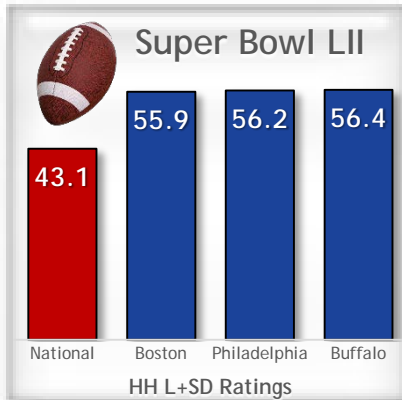


VIDLYTICS

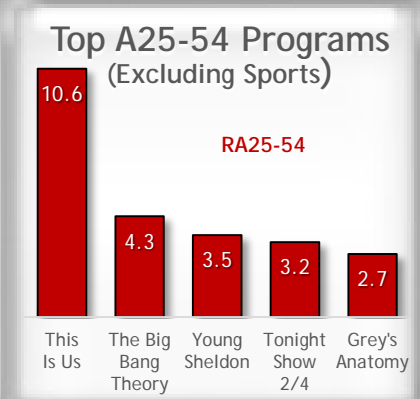
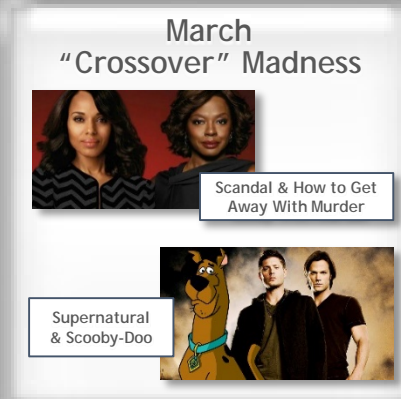
Weekly Television Performance Metrics

2017/18 Season - Week 19 (1/29-2/4/18)

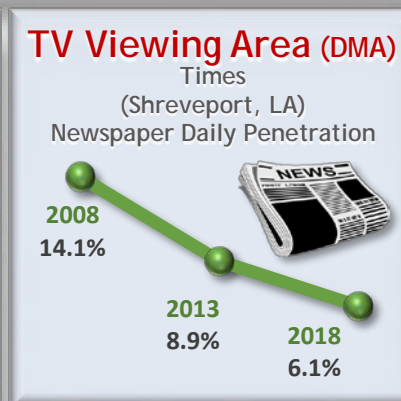
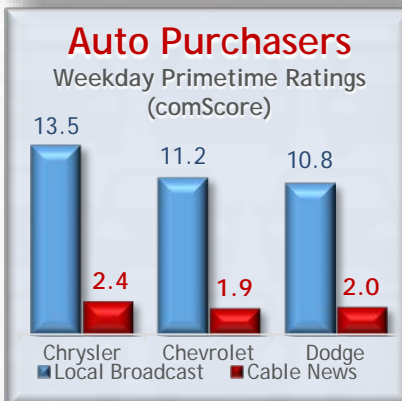


2018 Gubernatorial Races

Leaning DEM	CO, NM, PA
Toss Up	AK, CT, FL, IL, ME, MI, MN, NV
Leaning REP	NH, OH, WI



Market of the Week: Shreveport, LA (Rank# 83)



Top 5 Spot TV Advertisers from Kantar Media

Advertiser	Dec' 16 - Nov' 17	Dols (000)
Ford Dealer Assn		\$2,015.5
McDonalds Restaurant		\$1,811.0
Morris Bart Attorney		\$1,481.1
Sonic Restaurant		\$1,330.5
Toyota Dealer Assn		\$1,309.8

2017/18 Season Week 19 (1/29-2/4/18)

Top 25 Broadcast S/O-S/O (1/29 - 2/4/18)

Rank	Program Name	A25-54 Live+SD US AA%
1	SUPER BOWL GAME LII	37.0
2	SUPER BOWL POST	27.4
3	SUPER BOWL PRE-KICK	27.0
4	SUPER BOWL KICK OFF	21.5
5	SUPER BOWL PREGM 530P	12.3
6	THIS IS US	10.6
7	SUPER BOWL PREGM 5P	8.3
8	SUPER BOWL PREGM 430P	5.8
9	SUPER BOWL PREGM 4P	4.6
10	BIG BANG THEORY, THE	4.3
11	SUPER BOWL PREGM 330P	3.8
12	YOUNG SHELDON	3.5
13	TONIGHT SHOW 2/4	3.2
14	SUPER BOWL PREGM 3P	3.1
15	GREY'S ANATOMY	2.7
16	SUPER BOWL PREGM 230P	2.7
17	MOM	2.4
18	ELLENS GAME OF GAMES	2.4
19	SATURDAY NIGHT	2.4
20	SUPER BOWL PREGM 2P	2.3
21	911	2.1
22	KEVIN CAN WAIT	2.0
23	BACHELOR, THE	2.0
24	SUPER BOWL PREGM 130P	1.9
25	LIFE IN PIECES	1.8

Top 25 Syndication (1/22-1/28/18)

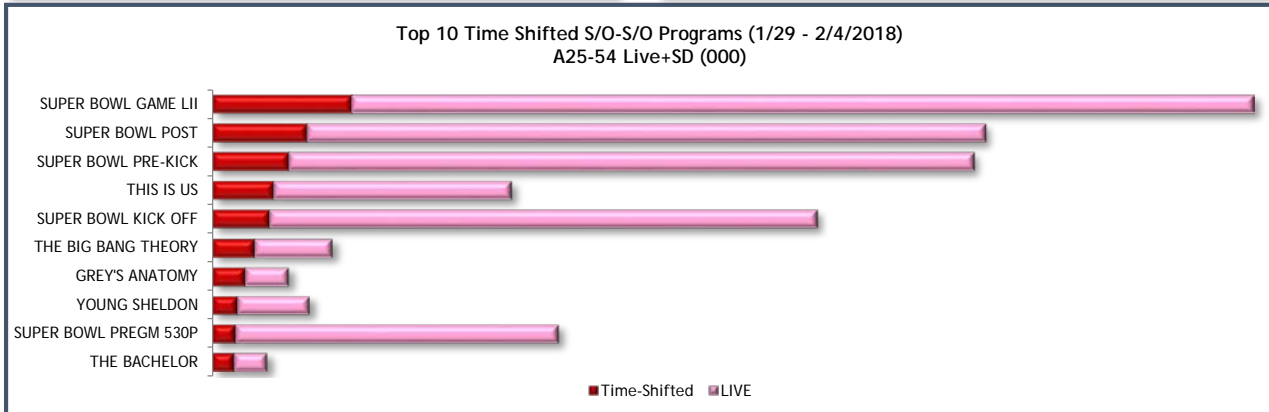
Rank	Program Name	A25-54 Live+SD US AA%
1	BIG BANG-SYN (AT)	3.1
2	WEEKEND ADVENTURE	2.7
3	FAMILY FEUD (AT)	2.6
4	JUDGE JUDY (AT)	2.2
5	LAW & ORDER:SVU-WKL (AT)	2.0
6	WHEEL OF FORTUNE	2.0
7	MODERN FAMILY-WK-SYN (AT)	2.0
8	JEOPARDY (AT)	1.9
9	MODERN FAMILY-MF-SYN (AT)	1.8
10	BIG BANG WKND (AT)	1.6
11	DATELINE WKLY (AT)	1.6
12	FAMILY FEUD-WK (AT)	1.4
13	GOLDBERGS (AT)	1.1
14	ENTERTAINMENT TONIGHT(AT)	1.1
15	FAMILY GUY-MF-SYN (AT)	1.1
16	BOBS BURGERS-SYN (AT)	1.1
17	DR. PHIL SHOW (AT)	1.1
18	INSIDE EDITION (AT)	1.1
19	LAST MAN STNDG-WK-SYN(AT)	1.0
20	LAST MAN STNDG-MF-SYN(AT)	1.0
21	FAMILY GUY-WK-SYN (AT)	0.9
22	ACCESS HOLLYWD LV-WKD	0.9
23	HOW I MET-MTHR-WK-SYN(AT)	0.9
24	TMZ (AT)	0.9
25	ELLEN DEGENERES SHOW	0.9

M-F Evening News (1/29-2/2/18)

Rank	Program Name	A25-54 Live+SD US AA%
1	NBC NIGHTLY NEWS	1.7
2	ABC WORLD NEWS	1.6
3	CBS EVENING NEWS	1.2

M-F Late Night (1/29-2/2/18)

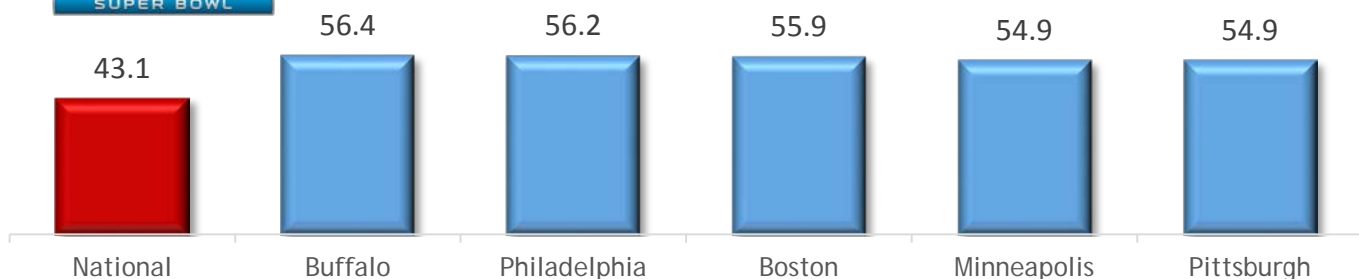
Rank	Program Name	A25-54 Live+SD US AA%
1	TONIGHT SHOW	0.8
2	LATE SHOW-S COLBERT	0.7
3	JIMMY KIMMEL	0.6



Household Live+SD Ratings on Local Broadcast Stations

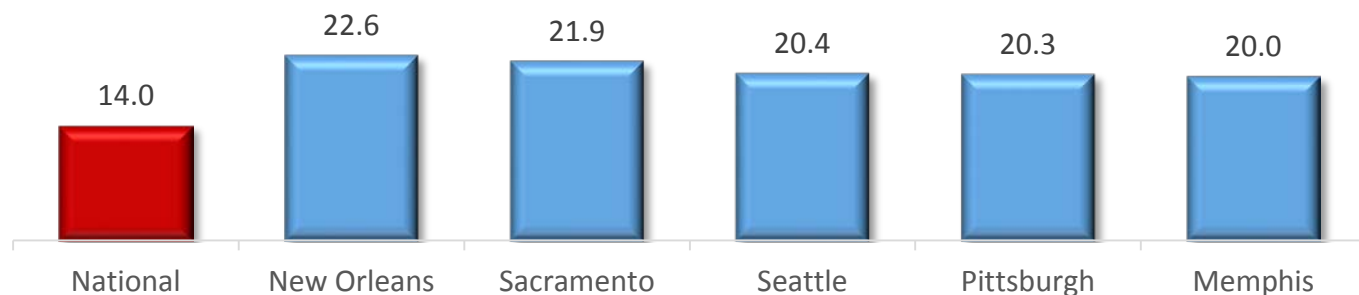


Super Bowl LII
Sunday, 2/4/18 6:30p (E) on NBC

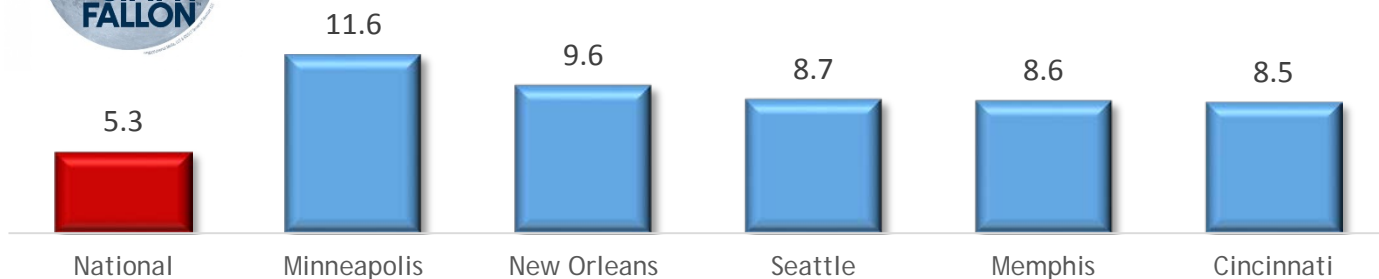


THIS IS US

This is Us (Post-Super Bowl)
Sunday, 2/4/18 10:45p (E) on NBC



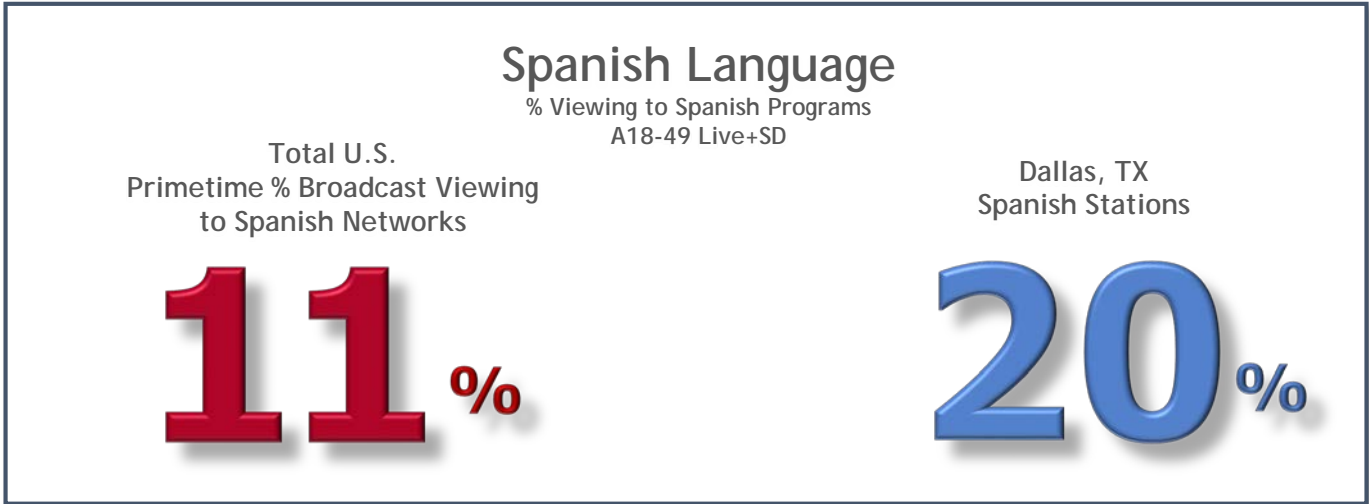
Tonight Show Special (Post-Super Bowl)
Sunday, 2/4/18 12:24a (E) on NBC



2017/18 Season
Week 19 (1/29-2/4/18)

Spanish Language Television

Spanish Language programs on Spanish broadcast affiliates (Azteca, Estrella TV, Telemundo, UniMas and Univision) attracted **11%** of all primetime A18-49 viewers (not just Spanish-Speaking) this week. In the market of Dallas, Spanish-Language programs on Spanish broadcast stations attracted **20%** of all primetime A18-49 viewers (not just Spanish-Speaking) this week.



Hispanic Households
1/29-2/4/18

Rank	Program Name	A 18-49 Live+SD US AA%
1	SUPER BOWL GAME LII	22.2
2	SUPER BOWL POST	17.6
3	SUPER BOWL PRE-KICK	14.9
4	SUPER BOWL KICK OFF	11.6
5	SUPER BOWL PREGM 530P	6.5
6	THIS IS US	5.9
7	SUPER BOWL PREGM 5P	4.1
8	ESTADO DE LA UNION 1/30	3.3
9	SELECCION MEXICO 01/31/18	3.3
10	PAPA A TODA MADRE WED	2.9
11	SUPER BOWL PREGM 430P	2.8
12	PAPA A TODA MADRE THU	2.8
13	RICO Y LAZARO MON	2.8
14	SRA ACERO 4: COYOTE - M	2.7
15	RICO Y LAZARO TUE	2.7
16	RICO Y LAZARO WED	2.7
17	ROSA DE GUADALUPE WED	2.7
18	SRA ACERO 4: COYOTE - R	2.7
19	RICO Y LAZARO THU	2.7
20	PAPA A TODA MADRE MON	2.7

Rank	Program Name	A 25-54 Live+SD US AA%
1	SUPER BOWL GAME LII	24.5
2	SUPER BOWL POST	19.2
3	SUPER BOWL PRE-KICK	16.6
4	SUPER BOWL KICK OFF	13.1
5	SUPER BOWL PREGM 530P	7.4
6	THIS IS US	6.6
7	SUPER BOWL PREGM 5P	4.9
8	ESTADO DE LA UNION 1/30	4.0
9	SELECCION MEXICO 01/31/18	3.8
10	SUPER BOWL PREGM 430P	3.4
11	RICO Y LAZARO THU	3.4
12	NOTICIERO UNIVISION	3.4
13	RICO Y LAZARO MON	3.3
14	RICO Y LAZARO TUE	3.3
15	SRA ACERO 4: COYOTE - R	3.3
16	PAPA A TODA MADRE WED	3.3
17	PAPA A TODA MADRE THU	3.3
18	ROSA DE GUADALUPE WED	3.2
19	RICO Y LAZARO WED	3.2
20	SRA ACERO 4: COYOTE - M	3.2

Metered Market Close-Up: Shreveport, LA

Shreveport is a commercial and cultural center for northwest Louisiana, northeast Texas, and southern Arkansas. In the early 20th century, the area experienced a major oil boom. Recently a new riverfront entertainment district with nightlife and casinos and a new convention center have revitalized downtown Shreveport. The abundance of casinos is surprising given the area's strong Bible Belt roots. The area's economy has had some success luring business and manufacturers, including a new mill for steel products manufacturer Steelscape. The city's museums and cultural amenities are among the state's best outside of New Orleans and Baton Rouge.

Median Income
Shreveport, LA - \$44,130

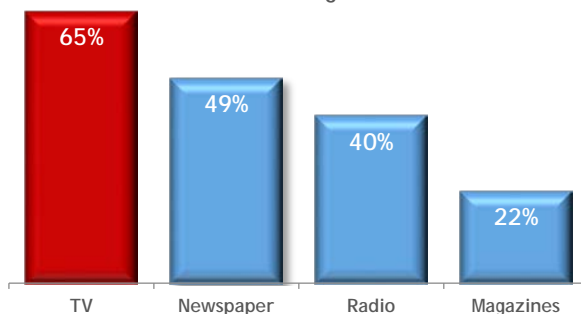
SMSA Total Retail Sales
Shreveport, LA - \$15,094,463

At-A-Glance		
DMA Rank	TV Households	Population 2+
83	352,540	860,271
African American HH Rank	Hispanic HH Rank	Asian HH Rank
41	96	117

TV stations serving the area of Shreveport, LA:	
KMSS	Fox
KPXJ	The CW, MeTV, Movies!, Antenna TV
KSHV	MyNetworkTV, Escape, Ion Television
KSLA	CBS, Grit, Bounce TV
KTAL	NBC, Laff
KTBS	ABC, Local AccuWeather, KTBS 24 Hour News Channel

TVB Member Stations

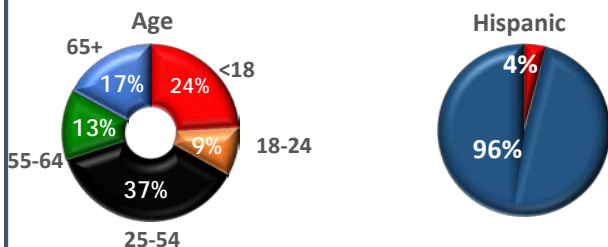
Reliance on Media to Stay Informed
% Agree



Shreveport, LA Interesting Facts

- "Once In A Millennium Moon Mega Mural" is one of the largest art murals in the U.S., and is on the side of an AT&T building in Shreveport.
- Shreveport was originally named "Shreve Town" until 1839.
- Many exterior scenes in the hit HBO series "True Blood" were filmed on a plantation near Shreveport.

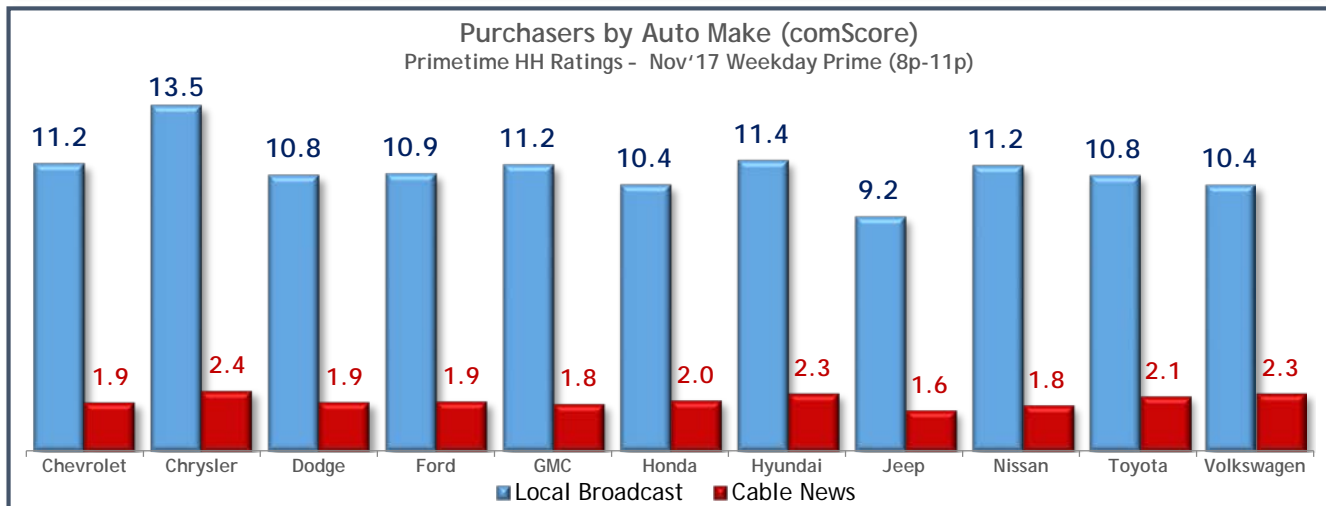
Shreveport, LA Demographic Overview



50 % loyal to vehicle brand



Market: Shreveport, LA		Series Ranker (Week of 1/15/18 - 1/21/18)					
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	Live+SD Rtg
1	FOX NFC Championship	KMSS (FOX)	1	U	5:42 PM	177	27.8
2	AFC Championship on CBS	KSLA (CBS)	1	U	2:06 PM	183	26.0
3	FOX NFC CHAMPIONSHIP-KICK	KMSS (FOX)	1	U	5:34 PM	8	25.3
4	AFC CHAMP POST GUN ON CBS	KSLA (CBS)	1	U	5:09 PM	4	20.5
5	FOX NFC CHAMPIONSHIP-GUN	KMSS (FOX)	1	U	8:39 PM	8	19.4
6	AFC CHAMP PRE KICK ON CBS	KSLA (CBS)	1	U	2:02 PM	4	18.5
7	FOX NFC CHAMP-PST	KMSS (FOX)	1	U	8:47 PM	17	16.0
8	AFC CHMP POST GAME ON CBS	KSLA (CBS)	1	U	5:13 PM	28	14.4
9	FOX NFC CHAMPIONSHIP-PRE	KMSS (FOX)	1	U	5:00 PM	34	13.4
10	The Resident	KMSS (FOX)	1	U	9:04 PM	20	12.6
11	ABC World News Tonight with David Muir	KTBS (ABC)	5	M T W R F	5:30 PM	30	11.4
12	ABC World News Tonight	KTBS (ABC)	1	S	5:06 PM	24	11.3
13	KTBS 3 News Weekend	KTBS (ABC)	1	S	5:30 PM	30	10.9
14	Weather Cut In	KMSS (FOX)	1	U	9:24 PM	16	10.7
15	The Good Doctor	KTBS (ABC)	1	M	9:01 PM	59	10.6
16	KTBS 3 News at 5	KTBS (ABC)	5	M T W R F	5:00 PM	30	10.6
17	KSLA News 12 Sunday at 5:30PM	KSLA (CBS)	1	U	5:41 PM	19	10.2
18	The Big Bang Theory	KSLA (CBS)	1	R	7:00 PM	31	9.5
19	The Resident	KMSS (FOX)	1	U	9:40 PM	24	9.5
20	AFC CHAMPIONSHIP PRE-GAME	KSLA (CBS)	1	U	1:00 PM	62	9.3



TOP 100 PROGRAMS ADULTS 25-54



Weekly Television Performance Metrics

Dates: 1/22/2018 - 1/28/2018

P25-54
Live+SD

P25-54
Live+SD

Rank	Originator	Program	# of Telecasts	US AA% (x.xx)	US AA Proj (000 s)
1	CBS	GRAMMY AWARDS	1	6.92	8,354
2	NBC	THIS IS US	1	3.28	3,965
3	WARNER BROS. TV	BIG BANG-SYN (AT)	5	3.13	3,774
4	NBC	SATURDAY NIGHT	1	2.84	3,429
5	DADT/LITTON	WEEKEND ADVENTURE	1	2.71	3,276
6	20TH TELEVISION	FAMILY FEUD (AT)	5	2.64	3,190
7	ABC	GREY'S ANATOMY	1	2.54	3,066
8	CBS	NCIS	1	2.47	2,977
9	NBC	ELLENS GAME OF GAMES	1	2.38	2,878
10	ABC	GOOD DOCTOR, THE	1	2.21	2,672
11	ABC	GOLDBERGS, THE	1	2.18	2,636
12	CBS TV DISTRIBUTION	JUDGE JUDY (AT)	5	2.17	2,621
13	CBS	BULL	1	2.09	2,525
14	ABC	BACHELOR, THE	1	2.07	2,493
15	FOX	911	1	2.06	2,491
16	CBS	KEVIN CAN WAIT	1	2.04	2,462
17	NBC UNIVERSAL	LAW & ORDER:SVU-WKL (AT)	1	2.02	2,439
18	CBS TV DISTRIBUTION	WHEEL OF FORTUNE	5	1.99	2,406
19	20TH TELEVISION	MODERN FAMILY-WK-SYN (AT)	1	1.97	2,375
20	CBS TV DISTRIBUTION	JEOPARDY (AT)	5	1.93	2,327
21	ABC	AMERICAN HOUSEWIFE-1/24	1	1.88	2,266
22	CBS	MAN WITH A PLAN	1	1.86	2,243
23	CBS	BIG BANG THEORY, THE-SPC	1	1.85	2,227
24	CBS	GRAMMY AWARDS RED CARPET	1	1.84	2,220
25	USA NETWORK	WWE ENTERTAINMENT	3	1.80	2,174
26	ABC	AFC/NFC PRO BOWL-ABC	1	1.80	2,169
27	ABC	ABC WRLD NEWS TONIGHT-SUN	1	1.78	2,154
28	20TH TELEVISION	MODERN FAMILY-MF-SYN (AT)	5	1.77	2,140
29	NBC	CHICAGO MED	1	1.76	2,124
30	NBC	NBC NIGHTLY NEWS	5	1.76	2,122
31	CBS	NCIS: NEW ORLEANS	1	1.71	2,066
32	CBS	YOUNG SHELDON - SPECIAL	1	1.71	2,060
33	ABC	NBA SAT PRIMETIME ON ABC	1	1.67	2,014
34	ABC	ABC WORLD NEWS TONIGHT	5	1.66	2,000
35	CBS	AMAZING RACE	1	1.64	1,983
36	WARNER BROS. TV	BIG BANG WKND (AT)	2	1.64	1,977
37	NBC	WALL	1	1.62	1,954
38	CBS	SUPERIOR DONUTS	1	1.61	1,940
39	ABC	SCANDAL	1	1.60	1,935
40	NBC UNIVERSAL	DATELINE WKLY (AT)	1	1.57	1,894
41	FOX	LETHAL WEAPON	1	1.56	1,886
42	NBC	SUPERSTORE	1	1.54	1,859
43	ABC	AMERICAN HOUSEWIFE	1	1.52	1,838
44	NBC	CHICAGO FIRE	1	1.45	1,751
45	ABC	AMER FUNN HM VIDEOS-7PM	1	1.45	1,750
46	FOX	FOUR, THE	1	1.45	1,748
47	ABC	PS NFL COUNTDOWN 2-ABC	1	1.44	1,734
48	ABC	SHARK TANK	1	1.43	1,724
49	ABC	MODERN FAMILY	1	1.42	1,714
50	FOX	RESIDENT, THE	1	1.41	1,708

TOP 100 PROGRAMS ADULTS 25-54



Weekly Television Performance Metrics

Dates: 1/22/2018 - 1/28/2018

P25-54
Live+SD

P25-54
Live+SD

Rank	Originator	Program	# of Telecasts	US AA% (x.xx)	US AA Proj (000 s)
51	NBC	GOOD PLACE	1	1.40	1,693
52	20TH TELEVISION	FAMILY FEUD-WK (AT)	1	1.39	1,672
53	NBC	TODAY SHOW	5	1.34	1,622
54	NBC	BETTER LATE THAN NEVER	1	1.30	1,572
55	FOX	LUCIFER	1	1.30	1,565
56	ABC	SHARK TANK-SUN 10PM	1	1.29	1,559
57	FOX	HELL'S KITCHEN	1	1.28	1,550
58	CBS	9JKL	1	1.27	1,533
59	FOX	X-FILES	1	1.27	1,532
60	ABC	AMER FUNN HOME VIDEOS	1	1.26	1,521
61	CBS	SCORPION	1	1.26	1,520
62	CBS	CRIMINAL MINDS	1	1.24	1,496
63	NBC	LAW AND ORDER:SVU 1/24 8P	1	1.23	1,484
64	ABC	MIDDLE, THE	1	1.22	1,470
65	ABC	GOOD MORNING, AMERICA	5	1.19	1,438
66	NBC	CHICAGO PD-ENC	1	1.19	1,432
67	CBS	CBS EVENING NEWS	5	1.17	1,413
68	ABC	HOW TO GET AWAY W/MURDER	1	1.17	1,412
69	NBC	LAW AND ORDER:SVU-ENC	1	1.16	1,403
70	SONY PICTURES TV	GOLDBERGS (AT)	6	1.13	1,368
71	CBS TV DISTRIBUTION	ENTERTAINMENT TONIGHT(AT)	5	1.13	1,360
72	NBC	DATELINE FRI	1	1.12	1,350
73	20TH TELEVISION	FAMILY GUY-MF-SYN (AT)	5	1.12	1,346
74	20TH TELEVISION	BOBS BURGERS-SYN (AT)	1	1.10	1,328
75	CBS	BLUE BLOODS-ENC	1	1.10	1,327
76	CBS	BRUNO MARS: 24K MAGIC-ENC	1	1.09	1,319
77	CBS	SUNDAY MORNING	1	1.09	1,318
78	ABC	MATCH GAME	1	1.08	1,303
79	CBS	S.W.A.T.-ENC	1	1.08	1,302
80	FOX	LA TO VEGAS	1	1.07	1,297
81	CBS TV DISTRIBUTION	DR. PHIL SHOW (AT)	5	1.06	1,280
82	CBS	MVP:MOST VALUABLE PERFRMR	1	1.06	1,274
83	CBS TV DISTRIBUTION	INSIDE EDITION (AT)	5	1.06	1,273
84	ESPN	NFL PRO BOWL L	1	1.03	1,242
85	20TH TELEVISION	LAST MAN STNDG-WK-SYN(AT)	1	1.03	1,240
86	CBS	HAWAII FIVE-0-ENC	1	1.03	1,238
87	ABC	CHILD SUPPORT	1	1.02	1,226
88	CBS	NCAA BASKETBALL-SAT-1	1	1.01	1,221
89	CBS	PRICE IS RIGHT 2	5	1.01	1,219
90	NBC	NBC NIGHTLY NEWS-SAT.	1	0.99	1,200
91	20TH TELEVISION	LAST MAN STNDG-MF-SYN(AT)	5	0.98	1,186
92	CBS	CBS THIS MORNING-1	5	0.97	1,176
93	NBC	DATELINE CLASSIC	1	0.97	1,171
94	ABC	BLACK-ISH	1	0.94	1,140
95	20TH TELEVISION	FAMILY GUY-WK-SYN (AT)	1	0.94	1,138
96	CW	FLASH	1	0.94	1,135
97	NBC	SNL PRIME-SAT	1	0.94	1,132
98	NBC	BLINDSPOT	1	0.92	1,113
99	CBS	YOUNG AND THE RESTLESS	5	0.91	1,096
100	ABC	MODERN FAMILY-TUES 9:30PM	1	0.90	1,088

TOP 100 PROGRAMS ADULTS 18-49



Weekly Television Performance Metrics

Dates: 1/1/2018 - 1/28/2018

Rank	Originator	Program	# of Telecasts	P18-49	P18-49
				Live+SD	Live+SD
				US AA% (x.xx)	US AA Proj (000 s)
1	FOX	FOX NFC CHAMPIONSHIP	1	13.43	17,316
2	CBS	AFC CHAMPIONSHIP ON CBS	1	12.69	16,354
3	CBS	AFC CHAMP POST GUN ON CBS	1	11.34	14,623
4	FOX	FOX NFC PLAYOFF-SUN	1	10.64	13,710
5	FOX	FOX NFC PLAYOFF-SU PST GN	1	10.21	13,166
6	FOX	FOX NFC CHAMPIONSHIP-KICK	1	9.29	11,978
7	FOX	FOX NFC WILDCARD GAME	1	9.18	11,830
8	CBS	AFC DIVISIONAL PLAYOFF-SU	1	8.95	11,532
9	CBS	AFC DIV-PLF-POST-GUN-SU	1	8.91	11,486
10	FOX	FOX NFC CHAMPIONSHIP-GUN	1	8.88	11,447
11	ESPN	CFP CHAMPIONSHIP L	1	8.83	11,388
12	FOX	FOX NFC WILDCARD POST GUN	1	8.03	10,346
13	CBS	AFC DIVISIONAL PLAYOFF-SA	1	7.96	10,258
14	FOX	FOX NFC PLAYOFF-PST-SUN	1	7.87	10,146
15	NBC	NBC NFL PLAYOFF GAME 1/13	1	7.57	9,753
16	ESPN	CFP SEMIFINAL L	2	7.15	9,222
17	CBS	AFC WILDCARD PLAYOFF	1	7.07	9,107
18	NBC	NBC NFL PLAYOFF GAME 1/6	1	6.97	8,985
19	CBS	AFC WILDCARD POST GUN	1	6.62	8,540
20	CBS	AFC CHAMP PRE KICK ON CBS	1	6.57	8,472
21	FOX	FOX NFC CHAMPIONSHIP-POST	1	6.29	8,104
22	CBS	AFC CHMP POST GAME ON CBS	1	6.22	8,018
23	FOX	FOX NFC WILDCARD POST GME	1	6.08	7,838
24	CBS	AFC DIV-PLF-PRE-KICK-SA	1	6.05	7,802
25	CBS	GRAMMY AWARDS	1	5.96	7,680
26	FOX	FOX NFC PLAYOFF-KICK-SUN	1	5.61	7,235
27	NBC	NBC NFL PLAYOFF POST 1/13	1	5.52	7,121
28	FOX	FOX NFC WILDCARD PRE KICK	1	5.34	6,879
29	NBC	GOLDEN GLOBE AWARDS	1	4.97	6,406
30	NBC	NBC NFL PLYOFF PR-KCK1/6	1	4.71	6,069
31	NBC	NBC NFL PLAYOFF POST 1/6	1	4.61	5,940
32	CBS	AFC DIV-PLF-POST-GUN-SA	1	4.57	5,885
33	FOX	FOX NFC CHAMPIONSHIP-PRE	1	4.43	5,711
34	CBS	AFC DIV-PLF-POST-GAME-SU	1	4.26	5,489
35	ESPN	CFP SEMIFINAL SUST L	1	4.19	5,403
36	ABC	NFL WILD CARD GAME-ABC	1	4.18	5,392
37	CBS	AFC DIV-PLF-PRE-KICK-SU	1	4.15	5,354
38	CBS	AFC WILDCARD POST GAME	1	3.85	4,967
39	ESPN	COLL FTBL BOWL STUDIO L	7	3.69	4,761
40	NBC	NBC NFL PLYOFF PR-KCK1/13	1	3.59	4,622
41	CBS	AFC DIV-PLF-POST-GAME-SA	1	3.55	4,577
42	CBS	AFC WILDCARD PRE-KICK	1	3.41	4,402
43	CBS	AFC CHAMPIONSHIP PRE-GAME	1	3.05	3,928
44	CBS	BIG BANG THEORY, THE	3	3.03	3,906
45	FOX	SIMPSONS	2	3.03	3,900
46	CBS	CBS NFL TODAY-SAT-DIV-PLF	1	2.72	3,512
47	NBC	THIS IS US	3	2.60	3,356
48	CBS	YOUNG SHELDON	3	2.50	3,226
49	ESPN	PEACH BOWL L	1	2.46	3,172
50	NBC	ELLENS GAME OF GMS 1/2	1	2.40	3,093

TOP 100 PROGRAMS ADULTS 18-49



Weekly Television Performance Metrics

Dates: 1/1/2018 - 1/28/2018

P18-49 P18-49
Live+SD Live+SD

Rank	Originator	Program	# of Telecasts	US AA% (x.xx)	US AA Proj (000 s)
51	WARNER BROS. TV	BIG BANG-SYN (AT)	20	2.27	2,921
52	ABC	GREY'S ANATOMY	2	2.26	2,918
53	FOX	BOB'S BURGERS-SP 1/14	1	2.13	2,740
54	20TH TELEVISION	FAMILY FEUD (AT)	20	2.09	2,699
55	NBC	ELLENS GAME OF GAMES	4	2.07	2,665
56	ESPN	NFL WILDCARD L	1	2.04	2,632
57	FOX	FOX NFC WILDCARD PRE	1	1.92	2,472
58	DADT/LITTON	WEEKEND ADVENTURE	4	1.86	2,393
59	NBC	SATURDAY NIGHT	4	1.85	2,385
60	ABC	CITRUS BOWL	1	1.85	2,382
61	FOX	RESIDENT, THE	2	1.83	2,361
62	CBS	CBS NFL TODAY-SUN-DIV-PLF	1	1.71	2,199
63	FOX	FAMILY GUY	2	1.69	2,179
64	FOX	911	4	1.68	2,170
65	ABC	GOOD DOCTOR, THE	3	1.67	2,151
66	CBS TV DISTRIBUTION	JUDGE JUDY (AT)	20	1.67	2,149
67	NBC UNIVERSAL	LAW & ORDER:SVU-WKL (AT)	4	1.63	2,102
68	FOX	GHOSTED	1	1.63	2,098
69	ABC	BACHELOR, THE	4	1.62	2,092
70	CBS	MOM	3	1.61	2,080
71	20TH TELEVISION	MODERN FAMILY-WK-SYN (AT)	4	1.61	2,071
72	ABC	GOLDBERGS, THE	4	1.60	2,069
73	CBS	NCIS	3	1.54	1,984
74	ABC	MODERN FAMILY	4	1.52	1,954
75	NBC	FOOTBALL NT AMER-PRE 1/13	1	1.51	1,953
76	CBS	GRAMMY AWARDS RED CARPET	1	1.50	1,931
77	ABC	NBA SAT PRIMETIME ON ABC	2	1.45	1,868
78	ABC	TRUTH&LIES:TONYA HARDING	1	1.45	1,864
79	CBS TV DISTRIBUTION	WHEEL OF FORTUNE	20	1.44	1,855
80	ABC	AFC/NFC PRO BOWL-ABC	1	1.42	1,833
81	NBC	CHICAGO MED	4	1.41	1,819
82	CBS TV DISTRIBUTION	JEOPARDY (AT)	20	1.41	1,813
83	ESPN2	COLL FTBL BOWL GAME L	1	1.40	1,808
84	ABC	AMERICAN HOUSEWIFE-1/24	1	1.39	1,790
85	CBS	AMAZING RACE	4	1.37	1,765
86	NBC	LAW AND ORDER:SVU	3	1.36	1,758
87	CBS	BIG BANG THEORY, THE SP	1	1.36	1,751
88	CBS	AFC WILDCARD PRE GAME	1	1.36	1,750
89	WARNER BROS. TV	BIG BANG WKND (AT)	8	1.36	1,748
90	20TH TELEVISION	MODERN FAMILY-MF-SYN (AT)	20	1.34	1,731
91	NBC	FOOTBALL NT AMER-PRE 1/6	1	1.34	1,726
92	NBC	CHICAGO PD	3	1.34	1,722
93	CBS	KEVIN CAN WAIT	2	1.33	1,713
93	NBC	GOLDEN GLOBE ARRIVALS	1	1.33	1,713
95	ABC	SCANDAL	2	1.27	1,642
95	ABC	MIDDLE, THE	4	1.27	1,642
97	CBS	BULL	3	1.27	1,633
98	NBC	WILL & GRACE	3	1.26	1,630
99	20TH TELEVISION	BOBS BURGERS-SYN (AT)	4	1.26	1,620
100	NBC	NBC NIGHTLY NEWS	19	1.26	1,618

TOP 100 PROGRAMS ADULTS 25-54



Weekly Television Performance Metrics

Dates: 1/1/2018 - 1/28/2018

P25-54
Live+SD P25-54
Live+SD

Rank	Originator	Program	# of Telecasts	US AA% (x.xx)	US AA Proj (000 s)
1	FOX	FOX NFC CHAMPIONSHIP	1	15.93	19,222
2	CBS	AFC CHAMPIONSHIP ON CBS	1	15.52	18,731
3	CBS	AFC CHAMP POST GUN ON CBS	1	13.24	15,975
4	FOX	FOX NFC PLAYOFF-SUN	1	12.91	15,582
5	FOX	FOX NFC PLAYOFF-SU PST GN	1	12.03	14,518
6	FOX	FOX NFC WILDCARD GAME	1	11.35	13,695
7	FOX	FOX NFC CHAMPIONSHIP-KICK	1	11.31	13,647
8	CBS	AFC DIVISIONAL PLAYOFF-SU	1	11.02	13,300
9	CBS	AFC DIV-PLF-POST-GUN-SU	1	10.78	13,013
10	FOX	FOX NFC CHAMPIONSHIP-GUN	1	10.33	12,464
11	ESPN	CFP CHAMPIONSHIP L	1	9.75	11,770
12	FOX	FOX NFC WILDCARD POST GUN	1	9.71	11,716
13	CBS	AFC DIVISIONAL PLAYOFF-SA	1	9.68	11,679
14	FOX	FOX NFC PLAYOFF-PST-SUN	1	9.32	11,247
15	NBC	NBC NFL PLAYOFF GAME 1/13	1	9.26	11,171
16	CBS	AFC WILDCARD PLAYOFF	1	8.82	10,643
17	CBS	AFC CHAMP PRE KICK ON CBS	1	8.44	10,182
18	NBC	NBC NFL PLAYOFF GAME 1/6	1	8.38	10,109
19	ESPN	CFP SEMIFINAL L	2	8.24	9,940
20	CBS	AFC WILDCARD POST GUN	1	8.04	9,708
21	CBS	AFC DIV-PLF-PRE-KICK-SA	1	7.59	9,166
22	FOX	FOX NFC WILDCARD POST GME	1	7.40	8,929
23	FOX	FOX NFC CHAMPIONSHIP-POST	1	7.31	8,823
24	CBS	AFC CHMP POST GAME ON CBS	1	7.25	8,751
25	CBS	GRAMMY AWARDS	1	6.92	8,354
26	FOX	FOX NFC PLAYOFF-KICK-SUN	1	6.91	8,343
27	FOX	FOX NFC WILDCARD PRE KICK	1	6.84	8,253
28	NBC	NBC NFL PLAYOFF POST 1/13	1	6.64	8,011
29	NBC	GOLDEN GLOBE AWARDS	1	6.03	7,277
30	NBC	NBC NFL PLYOFF PR-KCK1/6	1	5.79	6,993
31	NBC	NBC NFL PLAYOFF POST 1/6	1	5.55	6,697
32	CBS	AFC DIV-PLF-POST-GUN-SA	1	5.53	6,670
33	FOX	FOX NFC CHAMPIONSHIP-PRE	1	5.50	6,638
34	CBS	AFC DIV-PLF-PRE-KICK-SU	1	5.45	6,581
35	ABC	NFL WILD CARD GAME-ABC	1	5.38	6,498
36	CBS	AFC DIV-PLF-POST-GAME-SU	1	5.18	6,253
37	ESPN	CFP SEMIFINAL SUST L	1	4.68	5,653
38	CBS	AFC WILDCARD POST GAME	1	4.64	5,603
39	CBS	BIG BANG THEORY, THE	3	4.52	5,457
40	CBS	AFC WILDCARD PRE-KICK	1	4.48	5,406
41	NBC	NBC NFL PLYOFF PR-KCK1/13	1	4.44	5,359
42	CBS	AFC DIV-PLF-POST-GAME-SA	1	4.26	5,146
43	ESPN	COLL FTBL BOWL STUDIO L	7	4.18	5,044
44	CBS	AFC CHAMPIONSHIP PRE-GAME	1	3.95	4,762
45	CBS	YOUNG SHELDON	3	3.82	4,614
46	FOX	SIMPSONS	2	3.49	4,213
47	CBS	CBS NFL TODAY-SAT-DIV-PLF	1	3.45	4,166
48	NBC	THIS IS US	3	3.30	3,984
49	WARNER BROS. TV	BIG BANG-SYN (AT)	20	3.17	3,823
50	NBC	ELLENS GAME OF GMS 1/2	1	3.04	3,670

TOP 100 PROGRAMS ADULTS 25-54



Weekly Television Performance Metrics

Dates: 1/1/2018 - 1/28/2018

P25-54
Live+SD P25-54
Live+SD

Rank	Originator	Program	# of Telecasts	US AA% (x.xx)	US AA Proj (000 s)
51	ESPN	PEACH BOWL L	1	2.91	3,517
52	20TH TELEVISION	FAMILY FEUD (AT)	20	2.73	3,301
53	DADT/LITTON	WEEKEND ADVENTURE	4	2.70	3,259
54	NBC	ELLENS GAME OF GAMES	4	2.69	3,245
55	ABC	GREY'S ANATOMY	2	2.59	3,121
56	CBS	MOM	3	2.56	3,086
57	FOX	FOX NFC WILDCARD PRE	1	2.50	3,018
58	ABC	CITRUS BOWL	1	2.46	2,965
59	CBS	NCIS	3	2.44	2,943
60	NBC	SATURDAY NIGHT	4	2.42	2,924
61	FOX	BOB'S BURGERS-SP 1/14	1	2.36	2,849
62	CBS TV DISTRIBUTION	JUDGE JUDY (AT)	20	2.34	2,820
63	CBS	CBS NFL TODAY-SUN-DIV-PLF	1	2.31	2,794
64	FOX	RESIDENT, THE	2	2.27	2,743
65	ESPN	NFL WILDCARD L	1	2.21	2,662
66	ABC	GOOD DOCTOR, THE	3	2.16	2,606
67	ABC	GOLDBERGS, THE	4	2.13	2,565
68	FOX	911	4	2.11	2,543
69	CBS	BIG BANG THEORY, THE SP	1	2.04	2,467
69	CBS TV DISTRIBUTION	WHEEL OF FORTUNE	20	2.04	2,467
71	ABC	MODERN FAMILY	4	2.03	2,456
72	CBS	KEVIN CAN WAIT	2	2.03	2,450
73	ABC	TRUTH&LIES:TONYA HARDING	1	2.00	2,416
74	NBC UNIVERSAL	LAW & ORDER:SVU-WKL (AT)	4	2.00	2,410
75	CBS	BULL	3	1.99	2,396
76	20TH TELEVISION	MODERN FAMILY-WK-SYN (AT)	4	1.98	2,394
77	CBS TV DISTRIBUTION	JEOPARDY (AT)	20	1.96	2,365
78	NBC	FOOTBALL NT AMER-PRE 1/13	1	1.95	2,352
79	CBS	LIFE IN PIECES	3	1.92	2,319
80	FOX	FAMILY GUY	2	1.92	2,313
80	ABC	BACHELOR, THE	4	1.92	2,313
82	NBC	NBC NIGHTLY NEWS	19	1.90	2,288
83	ABC	AMERICAN HOUSEWIFE-1/24	1	1.88	2,266
83	WARNER BROS. TV	BIG BANG WKND (AT)	8	1.88	2,266
85	FOX	GHOSTED	1	1.87	2,261
86	CBS	MAN WITH A PLAN	2	1.86	2,246
87	CBS	AMAZING RACE	4	1.85	2,236
88	CBS	BIG BANG THEORY, THE-SPC	1	1.85	2,227
89	NBC	CHICAGO MED	4	1.84	2,221
90	CBS	GRAMMY AWARDS RED CARPET	1	1.84	2,220
91	CBS	AFC WILDCARD PRE GAME	1	1.82	2,199
92	ABC	AFC/NFC PRO BOWL-ABC	1	1.80	2,169
93	ABC	ABC WORLD NEWS TONIGHT	19	1.78	2,145
94	ABC	MIDDLE, THE	4	1.78	2,144
95	ABC	2018 ROSE PARADE	1	1.77	2,139
96	NBC	CHICAGO PD	3	1.77	2,135
97	NBC	LAW AND ORDER:SVU	3	1.77	2,131
98	20TH TELEVISION	MODERN FAMILY-MF-SYN (AT)	20	1.72	2,077
99	ESPN2	COLL FTBL BOWL GAME L	1	1.72	2,076
100	NBC	WILL & GRACE	3	1.71	2,069

Data Sources:

Local TV forecast: Broadcasting & Cable 2/6/18 (by Jon Lafayette); BIA Kelsey survey

Ratings: Nielsen NPower, NNTV, Arianna, WRAP

Newspaper TV Viewing Area: SRDS Circulation, 2008, 2013 & 2018

National Broadcast: The Nielsen Company, NNTV, Live +Same Day estimates, S/O-S/O = Sign-On to Sign-Off

Time Shifted Programs: The Nielsen Company, NNTV, Live and Live + Same Day estimates

Top 100 Programs: Nielsen NPower

Syndication: The Nielsen Company, NNTV, Live +Same Day. Syndication data is a week behind the current report week.

Hispanic Households: The Nielsen Company, NPower, Live+SD

Spanish Language Programs: The Nielsen Company, NPower, Live + Same Day. For Primetime daypart, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live+Same Day.

Local Market At-A-Glance/Overview: SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

Local Market Close-Up: comScore StationView Essentials, Affinity Answers, Kantar Media

Top 20: HH Series Ranker All Day, Ranked on Same Day DVR Metrics

Auto Purchasers: comScore data. Weekday Primetime comparison of the top broadcast networks versus the top 4 cable news networks, standard and HD feeds.

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live HH rating used from the latest available month.