



Syndicated Network Television Association



# Summer 2009: Syndication Outshines Network And Cable

Higher ratings, more top telecasts,  
consistent delivery all summer long.



# Executive Summary

June-July  
2009



- **Syndication dominates the Top 10** with more shows than network and cable
  - **7 of the Top 10 shows** each Monday through Friday for Adults 18-49;
  - **8 of the Top 10 shows** for Adults 18-34
- **Tops in telecasts, averaging:**
  - **16 of the Top 25** airings and **32 of the Top 50** for Adults 18-49;
  - **18 of the Top 25** airings and **37 of the Top 50** for Adults 18-34
- **Higher ratings than the network and cable prime average**
  - **Sixteen shows** for Adults 18-49
  - **Fourteen shows** for Moms
- **Even higher ratings for young adults**
  - **Twenty-one shows** for A18-34
  - **Twenty-six shows** for A18-24
- **Consistent ratings all summer long**
  - In June-July 2009, syndication averaged **74 weekly telecasts** with higher A18-49 ratings than the network prime average



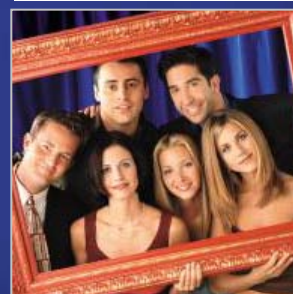
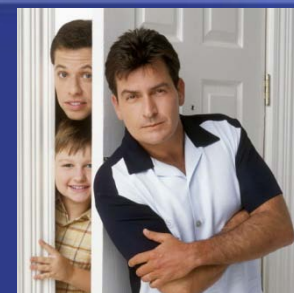
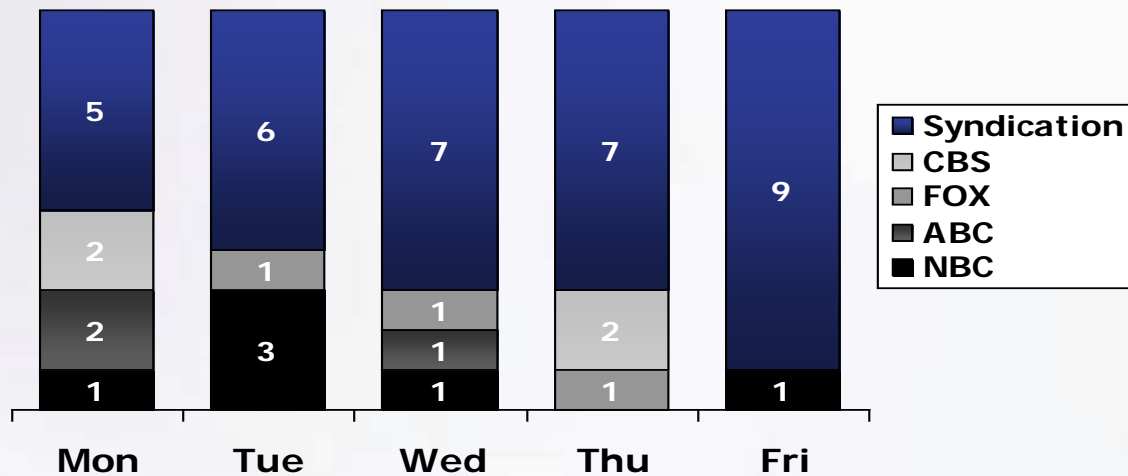
# Syndication: More Top Shows Than Network And Cable

June-July  
2009



## A18-49 C3 Ratings Rank

# of Shows in Top 10



Source: Nielsen NPower. Syndication, 5 Network Total Day, and Cable Prime. Live+ 3 Commercial Ratings 6/1/09 – 7/26/09. Excludes specials, sports and children's programming.

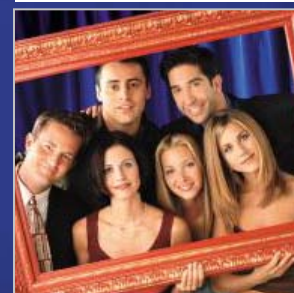
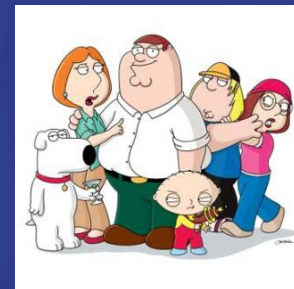
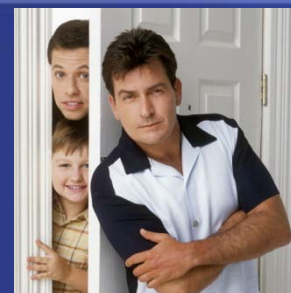
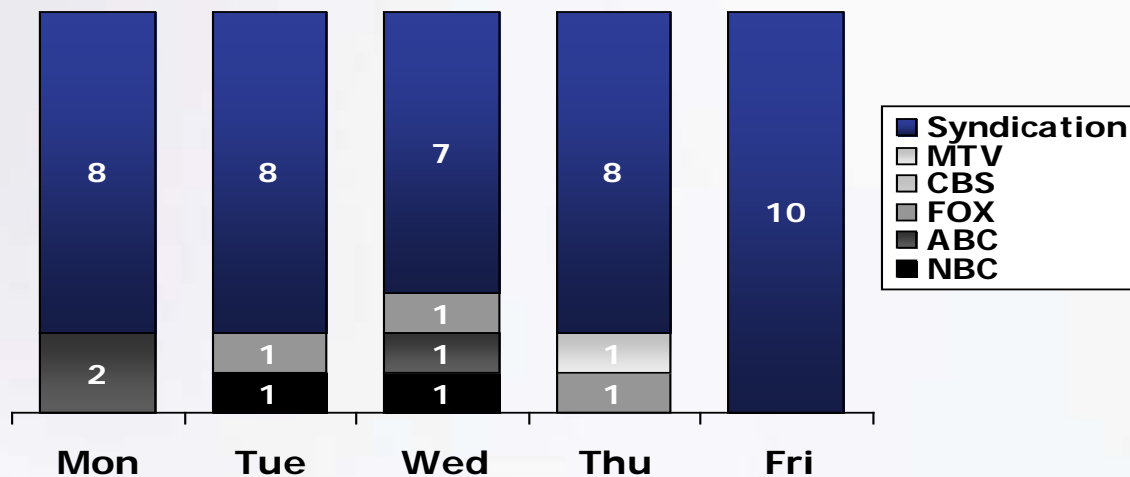
# Syndication: Even More Top Shows For Young Adults

June-July  
2009



## A18-34 C3 Ratings Rank

# of Shows in Top 10



Source: Nielsen NPower. Syndication, 5 Network Total Day, and Cable Prime. Live+ 3 Commercial Ratings 6/1/09 – 7/26/09. Excludes specials, sports and children's programming.

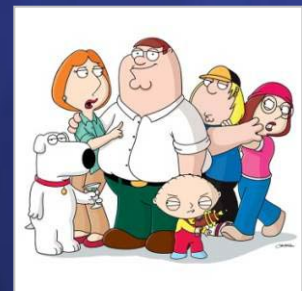
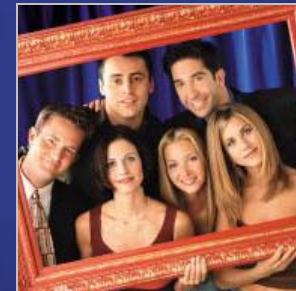
# Syndication Is Tops In Telecasts

June-July  
2009



## # Top Syndicated Telecasts By Week C3 A18-49 Ratings

<u>Week</u>	<u>Top 25</u>	<u>Top 50</u>
6/01	15	27
6/08	19	36
6/15	18	34
6/22	15	33
6/29	16	32
7/06	15	33
7/13	17	28
7/20	15	35



Source: Nielsen NPower. Syndication, 5 Network Total Day and Cable Prime.  
Live+ 3 Commercial Ratings by week 6/01/09 – 7/26/09.  
Excludes specials, sports and children's programming.



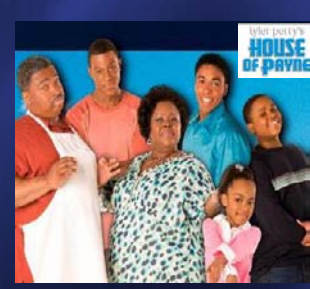
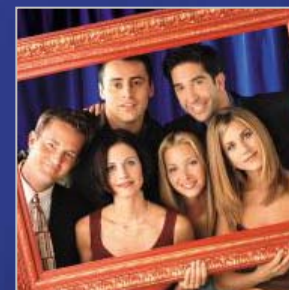
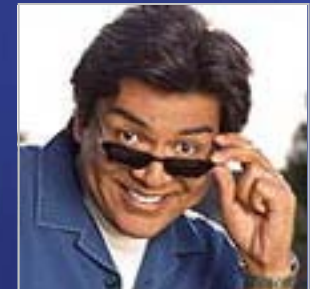
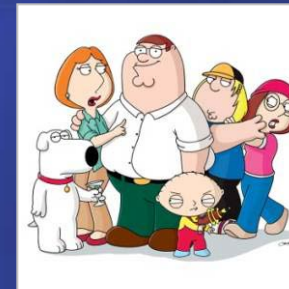
# Syndication Is Tops In Telecasts

June-July  
2009



## # Top Syndicated Telecasts By Week C3 A18-34 Ratings

<u>Week</u>	<u>Top 25</u>	<u>Top 50</u>
6/01	17	36
6/08	21	37
6/15	18	36
6/22	15	35
6/29	20	38
7/06	17	36
7/13	18	37
7/20	19	38



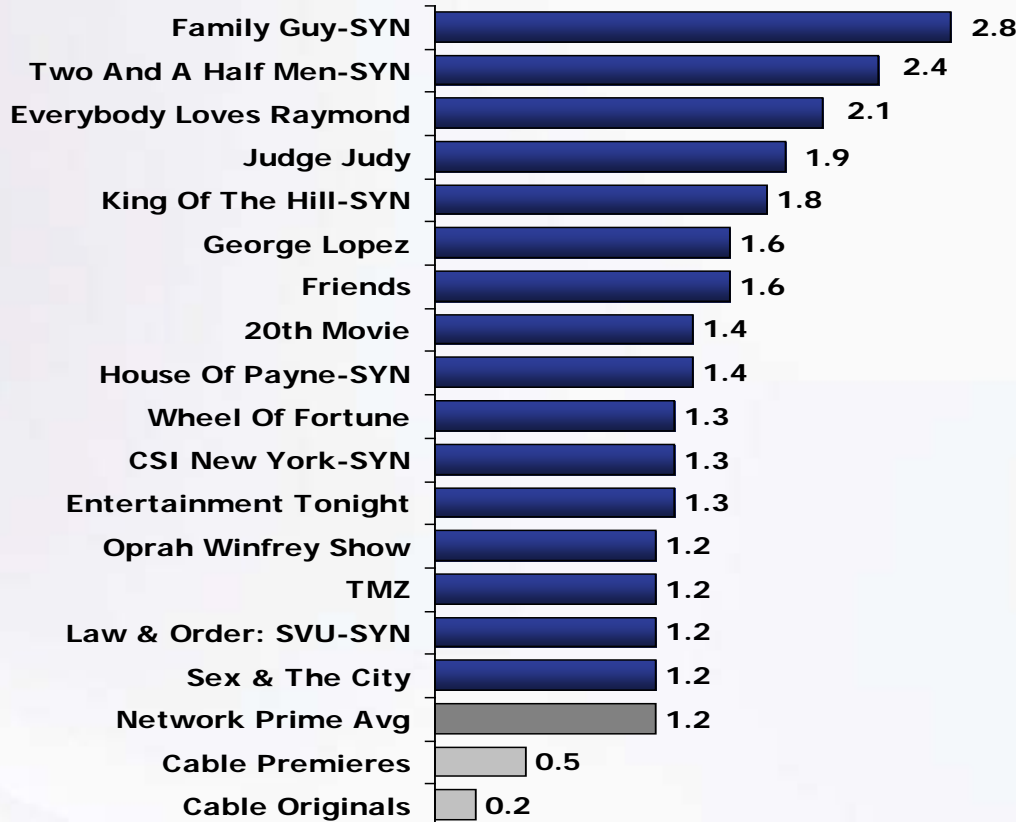
Source: Nielsen NPower. Syndication, 5 Network Total Day and Cable Prime.  
Live+ 3 Commercial Ratings by week 6/01/09 – 7/26/09.  
Excludes specials, sports and children's programming.

# Higher Ratings Than Network Prime And Top Cable

June-July  
2009



A18-49



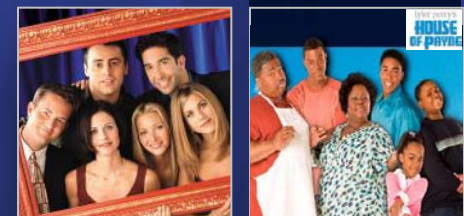
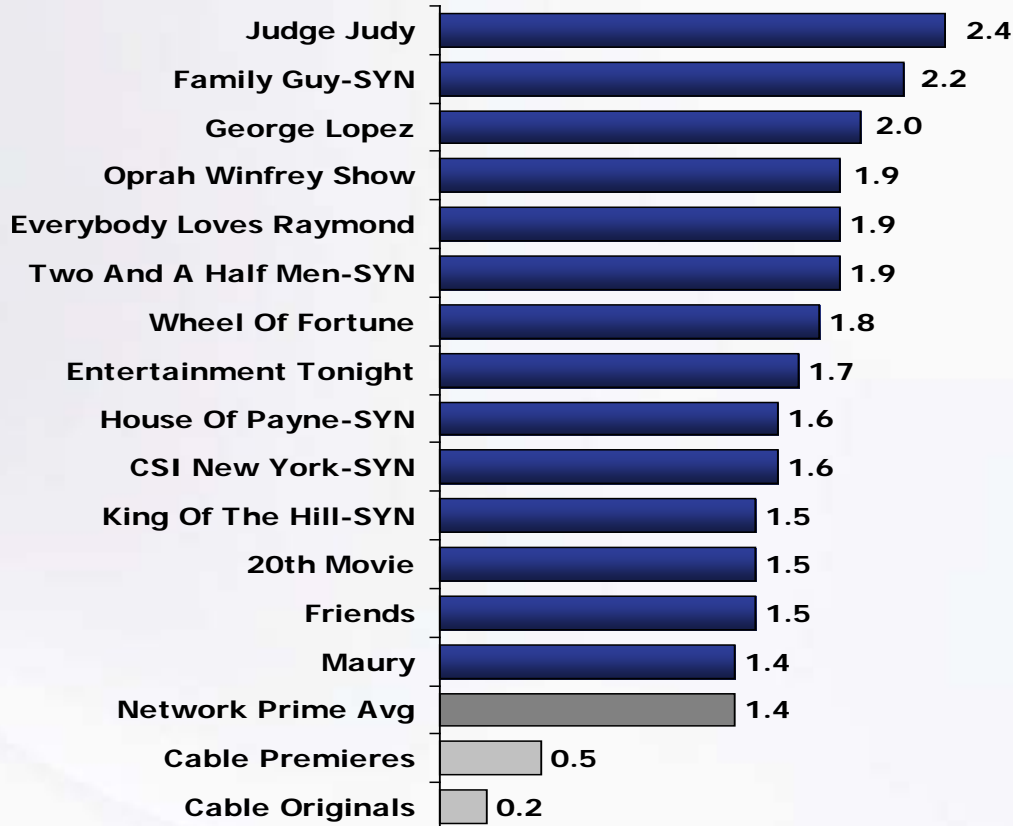
Source: Nielsen NPower. Syndication, 5 Network Prime, Cable Premieres & Cable Originals Live+ 3 Commercial Ratings 6/01/09 – 7/26/09. Excludes specials, sports and children's programming. Movie packages averaged based on originator

# Syndication: Delivering More Moms

June-July  
2009



## Moms



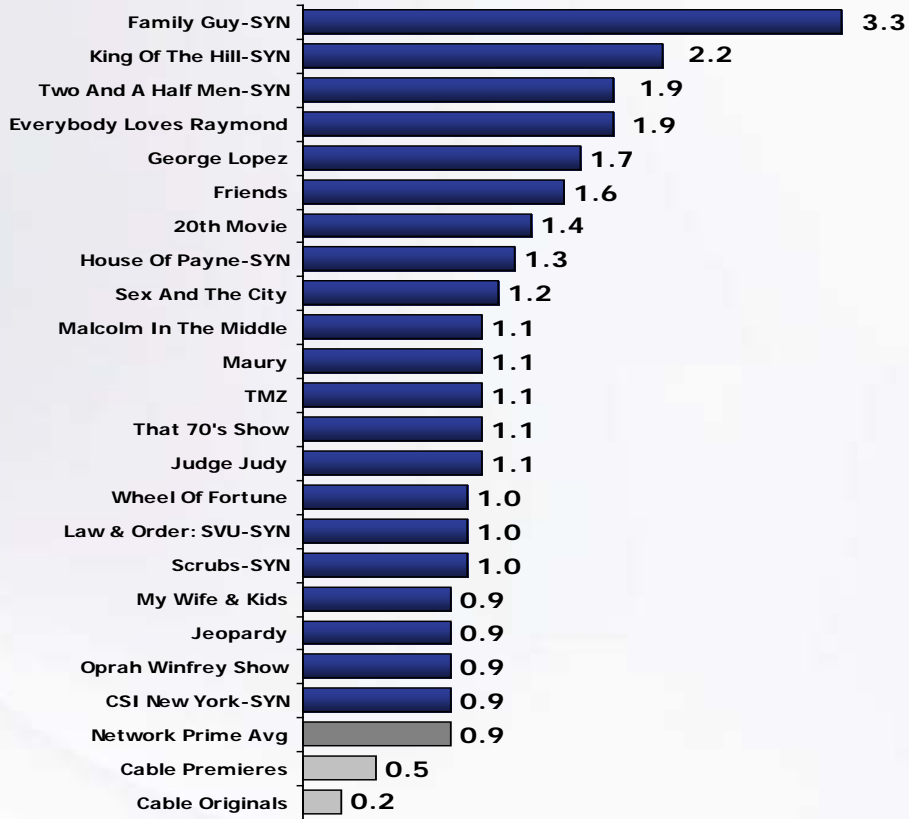
Source: Nielsen NPower. Syndication, 5 Network Prime, Cable Premieres & Cable Originals Women 18+ with children live+ 3 Commercial Ratings 6/01/09 – 7/26/09. Excludes specials, sports and children's programming.



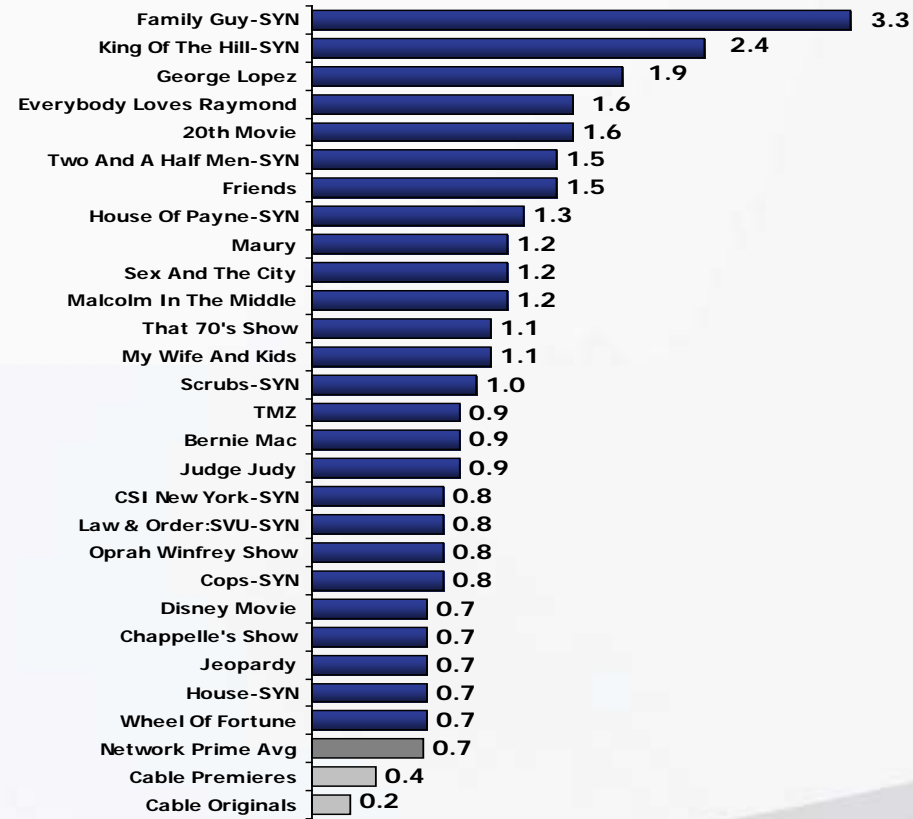
# Even Higher Rated For Young Adults



## A18-34



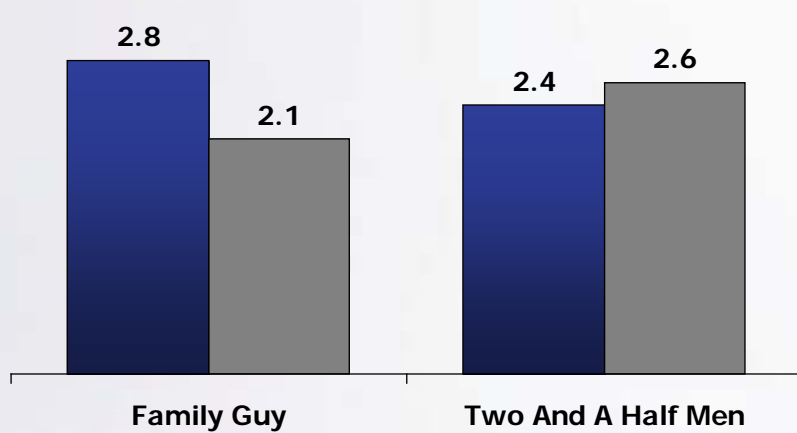
## A18-24



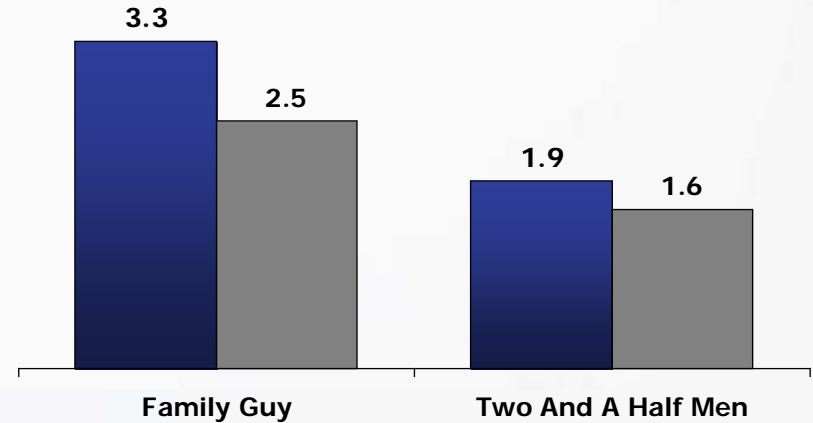
# Two And A Half Men, Family Guy: More Laughs In Syndication



A18-49

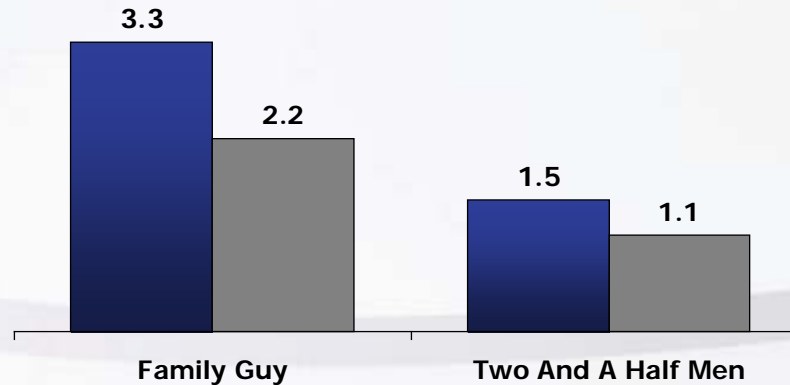


A18-34



■ Syndication ■ Network Prime

A18-24

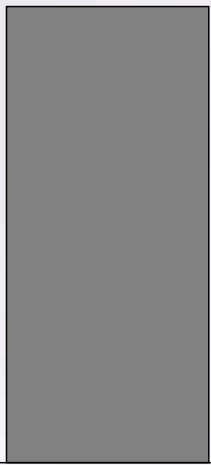


# Syndication Outshines Network's Low Summer Ratings



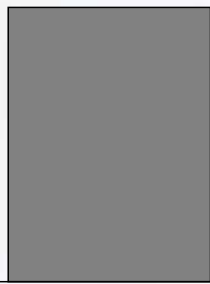
Network Prime  
Adults 18-49

2.0



May 2009

1.2



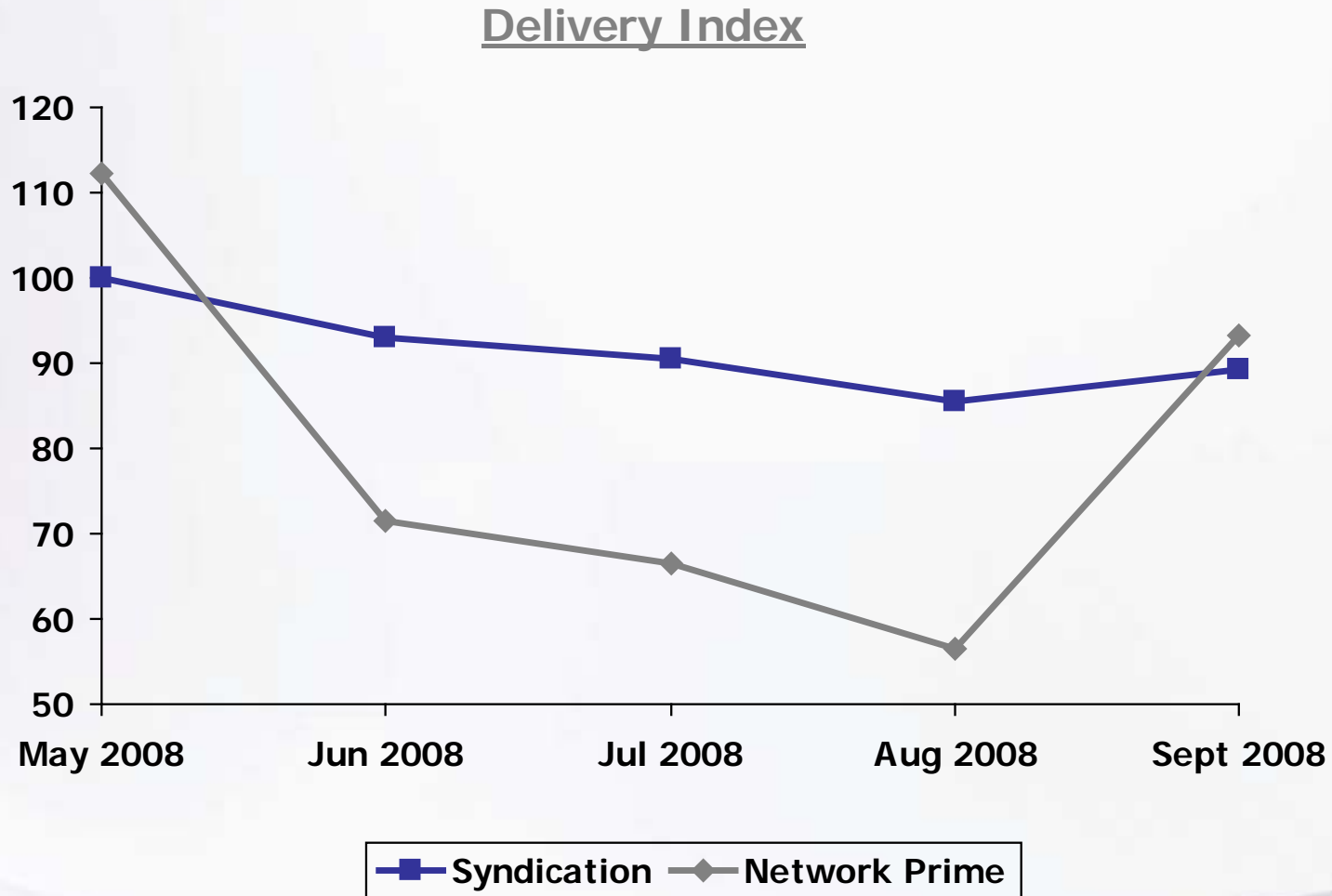
June-July 2009

*74 weekly syndicated telecasts at or above a 1.2 in June-July 2009*



Source: Nielsen NPower 4/27/09-5/31/09 V. 6/1/09-7/26/09  
5 Network Prime A18-49 Live+3 Commercial Ratings, 5 Network Prime.  
Excludes sports, specials, children programming.

# Syndication's Ratings: Consistent All Summer





# **Syndication: The Summer Ratings Leader**