



Media Insights

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PRIME UPDATE: NOVEMBER SWEEPS

By Brian Hughes

This year's November Sweeps seemed to come and go without much fanfare as the networks shied away from stunt programming and focused on their core schedules. On a five network basis, the percentage of the overall schedule that was filled by repeat programming was essentially unchanged from a year ago (about 13 percent).

TV usage was stable compared to 2007 among most key demos, with younger viewers showing some marginal dips. Ad-supported cable as a whole gained over last year, as did pay cable (possibly helped by the season finale of HBO's *True Blood*).

ABC aired the *Country Music Awards* and *American Music Awards* as normal, but scaled back the number of holiday specials running during the Sweeps period. Without the Writers' Strike looming in the background, it's possible the network felt more comfortable stacking its annual holiday fare in December and airing more original episodes of its regular series during sweeps.

Unfortunately, this strategy did not seem to help. With key dramas *Grey's Anatomy*, *Desperate Housewives*, and *Brothers & Sisters* all on the decline, the network lost 16 percent of its total women 18-49 audience compared to last year. That being said, ABC still came out on top relative to the other broadcasters in that demo category, which translated to a win among adults 18-49 as well (albeit by the slimmest of margins).

CBS once again won the sweep among total viewers and adults 25-54, largely by keeping its decline to a minimum. It also tied ABC among women 25-54 and was just a tenth of a rating point behind in the adult 18-49 race. Having one of the only two new hits this season in *The Mentalist* certainly helped, as did resurgence by procedural *NCIS* (now in its sixth season). CBS looks to be in good shape going into the new year, as its schedule is the most stable and best equipped to withstand the onslaught of FOX's *American Idol*.

NBC, which has been the subject of a lot of negative press reports recently, is actually in the same relative position it was a year ago. While its sweep audience did decline, ABC and FOX's declined more. Still, without any new scripted hits and a heavy reliance on reality programming going into midseason, the network is facing an uphill battle.

FOX had a difficult Sweeps, dealing with disappointing performances from returning series and schedule holes (Wednesdays at 9pm). Both *Prison Break* and *Sarah Connor Chronicles* have faltered on Mondays, and *House*'s new time period has nearly halved its audience compared to last year. On the plus side, *Fringe* is the top new series in primetime, and its shorter commercial breaks have shown promising results in terms of audience retention.



The network is now in its usual holding pattern, waiting for the arrival of **American Idol** in January to provide the ratings surge it needs. While the singing competition did finally start to decline last season, it will undoubtedly still be the top rated broadcast show when all is said and done. Both **Fringe** and midseason entry **Lie to Me** are poised to reap of benefits of being **Idol** lead-outs, and Mondays will be shored up by a still solid **House** and the return of **24**.

While **CW** was the only network that didn't decline among its target demo during the sweep, its gains would have been much more significant if not for the failure of its Sunday night lineup. **Gossip Girl** and **One Tree Hill** have seen major growth over last season, and **90210**, while not as strong, has boosted its time period. The poor performance of the MRC-produced programs on Sunday basically offset those gains, and it's unclear if the network's new lineup of **Jericho** repeats and movies will fare any better.

Season to date C3 averages show the five networks down 14 percent among adults 18-49 and 12 percent among adults 25-54. In terms of fall off between (Live +3) program and commercial, the broadcast average is between 12-14 percent, depending on the demo.

(Please see **Appendix 1** for November Sweeps viewing source detail and **Appendix 2** for season to date C3 averages by network).

Primetime Cable

While ad-supported cable did see gains over last year's November Sweeps, the majority of the increase can be attributed to election coverage on the news networks. Among adults 18-49, a whopping 92 percent of overall cable growth came from **CNN**, **FOX News**, **Headline News**, and **MSNBC**. The number was not quite as large for adults 25-54 (73 percent), but still represented the bulk of the additional viewing.

Because of small rating sizes, percent differences from one year to the next can be misleading. Looking at the actual difference over a three year period provides a better idea of whether a network is showing a consistent growth trend or not. Most fully distributed networks can fluctuate in either direction depending on programming changes. For smaller channels, growth can depend largely on increased distribution.

This November, only a handful of the more established networks showed a consistent two year growth trend based on adult 25-54 Live Program data (C3 is only available for two years). They were: **ABC Family**, **Bravo**, **Cartoon Network**, **Discovery**, **Food Network**, **Nick at Nite**, **Travel Channel**, and **USA**.

Among the smaller outlets, **FUSE**, **History International**, **Investigation Discovery**, **Lifetime Movie Network**, **NFL Network**, **Style**, and **WE** all increased their ratings for a second consecutive year. Most also increased their distribution over that time. The only exceptions were the NFL Network, whose penetration actually went down from 2007 to 2008, and Style, which remained the same. NFL was undoubtedly helped by starting its live regular season coverage earlier this year, while Style has expanded its original programming slate.

(See **Appendix 3** for a three-year cable trend based on Live Program data).

APPENDIX 1

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	7.1	6.4	-10%	7.4	6.7	-9%	7.8	7.1	-9%
CBS	7.3	7.0	-4%	7.6	7.4	-3%	8.0	7.8	-2%
NBC	5.1	4.6	-10%	5.3	4.8	-9%	5.6	5.1	-9%
FOX	4.5	4.1	-9%	4.7	4.3	-9%	5.0	4.6	-9%
CW	1.7	1.2	-29%	1.8	1.4	-22%	1.9	1.6	-17%
5-Broadcast Net	23.4	21.4	-9%	24.4	22.6	-8%	25.8	23.9	-7%
7-Net Affiliate	26.3	24.2	-8%	27.1	25.2	-7%	28.4	26.6	-6%
My Network TV	0.8	1.0	25%	0.8	1.0	25%	0.8	1.0	26%
Univision	1.9	1.9	0%	1.9	1.9	0%	1.9	1.9	1%
Other Span Lng	1.0	1.0	0%	1.0	1.0	0%	1.0	1.0	0%
Ad Supp Cable	33.5	35.2	5%	33.9	35.9	6%	34.3	36.5	6%
All Other Cable	3.0	3.0	0%	3.0	3.1	3%	3.0	3.1	5%
Premium Pay	2.4	2.5	4%	2.5	2.6	4%	2.5	2.7	6%
PBS	1.3	1.2	-8%	1.3	1.2	-8%	1.3	1.2	-6%
HUT/PUT	60.5	60.6	0%	61.5	61.9	1%	62.4	63.0	1%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	3.8	3.5	-8%	4.0	3.6	-10%	4.2	3.8	-9%
CBS	4.0	3.8	-5%	4.2	4.0	-5%	4.5	4.3	-5%
NBC	2.9	2.5	-14%	3.0	2.7	-10%	3.1	2.9	-8%
FOX	2.6	2.3	-12%	2.7	2.4	-11%	2.9	2.6	-12%
CW	0.9	0.6	-33%	1.0	0.7	-30%	1.0	0.8	-21%
5-Broadcast Net	12.9	11.7	-10%	13.6	12.3	-9%	14.3	13.0	-9%
7-Net Affiliate	14.3	13.0	-9%	14.9	13.6	-9%	15.6	14.4	-8%
My Network TV	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	25%
Univision	1.3	1.3	0%	1.3	1.3	0%	1.3	1.3	0%
Other Span Lng	0.6	0.7	17%	0.6	0.7	17%	0.6	0.7	17%
Ad Supp Cable	17.3	18.4	6%	17.5	18.8	7%	17.7	19.1	8%
All Other Cable	1.6	1.6	0%	1.6	1.6	0%	1.6	1.6	1%
Premium Pay	1.3	1.4	8%	1.3	1.4	8%	1.3	1.4	10%
PBS	0.6	0.6	0%	0.6	0.6	0%	0.7	0.6	-13%
HUT/PUT	38.5	38.7	1%	39.3	39.7	1%	40.0	40.5	1%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data



**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	2.4	2.1	-13%	2.6	2.2	-15%	2.8	2.4	-15%
CBS	1.9	1.6	-16%	2.0	1.8	-10%	2.2	2.0	-9%
NBC	2.3	1.9	-17%	2.5	2.1	-16%	2.7	2.3	-16%
FOX	2.6	2.1	-19%	2.8	2.3	-18%	3.0	2.5	-17%
CW	1.1	0.9	-18%	1.2	1.0	-17%	1.3	1.1	-12%
5-Broadcast Net	9.0	7.5	-16%	9.6	8.2	-15%	10.4	9.0	-14%
7-Net Affiliate	9.9	8.7	-12%	10.6	9.5	-10%	11.6	10.3	-11%
My Network TV	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	28%
Univision	1.4	1.4	0%	1.5	1.4	-7%	1.5	1.4	-6%
Other Span Lng	0.8	0.9	13%	0.8	0.9	13%	0.8	0.9	13%
Ad Supp Cable	15.5	15.9	3%	15.8	16.4	4%	16.1	16.8	4%
All Other Cable	1.2	1.2	0%	1.2	1.2	0%	1.3	1.2	-5%
Premium Pay	1.1	1.2	9%	1.1	1.3	18%	1.1	1.3	21%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	7%
HUT/PUT	31.6	31.0	-2%	32.6	32.2	-1%	33.4	33.1	-1%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	3.1	2.6	-16%	3.3	2.8	-15%	3.6	3.1	-14%
CBS	2.1	1.8	-14%	2.2	2.0	-9%	2.5	2.3	-9%
NBC	2.1	1.8	-14%	2.3	2.0	-13%	2.5	2.2	-12%
FOX	2.5	2.0	-20%	2.6	2.1	-19%	2.8	2.3	-18%
CW	1.3	1.2	-8%	1.4	1.4	0%	1.6	1.6	1%
5-Broadcast Net	9.7	8.2	-15%	10.3	9.0	-13%	11.4	10.0	-12%
7-Net Affiliate	10.8	9.4	-13%	11.5	10.2	-11%	12.6	11.2	-11%
My Network TV	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	0%
Univision	1.6	1.5	-6%	1.6	1.6	0%	1.6	1.6	1%
Other Span Lng	0.7	0.7	0%	0.7	0.7	0%	0.7	0.7	0%
Ad Supp Cable	15.4	15.7	2%	15.7	16.1	3%	15.9	16.5	4%
All Other Cable	1.6	1.5	-6%	1.6	1.5	-6%	1.6	1.5	-4%
Premium Pay	1.0	1.1	10%	1.0	1.1	10%	1.0	1.1	13%
PBS	0.2	0.1	-50%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	32.4	31.7	-2%	33.4	32.9	-1%	34.4	34.0	-1%

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**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	2.3	-15%	2.9	2.5	-14%	3.1	2.7	-12%
CBS	2.1	1.8	-14%	2.3	2.0	-13%	2.5	2.2	-11%
NBC	2.6	2.3	-12%	2.8	2.5	-11%	3.1	2.7	-12%
FOX	2.8	2.3	-18%	3.0	2.5	-17%	3.2	2.7	-15%
CW	1.0	1.0	0%	1.2	1.1	-8%	1.3	1.3	-2%
5-Broadcast Net	9.8	8.5	-13%	10.7	9.3	-13%	11.6	10.3	-11%
7-Net Affiliate	11.1	9.7	-13%	11.9	10.5	-12%	12.8	11.4	-11%
My Network TV	0.5	0.5	0%	0.5	0.5	0%	0.5	0.5	2%
Univision	1.7	1.5	-12%	1.7	1.5	-12%	1.7	1.5	-11%
Other Span Lng	0.9	0.9	0%	0.9	0.9	0%	0.9	0.9	1%
Ad Supp Cable	15.6	16.0	3%	15.9	16.5	4%	16.3	17.0	4%
All Other Cable	0.8	0.8	0%	0.8	0.9	13%	0.8	0.9	15%
Premium Pay	1.2	1.3	8%	1.2	1.4	17%	1.2	1.4	20%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	32.9	32.3	-2%	34.0	33.7	-1%	35.0	34.8	-1%

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**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	3.4	2.9	-15%	3.8	3.2	-16%	4.1	3.6	-13%
CBS	2.3	2.0	-13%	2.6	2.3	-12%	2.9	2.6	-10%
NBC	2.4	2.2	-8%	2.7	2.4	-11%	2.9	2.6	-9%
FOX	2.8	2.2	-21%	3.0	2.4	-20%	3.2	2.6	-18%
CW	1.3	1.3	0%	1.4	1.5	7%	1.6	1.7	9%
5-Broadcast Net	10.7	9.3	-13%	11.9	10.4	-13%	12.9	11.5	-11%
7-Net Affiliate	12.0	10.5	-13%	13.3	11.7	-12%	14.2	12.9	-9%
My Network TV	0.4	0.4	0%	0.5	0.5	0%	0.5	0.5	2%
Univision	1.8	1.7	-6%	1.9	1.7	-11%	1.9	1.7	-10%
Other Span Lng	0.8	0.8	0%	0.8	0.8	0%	0.8	0.8	0%
Ad Supp Cable	15.7	16.2	3%	16.1	16.7	4%	16.4	17.2	5%
All Other Cable	1.0	1.1	10%	1.0	1.1	10%	1.0	1.1	13%
Premium Pay	1.0	1.2	20%	1.1	1.3	18%	1.1	1.3	22%
PBS	0.2	0.2	0%	0.2	0.2	0%	0.2	0.2	0%
HUT/PUT	34.1	33.6	-1%	35.4	35.0	-1%	36.5	36.2	-1%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	3.0	-12%	3.7	3.2	-14%	4.0	3.5	-14%
CBS	3.1	2.8	-10%	3.4	3.1	-9%	3.7	3.4	-8%
NBC	3.0	2.6	-13%	3.2	2.8	-13%	3.4	3.0	-11%
FOX	2.9	2.5	-14%	3.1	2.7	-13%	3.3	2.9	-12%
CW	1.0	0.8	-20%	1.1	0.9	-18%	1.2	1.0	-13%
5-Broadcast Net	12.0	10.5	-12%	13.0	11.4	-12%	14.0	12.4	-11%
7-Net Affiliate	13.4	11.9	-11%	14.3	12.9	-10%	15.4	13.9	-10%
My Network TV	0.5	0.5	0%	0.5	0.6	20%	0.5	0.6	22%
Univision	1.5	1.4	-7%	1.6	1.5	-6%	1.6	1.5	-6%
Other Span Lng	0.8	0.9	13%	0.8	0.9	13%	0.8	0.9	13%
Ad Supp Cable	16.6	17.5	5%	16.9	18.0	7%	17.2	18.4	7%
All Other Cable	0.9	0.9	0%	0.9	0.9	0%	0.9	0.9	3%
Premium Pay	1.3	1.5	15%	1.4	1.6	14%	1.4	1.6	17%
PBS	0.3	0.3	0%	0.3	0.3	0%	0.3	0.3	3%
HUT/PUT	36.5	36.2	-1%	37.6	37.6	0%	38.6	38.7	0%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	4.4	3.7	-16%	4.8	4.0	-17%	5.2	4.4	-16%
CBS	3.6	3.3	-8%	3.8	3.5	-8%	4.2	3.9	-8%
NBC	2.9	2.5	-14%	3.1	2.7	-13%	3.3	3.0	-11%
FOX	2.9	2.4	-17%	3.1	2.6	-16%	3.3	2.8	-15%
CW	1.2	1.0	-17%	1.3	1.2	-8%	1.4	1.4	0%
5-Broadcast Net	13.5	11.7	-14%	14.5	12.6	-13%	15.7	13.8	-12%
7-Net Affiliate	14.9	13.1	-12%	15.9	14.1	-11%	17.3	15.3	-11%
My Network TV	0.5	0.5	0%	0.5	0.5	0%	0.5	0.5	0%
Univision	1.7	1.6	-6%	1.7	1.7	0%	1.7	1.7	1%
Other Span Lng	0.7	0.8	14%	0.7	0.8	14%	0.7	0.8	16%
Ad Supp Cable	16.6	17.5	5%	16.9	18.0	7%	17.1	18.4	8%
All Other Cable	1.0	1.1	10%	1.0	1.1	10%	1.1	1.1	2%
Premium Pay	1.2	1.4	17%	1.2	1.4	17%	1.2	1.4	19%
PBS	0.3	0.3	0%	0.3	0.3	0%	0.3	0.3	4%
HUT/PUT	37.8	37.4	-1%	39.0	38.8	-1%	40.1	40.0	0%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	3.6	-10%	4.3	3.8	-12%	4.6	4.1	-11%
CBS	4.1	3.7	-10%	4.3	4.0	-7%	4.7	4.4	-7%
NBC	3.4	3.0	-12%	3.6	3.2	-11%	3.8	3.4	-9%
FOX	3.0	2.7	-10%	3.2	3.0	-6%	3.4	3.3	-4%
CW	1.0	0.7	-30%	1.1	0.8	-27%	1.2	0.9	-22%
5-Broadcast Net	14.0	12.5	-11%	14.9	13.4	-10%	16.0	14.5	-9%
7-Net Affiliate	15.4	14.0	-9%	16.4	15.0	-9%	17.5	16.2	-8%
My Network TV	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	22%
Univision	1.5	1.4	-7%	1.5	1.4	-7%	1.5	1.4	-6%
Other Span Lng	0.8	0.8	0%	0.8	0.9	13%	0.8	0.9	13%
Ad Supp Cable	17.3	18.6	8%	17.6	19.2	9%	17.9	19.6	10%
All Other Cable	0.9	1.0	11%	0.9	1.0	11%	1.0	1.0	2%
Premium Pay	1.5	1.6	7%	1.6	1.7	6%	1.6	1.7	9%
PBS	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	2%
HUT/PUT	39.6	39.8	1%	40.8	41.3	1%	41.9	42.5	1%

* MAGNA I Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	5.2	4.3	-17%	5.6	4.6	-18%	6.0	5.0	-16%
CBS	4.6	4.3	-7%	4.9	4.6	-6%	5.4	5.0	-7%
NBC	3.3	2.9	-12%	3.5	3.1	-11%	3.8	3.4	-11%
FOX	2.9	2.6	-10%	3.1	2.9	-6%	3.4	3.1	-8%
CW	1.1	0.9	-18%	1.2	1.0	-17%	1.3	1.2	-8%
5-Broadcast Net	15.6	13.7	-12%	16.7	14.8	-12%	18.2	16.2	-11%
7-Net Affiliate	17.2	15.3	-11%	18.4	16.5	-10%	19.7	17.9	-9%
My Network TV	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	22%
Univision	1.7	1.6	-6%	1.7	1.7	0%	1.7	1.7	1%
Other Span Lng	0.7	0.7	0%	0.7	0.7	0%	0.7	0.7	0%
Ad Supp Cable	17.0	18.4	8%	17.3	19.0	10%	17.6	19.4	10%
All Other Cable	1.0	1.1	10%	1.1	1.1	0%	1.1	1.1	3%
Premium Pay	1.3	1.5	15%	1.4	1.6	14%	1.4	1.6	17%
PBS	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	0%
HUT/PUT	40.9	40.7	0%	42.2	42.3	0%	43.4	43.6	1%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	5.4	4.9	-9%	5.6	5.1	-9%	5.8	5.3	-8%
CBS	6.1	6.0	-2%	6.3	6.2	-2%	6.7	6.6	-2%
NBC	3.7	3.3	-11%	3.8	3.5	-8%	3.9	3.7	-6%
FOX	2.9	2.8	-3%	3.1	2.9	-6%	3.2	3.1	-4%
CW	0.8	0.6	-25%	0.9	0.6	-33%	0.9	0.7	-26%
5-Broadcast Net	17.6	16.4	-7%	18.2	17.1	-7%	19.0	18.0	-5%
7-Net Affiliate	19.2	18.0	-6%	19.8	18.7	-6%	20.7	19.6	-5%
My Network TV	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	22%
Univision	1.2	1.3	8%	1.2	1.3	8%	1.2	1.3	8%
Other Span Lng	0.6	0.6	0%	0.6	0.6	0%	0.6	0.6	0%
Ad Supp Cable	19.8	21.4	8%	20.0	21.8	9%	20.2	22.1	9%
All Other Cable	1.2	1.2	0%	1.2	1.2	0%	1.2	1.2	2%
Premium Pay	1.6	1.7	6%	1.6	1.7	6%	1.6	1.7	9%
PBS	1.1	1.0	-9%	1.1	1.1	0%	1.1	1.1	2%
HUT/PUT	46.2	47.2	2%	47.1	48.3	3%	47.8	49.2	3%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	6.2	5.7	-8%	6.4	5.9	-8%	6.5	6.1	-6%
CBS	7.4	7.4	0%	7.6	7.6	0%	7.9	7.9	1%
NBC	3.8	3.6	-5%	3.9	3.7	-5%	4.0	3.8	-4%
FOX	2.9	2.8	-3%	3.0	3.0	0%	3.1	3.1	1%
CW	0.7	0.5	-29%	0.7	0.5	-29%	0.7	0.5	-23%
5-Broadcast Net	19.7	18.8	-4%	20.3	19.5	-4%	20.8	20.3	-3%
7-Net Affiliate	21.6	20.5	-5%	22.2	21.2	-5%	22.7	22.0	-3%
My Network TV	0.5	0.6	20%	0.5	0.6	20%	0.5	0.6	22%
Univision	1.0	1.2	20%	1.0	1.2	20%	1.0	1.2	20%
Other Span Lng	0.4	0.5	25%	0.4	0.5	25%	0.4	0.5	25%
Ad Supp Cable	21.3	23.0	8%	21.4	23.3	9%	21.5	23.5	9%
All Other Cable	1.3	1.3	0%	1.3	1.3	0%	1.3	1.3	1%
Premium Pay	1.6	1.6	0%	1.7	1.7	0%	1.7	1.7	2%
PBS	1.5	1.4	-7%	1.5	1.5	0%	1.5	1.5	1%
HUT/PUT	50.5	51.9	3%	51.1	52.7	3%	51.6	53.4	4%

* MAGNA Estimate
MAGNA analysis of copyrighted Nielsen Media Research data

**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	1.4	1.1	-21%	1.4	1.2	-14%	1.5	1.2	-17%
CBS	1.0	0.8	-20%	1.1	0.8	-27%	1.1	0.9	-21%
NBC	1.0	0.7	-30%	1.0	0.8	-20%	1.1	0.8	-24%
FOX	1.2	0.9	-25%	1.2	1.0	-17%	1.3	1.1	-19%
CW	0.7	0.3	-57%	0.7	0.3	-57%	0.7	0.3	-53%
5-Broadcast Net	4.6	3.4	-27%	4.7	3.6	-23%	5.0	3.8	-23%
7-Net Affiliate	5.1	4.0	-22%	5.3	4.1	-23%	5.5	4.3	-21%
My Network TV	0.2	0.3	50%	0.2	0.3	50%	0.2	0.3	55%
Univision	1.2	1.3	8%	1.2	1.3	8%	1.2	1.3	9%
Other Span Lng	0.6	0.7	17%	0.7	0.7	0%	0.7	0.7	0%
Ad Supp Cable	12.0	12.4	3%	12.2	12.7	4%	12.3	12.9	5%
All Other Cable	3.9	4.0	3%	3.9	4.0	3%	4.0	4.0	1%
Premium Pay	0.7	0.7	0%	0.7	0.7	0%	0.7	0.7	1%
PBS	0.1	0.1	0%	0.1	0.1	0%	0.1	0.1	0%
HUT/PUT	24.5	23.9	-2%	24.9	24.3	-2%	25.2	24.8	-2%

* MAGNA Estimate
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**November Sweeps Primetime Ratings Comparison by Stream (All Telecasts)
October 30, 2008 – November 26, 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	1.6	1.5	-6%	1.6	1.5	-6%	1.7	1.6	-7%
CBS	1.3	1.2	-8%	1.4	1.3	-7%	1.5	1.4	-5%
NBC	1.4	1.1	-21%	1.5	1.1	-27%	1.6	1.2	-27%
FOX	2.1	1.6	-24%	2.2	1.7	-23%	2.3	1.8	-22%
CW	1.4	0.8	-43%	1.4	0.9	-36%	1.5	1.0	-34%
5-Broadcast Net	6.5	5.3	-18%	6.8	5.6	-18%	7.2	6.0	-17%
7-Net Affiliate	7.4	6.2	-16%	7.6	6.5	-14%	7.9	6.9	-12%
My Network TV	0.3	0.5	67%	0.3	0.5	67%	0.3	0.5	70%
Univision	0.8	0.9	13%	0.8	0.9	13%	0.8	0.9	14%
Other Span Lng	0.4	0.4	0%	0.4	0.4	0%	0.4	0.4	0%
Ad Supp Cable	15.3	15.7	3%	15.4	16.0	4%	15.6	16.3	4%
All Other Cable	2.3	2.1	-9%	2.4	2.1	-13%	2.4	2.1	-12%
Premium Pay	0.8	1.0	25%	0.9	1.0	11%	0.9	1.0	12%
PBS	0.1	0.1	0%	0.1	0.1	0%	0.1	0.1	0%
HUT/PUT	28.1	27.5	-2%	28.5	28.0	-2%	29.0	28.6	-1%

* MAGNA Estimate
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APPENDIX 2

LP and C3 Primetime Ratings Comparison (All Telecasts)
September 22, 2008 – November 9, 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	7.1	6.2	-13%	7.7	6.8	-12%	7.1	6.2	-13%
CBS	7.1	6.7	-6%	7.7	7.3	-5%	6.9	6.5	-6%
NBC	5.1	4.5	-12%	5.6	4.9	-13%	5.0	4.5	-10%
FOX	5.7	4.8	-16%	6.0	5.2	-13%	5.6	4.7	-16%
CW	1.8	1.4	-22%	2.0	1.7	-15%	1.8	1.4	-22%
5-Net Average	5.7	5.0	-12%	6.2	5.5	-11%	5.5	4.9	-11%
Persons 12-34									
ABC	2.4	2.0	-17%	2.7	2.3	-15%	2.4	2.0	-17%
CBS	1.8	1.6	-11%	2.1	1.8	-14%	1.8	1.6	-11%
NBC	2.3	1.9	-17%	2.6	2.3	-12%	2.3	2.0	-13%
FOX	2.7	2.2	-19%	3.0	2.5	-17%	2.7	2.2	-19%
CW	1.3	1.1	-15%	1.5	1.3	-13%	1.2	1.1	-8%
5-Net Average	2.1	1.8	-14%	2.4	2.1	-13%	2.1	1.8	-14%
Adults 18-34									
ABC	2.7	2.2	-19%	3.1	2.7	-13%	2.7	2.3	-15%
CBS	2.0	1.7	-15%	2.3	2.1	-9%	2.0	1.7	-15%
NBC	2.6	2.2	-15%	3.1	2.6	-16%	2.6	2.3	-12%
FOX	3.0	2.5	-17%	3.3	2.8	-15%	3.0	2.5	-17%
CW	1.2	1.1	-8%	1.4	1.4	0%	1.2	1.1	-8%
5-Net Average	2.4	2.0	-17%	2.7	2.4	-11%	2.4	2.0	-17%
Adults 18-49									
ABC	3.4	2.9	-15%	3.9	3.3	-15%	3.4	2.9	-15%
CBS	3.0	2.8	-7%	3.4	3.2	-6%	3.0	2.8	-7%
NBC	3.0	2.6	-13%	3.4	3.0	-12%	3.0	2.7	-10%
FOX	3.3	2.7	-18%	3.6	3.0	-17%	3.2	2.7	-16%
CW	1.1	0.9	-18%	1.3	1.2	-8%	1.1	1.0	-9%
5-Net Average	2.9	2.5	-14%	3.3	2.9	-12%	2.9	2.5	-14%
Adults 25-54									
ABC	4.0	3.5	-13%	4.6	4.0	-13%	4.0	3.5	-13%
CBS	3.9	3.6	-8%	4.4	4.2	-5%	3.8	3.6	-5%
NBC	3.4	2.9	-15%	3.8	3.3	-13%	3.3	3.0	-9%
FOX	3.6	3.0	-17%	3.8	3.3	-13%	3.5	3.0	-14%
CW	1.1	0.8	-27%	1.2	1.0	-17%	1.0	0.8	-20%
5-Net Average	3.4	2.9	-15%	3.8	3.3	-13%	3.3	2.9	-12%
Adults 50+									
ABC	6.0	5.5	-8%	6.3	5.9	-6%	5.9	5.4	-8%
CBS	7.1	6.8	-4%	7.5	7.2	-4%	6.8	6.5	-4%
NBC	3.8	3.3	-13%	4.0	3.5	-13%	3.6	3.3	-8%
FOX	4.4	3.7	-16%	4.5	3.9	-13%	4.3	3.6	-16%
CW	0.8	0.6	-25%	0.8	0.6	-25%	0.7	0.5	-29%
5-Net Average	4.8	4.3	-10%	5.0	4.6	-8%	4.6	4.1	-11%

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APPENDIX 3

Cable Primetime November Sweeps Live Program Ratings
Three Year Trend

Network	Adults 18-49					Adults 25-54				
	2006	2007	2008	'07 vs '06	'08 vs '07	2006	2007	2008	'07 vs '06	'08 vs '07
A&E	0.49	0.41	0.42	-0.08	0.01	0.54	0.46	0.48	-0.08	0.02
ABC Family	0.37	0.39	0.44	0.02	0.05	0.37	0.39	0.43	0.02	0.04
Adult Swim	0.45	0.67	0.59	0.22	-0.08	0.30	0.49	0.37	0.19	-0.12
AMC	0.30	0.30	0.36	0.00	0.06	0.38	0.39	0.43	0.01	0.04
Animal Planet	0.15	0.16	0.15	0.01	-0.01	0.19	0.18	0.17	-0.01	-0.01
BBC America	0.02	0.03	0.03	0.01	0.00	0.03	0.04	0.04	0.01	0.00
BET	0.32	0.29	0.27	-0.03	-0.02	0.25	0.24	0.24	-0.01	0.00
Biography	0.03	0.04	0.05	0.01	0.01	0.05	0.05	0.07	0.00	0.02
Bravo	0.22	0.28	0.30	0.06	0.02	0.25	0.28	0.32	0.03	0.04
Cartoon Network	0.22	0.22	0.28	0.00	0.06	0.18	0.19	0.24	0.01	0.05
CMT	0.14	0.13	0.15	-0.01	0.02	0.15	0.13	0.16	-0.02	0.03
CNBC	0.08	0.06	0.06	-0.02	0.00	0.09	0.07	0.08	-0.02	0.01
CNN	0.17	0.17	0.48	0.00	0.31	0.22	0.21	0.54	-0.01	0.33
Comedy Central	0.46	0.46	0.53	0.00	0.07	0.42	0.38	0.45	-0.04	0.07
Discovery	0.40	0.46	0.48	0.06	0.02	0.42	0.46	0.49	0.04	0.03
Discovery Health	0.08	0.08	0.09	0.00	0.01	0.10	0.09	0.10	-0.01	0.01
Disney Channel	0.41	0.48	0.37	0.07	-0.11	0.38	0.44	0.33	0.06	-0.11
E!	0.25	0.26	0.26	0.01	0.00	0.23	0.23	0.24	0.00	0.01
ESPN	1.12	1.11	1.08	-0.01	-0.03	1.20	1.11	1.14	-0.09	0.03
ESPN Classic	0.03	0.03	0.02	0.00	-0.01	0.04	0.03	0.02	-0.01	-0.01
ESPN News	0.03	0.05	0.03	0.02	-0.02	0.03	0.05	0.03	0.02	-0.02
ESPN2	0.22	0.24	0.26	0.02	0.02	0.24	0.24	0.30	0.00	0.06
Food Network	0.29	0.29	0.33	0.00	0.04	0.34	0.35	0.37	0.01	0.02
FOX News	0.20	0.18	0.39	-0.02	0.21	0.30	0.25	0.52	-0.05	0.27
FUSE	0.01	0.02	0.03	0.01	0.01	0.01	0.02	0.03	0.01	0.01
FX	0.55	0.58	0.53	0.03	-0.05	0.52	0.55	0.51	0.03	-0.04
G4	0.05	0.05	0.04	0.00	-0.01	0.06	0.05	0.03	-0.01	-0.02
GAC	NA	0.03	0.02	NA	-0.01	NA	0.04	0.03	NA	-0.01
Galavision	NA	0.09	0.08	NA	-0.01	NA	0.09	0.08	NA	-0.01
Golf Channel	0.03	0.02	0.02	-0.01	0.00	0.03	0.03	0.03	0.00	0.00
GSN	0.06	0.06	0.05	0.00	-0.01	0.07	0.06	0.07	-0.01	0.01
Hallmark Channel	0.22	0.21	0.17	-0.01	-0.04	0.31	0.29	0.24	-0.02	-0.05
Headline News	0.09	0.09	0.15	0.00	0.06	0.11	0.11	0.18	0.00	0.07
HGTV	0.26	0.29	0.27	0.03	-0.02	0.36	0.37	0.36	0.01	-0.01
History	0.33	0.34	0.39	0.01	0.05	0.44	0.41	0.45	-0.03	0.04
History International	0.02	0.03	0.04	0.01	0.01	0.03	0.05	0.06	0.02	0.01
Investigation Discovery	0.03	0.05	0.06	0.02	0.01	0.03	0.06	0.08	0.03	0.02
Lifetime	0.40	0.42	0.41	0.02	-0.01	0.48	0.44	0.45	-0.04	0.01

Cable Primetime November Sweeps Live Program Ratings Three Year Trend

Network	Adults 18-49					Adults 25-54				
	2006	2007	2008	'07 vs '06	'08 vs '07	2006	2007	2008	'07 vs '06	'08 vs '07
Lifetime Movie Network	0.12	0.13	0.16	0.01	0.03	0.14	0.17	0.20	0.03	0.03
Military Channel	0.02	0.03	0.03	0.01	0.00	0.03	0.04	0.04	0.01	0.00
MSNBC	0.14	0.13	0.36	-0.01	0.23	0.17	0.16	0.43	-0.01	0.27
MTV	0.36	0.56	0.32	0.20	-0.24	0.23	0.32	0.20	0.09	-0.12
MTV2	0.05	0.06	0.06	0.01	0.00	0.04	0.04	0.04	0.00	0.00
MUN2	0.00	0.01	0.02	0.01	0.01	0.00	0.01	0.01	0.01	0.00
National Geographic	0.10	0.14	0.13	0.04	-0.01	0.13	0.17	0.15	0.04	-0.02
NFL Network	0.09	0.09	0.17	0.00	0.08	0.09	0.10	0.19	0.01	0.09
Nick at Nite	0.33	0.41	0.46	0.08	0.05	0.28	0.35	0.42	0.07	0.07
Nickelodeon	0.45	0.42	0.45	-0.03	0.03	0.39	0.39	0.42	0.00	0.03
Nicktoons	0.03	0.02	0.04	-0.01	0.02	0.03	0.02	0.04	-0.01	0.02
Noggin	NA	NA	0.14	NA	NA	NA	NA	0.13	NA	NA
Oxygen	0.11	0.12	0.13	0.01	0.01	0.11	0.13	0.13	0.02	0.00
Science Channel	0.06	0.06	0.05	0.00	-0.01	0.08	0.07	0.06	-0.01	-0.01
Sci-Fi Channel	0.38	0.39	0.40	0.01	0.01	0.47	0.45	0.49	-0.02	0.04
SoapNet	0.11	0.11	0.12	0.00	0.01	0.13	0.13	0.16	0.00	0.03
Speed	0.08	0.08	0.09	0.00	0.01	0.10	0.09	0.10	-0.01	0.01
Spike TV	0.47	0.49	0.40	0.02	-0.09	0.50	0.52	0.43	0.02	-0.09
Style	0.03	0.05	0.07	0.02	0.02	0.04	0.05	0.07	0.01	0.02
TBS	0.72	0.83	0.77	0.11	-0.06	0.72	0.76	0.70	0.04	-0.06
The N	0.04	0.04	0.05	0.00	0.01	0.03	0.03	0.03	0.00	0.00
TLC	0.35	0.39	0.41	0.04	0.02	0.38	0.38	0.40	0.00	0.02
TNT	0.66	0.64	0.65	-0.02	0.01	0.75	0.72	0.73	-0.03	0.01
Toon Disney	0.05	0.05	0.06	0.00	0.01	0.05	0.04	0.06	-0.01	0.02
Travel Channel	0.12	0.12	0.14	0.00	0.02	0.14	0.15	0.17	0.01	0.02
TruTV	0.35	0.33	0.35	-0.02	0.02	0.41	0.40	0.40	-0.01	0.00
TV Guide Network	0.10	0.09	0.07	-0.01	-0.02	0.11	0.10	0.08	-0.01	-0.02
TV Land	0.21	0.24	0.21	0.03	-0.03	0.27	0.33	0.28	0.06	-0.05
TV1	0.05	0.07	0.06	0.02	-0.01	0.06	0.08	0.06	0.02	-0.02
USA	0.88	0.97	0.98	0.09	0.01	0.92	1.01	1.06	0.09	0.05
VH1	0.28	0.38	0.37	0.10	-0.01	0.24	0.29	0.29	0.05	0.00
VH1 Classic	0.02	0.02	0.02	0.00	0.00	0.02	0.03	0.02	0.01	-0.01
VS	0.06	0.07	0.10	0.01	0.03	0.08	0.08	0.10	0.00	0.02
WE	0.06	0.07	0.09	0.01	0.02	0.06	0.08	0.10	0.02	0.02
Weather Channel	0.08	0.05	0.04	-0.03	-0.01	0.10	0.07	0.06	-0.03	-0.01
WGN America	0.14	0.13	0.09	-0.01	-0.04	0.16	0.14	0.11	-0.02	-0.03
Cable Total	15.60	16.86	17.74	1.26	0.88	16.61	17.22	18.52	0.61	1.30

MAGNA analysis of copyrighted Nielsen Media Research data

Midseason Premiere Schedule by Network (Subject to Change)

ABC

Scrubs – season premiere Tuesday, 1/6 at 9pm

The Goode Family – series premiere Tuesday, 1/20 at 9:30pm

Lost – season premiere Wednesday, 1/21 at 9pm (Two hours)

Dancing with the Stars – season premiere Monday, 3/9 at 8pm

Castle – series premiere Monday, 3/9 at 10pm

Cupid – series premiere Tuesday, 3/24 at 10pm

The Unusuals – series premiere Wednesday, 4/8 at 10pm

ABC Family

The Secret Life of the American Teenager – returns Monday, 1/5 at 8pm

Kyle XY – season premiere Monday, 1/12 at 9pm

A&E

The Beast – series premiere Thursday, 1/15 at 10pm

Bravo

Millionaire Matchmaker – season premiere Thursday, 1/8 at 10pm

CBS

Game Show in My Head – series premiere Saturday, 1/3 at 8pm

Flashpoint – season premiere Friday, 1/9 at 9pm

Survivor – season premiere Thursday, 2/12 at 8pm

Amazing Race – season premiere Sunday, 2/15 at 8pm

Harper's Island – series premiere Thursday, 4/9 at 10pm

CW

13: Fear is Real – series premiere Wednesday, 1/7 at 9pm

Reaper – season premiere Tuesday, 3/17 at 9pm

FOX

24 – season premiere Sunday, 1/11 and Monday, 1/12 at 8pm (Four hours total)

American Idol – season premiere Tuesday, 1/13 and Wednesday, 1/14 at 8pm (Four hours total)

Lie to Me – series premiere Wednesday, 1/21 at 9pm

Hell's Kitchen – season premiere Thursday, 1/29 at 9pm

Dollhouse – series premiere Friday, 2/13 at 9pm

FX

Nip/Tuck – returns Tuesday, 1/6 at 10pm

Damages – season premiere Wednesday, 1/7 at 10pm

Lifetime

Diettribe – season premiere Monday, 1/5 at 10pm

MTV

The Real World – season premiere Wednesday, 1/7 at 10pm

NBC

Superstars of Dance – series premiere Sunday, 1/4 at 8pm (time period premiere on 1/5)

The Biggest Loser – season premiere Tuesday, 1/6 at 8pm

Howie Do It – series premiere Friday, 1/9 at 8pm

Friday Night Lights – season premiere Friday, 1/16 at 9pm

Celebrity Apprentice – season premiere Sunday, 3/1 at 9pm

Kings – series premiere Thursday, 3/19 at 9pm

Sci-Fi

Battlestar Galactica – final season premiere Friday, 1/16 at 10pm

SoapNet

Greg Behrendt's Wake Up Call – series premiere Thursday, 1/8 at 11pm

Spike TV

DEA – season premiere Tuesday, 2/10 at 10pm

TBS

10 Items or Less – season premiere Tuesday, 1/6 at 11pm

TNT

Leverage – series premiere Sunday, 12/7 at 10pm (time period premiere on 12/9)

The Closer – returns Monday, 1/26 at 9pm

Trust Me – series premiere Monday, 1/26 at 10pm

TV Land

High School Reunion – season premiere Wednesday, 2/18 at 10pm

USA

Monk – returns Friday, 1/9 at 9pm

Psych – returns Friday, 1/9 at 10pm

Burn Notice – returns Thursday, 1/22 at 10pm