



IMPACT OF DVRs ON PRIMETIME BROADCAST RATINGS

by Steve Sternberg

Given all the press headlines and discussion within our own industry, one might think that everyone has a DVR. In reality, more than 70 percent of TV homes do not have one (Nielsen estimates DVR penetration at about 28 percent for households, and about 33 percent for adults 18-49).

The relatively small percentage that does have them, however, uses them with a vengeance. Unlike VCRs, which never lived up to the promise of allowing viewers to program their own network schedules (to watch at their leisure) DVRs are doing just that. They are also making commercial avoidance easier than ever).

We've looked at the first four weeks of the new primetime season, to evaluate some of the dynamics of both live and time-shifted viewing.

Time-shifting already accounts for 11 percent of national household ratings for the five broadcast networks during primetime (and 16% of adult 18-49 viewing). This is more than twice the impact VCRs had when they were in 90 percent of the country.

In DVR homes, nearly 40 percent of primetime viewing among households and 50 percent among adults 18-49 are time-shifted.

[Program Type more than Rating Size Determines the Degree of DVR Playback](#)

The average national impact of DVRs on broadcast ratings is in the 5-20 percent range (depending on the age group), but several shows demonstrate significantly higher degrees of time-shifting.

Examining all regular programs during the first month of the season, we found that...

- There was little correlation between the highest rated programs among a given demographic segment, and the percentage of DVR playback for the show.
- There was, however, a clear link between program type and the amount of time-shifted viewing. Regardless of actual audience size, action and sci-fi dramas were the only genres where virtually all programs had above average DVR playback. Among adults 18-49, while **The Office** and **90210** actually led the way (with 32% of their audience from DVRs) **Heroes**, **Fringe**, **Prison Break**, **Pushing Daisies**, **Chuck**, **Smallville**, **Terminator: Sarah Connor Chronicles**, **Supernatural**, **My Own Worst Enemy**, and **Ghost Whisperer**, each had a much greater percentage of DVR playback than the average primetime series.

- Popular medical dramas with serialized storylines, **Grey's Anatomy**, **House**, and **Private Practice**, had significantly higher than average DVR playback, as did some younger and more female skewing serialized dramas, such as **Lipstick Jungle**, **Gossip Girl**, **Privileged**, **One Tree Hill**, **Dirty Sexy Money**, and **Desperate Housewives**.
- Procedural/police dramas have so far been a mixed bag, with some, like **Bones**, **Life**, and **CSI** having a relatively greater degree of DVR playback, while others, like **Without a Trace**, **CSI: NY**, and **Cold Case** having less.
- Among comedies, there was basically **The Office**, and then everything else. Although among younger viewers, **How I Met Your Mother**, **My Name is Earl**, and **The Big Bang Theory** also had a significant amount of time-shifted viewing (**30 Rock**, which debuted late, will join this group once data is available).
- Reality ran the gamut, with **America's Next Top Model**, **Survivor**, and **Amazing Race**, having a higher percentage time-shifting than most primetime series. Most other reality shows were well below average.

(See Appendix 1 for Top 20 series among several demographic segments based on percent of audience due to DVR playback.)

Time-Shifted Viewing Younger Than Live Viewing

There is no question that young adult viewers time-shift their primetime viewing much more than older viewers. So far this season, the average primetime series viewed live had about 18 percent adults 18-34 and 20 percent adults 65+ (about the same as previous seasons). Among the time-shifted audience, however, adults 18-34 accounted for 31 percent of total viewers, while adults 65+ fell to 6 percent. This obviously varied by network, but the large increase in younger audience skew held true for all networks.

Primetime Percent Composition Live vs. DVR Playback Regular Programming (4th Quarter 2007 – 1st Quarter 2008)

Network	Live Program				DVR Playback			
	A18-34	A35-49	A50-64	A65+	A18-34	A35-49	A50-64	A65+
ABC	16%	23%	30%	23%	29%	33%	25%	7%
CBS	11%	24%	35%	24%	22%	33%	31%	7%
NBC	22%	27%	26%	17%	37%	32%	19%	4%
FOX	25%	26%	24%	13%	34%	30%	22%	5%
CW	33%	23%	16%	8%	52%	25%	10%	1%
5-Net	18%	25%	29%	20%	31%	32%	24%	6%

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If we compare live to time-shifted audience skew for individual programs, we see that many shows that skew youngest when viewed live, skew even younger when time-shifted. Some examples...

- More than 45 percent of the live audiences to **One Tree Hill** and **Gossip Girl** were among adults 18-34. This rose to nearly 65 percent during DVR playback.



- **Family Guy, 90210, American Dad, and The Office**, each had at least 40 percent of their live viewers among adults 18-34. This increased by 15 percentage points or more among their time-shifted audiences.

Those who record older-skewing series for later viewing also tend to be substantially younger than those who watch them live. Some examples...

- The live audience to **Without a Trace** was 8 percent adults 18-34 and 29 percent adults 65+. This time-shifted audience among adults 18-34 doubled to 17 percent, while adults 65+ fell to just 11 percent.
- **Dancing With the Stars** had an adult 18-49/adult 50+ live percent split of 30/62. This basically reversed itself during playback to 53/39.
- **Life's** adult 18-49 audience went from 35 percent live to 62 percent time-shifted, while its adult 50+ audience dropped from 60 to 33 percent.

(See Appendix 2 for Live vs. Time-Shifted Percent Composition for primetime regular series during the first month of the season.)

[Live vs. Time-Shifted Median Ages](#)

Another way to easily illustrate the age disparity between the live and the time-shifted audiences is to look at their median ages.

Overall, viewers who watch primetime broadcast programming via DVRs are about 10 years younger than those who watch live. This holds true for ABC, CBS, and NBC. FOX, which is a bit younger than its three older siblings has about a 5 year age difference. CW, which is substantially younger than the other networks, has about a 2 year age gap.

- **ABC's** average live to DVR Playback median age for the first month of the season went from 51 to 41. **CBS** went from 54 to 45. **NBC** went from 47 to 37. **FOX** went from 43 to 38. **CW** went from 33 to 31. Note that while NBC's live median age was 4 years older than FOX's, it's time-shifted median age was actually a year younger.

(See Appendix 3 for Live vs. Time-Shifted Median Ages for primetime regular series during the first month of the season.)



APPENDIX 1

Top 20 Primetime Series Based on Percent of Audience Due to DVR Playback
September 22 – October 19

Persons 2+ (avg. = 11%)	Adults 18-34 (avg. = 19%)	Adults 35-49 (avg. = 15%)	Adults 50-64 (avg. = 10%)	Adults 65+ (avg. = 4%)
The Office (28%)	90210 (37%)	The Office (29%)	Fringe (24%)	Life (18%)
Heroes (27%)	The Office (34%)	Heroes (29%)	Terminator (21%)	Prison Break (17%)
90210 (26%)	Heroes (32%)	Grey's Anatomy (27%)	One Tree Hill (20%)	The Office (17%)
Fringe (25%)	Prison Break (31%)	Life (27%)	Heroes (19%)	Pushing Daisies (13%)
Terminator (22%)	Life (30%)	Fringe (26%)	House (18%)	Bones (11%)
House (22%)	Pushing Daisies (30%)	Chuck (25%)	My Own Worst En (18%)	90210 (11%)
Prison Break (21%)	Bones (29%)	Pushing Daisies (24%)	Prison Break (18%)	Fringe (10%)
Grey's Anatomy (21%)	Terminator (29%)	Smallville (24%)	Boston Legal (17%)	Big Bang Theory (10%)
Private Practice (21%)	How I Met Your M (29%)	Bones (24%)	Supernatural (17%)	Survivor (9%)
Chuck (20%)	Private Practice (28%)	House (24%)	Private Practice (16%)	CSI (8%)
Supernatural (20%)	Chuck (28%)	Supernatural (24%)	Numb3rs (16%)	NCIS (8%)
Smallville (20%)	Fringe (28%)	Lipstick Jungle (24%)	Bones (16%)	Ghost Whisperer (8%)
Next Top Model (19%)	Grey's Anatomy (28%)	Terminator (23%)	Grey's Anatomy (16%)	Private Practice (8%)
Bones (19%)	Ghost Whisperer (28%)	Private Practice (23%)	E.R. (16%)	Criminal Minds (7%)
Lipstick Jungle (19%)	Next Top Model (28%)	My Own Worst En (22%)	Dirty Sexy Money (15%)	Knight Rider (7%)
Gossip Girl (19%)	Smallville (28%)	90210 (22%)	Privileged (15%)	Old Christine (7%)
One Tree Hill (19%)	House (27%)	Prison Break (22%)	The Office (15%)	How I Met Your M (7%)
My Own Worst En (19%)	Survivor (27%)	Gossip Girl (22%)	Lipstick Jungle (15%)	Terminator (7%)
Privileged (18%)	Lipstick Jungle (27%)	Dirty sexy Money (22%)	Life (15%)	CSI: Miami (6%)
Life (18%)	Amazing Race (26%)	CSI (22%)	Life on Mars (14%)	Dsp. Housewives (6%)

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APPENDIX 2

Primetime Live vs. Time-Shifted Percent Composition
September 22 – October 19

Net	Programs	# TC	Live				DVR Playback			
			A18-34	A35-49	A50-64	A65+	A18-34	A35-49	A50-64	A65+
ABC	20/20-FRI	3	11%	25%	36%	21%	24%	38%	27%	6%
ABC	AMER FUNN HOME VIDEOS	3	10%	20%	31%	31%	20%	33%	30%	9%
ABC	BOSTON LEGAL	4	7%	19%	39%	30%	17%	27%	38%	11%
ABC	BROTHERS & SISTERS	4	26%	24%	28%	16%	36%	33%	20%	4%
ABC	DANCING W/STARS RESULTS	2	10%	25%	39%	22%	23%	32%	33%	8%
ABC	DANCING WITH THE STARS	4	9%	20%	31%	32%	19%	33%	32%	10%
ABC	DESPERATE HOUSEWIVES	4	20%	28%	29%	16%	36%	33%	20%	5%
ABC	DIRTY SEXY MONEY	2	12%	24%	36%	24%	22%	33%	33%	8%
ABC	ELI STONE	1	9%	21%	39%	28%	19%	31%	36%	11%
ABC	EXTREME MAKEOVER:HM ED-7P	1	13%	26%	34%	22%	22%	31%	33%	7%
ABC	EXTREME MAKEOVER:HM ED-8P	4	10%	18%	32%	37%	16%	31%	26%	22%
ABC	GREY'S ANATOMY-THU 9PM	3	24%	28%	24%	17%	50%	26%	15%	3%
ABC	LIFE ON MARS	2	14%	32%	31%	17%	21%	39%	26%	8%
ABC	OPPORTUNITY KNOCKS	3	24%	28%	25%	14%	32%	23%	30%	7%
ABC	PRIVATE PRACTICE	2	8%	22%	37%	29%	17%	25%	43%	11%
ABC	PUSHING DAISIES	3	12%	22%	34%	26%	32%	31%	29%	3%
ABC	SAMANTHA WHO?	1	12%	24%	37%	22%	14%	31%	42%	10%
ABC	SAT NIGHT FOOTBALL	3	12%	30%	30%	17%	25%	39%	23%	2%
ABC	SAT NIGHT FTBL PRE-GAME	3	10%	22%	37%	27%	20%	25%	42%	9%
ABC	SUPERNANNY	3	11%	22%	34%	25%	20%	31%	32%	6%
ABC	UGLY BETTY	4	16%	26%	27%	17%	29%	35%	15%	2%
ABC	WIFE SWAP	3	21%	26%	31%	17%	26%	40%	24%	6%
CBS	48 HOURS MYSTERY	2	21%	29%	28%	17%	35%	26%	29%	5%
CBS	60 MINUTES	4	25%	28%	27%	10%	33%	31%	21%	6%
CBS	AMAZING RACE 13	4	15%	26%	35%	19%	14%	35%	36%	13%
CBS	BIG BANG THEORY, THE	4	22%	27%	25%	17%	48%	24%	16%	4%
CBS	COLD CASE	4	13%	30%	32%	19%	22%	38%	25%	9%
CBS	CRIMETIME SATURDAY	2	10%	25%	35%	24%	23%	33%	30%	5%
CBS	CRIMETIME SATURDAY 8PM	2	16%	24%	35%	17%	28%	32%	29%	6%
CBS	CRIMINAL MINDS	3	12%	24%	36%	23%	17%	28%	39%	12%
CBS	CSI	2	13%	26%	32%	20%	28%	35%	24%	3%
CBS	CSI: MIAMI	4	20%	21%	32%	21%	35%	30%	22%	4%
CBS	CSI: NY	3	22%	31%	29%	13%	30%	33%	28%	6%
CBS	ELEVENTH HOUR	2	10%	23%	36%	28%	17%	27%	40%	14%
CBS	EX LIST, THE	3	12%	21%	36%	25%	14%	33%	37%	12%
CBS	GARY UNMARRIED	4	18%	31%	28%	15%	32%	40%	19%	1%
CBS	GHOST WHISPERER	3	26%	30%	27%	8%	31%	33%	26%	5%
CBS	HOW I MET YOUR MOTHER	4	11%	22%	39%	24%	16%	29%	42%	9%
CBS	MENTALIST, THE	3	21%	33%	27%	12%	48%	34%	13%	1%
CBS	NCIS	4	34%	28%	20%	6%	44%	31%	13%	3%
CBS	NUMB3RS	3	24%	24%	30%	17%	37%	29%	23%	5%
CBS	OLD CHRISTINE	4	43%	23%	10%	2%	59%	17%	4%	1%
CBS	SURVIVOR: GABON	4	23%	27%	25%	17%	27%	46%	12%	3%
CBS	TWO AND A HALF MEN	4	13%	25%	30%	27%	17%	43%	27%	13%



**Primetime Live vs. Time-Shifted Percent Composition
September 22 – October 19**

Net	Programs	# TC	Live				DVR Playback			
			A18-34	A35-49	A50-64	A65+	A18-34	A35-49	A50-64	A65+
CBS	UNIT, THE	4	8%	24%	31%	34%	17%	23%	47%	10%
CBS	WITHOUT A TRACE	3	39%	24%	13%	3%	48%	24%	6%	1%
CBS	WORST WEEK	4	10%	28%	32%	25%	24%	42%	25%	4%
CW	90210	4	12%	30%	31%	22%	28%	40%	25%	3%
CW	90210-ENC	4	40%	26%	20%	7%	54%	28%	9%	2%
CW	AMERICA'S TOP MODEL-5	4	12%	25%	28%	24%	23%	36%	13%	3%
CW	AMERICA'S TOP MODEL5-ENC	4	23%	30%	21%	16%	37%	36%	16%	2%
CW	EASY MONEY	3	20%	32%	28%	14%	23%	39%	26%	6%
CW	EVERYBODY HATES CHRIS	3	8%	20%	39%	27%	23%	32%	27%	11%
CW	FRIDAY NIGHT SMACKDOWN	1	16%	25%	29%	19%	26%	37%	17%	3%
CW	GAME, THE	3	17%	24%	29%	19%	33%	30%	18%	5%
CW	GOSSIP GIRL-MON	4	19%	25%	30%	22%	30%	31%	28%	9%
CW	IN HARM'S WAY	3	14%	26%	35%	20%	35%	32%	25%	3%
CW	ONE TREE HILL-ENC	1	9%	18%	37%	32%	25%	15%	49%	10%
CW	ONE TREE HILL-MON	3	27%	27%	25%	11%	41%	38%	16%	2%
CW	PRIVILEGED	4	9%	22%	30%	32%	7%	34%	45%	9%
CW	PRIVILEGED-ENC	1	39%	24%	12%	3%	47%	25%	11%	1%
CW	SMALLVILLE	4	41%	23%	10%	3%	60%	20%	5%	0%
CW	SUPERNATURAL	4	23%	29%	26%	12%	40%	30%	15%	3%
CW	VALENTINE	3	15%	21%	23%	26%	29%	30%	14%	1%
FOX	AMERICAN DAD	3	20%	29%	31%	16%	32%	38%	22%	4%
FOX	AMW: AMERICA FIGHTS BACK	3	19%	22%	32%	18%	38%	34%	14%	4%
FOX	BONES	3	19%	24%	25%	22%	18%	28%	28%	15%
FOX	COPS	4	22%	28%	27%	14%	35%	37%	15%	5%
FOX	COPS 2	4	14%	19%	25%	34%	23%	16%	37%	11%
FOX	DO NOT DISTURB	1	12%	23%	36%	24%	24%	38%	27%	6%
FOX	DON'T FORGET THE LYRICS	2	13%	21%	34%	27%	15%	33%	27%	13%
FOX	FAMILY GUY	3	9%	16%	39%	32%	28%	20%	40%	9%
FOX	FRINGE	3	19%	25%	26%	19%	24%	48%	22%	1%
FOX	HOLE IN WALL THU-8:30P	2	21%	29%	28%	10%	30%	31%	26%	7%
FOX	HOLE IN WALL THU-8P	2	20%	27%	25%	18%	21%	36%	29%	1%
FOX	HOUSE	4	19%	27%	22%	20%	35%	36%	17%	3%
FOX	KING OF HILL-SUN 7:30P	1	25%	27%	26%	12%	42%	28%	20%	6%
FOX	KING OF HILL-SUN 7P	1	40%	22%	13%	4%	66%	8%	2%	0%
FOX	KING OF THE HILL	3	15%	25%	28%	23%	23%	29%	25%	8%
FOX	KITCHEN NIGHTMARES	2	20%	26%	24%	19%	34%	37%	17%	4%
FOX	OT, THE	2	19%	26%	26%	18%	31%	32%	27%	1%
FOX	PRISON BREAK	3	15%	22%	28%	27%	35%	14%	38%	14%
FOX	SIMPSONS	3	23%	27%	25%	17%	32%	51%	6%	0%
FOX	SIMPSONS-SUN 7:30P	1	21%	29%	28%	12%	33%	36%	24%	4%
FOX	SMARTER THAN 5TH GRADER	4	25%	30%	23%	9%	39%	38%	18%	1%
FOX	TERMINATOR: SRH CNR CHRON	3	21%	28%	29%	13%	27%	27%	39%	1%
FOX	TIL DEATH	3	21%	21%	17%	11%	28%	28%	12%	0%
FOX	TIL DEATH-WED 9:30P	2	43%	21%	13%	5%	38%	38%	0%	8%
NBC	AMERICA'S GOT TALENT-WED	2	35%	25%	16%	7%	55%	21%	9%	0%
NBC	AMERICA'S TOUGHEST JOBS	3	25%	26%	23%	9%	38%	33%	13%	4%



Primetime Live vs. Time-Shifted Percent Composition September 22 – October 19

NET	PROGRAMS	# TC	Live				DVR Playback			
			A18-34	A35-49	A50-64	A65+	A18-34	A35-49	A50-64	A65+
NBC	BIGGEST LOSER 6	4	22%	29%	27%	12%	30%	33%	27%	5%
NBC	CHUCK	3	14%	24%	29%	24%	26%	38%	21%	3%
NBC	CRUSOE	1	30%	26%	16%	8%	22%	31%	5%	0%
NBC	DEAL OR NO DEAL-FRI	2	28%	26%	19%	10%	23%	30%	2%	1%
NBC	E.R.	3	49%	17%	10%	4%	64%	15%	10%	0%
NBC	FOOTBALL NT AMERICA PT 2	4	23%	29%	20%	8%	33%	37%	17%	1%
NBC	FOOTBALL NT AMERICA PT 3	4	12%	24%	35%	20%	25%	21%	22%	6%
NBC	HEROES	4	47%	16%	10%	5%	64%	19%	5%	0%
NBC	KATH & KIM	2	32%	26%	14%	8%	24%	63%	10%	0%
NBC	KNIGHT RIDER	4	41%	23%	11%	6%	68%	19%	4%	0%
NBC	KNIGHT RIDER-SAT	2	10%	22%	39%	23%	25%	30%	38%	6%
NBC	LAW & ORDER:SVU-SAT	4	40%	25%	11%	6%	46%	39%	5%	3%
NBC	LAW AND ORDER:SVU	3	28%	23%	17%	11%	56%	18%	10%	5%
NBC	LIFE	3	39%	21%	13%	6%	61%	20%	10%	0%
NBC	LIPSTICK JUNGLE	3	33%	23%	16%	9%	56%	25%	10%	0%
NBC	MY NAME IS EARL	4	31%	26%	17%	8%	43%	26%	9%	2%
NBC	MY OWN WORST ENEMY	1	32%	24%	17%	6%	53%	19%	0%	0%
NBC	MY OWN WORST ENEMY-SAT	1	31%	30%	17%	8%	66%	26%	0%	4%
NBC	NBC SUNDAY NIGHT FOOTBALL	4	22%	24%	29%	12%	45%	37%	13%	0%
NBC	OFFICE	3	20%	26%	24%	20%	44%	44%	19%	0%
NBC	SUNDAY NIGHT NFL PRE-KICK	4	27%	27%	21%	11%	0%	50%	0%	50%
	ABC		16%	23%	30%	23%	29%	33%	25%	7%
	CBS		11%	24%	35%	24%	22%	33%	31%	7%
	NBC		22%	27%	26%	17%	37%	32%	19%	4%
	FOX		25%	26%	24%	13%	34%	30%	22%	5%
	CW		33%	23%	16%	8%	52%	25%	10%	1%
	5-Network		18%	25%	29%	20%	31%	32%	24%	6%

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APPENDIX 3

**Primetime Live vs. DVR Playback Median Ages
September 22 – October 19**

NET	PROGRAMS	#TC	Live	DVR Playback	Age Difference
ABC	SUPERNANNY	3	46	38	-8
ABC	WIFE SWAP	3	47	39	-8
ABC	GREY'S ANATOMY-THU 9PM	3	47	38	-9
ABC	DESPERATE HOUSEWIVES	4	47	38	-9
ABC	EXTREME MAKEOVER:HM ED-8P	4	48	36	-12
ABC	PRIVATE PRACTICE	2	48	38	-10
ABC	SAT NIGHT FOOTBALL	3	49	44	-4
ABC	BROTHERS & SISTERS	4	49	43	-6
ABC	EXTREME MAKEOVER:HM ED-7P	1	49	37	-12
ABC	OPPORTUNITY KNOCKS	3	49	33	-17
ABC	PUSHING DAISIES	3	50	36	-14
ABC	DIRTY SEXY MONEY	2	51	44	-7
ABC	UGLY BETTY	4	51	38	-13
ABC	AMER FUNN HOME VIDEOS	3	51	36	-16
ABC	LIFE ON MARS	2	51	49	-2
ABC	SAT NIGHT FTBL PRE-GAME	3	52	50	-2
ABC	20/20-FRI	3	54	47	-7
ABC	ELI STONE	1	54	49	-5
ABC	SAMANTHA WHO?	1	54	40	-14
ABC	BOSTON LEGAL	4	56	51	-5
ABC	DANCING WITH THE STARS	4	56	44	-12
ABC	DANCING W/STARS RESULTS	2	56	47	-10
CBS	HOW I MET YOUR MOTHER	4	46	35	-11
CBS	BIG BANG THEORY, THE	4	47	38	-9
CBS	SURVIVOR: GABON	4	49	40	-9
CBS	TWO AND A HALF MEN	4	49	44	-5
CBS	WORST WEEK	4	50	44	-6
CBS	AMAZING RACE 13	4	51	39	-12
CBS	GARY UNMARRIED	4	51	40	-11
CBS	EX LIST, THE	3	52	39	-13
CBS	CSI: MIAMI	4	52	46	-7
CBS	CSI	2	53	42	-10



**Primetime Live vs. DVR Playback Median Ages
September 22 – October 19**

NET	PROGRAMS	#TC	Live	DVR Playback	Age Difference
CBS	OLD CHRISTINE	4	53	42	-11
CBS	GHOST WHISPERER	3	54	44	-10
CBS	ELEVENTH HOUR	2	54	51	-3
CBS	CSI: NY	3	54	46	-8
CBS	CRIMINAL MINDS	3	54	46	-8
CBS	UNIT, THE	4	54	51	-4
CBS	NUMB3RS	3	55	50	-5
CBS	COLD CASE	4	56	50	-5
CBS	MENTALIST, THE	3	57	49	-8
CBS	48 HOURS MYSTERY	2	57	52	-5
CBS	WITHOUT A TRACE	3	57	51	-6
CBS	NCIS	4	58	50	-8
CBS	CRIMETIME SATURDAY 8PM	2	58	49	-9
CBS	CRIMETIME SATURDAY	2	58	54	-4
CBS	60 MINUTES	4	59	49	-10
CW	GOSSIP GIRL-MON	4	25	29	4
CW	ONE TREE HILL-MON	3	25	28	3
CW	PRIVILEGED	4	30	31	1
CW	90210	4	31	29	-1
CW	90210-ENC	4	31	34	3
CW	ONE TREE HILL-ENC	1	33	27	-6
CW	GAME, THE	3	34	32	-2
CW	FRIDAY NIGHT SMACKDOWN	1	34	28	-6
CW	AMERICA'S TOP MODEL-5	4	34	30	-5
CW	EVERYBODY HATES CHRIS	3	36	32	-4
CW	AMERICA'S TOP MODEL5-ENC	4	36	32	-4
CW	PRIVILEGED-ENC	1	38	33	-5
CW	SUPERNATURAL	4	39	37	-2
CW	SMALLVILLE	4	40	35	-5
CW	IN HARM'S WAY	3	42	65	23
CW	VALENTINE	3	45	35	-10
CW	EASY MONEY	3	48	37	-11
FOX	AMERICAN DAD	3	29	29	0



**Primetime Live vs. DVR Playback Median Ages
September 22 – October 19**

NET	PROGRAMS	#TC	Live	DVR Playback	Age Difference
FOX	FAMILY GUY	3	29	28	-1
FOX	SIMPSONS-SUN 7:30P	1	30	26	-3
FOX	KING OF THE HILL	3	30	31	0
FOX	KING OF HILL-SUN 7:30P	1	31	25	-6
FOX	SIMPSONS	3	31	29	-2
FOX	KING OF HILL-SUN 7P	1	34	38	4
FOX	HOLE IN WALL THU-8:30P	2	36	28	-7
FOX	HOLE IN WALL THU-8P	2	39	27	-12
FOX	KITCHEN NIGHTMARES	2	41	37	-4
FOX	FRINGE	3	43	40	-3
FOX	PRISON BREAK	3	44	37	-7
FOX	HOUSE	4	44	39	-5
FOX	OT, THE	2	44	39	-5
FOX	TERMINATOR: SRH CNR CHRON	3	44	41	-3
FOX	TIL DEATH-WED 9:30P	2	45	39	-6
FOX	TIL DEATH	3	46	39	-7
FOX	DO NOT DISTURB	1	46	44	-2
FOX	COPS 2	4	47	41	-6
FOX	COPS	4	47	39	-8
FOX	AMW: AMERICA FIGHTS BACK	3	48	44	-4
FOX	DON'T FORGET THE LYRICS	2	50	41	-9
FOX	BONES	3	51	42	-9
FOX	SMARTER THAN 5TH GRADER	4	55	49	-6
NBC	OFFICE	3	36	32	-4
NBC	HEROES	4	37	34	-3
NBC	KATH & KIM	2	43	36	-7
NBC	BIGGEST LOSER 6	4	44	36	-8
NBC	MY NAME IS EARL	4	45	35	-10
NBC	NBC SUNDAY NIGHT FOOTBALL	4	45	33	-12
NBC	CHUCK	3	46	37	-9
NBC	SUNDAY NIGHT NFL PRE-KICK	4	46	33	-13
NBC	FOOTBALL NT AMERICA PT 2	4	46	36	-10
NBC	FOOTBALL NT AMERICA PT 3	4	46	38	-9



**Primetime Live vs. DVR Playback Median Ages
September 22 – October 19**

NET	PROGRAMS	#TC	Live	DVR Playback	Age Difference
NBC	MY OWN WORST ENEMY	1	46	41	-5
NBC	E.R.	3	46	43	-4
NBC	LAW AND ORDER:SVU	3	47	40	-8
NBC	LIPSTICK JUNGLE	3	48	39	-9
NBC	KNIGHT RIDER	4	49	36	-13
NBC	AMERICA'S TOUGHEST JOBS	3	52	39	-13
NBC	KNIGHT RIDER-SAT	2	53	35	-18
NBC	AMERICA'S GOT TALENT-WED	2	54	45	-9
NBC	LIFE	3	54	43	-12
NBC	LAW & ORDER:SVU-SAT	4	55	46	-8
NBC	MY OWN WORST ENEMY-SAT	1	55	43	-11
NBC	DEAL OR NO DEAL-FRI	2	56	51	-4
NBC	CRUSOE	1	57	45	-11
	ABC		51	41	-10
	CBS		54	45	-9
	NBC		47	37	-10
	FOX		43	38	-5
	CW		33	31	-3
	5-Network		50	40	-10

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