



New Series Performance and Prognosis

By Steve Sternberg

A month into the new season, we're starting to get a clear picture of which new series are working.

CBS's *The Mentalist* and **FOX's *Fringe***, started out as the two **stand-out new shows**, and that is still the case. The CBS drama because it has had only minimal audience fall-off from its strong opening performance. The FOX drama, not just because of its solid rating performance, but also because of its reduced commercial load, which is helping it retain more of its commercial minute audience than the typical FOX series.

Now, we might have to add CBS's Thursday 10pm drama, ***Eleventh Hour***, to the list. It debuted a competitive third against NBC's ***E.R.*** and ABC's new ***Life on Mars***. But it maintained its premiere audience in week 2 (while the ABC drama declined), and actually edged out NBC for the lead among adults 25-54. It also gained among older viewers from its premiere.

ABC's *Life on Mars* declined sharply from its solid debut ratings. The next telecast should tell us whether it will rebound, stabilize, or free-fall. The new reality show, ***Opportunity Knocks*** is a disappointment for ABC, and has already been pre-empted – not a good sign for the show's longevity.

CBS's new Monday comedy, ***Worst Week***, has been competitive in a relatively weak time slot, while the new Wednesday comedy, ***Gary Unmarried***, has held onto its ***Old Christine*** lead-in audience, and is ahead of ABC and NBC. Both must be considered modest time-period successes. The new drama, ***The Ex-List***, can go either way.

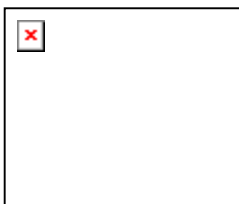
NBC has had no success with its new series (which may be an indication that the pilot process, while expensive, is nonetheless important—CBS and FOX, with the most successful new shows, did produce pilots). NBC's new comedy, ***Kath & Kim***, and its new dramas, ***My Own Worst Enemy***, ***Knight Rider***, and ***Crusoe***, have all been disappointments for the network.

Second-season series being re-launched this fall, **ABC's *Pushing Daisies***, ***Private Practice***, and ***Dirty Sexy Money***, along with **NBC's *Lipstick Jungle*** and ***Life***, and **FOX's *Terminator: The Sarah Connor Chronicles***, are not performing up to their respective network's expectations. ***Private Practice*** and ***Terminator*** have the best chance of lasting through the season.

Following is a look at new series performance to date for each broadcast network.

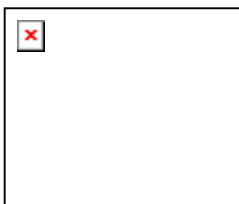
New (and kind of new) Series Performance and Prognosis

Program	Date	HH	P12-34	A18-49	A25-54	A50+
ABC						
Opportunity Knocks	9/23	4.1/6	1.4/5	1.8/5	2.3/6	3.4/6
Tue 8-9	9/30	3.8/6	1.4/5	1.8/5	2.1/5	2.6/5
(premiere 9/23)	10/14	3.3/5	1.2/4	1.3/4	1.5/4	2.9/5
Disappointing performance for ABC. Shouldn't be around much longer.						
Life on Mars	10/9	7.5/13	2.2/7	3.7/10	4.7/12	6.5/13
Thu 10-11	10/16	5.4/9	1.6/5	2.5/7	3.4/8	4.8/10
(premiere 10/9)	10/23	5.3/9	1.6/5	2.4/6	3.1/8	4.6/9
Solid debut. But as we suspected, lost a lot of ground in its second episode, losing half its Grey's Anatomy adult 18-49 lead-in audience, and slipping to third in its hour behind CBS's new drama, Eleventh Hour . Third episode was stable, despite being up against the World Series Game 2 . Without a fast turnaround, ABC might look for something that could do better here.						
Pushing Daisies	10/1	4.0/7	1.6/5	2.0/6	2.5/7	3.3/6
Wed 8-9	10/8	3.6/6	1.6/5	2.0/6	2.2/6	2.6/5
(return 10/1)	10/15	4.1/7	1.5/5	1.9/5	2.3/6	3.3/6
	10/22	3.7/6	1.6/5	1.9/5	2.3/6	2.7/5
A relatively large fall-off from where it debuted last season, but about the same numbers it had toward the end of last 4 th Quarter. ABC was obviously hoping for better than a 4 th place finish among adults 18-49 for this critical darling. We don't see any reason to expect significant improvement.						
Private Practice	10/1	5.5/8	2.7/8	3.3/8	3.6/8	3.6/7
Wed 9-10	10/8	5.1/8	2.0/6	2.6/7	3.1/7	3.9/7
(return 10/1)	10/22	5.5/8	2.2/6	3.0/8	3.5/8	3.8/7
As with its lead-in, audience levels were down from start of last season, but close to where they were at end of last 4 th Quarter. Unlike its lead-in, Private Practice is the highest rated show of the night among women 18-34 and virtually tied for the lead (with CSI: NY) among women 18-49.						
Dirty Sexy Money	10/1	4.7/8	1.6/5	2.4/7	3.0/7	3.8/8
Wed 10-11	10/8	4.0/7	1.4/5	2.0/5	2.4/6	3.3/7
(return 10/1)	10/22	3.9/6	1.2/4	1.9/5	2.4/6	3.2/7
It's a distant second to CBS's CSI: NY , and just ahead of NBC's Lipstick Jungle . ABC should be able to do better here.						



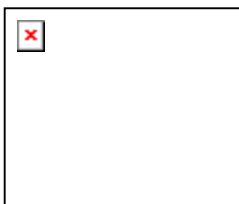
New (and kind of new) Series Performance and Prognosis

Program	Date	HH	P12-34	A18-49	A25-54	A50+
CBS						
Worst Week Mon 9:30-10 (premiere 9/22)	9/22 9/29 10/5 10/13 10/20	6.7/10 5.6/8 5.7/8 6.3/9 6.3/9	2.0/5 1.5/4 1.7/4 1.7/5 1.7/5	3.8/8 2.9/7 3.0/7 3.2/7 3.2/7	4.8/10 3.9/8 3.7/8 4.1/9 3.9/8	5.7/10 5.0/9 4.7/8 5.0/10 5.5/10
Loses 4-5 share points from its Two and a Half Men lead-in. Got a small boost in week 4 as ABC's comedy, Samantha Who? , debuted against it. CBS beats the ABC sitcom among adults 25-54 (and is a close second to NBC's Heroes). CBS may decide, however, that it can do better in this half-hour.						
The Mentalist Tue 9-10 (premiere 9/23)	9/23 9/30 10/14 10/21	9.9/15 9.8/15 9.4/14 9.6/14	1.7/5 1.9/6 1.7/5 1.7/5	3.5/9 3.6/9 3.4/8 3.4/9	5.0/11 5.1/12 4.7/11 4.8/11	11.2/20 11.0/19 10.6/19 11.1/19
Very strong debut, particularly among CBS's core 35+ audience.. New CBS dramas often get good initial viewer sampling, but its ratings have held up. Edging out ABC's Dancing With the Stars among adults 18-49 and 25-54 is significant. Last episode tied Dancing among adults 25-54 and 50+. If it doesn't slip further it's a bona fide success. CBS has given the show a full-season order.						
Gary Unmarried Wed 8:30-9 (premiere 9/24)	9/24 10/1 10/8 10/15 10/22	4.5/7 4.6/7 4.9/8 5.0/8 5.0/8	1.2/4 1.1/3 1.1/4 1.4/4 1.3/4	2.4/7 2.2/6 2.4/6 2.3/6 2.5/7	3.1/8 2.9/7 3.0/7 3.0/7 3.2/8	3.6/7 4.0/7 4.2/8 4.2/8 4.2/8
Holds onto its Old Christine lead-in audience. It is competitive in a relatively weak time period. Last episode beat ABC and NBC among adults 18-49 and 25-54. Its fate will likely rest on that of its lead-in, but CBS couldn't expect much more here..						
Eleventh Hour Thu 10-11 (premiere 10/9)	10/9 10/16 10/23	7.2/12 7.8/13 7.8/13	1.9/6 1.7/6 1.6/5	3.2/9 3.2/9 3.1/8	4.1/10 4.2/11 4.1/10	7.1/14 7.7/16 7.9/16
Premiere was a close third in a competitive hour. But second episode gained some viewers and edged out NBC's E.R. among adults 25-54. . Also picked up a chunk of older viewers that checked out the debut of ABC's new drama, Life on Mars , the previous week. Third episode held up despite being up against the World Series Game 2 – a positive sign. It does lose nearly 40% of its CSI lead-in audience, but if it continues to win the hour, CBS should be pleased.						
The Ex-List Fri 9-10 (premiere 10/3)	10/3 10/10 10/17	4.6/8 3.9/7 4.2/7	1.1/4 1.0/4 1.2/4	2.0/6 1.9/6 2.0/6	2.6/7 2.4/7 2.5/7	4.2/8 3.2/6 3.6/7
Lost 3-4 share points from its Ghost Whisperer lead-in, but still managed to win this weak network hour among adults 18-49 and 25-54. Being the only scripted network series in the time period can't hurt. CBS could probably do just as well with something else.						



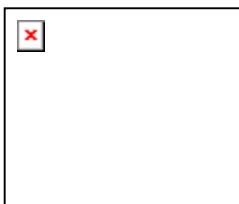
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Program	Date	HH	P12-34	A18-49	A25-54	A50+
NBC						
My Own Worst Enemy Mon 10-11 (premiere 10/13)	10/13	4.7/8	1.9/6	3.0/8	3.3/8	3.2/6
	10/20	3.6/6	1.9/6	2.5/6	2.6/6	2.2/5
A big disappointment for NBC. Finishes third among households, and a distant second to CBS's CSI: Miami among most demographic segments. Lost more than half of its Heroes lead-in adult 18-34 audience. Another indication that heavily promoting a show during the Summer Olympics seldom has any impact on a series' performance.						
Knight Rider Wed 8-9 (premiere 9/24)	9/24	4.5/7	1.9/7	2.5/7	2.9/8	3.4/7
	10/1	4.7/8	1.9/7	2.4/7	3.0/8	3.9/8
	10/8	4.2/7	1.6/6	2.3/7	2.7/7	3.3/6
	10/15	4.7/8	1.6/5	2.3/6	2.8/7	4.2/8
	10/22	4.4/7	1.6/5	2.2/6	2.6/7	3.9/7
About what we expected, but must be a disappointment for NBC, which was hoping for more the third place among adults 18-49 and fourth place among adults 25-54. It was the highest rated show of the night among men 18-34, but it remains to be seen whether that is enough to satisfy the network. Has gained older viewers since its debut – not the folks NBC is going for here.						
Kath & Kim Thu 8:30-9 (premiere 10/9)	10/9	4.7/7	2.8/9	3.2/9	3.5/9	2.7/5
	10/16	3.9/6	1.9/6	2.5/7	2.8/7	2.4/5
	10/23	3.1/5	1.5/4	2.2/6	2.4/6	1.8/3
Debut episode built slightly on its My Name is Earl lead-in, and did beat the other broadcast networks among viewers under 35. Second episode declined, and finished third (behind Ugly Betty and Survivor) among the under-35 set. Third episode continued to slip. Not a promising sign. Other NBC Thursday comedies have strong dual (male/female) audiences. Kath & Kim is much stronger among women than men, which may hurt its chances of building an audience here.						
Crusoe Fri 8-9 (premiere 10/17) (2 hr. premiere)	10/17	4.6/8	0.8/3	1.6/5	2.2/7	5.1/11
The only positive here is that the 2-hour premiere did not decline in its second hour. Not many under-50s watching, but does well among viewers 50+ (not really who NBC is going after here).						
Lipstick Jungle Wed 10-11 (return 9/24)	9/24	4.4/7	1.5/5	2.4/6	2.8/7	3.1/7
	10/1	3.9/7	1.3/4	2.0/5	2.2/6	2.6/6
	10/8	3.4/6	1.2/4	1.9/5	2.1/5	2.2/5
	10/22	3.2/5	1.1/3	1.7/4	1.9/5	2.0/4
Debut finished way behind CBS's CSI: NY (even among its strength – women 25-54). Barely beat out the second half of the David Blaine special on ABC (not a promising sign). As we expected, slipped a bit when ABC's Dirty Sexy Money returned to this hour on October 1 st . No reason to expect any improvement here.						
Life Fri 10-11 (return 10/3)	10/3	3.7/7	0.9/3	1.7/5	2.2/6	3.4/7
	10/10	3.2/6	0.9/4	1.4/4	1.7/5	3.0/7
	10/17	3.9/7	0.8/3	1.5/5	2.0/6	3.9/9
Finishing third, behind 20/20 , among adults 18-49, is not what NBC was thinking. Not at all compatible with its Deal or No Deal lead-in. Scheduling it here to begin with was not a sign of confidence in the show. Could be gone soon.						



New (and kind of new) Series Performance and Prognosis

Program	Date	HH	P12-34	A18-49	A25-54	A50+
FOX						
Terminator: S. Connor Tue 9-10 (return 9/8)	9/8 9/15 9/22 9/29 10/6 10/20	4.0/6 3.6/6 3.8/6 3.4/5 3.6/5 3.0/5	2.0/6 1.7/5 1.9/6 1.5/5 1.9/6 1.4/4	2.4/7 2.1/6 2.3/6 2.0/5 2.3/6 2.0/5	2.8/7 2.3/6 2.5/6 2.4/6 2.5/6 2.3/5	2.7/5 2.5/5 2.5/4 2.2/4 2.4/5 1.9/3
Returned against weaker than normal competition, and still declined 20% from last season. FOX was hoping for more in its second season. Audience has stabilized, meaning this is about where it should remain. The network has given it a full-season order.						
Fringe Tue 9-10 (premiere 9/9 at 8pm)	9/9 9/16 9/23 9/30 10/14 10/21	5.9/9 8.1/13 5.8/9 6.1/9 5.7/9 5.5/8	2.3/7 3.8/11 3.3/10 3.2/10 3.2/9 2.9/9	3.2/9 5.1/13 4.1/10 4.2/11 4.0/10 3.9/10	3.9/10 6.0/14 4.4/10 4.7/11 4.4/10 4.4/10	4.7/9 6.1/11 3.6/6 3.9/7 3.3/6 3.3/6
Received a boost in its second episode, following House 's debut, and not being up against regular programming. Fell back to Earth in episode 3, but still won its hour among viewers under 35 (and was a close second to ABC's Dancing With the Stars among adults 18-49). Last few episodes dominated among viewers under 35, and won among adults 18-49. Seems to have found its audience. FOX should be happy with its performance.						
Do Not Disturb Wed 9:30-10 (premiere 9/10)	9/10 9/17 9/24	3.1/5 2.5/4 2.4/4	1.2/4 1.0/3 1.0/3	1.9/5 1.5/4 1.3/3	2.2/5 1.8/4 1.7/4	1.9/4 1.7/3 1.6/3
CANCELED						
Hole in the Wall Thu 8-8:30 (premiere 9/11)	9/11 9/18 10/2 10/16	2.7/5 2.6/5 2.2/4 2.3/4	1.8/7 1.5/6 1.3/4 1.5/5	2.0/7 1.8/6 1.5/4 1.4/4	2.1/6 1.9/6 1.5/4 1.4/4	1.2/2 1.1/2 1.0/2 1.1/2
Not much to say. Can be easily replaced at any time.						
Hole in the Wall Thu 8:30-9 (premiere 9/11)	9/11 9/18 10/2 10/16	3.5/6 3.2/5 2.3/4 2.3/4	2.3/8 2.0/7 1.5/5 1.6/5	2.6/8 2.2/7 1.6/4 1.5/4	2.7/7 2.4/6 1.7/4 1.5/4	1.7/3 1.4/3 1.0/2 1.0/2
Not much to say. Can be easily replaced at any time.						



New (and kind of new) Series Performance and Prognosis

Program	Date	HH	P12-34	A18-49	A25-54	A50+
CW						
90210 Tue 8-9 (premiere 9/2)	9/2	3.2/5	2.7/8	2.6/7	2.4/6	0.6/1
	9/9	2.2/4	1.9/6	1.7/5	1.6/4	0.5/1
	9/16	2.3/4	2.0/7	1.7/5	1.5/4	0.6/1
	9/23	2.1/3	1.7/6	1.5/4	1.4/4	0.5/1
	9/30	2.2/4	2.0/7	1.7/5	1.5/4	0.4/1
	10/7	2.2/3	1.9/6	1.7/5	1.5/4	0.4/1
	10/14 (R)	1.3/2	0.9/3	0.8/2	0.7/2	0.4/1
Has declined from its heavily hyped premiere episode. Fits in with CW's branding, so probably will last a while.						
Privileged Tue 9-10 (premiere 9/9)	9/9	1.9/3	1.4/4	1.2/3	1.1/3	0.6/1
	9/16	1.7/3	1.3/4	1.1/3	1.0/2	0.7/1
	9/23	1.2/2	1.1/3	0.8/2	0.7/2	0.4/1
	9/30	1.3/2	1.2/4	0.9/2	0.7/2	0.3/1
	10/7	1.6/2	1.3/3	1.1/2	1.0/2	0.5/1
	10/14 (R)	0.9/1	0.7/2	0.6/1	0.4/1	0.3/0
	10/21	1.1/2	0.8/3	0.7/2	0.6/1	0.3/1
As expected, loses a share point or two from its 90210 lead-in. For some reason, CW has ordered additional episodes.						
Stylista Wed 9-10 (premiere 10/22)	10/22	1.3/4	1.3/4	1.1/3	0.9/2	0.5/1
Debut lost 3 share points from its America's Next Top Model lead-in. If it doesn't decline, CW might be satisfied with that.						
In Harm's Way Sun 7-7:30 (premiere 10/5)	10/5	0.4/1	0.3/1	0.3/1	0.3/1	0.2/0
	10/12	0.5/1	0.2/1	0.3/1	0.3/1	0.3/1
	10/19	0.4/1	0.2/1	0.2/1	0.3/1	0.2/0
Barely on the radar. Did even worse than when CW was programming the night itself. Can't imagine this remaining on for long.						
Surviving Suburbia Sun 7:30-8 (premiere 11/2)						
Valentine, Inc. Sun 8-9 (premiere 10/5)	10/5	0.8/1	0.4/1	0.4/1	0.4/1	0.5/1
	10/12	0.7/1	0.4/1	0.4/1	0.4/1	0.4/1
	10/19	0.5/1	0.2/1	0.2/1	0.3/1	0.3/1
See In Harm's Way .						
Easy Money Sun 9-10 (premiere 10/5)	10/5	0.7/1	0.3/1	0.4/1	0.4/1	0.5/1
	10/12	0.5/1	0.2/1	0.3/1	0.3/1	0.3/1
	10/19	0.5/1	0.2/0	0.2/0	0.2/0	0.4/1
See Valentine Inc.						

