

TOP 100 A35+ PROGRAMMING 2010-'11 SEASON

RANK	PROGRAMS	NETWORK	(START) DATE	# TLCST	P35+
					Live+SD US AA%
1	FOX SUPER BOWL XLV(S)-02/06/2011	FOX	02/06/2011	1	42.5
2	FOX SUPER BOWL POST GAME(S)-02/06/2011	FOX	02/06/2011	1	24.7
3	AFC CHAMPIONSHIP ON CBS(S)-01/23/2011	CBS	01/23/2011	1	23.4
4	ACADEMY AWARDS(S)-02/27/2011	ABC	02/27/2011	1	17.2
5	NBC NFL PLAYOFF GAME 2(S)-01/08/2011	NBC	01/08/2011	1	14.9
6	FOX NFC PLAYOFF-SAT(S)-01/15/2011	FOX	01/15/2011	1	13.6
7	OSCAR'S RED CARPET LIVE-3(S)-02/27/2011	ABC	02/27/2011	1	12.5
8	BCS CHAMPIONSHIP	ESPN	01/10/2011	1	11.2
9	DANCING WITH THE STARS	ABC	09/20/2010	20	11.0
10	NBC NFL TUESDAY SPECIAL(S)-12/28/2010	NBC	12/28/2010	1	10.9
11	AMERICAN IDOL-WEDNESDAY	FOX	01/19/2011	19	10.5
12	GRAMMY AWARDS(S)-02/13/2011	CBS	02/13/2011	1	10.3
13	AMERICAN IDOL-THURSDAY	FOX	01/20/2011	18	9.9
14	NCIS	CBS	09/21/2010	33	9.6
15	GLEE SP-2/6(S)-02/06/2011	FOX	02/06/2011	1	9.6
16	DANCING W/STARS RESULTS	ABC	09/21/2010	19	9.5
17	HAWAII FIVE-0 SP 1/23(S)-01/23/2011	CBS	01/23/2011	1	9.4
18	NBC SUNDAY NIGHT FOOTBALL	NBC	09/26/2010	14	9.1
19	AMERICAN IDOL TUE SP-3/1(S)-03/01/2011	FOX	03/01/2011	1	9.1
20	AMERICAN IDOL TUE SP-5/24(S)-05/24/2011	FOX	05/24/2011	1	9.1
21	CBS NCAA BSKBL CHAMPSHIPS(S)-04/04/2011	CBS	04/04/2011	1	8.5
22	HALLMARK HALL OF FAME(S)-01/30/2011	CBS	01/30/2011	1	8.3
23	CBS SUNDAY MOVIE-SPECIAL(S)-05/22/2011	CBS	05/22/2011	1	8.3
24	NCIS: LOS ANGELES	CBS	09/21/2010	31	8.1
25	GOLDEN GLOBE AWARDS(S)-01/16/2011	NBC	01/16/2011	1	8.1
26	NCIS 9P-SPECIAL(S)-11/30/2010	CBS	11/30/2010	1	8.0
27	OSCAR'S RED CARPET LIVE-2(S)-02/27/2011	ABC	02/27/2011	1	7.9
28	CMA AWARDS(S)-11/10/2010	ABC	11/10/2010	1	7.8
29	FOX WORLD SERIES GAME 4(S)-10/31/2010	FOX	10/31/2010	1	7.7
30	CBS NCAA BSKBL CHAMP SA-2(S)-04/02/2011	CBS	04/02/2011	1	7.7
31	HALLMARK HALL OF FAME(S)-11/28/2010	CBS	11/28/2010	1	7.5
32	MENTALIST, THE	CBS	09/23/2010	32	7.3
33	NCIS: LOS ANGELES 10P SP(S)-09/21/2010	CBS	09/21/2010	1	7.3
34	60 MINUTES	CBS	09/26/2010	30	7.3
35	FOX WORLD SERIES GAME 5(S)-11/01/2010	FOX	11/01/2010	1	7.1
36	FOX WORLD SERIES GAME 1(S)-10/27/2010	FOX	10/27/2010	1	7.0
37	BARBARA WALTERS SP-12/9(S)-12/09/2010	ABC	12/09/2010	1	6.9
38	SURVIVOR:NICARAGUA FINALE(S)-12/19/2010	CBS	12/19/2010	1	6.8
39	DANCING W/STARS SP-4/26(S)-04/26/2011	ABC	04/26/2011	1	6.8
40	FOX WORLD SERIES GAME 2(S)-10/28/2010	FOX	10/28/2010	1	6.8
41	SURVIVOR: RI FINALE(S)-05/15/2011	CBS	05/15/2011	1	6.5
42	ACM AWARDS(S)-04/03/2011	CBS	04/03/2011	1	6.5
43	DANCING W/STARS: STORY(S)-03/29/2011	ABC	03/29/2011	1	6.5
44	CSI	CBS	09/23/2010	31	6.4
45	CRIMINAL MINDS	CBS	09/22/2010	33	6.4
46	BACHELOR:AFTER FINAL ROSE(S)-03/14/2011	ABC	03/14/2011	1	6.4
47	DANCING W/STARS RESULT SP(S)-09/21/2010	ABC	09/21/2010	1	6.3
48	GOOD WIFE, THE	CBS	09/28/2010	27	6.3
49	BARBARA WALTERS PRESENTS(S)-12/09/2010	ABC	12/09/2010	1	6.2
50	NCIS - ELECT NT SP(S)-11/02/2010	CBS	11/02/2010	1	6.2
51	OSCAR'S RED CARPET LIVE-1(S)-02/27/2011	ABC	02/27/2011	1	6.2
52	60 MINUTES - 8PM SPECIAL(S)-05/22/2011	CBS	05/22/2011	1	6.2
53	BODY OF PROOF	ABC	03/29/2011	8	6.2
54	NFL REGULAR SEASON	ESPN	09/20/2010	15	6.2
55	TWO AND A HALF MEN SP(S)-02/21/2011	CBS	02/21/2011	1	6.1
56	BLUE BLOODS	CBS	09/24/2010	26	6.1
57	60 MINUTES SPECIAL(S)-04/24/2011	CBS	04/24/2011	1	6.1
58	SUGAR BOWL	ESPN	01/04/2011	1	6.1
59	CHRISTMAS-ROCKEFELLER CEN(S)-11/30/2010	NBC	11/30/2010	1	6.0
60	SURVIVOR: NICARAGUA	CBS	09/22/2010	12	6.0
61	TWO AND A HALF MEN	CBS	09/20/2010	33	6.0
62	DANCING W/STARS-TUE 8PM	ABC	05/03/2011	4	5.9
63	CBS NCAA BSKBL-BRIDGE(S)-04/02/2011	CBS	04/02/2011	1	5.9
64	BETTER WITH YOU SP-4/25(S)-04/25/2011	ABC	04/25/2011	1	5.8
65	NCIS 10PM-SPECIAL(S)-01/04/2011	CBS	01/04/2011	1	5.7
66	SURVIVOR: NICARAGUA RNION(S)-12/19/2010	CBS	12/19/2010	1	5.7
67	BIG BANG THEORY, THE	CBS	09/23/2010	32	5.7
68	NCIS:LOS ANGELES-EL NT SP(S)-11/02/2010	CBS	11/02/2010	1	5.7
69	FOX WORLD SERIES GAME 3(S)-10/30/2010	FOX	10/30/2010	1	5.7
70	UNDERCOVER BOSS	CBS	09/26/2010	23	5.7
71	FOX MLB NLCS GAME 6(S)-10/23/2010	FOX	10/23/2010	1	5.6
72	FOX AFC-NFC PRO BOWL(S)-01/30/2011	FOX	01/30/2011	1	5.6

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73	CSI: MIAMI	CBS	10/03/2010	21	5.6
74	SURVIVOR: REDEMPTION ISLD	CBS	02/16/2011	13	5.5
75	SURVIVOR: RI REUNION(S)-05/15/2011	CBS	05/15/2011	1	5.5
76	KENNEDY CENTER HONORS(S)-12/28/2010	CBS	12/28/2010	1	5.3
77	AMAZING RACE 17	CBS	09/26/2010	12	5.3
78	SECRET MILLIONAIRE	ABC	03/06/2011	6	5.3
79	CSI: NY	CBS	09/24/2010	28	5.3
80	FOX MLB NLCS GAME 5(S)-10/21/2010	FOX	10/21/2010	1	5.3
81	HARRY'S LAW	NBC	01/17/2011	12	5.3
82	MIKE & MOLLY	CBS	09/20/2010	35	5.2
83	OT, THE	FOX	10/03/2010	8	5.2
84	HAWAII FIVE-0	CBS	09/20/2010	34	5.2
85	FIESTA BOWL	ESPN	01/01/2011	1	5.1
86	SUPER BOWL GREAT COMMRLS(S)-02/04/201	CBS	02/04/2011	1	5.1
87	LIVE TO DANCE SPECIAL(S)-01/04/2011	CBS	01/04/2011	1	5.1
88	\$#! MY DAD SAYS	CBS	09/23/2010	21	5.0
89	CASTLE	ABC	09/20/2010	30	5.0
90	ORANGE BOWL	ESPN	01/03/2011	1	5.0
91	MIDDLE SP-11/15, THE(S)-11/15/2010	ABC	11/15/2010	1	4.9
92	CRIMINAL MINDS: SUSPECT	CBS	02/16/2011	15	4.9
93	DEFENDERS, THE	CBS	09/22/2010	20	4.9
94	CBS NCAA BSKBL CHMP SA-2(S)-03/26/2011	CBS	03/26/2011	1	4.9
95	NCIS: LOS ANGELES 10P-SP(S)-04/19/2011	CBS	04/19/2011	1	4.9
96	DESPERATE HOUSEWIVES-4/24(S)-04/24/2011	ABC	04/24/2011	1	4.9
97	CRIMINAL MINDS SPECIAL(S)-11/24/2010	CBS	11/24/2010	1	4.9
98	FOOTBALL NT AMERICA PT 3	NBC	09/26/2010	15	4.8
98	DESPERATE HOUSEWIVES	ABC	09/26/2010	25	4.8
100	AMAZING RACE 18 - SPECIAL(S)-04/24/2011	CBS	04/24/2011	1	4.8

Source: The Nielsen Company, 9/20/10-5/25/11

Ranked by average audience % (ratings). In the event of a tie, impressions (000's) are used as the tiebreaker.

Ad-Supported Subscription television only.

Programming under 25 minutes excluded.

Broadcast

Cable

