABC	6.3	6.5	3%	6.6	6.9	5%	6.2	6.3	2%
CBS	7.1	6.9	-3%	7.4	7.4	0%	6.8	6.6	-3%
NBC	4.4	3.5	-20%	4.5	3.7	-18%	4.2	3.3	-21%
FOX	2.7	2.5	-7%	2.8	2.8	0%	2.6	2.5	-4%
CW	0.6	0.7	17%	0.7	0.7	0%	0.6	0.6	0%
5-Net Average	4.7	4.4	-6%	4.9	4.7	-4%	4.5	4.2	-7%

MAGNA analysis of copyrighted Nielsen Media Research data

APPENDIX 2

**Cable Primetime C3 and Live Network Ratings
September 22, 2008 – September 28, 2008**

Network	Adults 18-49						Adults 25-54					
	LP			C3			LP			C3		
	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
A&E	0.37	0.47	0.10	0.33	0.44	0.11	0.42	0.51	0.09	0.38	0.49	0.11
ABC Family	0.31	0.31	0.00	0.29	0.29	0.00	0.28	0.27	-0.01	0.25	0.25	0.00
Adult Swim	0.85	0.88	0.03	0.84	0.80	-0.04	0.51	0.64	0.13	0.47	0.57	0.10
AMC	0.20	0.24	0.04	0.16	0.21	0.05	0.26	0.28	0.02	0.21	0.24	0.03
Animal Planet	0.13	0.13	0.00	0.13	0.11	-0.02	0.16	0.15	-0.01	0.15	0.13	-0.02
BBC America	0.03	0.03	0.00	0.04	0.03	-0.01	0.03	0.04	0.01	0.04	0.03	-0.01
BET	0.24	0.18	-0.06	0.23	0.16	-0.07	0.19	0.15	-0.04	0.18	0.13	-0.05
Biography	0.04	0.05	0.01	0.03	0.04	0.01	0.05	0.06	0.01	0.05	0.05	0.00
Bravo	0.23	0.32	0.09	0.21	0.31	0.10	0.25	0.33	0.08	0.23	0.31	0.08
Cartoon Network	0.21	0.28	0.07	0.20	0.26	0.06	0.18	0.26	0.08	0.17	0.23	0.06
CMT	0.11	0.11	0.00	0.09	0.10	0.01	0.10	0.12	0.02	0.09	0.11	0.02
CNBC	0.05	0.05	0.00	0.04	0.04	0.00	0.06	0.06	0.00	0.06	0.05	-0.01
CNN	0.13	0.39	0.26	0.11	0.35	0.24	0.17	0.46	0.29	0.15	0.42	0.27
Comedy Central	0.48	0.48	0.00	0.46	0.47	0.01	0.38	0.42	0.04	0.36	0.41	0.05
Discovery	0.43	0.34	-0.09	0.39	0.31	-0.08	0.40	0.36	-0.04	0.37	0.33	-0.04
Discovery Health	0.08	0.08	0.00	0.08	0.07	-0.01	0.07	0.10	0.03	0.07	0.09	0.02
E!	0.22	0.22	0.00	0.19	0.20	0.01	0.20	0.20	0.00	0.17	0.18	0.01
ESPN	1.42	1.57	0.15	1.27	1.40	0.13	1.43	1.62	0.19	1.27	1.43	0.16
ESPN Classic	0.03	0.01	-0.02	0.02	0.01	-0.01	0.03	0.02	-0.01	0.02	0.01	-0.01
ESPN News	0.06	0.04	-0.02	0.06	0.04	-0.02	0.07	0.05	-0.02	0.06	0.04	-0.02
ESPN2	0.14	0.18	0.04	0.12	0.16	0.04	0.15	0.21	0.06	0.12	0.20	0.08
Food Network	0.21	0.28	0.07	0.19	0.25	0.06	0.25	0.31	0.06	0.22	0.28	0.06
FOX News	0.19	0.41	0.22	0.18	0.37	0.19	0.26	0.51	0.25	0.24	0.47	0.23
FUSE	0.02	0.02	0.00	0.01	0.01	0.00	0.01	0.02	0.01	0.01	0.01	0.00
FX	0.47	0.49	0.02	0.44	0.45	0.01	0.44	0.46	0.02	0.41	0.42	0.01
G4	0.04	0.05	0.01	0.04	0.05	0.01	0.04	0.05	0.01	0.04	0.04	0.00
GAC	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.03	0.01	0.02	0.02	0.00
Galavision	0.07	0.09	0.02	0.06	0.07	0.01	0.07	0.08	0.01	0.06	0.06	0.00
Golf Channel	0.02	0.03	0.01	0.02	0.03	0.01	0.03	0.04	0.01	0.03	0.03	0.00
GSN	0.05	0.07	0.02	0.04	0.06	0.02	0.06	0.09	0.03	0.05	0.09	0.04
Hallmark Channel	0.09	0.15	0.06	0.09	0.15	0.06	0.14	0.21	0.07	0.13	0.21	0.08
Headline News	0.09	0.18	0.09	0.08	0.16	0.08	0.11	0.22	0.11	0.10	0.19	0.09
HGTV	0.27	0.26	-0.01	0.25	0.24	-0.01	0.37	0.33	-0.04	0.34	0.31	-0.03
History Channel	0.23	0.32	0.09	0.21	0.28	0.07	0.28	0.36	0.08	0.26	0.32	0.06
History International	0.03	0.05	0.02	0.03	0.04	0.01	0.04	0.06	0.02	0.04	0.06	0.02
Investigation Discovery	0.02	0.05	0.03	0.02	0.05	0.03	0.04	0.06	0.02	0.04	0.06	0.02
Lifetime	0.43	0.39	-0.04	0.41	0.36	-0.05	0.45	0.42	-0.03	0.42	0.39	-0.03

**Cable Primetime C3 and Live Network Ratings
September 22, 2008 – September 28, 2008**

Network	Adults 18-49						Adults 25-54					
	LP			C3			LP			C3		
	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
Lifetime Movie Network	0.13	0.16	0.03	0.13	0.15	0.02	0.17	0.18	0.01	0.16	0.17	0.01
Military Channel	0.02	0.02	0.00	0.02	0.02	0.00	0.03	0.03	0.00	0.02	0.03	0.01
MSNBC	0.14	0.24	0.10	0.12	0.24	0.12	0.18	0.33	0.15	0.14	0.32	0.18
MTV	0.43	0.34	-0.09	0.38	0.29	-0.09	0.24	0.22	-0.02	0.21	0.19	-0.02
MTV2	0.05	0.06	0.01	0.04	0.05	0.01	0.03	0.04	0.01	0.03	0.03	0.00
Mun2	0.02	0.02	0.00	0.01	0.01	0.00	0.01	0.01	0.00	0.01	0.01	0.00
National Geographic	0.10	0.12	0.02	0.09	0.11	0.02	0.13	0.14	0.01	0.12	0.13	0.01
NFL Network	0.04	0.04	0.00	0.04	0.03	-0.01	0.05	0.05	0.00	0.05	0.04	-0.01
Nick at Nite	0.36	0.42	0.06	0.35	0.41	0.06	0.30	0.38	0.08	0.29	0.37	0.08
Nickelodeon	0.30	0.33	0.03	0.29	0.32	0.03	0.27	0.29	0.02	0.26	0.28	0.02
Nicktoons	0.03	0.04	0.01	0.03	0.04	0.01	0.03	0.04	0.01	0.03	0.04	0.01
Noggin	NA	0.10	NA	NA	0.09	NA	NA	0.11	NA	NA	0.10	NA
Oxygen	0.10	0.16	0.06	0.09	0.14	0.05	0.10	0.17	0.07	0.10	0.15	0.05
Science Channel	0.06	0.05	-0.01	0.06	0.05	-0.01	0.06	0.06	0.00	0.06	0.05	-0.01
Sci-Fi Channel	0.34	0.38	0.04	0.33	0.37	0.04	0.41	0.48	0.07	0.40	0.46	0.06
SoapNet	0.08	0.09	0.01	0.08	0.08	0.00	0.09	0.11	0.02	0.09	0.11	0.02
Speed	0.07	0.07	0.00	0.06	0.06	0.00	0.07	0.08	0.01	0.06	0.08	0.02
Spike TV	0.48	0.39	-0.09	0.44	0.36	-0.08	0.48	0.42	-0.06	0.44	0.40	-0.04
Style	0.05	0.06	0.01	0.04	0.05	0.01	0.05	0.06	0.01	0.05	0.06	0.01
TBS	0.85	0.74	-0.11	0.80	0.68	-0.12	0.75	0.67	-0.08	0.71	0.61	-0.10
The N	0.02	0.03	0.01	0.02	0.03	0.01	0.02	0.03	0.01	0.02	0.02	0.00
TLC	0.36	0.30	-0.06	0.32	0.27	-0.05	0.35	0.30	-0.05	0.32	0.27	-0.05
TNT	0.53	0.50	-0.03	0.47	0.46	-0.01	0.58	0.59	0.01	0.53	0.55	0.02
Toon Disney	0.05	0.05	0.00	0.05	0.04	-0.01	0.04	0.04	0.00	0.04	0.04	0.00
Travel Channel	0.13	0.15	0.02	0.11	0.13	0.02	0.15	0.17	0.02	0.14	0.15	0.01
TruTV	0.29	0.28	-0.01	0.26	0.25	-0.01	0.34	0.30	-0.04	0.31	0.27	-0.04
TV Guide Network	0.09	0.07	-0.02	0.08	0.06	-0.02	0.10	0.08	-0.02	0.08	0.07	-0.01
TV Land	0.21	0.24	0.03	0.19	0.23	0.04	0.31	0.32	0.01	0.29	0.30	0.01
TV One	0.04	0.08	0.04	0.04	0.07	0.03	0.04	0.08	0.04	0.04	0.08	0.04
USA	0.79	1.03	0.24	0.74	0.98	0.24	0.84	1.02	0.18	0.79	0.96	0.17
VH1	0.43	0.30	-0.13	0.40	0.26	-0.14	0.31	0.24	-0.07	0.29	0.20	-0.09
VH1 Classic	0.02	0.01	-0.01	0.01	0.01	0.00	0.02	0.02	0.00	0.01	0.01	0.00
VS	0.06	0.07	0.01	0.06	0.07	0.01	0.07	0.08	0.01	0.06	0.07	0.01
WE	0.06	0.11	0.05	0.06	0.10	0.04	0.07	0.13	0.06	0.06	0.12	0.06
Weather Channel	0.06	0.05	-0.01	0.05	0.05	0.00	0.08	0.07	-0.01	0.07	0.06	-0.01
WGN America	0.08	0.09	0.01	0.07	0.07	0.00	0.08	0.11	0.03	0.07	0.09	0.02
Ad-Supported Cable Total	14.9	16.3	1.4	13.7	14.9	1.2	14.9	16.9	2.1	13.6	15.5	1.8

MAGNA analysis of copyrighted Nielsen Media Research data

APPENDIX 3

Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008

Households									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	7.0	6.2	-11%	7.3	6.5	-11%	7.7	6.8	-11%
CBS	7.2	6.8	-6%	7.5	7.1	-5%	7.8	7.5	-4%
NBC	5.4	4.6	-15%	5.6	4.8	-14%	5.9	5.1	-14%
FOX	5.2	4.3	-17%	5.4	4.5	-17%	5.6	4.9	-13%
CW	1.8	1.5	-17%	1.9	1.6	-16%	2.0	1.8	-12%
5-Broadcast Net	24.4	21.7	-11%	25.4	22.7	-11%	26.6	23.9	-10%
7-Net Affiliate	26.6	23.7	-11%	27.5	24.8	-10%	28.8	26.1	-9%
My Network TV	0.7	1.0	43%	0.7	1.0	43%	0.7	1.0	44%
Univision	1.7	1.8	6%	1.7	1.9	12%	1.7	1.9	12%
Other Span Lng	0.9	0.9	0%	0.9	0.9	0%	0.9	0.9	0%
Ad Supp Cable	32.0	35.7	12%	32.4	36.4	12%	32.7	36.9	13%
All Other Cable	3.2	3.1	-3%	3.2	3.1	-3%	3.2	3.1	-2%
Premium Pay	2.3	2.3	0%	2.3	2.4	4%	2.4	2.4	2%
PBS	1.6	1.2	-25%	1.6	1.2	-25%	1.6	1.2	-24%
HUT/PUT	59.8	60.2	1%	60.8	61.5	1%	61.6	62.4	1%

* MAGNA Estimate
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Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008

Persons 2+									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	3.7	3.3	-11%	3.9	3.5	-10%	4.1	3.7	-10%
CBS	3.9	3.7	-5%	4.1	3.9	-5%	4.3	4.1	-4%
NBC	3.0	2.5	-17%	3.1	2.6	-16%	3.3	2.8	-16%
FOX	2.9	2.4	-17%	3.0	2.5	-17%	3.1	2.7	-12%
CW	1.0	0.8	-20%	1.0	0.8	-20%	1.1	0.9	-19%
5-Broadcast Net	13.3	11.7	-11%	13.8	12.3	-11%	14.6	13.1	-10%
7-Net Affiliate	14.4	12.7	-12%	14.8	13.3	-10%	15.5	14.0	-9%
My Network TV	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	28%
Univision	1.1	1.2	9%	1.1	1.2	9%	1.1	1.2	9%
Other Span Lng	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	20%
Ad Supp Cable	16.2	18.5	14%	16.4	18.9	15%	16.6	19.2	16%
All Other Cable	1.7	1.6	-6%	1.7	1.6	-6%	1.7	1.6	-4%
Premium Pay	1.2	1.2	0%	1.2	1.3	8%	1.3	1.3	2%
PBS	0.8	0.6	-25%	0.8	0.6	-25%	0.8	0.6	-24%
HUT/PUT	37.2	37.9	2%	37.9	38.9	3%	38.6	39.7	3%

* MAGNA Estimate
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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Persons 12-34									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	2.3	1.9	-17%	2.5	2.1	-16%	2.7	2.3	-16%
CBS	1.9	1.7	-11%	2.1	1.8	-14%	2.3	2.0	-14%
NBC	2.4	2.0	-17%	2.6	2.2	-15%	2.8	2.4	-14%
FOX	2.4	2.1	-13%	2.6	2.3	-12%	2.7	2.5	-6%
CW	1.3	1.1	-15%	1.4	1.2	-14%	1.5	1.4	-10%
5-Broadcast Net	9.1	7.8	-14%	9.9	8.5	-14%	10.6	9.4	-11%
7-Net Affiliate	9.9	8.5	-14%	10.7	9.2	-14%	11.4	10.0	-13%
My Network TV	0.3	0.4	33%	0.3	0.4	33%	0.3	0.4	33%
Univision	1.3	1.4	8%	1.3	1.4	8%	1.3	1.4	8%
Other Span Lng	0.8	0.8	0%	0.8	0.8	0%	0.8	0.8	1%
Ad Supp Cable	14.4	15.7	9%	14.6	16.1	10%	14.9	16.4	10%
All Other Cable	1.4	1.2	-14%	1.4	1.2	-14%	1.4	1.2	-12%
Premium Pay	1.1	1.1	0%	1.1	1.1	0%	1.1	1.1	3%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	30.2	30.2	0%	31.1	31.3	1%	31.9	32.2	1%

* MAGNA Estimate
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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Females 12-34									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	3.2	2.6	-19%	3.4	2.8	-18%	3.7	3.1	-17%
CBS	2.1	1.8	-14%	2.3	2.0	-13%	2.5	2.2	-11%
NBC	2.2	1.8	-18%	2.4	2.0	-17%	2.6	2.2	-15%
FOX	2.1	1.8	-14%	2.3	2.0	-13%	2.4	2.2	-8%
CW	1.5	1.4	-7%	1.6	1.5	-6%	1.8	1.7	-5%
5-Broadcast Net	9.9	8.4	-15%	10.7	9.2	-14%	11.6	10.1	-12%
7-Net Affiliate	10.7	9.3	-13%	11.6	10.0	-14%	12.3	11.0	-11%
My Network TV	0.3	0.4	33%	0.3	0.4	33%	0.3	0.4	37%
Univision	1.4	1.6	14%	1.4	1.6	14%	1.4	1.6	15%
Other Span Lng	0.6	0.7	17%	0.6	0.7	17%	0.6	0.7	17%
Ad Supp Cable	14.1	15.7	11%	14.4	16.1	12%	14.6	16.5	13%
All Other Cable	1.7	1.5	-12%	1.8	1.6	-11%	1.8	1.6	-9%
Premium Pay	1.0	0.9	-10%	1.0	1.0	0%	1.0	1.0	3%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	30.9	31.0	0%	31.9	32.2	1%	32.8	33.3	1%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Adults 18-34									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	2.7	2.2	-19%	2.9	2.4	-17%	3.2	2.6	-18%
CBS	2.1	1.8	-14%	2.3	2.0	-13%	2.5	2.2	-11%
NBC	2.7	2.3	-15%	3.0	2.5	-17%	3.3	2.7	-17%
FOX	2.7	2.3	-15%	2.9	2.5	-14%	3.0	2.8	-8%
CW	1.2	1.1	-8%	1.3	1.2	-8%	1.4	1.4	-2%
5-Broadcast Net	10.1	8.7	-15%	11.0	9.5	-14%	12.0	10.4	-13%
7-Net Affiliate	10.9	9.5	-13%	11.9	10.4	-13%	12.7	11.3	-11%
My Network TV	0.3	0.4	33%	0.3	0.4	33%	0.3	0.4	33%
Univision	1.4	1.5	7%	1.4	1.6	14%	1.4	1.6	14%
Other Span Lng	0.8	0.9	13%	0.8	0.9	13%	0.8	0.9	13%
Ad Supp Cable	14.6	15.8	8%	14.9	16.4	10%	15.2	16.8	10%
All Other Cable	0.9	0.8	-11%	1.0	0.8	-20%	1.0	0.8	-19%
Premium Pay	1.2	1.1	-8%	1.2	1.2	0%	1.2	1.2	2%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	31.6	31.5	0%	32.7	32.8	0%	33.6	33.8	1%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Women 18-34									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	3.6	2.9	-19%	4.0	3.2	-20%	4.4	3.5	-20%
CBS	2.4	2.0	-17%	2.6	2.3	-12%	2.9	2.6	-11%
NBC	2.6	2.2	-15%	2.8	2.4	-14%	3.1	2.7	-14%
FOX	2.5	2.0	-20%	2.6	2.2	-15%	2.8	2.4	-13%
CW	1.4	1.4	0%	1.6	1.6	0%	1.7	1.8	8%
5-Broadcast Net	11.2	9.4	-16%	12.2	10.5	-14%	13.4	11.6	-13%
7-Net Affiliate	12.3	10.4	-15%	13.1	11.5	-12%	14.3	12.6	-12%
My Network TV	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	0%
Univision	1.6	1.7	6%	1.6	1.7	6%	1.6	1.7	7%
Other Span Lng	0.7	0.7	0%	0.7	0.7	0%	0.7	0.7	0%
Ad Supp Cable	14.7	16.3	11%	15.0	16.9	13%	15.3	17.3	13%
All Other Cable	1.1	1.0	-9%	1.2	1.1	-8%	1.2	1.1	-7%
Premium Pay	1.0	1.0	0%	1.1	1.1	0%	1.1	1.1	3%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	6%
HUT/PUT	32.8	33.0	1%	34.0	34.4	1%	35.1	35.6	2%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Adults 18-49									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	3.4	2.8	-18%	3.7	3.1	-16%	3.9	3.3	-14%
CBS	3.1	2.9	-6%	3.3	3.1	-6%	3.6	3.4	-6%
NBC	3.2	2.6	-19%	3.4	2.9	-15%	3.7	3.2	-15%
FOX	2.9	2.5	-14%	3.1	2.7	-13%	3.3	3.0	-9%
CW	1.1	0.9	-18%	1.2	1.1	-8%	1.3	1.2	-4%
5-Broadcast Net	12.4	10.7	-14%	13.3	11.8	-12%	14.3	12.8	-10%
7-Net Affiliate	13.5	11.7	-13%	14.4	12.7	-12%	15.3	13.7	-10%
My Network TV	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	28%
Univision	1.3	1.4	8%	1.3	1.4	8%	1.3	1.4	8%
Other Span Lng	0.8	0.8	0%	0.8	0.8	0%	0.8	0.8	0%
Ad Supp Cable	15.5	17.4	12%	15.8	18.0	14%	16.0	18.4	15%
All Other Cable	1.0	0.9	-10%	1.0	0.9	-10%	1.0	0.9	-8%
Premium Pay	1.3	1.4	8%	1.3	1.4	8%	1.4	1.4	3%
PBS	0.4	0.3	-25%	0.4	0.3	-25%	0.4	0.3	-23%
HUT/PUT	35.1	35.6	1%	36.2	36.9	2%	37.1	37.9	2%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Women 18-49									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	4.6	3.7	-20%	4.9	4.0	-18%	5.3	4.4	-18%
CBS	3.5	3.3	-6%	3.7	3.6	-3%	4.0	3.9	-2%
NBC	3.2	2.6	-19%	3.4	2.8	-18%	3.7	3.1	-17%
FOX	2.7	2.2	-19%	2.8	2.4	-14%	3.0	2.7	-11%
CW	1.3	1.2	-8%	1.4	1.4	0%	1.5	1.6	6%
5-Broadcast Net	14.0	11.9	-15%	14.8	13.0	-12%	16.0	14.3	-11%
7-Net Affiliate	15.0	13.2	-12%	16.0	14.1	-12%	17.0	15.3	-10%
My Network TV	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	25%
Univision	1.5	1.6	7%	1.5	1.6	7%	1.5	1.6	7%
Other Span Lng	0.8	0.7	-13%	0.8	0.7	-13%	0.8	0.7	-13%
Ad Supp Cable	15.3	17.6	15%	15.6	18.1	16%	15.9	18.5	16%
All Other Cable	1.1	1.1	0%	1.1	1.1	0%	1.2	1.1	-6%
Premium Pay	1.2	1.3	8%	1.2	1.3	8%	1.2	1.3	11%
PBS	0.3	0.3	0%	0.3	0.3	0%	0.3	0.3	3%
HUT/PUT	36.4	37.0	2%	37.6	38.4	2%	38.7	39.6	2%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Adults 25-54									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	4.0	3.4	-15%	4.3	3.7	-14%	4.6	4.0	-13%
CBS	4.0	3.8	-5%	4.3	4.0	-7%	4.6	4.3	-6%
NBC	3.6	3.0	-17%	3.8	3.2	-16%	4.1	3.5	-15%
FOX	3.2	2.7	-16%	3.4	2.9	-15%	3.5	3.2	-8%
CW	1.0	0.9	-10%	1.1	1.0	-9%	1.2	1.1	-5%
5-Broadcast Net	14.5	12.7	-12%	15.5	13.6	-12%	16.5	14.8	-10%
7-Net Affiliate	15.5	13.9	-10%	16.6	14.9	-10%	17.7	16.0	-9%
My Network TV	0.4	0.6	50%	0.4	0.6	50%	0.4	0.6	53%
Univision	1.3	1.3	0%	1.3	1.4	8%	1.3	1.4	8%
Other Span Lng	0.8	0.8	0%	0.8	0.8	0%	0.8	0.8	0%
Ad Supp Cable	16.1	18.6	16%	16.4	19.1	16%	16.7	19.5	17%
All Other Cable	1.0	1.0	0%	1.1	1.0	-9%	1.1	1.0	-6%
Premium Pay	1.4	1.5	7%	1.5	1.6	7%	1.5	1.6	9%
PBS	0.5	0.4	-20%	0.5	0.5	0%	0.6	0.5	-15%
HUT/PUT	38.2	39.0	2%	39.4	40.4	3%	40.4	41.5	3%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Women 25-54									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	5.3	4.3	-19%	5.7	4.7	-18%	6.1	5.1	-16%
CBS	4.6	4.3	-7%	4.8	4.6	-4%	5.2	5.0	-4%
NBC	3.6	2.9	-19%	3.9	3.1	-21%	4.2	3.4	-19%
FOX	2.9	2.4	-17%	3.1	2.6	-16%	3.2	2.9	-10%
CW	1.2	1.0	-17%	1.3	1.2	-8%	1.4	1.4	-1%
5-Broadcast Net	16.3	13.9	-15%	17.4	15.0	-13%	18.6	16.5	-11%
7-Net Affiliate	17.4	15.1	-13%	18.5	16.2	-12%	19.8	17.5	-12%
My Network TV	0.4	0.5	25%	0.4	0.6	50%	0.4	0.6	50%
Univision	1.5	1.6	7%	1.5	1.6	7%	1.5	1.6	7%
Other Span Lng	0.7	0.7	0%	0.7	0.7	0%	0.7	0.7	1%
Ad Supp Cable	15.7	18.5	18%	16.1	19.0	18%	16.3	19.4	19%
All Other Cable	1.1	1.1	0%	1.1	1.1	0%	1.2	1.1	-7%
Premium Pay	1.3	1.4	8%	1.3	1.4	8%	1.4	1.4	2%
PBS	0.4	0.4	0%	0.4	0.4	0%	0.5	0.4	-18%
HUT/PUT	39.5	40.2	2%	40.8	41.7	2%	41.9	43.0	3%

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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Adults 35+									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	5.2	4.7	-10%	5.4	4.9	-9%	5.6	5.1	-8%
CBS	5.9	5.6	-5%	6.1	5.9	-3%	6.4	6.2	-3%
NBC	3.9	3.2	-18%	4.0	3.4	-15%	4.2	3.6	-14%
FOX	3.6	2.9	-19%	3.7	3.0	-19%	3.8	3.2	-15%
CW	0.9	0.7	-22%	0.9	0.7	-22%	0.9	0.8	-15%
5-Broadcast Net	18.1	16.0	-11%	18.7	16.8	-10%	19.4	17.7	-9%
7-Net Affiliate	19.2	17.4	-9%	19.9	18.0	-10%	20.8	18.9	-9%
My Network TV	0.4	0.6	50%	0.4	0.6	50%	0.4	0.6	53%
Univision	1.0	1.2	20%	1.0	1.2	20%	1.0	1.2	20%
Other Span Lng	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	20%
Ad Supp Cable	18.8	22.0	17%	19.0	22.4	18%	19.1	22.7	19%
All Other Cable	1.2	1.1	-8%	1.2	1.1	-8%	1.2	1.1	-7%
Premium Pay	1.5	1.5	0%	1.5	1.6	7%	1.5	1.6	9%
PBS	1.3	1.0	-23%	1.3	1.0	-23%	1.3	1.0	-21%
HUT/PUT	45.1	46.4	3%	45.9	47.4	3%	46.6	48.2	3%

* MAGNA Estimate
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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Adults 50+									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	5.9	5.5	-7%	6.1	5.7	-7%	6.2	5.9	-5%
CBS	7.1	6.7	-6%	7.3	6.9	-5%	7.5	7.2	-4%
NBC	4.1	3.4	-17%	4.1	3.5	-15%	4.2	3.6	-13%
FOX	3.9	3.0	-23%	4.0	3.1	-23%	4.1	3.3	-19%
CW	0.7	0.6	-14%	0.8	0.6	-25%	0.8	0.6	-21%
5-Broadcast Net	20.3	18.1	-11%	20.8	18.7	-10%	21.3	19.5	-8%
7-Net Affiliate	21.8	19.7	-10%	22.1	20.2	-9%	22.7	20.9	-8%
My Network TV	0.4	0.6	50%	0.4	0.6	50%	0.4	0.6	50%
Univision	0.9	1.1	22%	0.9	1.1	22%	0.9	1.1	22%
Other Span Lng	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	0%
Ad Supp Cable	20.5	23.9	17%	20.6	24.2	17%	20.7	24.4	18%
All Other Cable	1.2	1.2	0%	1.3	1.2	-8%	1.3	1.2	-6%
Premium Pay	1.5	1.4	-7%	1.5	1.5	0%	1.5	1.5	1%
PBS	1.8	1.3	-28%	1.8	1.3	-28%	1.9	1.3	-31%
HUT/PUT	49.7	51.0	3%	50.2	51.7	3%	50.7	52.3	3%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Kids 2-11									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	1.1	1.1	0%	1.2	1.1	-8%	1.2	1.2	-4%
CBS	0.9	0.8	-11%	0.9	0.8	-11%	1.0	0.8	-16%
NBC	0.9	0.8	-11%	0.9	0.8	-11%	1.0	0.9	-14%
FOX	1.1	0.9	-18%	1.1	0.9	-18%	1.2	0.9	-21%
CW	0.8	0.4	-50%	0.8	0.4	-50%	0.8	0.4	-47%
5-Broadcast Net	4.2	3.6	-13%	4.3	3.6	-15%	4.5	3.8	-16%
7-Net Affiliate	4.7	4.0	-15%	4.9	4.2	-14%	5.1	4.4	-14%
My Network TV	0.2	0.3	50%	0.2	0.3	50%	0.2	0.3	55%
Univision	1.1	1.2	9%	1.1	1.2	9%	1.1	1.2	9%
Other Span Lng	0.5	0.5	0%	0.5	0.5	0%	0.5	0.5	0%
Ad Supp Cable	10.7	11.6	8%	10.8	11.8	9%	10.9	12.0	10%
All Other Cable	4.2	4.2	0%	4.2	4.3	2%	4.3	4.4	1%
Premium Pay	0.6	0.5	-17%	0.6	0.6	0%	0.6	0.6	2%
PBS	0.2	0.1	-50%	0.2	0.1	-50%	0.2	0.1	-50%
HUT/PUT	22.7	22.8	0%	23.0	23.2	1%	23.3	23.6	1%

* MAGNA Estimate
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**Primetime Ratings Comparison by Stream (All Telecasts)
September 22, 2008 – October 19, 2008**

Teens 12-17									
Network	Live			Live + SD			Live + 7 Days		
	07/08	08/09	Diff	07/08	08/09	Diff	07/08	08/09*	Diff
ABC	1.4	1.2	-14%	1.5	1.3	-13%	1.6	1.4	-14%
CBS	1.4	1.2	-14%	1.4	1.2	-14%	1.5	1.3	-14%
NBC	1.3	1.1	-15%	1.4	1.1	-21%	1.5	1.2	-21%
FOX	1.8	1.5	-17%	1.8	1.6	-11%	1.9	1.7	-10%
CW	1.5	1.0	-33%	1.5	1.1	-27%	1.6	1.2	-27%
5-Broadcast Net	6.3	5.2	-17%	6.5	5.5	-16%	6.9	5.8	-16%
7-Net Affiliate	6.9	5.9	-14%	7.3	6.1	-16%	7.6	6.5	-15%
My Network TV	0.3	0.4	33%	0.3	0.4	33%	0.3	0.4	33%
Univision	0.9	0.9	0%	0.9	0.9	0%	0.9	0.9	0%
Other Span Lng	0.5	0.3	-40%	0.5	0.3	-40%	0.5	0.3	-40%
Ad Supp Cable	13.6	15.3	13%	13.8	15.6	13%	13.9	15.8	14%
All Other Cable	2.6	2.3	-12%	2.7	2.4	-11%	2.7	2.5	-9%
Premium Pay	0.8	0.8	0%	0.9	0.8	-11%	0.9	0.8	-9%
PBS	0.1	0.1	0%	0.1	0.1	0%	0.1	0.1	0%
HUT/PUT	26.3	26.5	1%	26.8	27.0	1%	27.2	27.5	1%

* MAGNA Estimate
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