



Syndicated Network Television Association

Updated
For
June 2009



Syndication: The Summer Leader

Summer 2009 is off to a great start
for syndication



Syndication Kicks Off Summer 2009 With Leadership Ratings

June
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:**
 - **17 of the Top 25** airings and **33 of the Top 50** for Adults 18-49;
 - **17 of the Top 25** airings and **37 of the Top 50** for Adults 18-34
- **Higher ratings than the network and cable prime average**
 - **Thirteen shows** for Adults 18-49
 - **Thirteen shows** for Moms
- **Even higher ratings for young adults**
 - **Eighteen shows** for A18-34
 - **Twenty-Seven shows** for A18-24
- **Consistent ratings all summer long**
 - In June 2009, syndication averaged **71 weekly telecasts** with higher A18-49 ratings than the network prime average

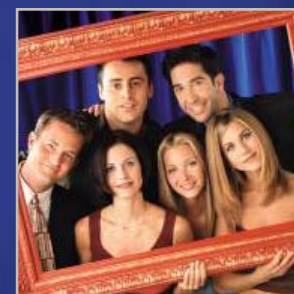
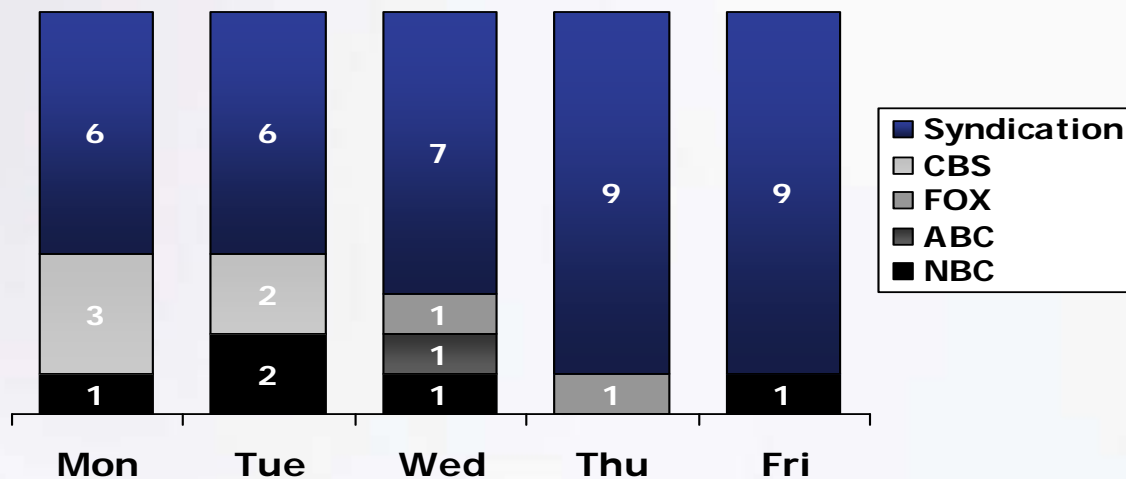


Syndication: More Top Shows Than Network And Cable

June
2009



of Shows in Top 10
A18-49 C3 Ratings Rank



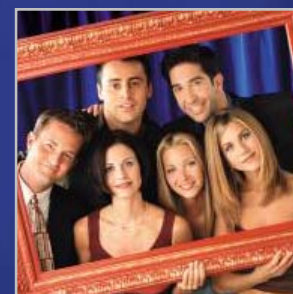
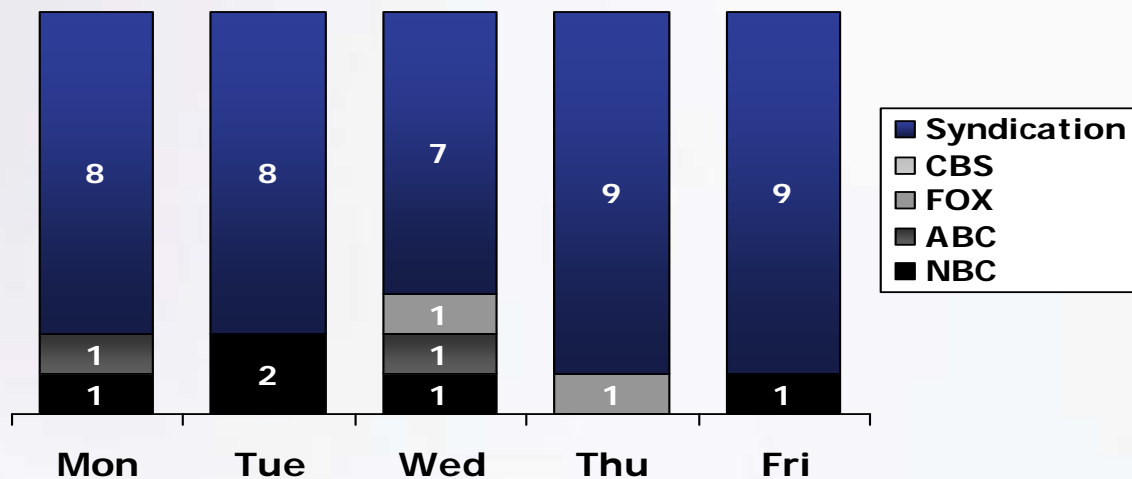
Source: Nielsen NPower. Syndication, 5 Network Total Day, and Cable Prime. Live+ 3 Commercial Ratings 5/25/09 – 6/28/09. Excludes specials, sports and children's programming.

Syndication: More Top Shows Than Network And Cable

June
2009



of Shows in Top 10
A18-34 C3 Ratings Rank



Source: Nielsen NPower. Syndication, 5 Network Total Day, and Cable Prime. Live+ 3 Commercial Ratings 5/25/09 – 6/28/09. Excludes specials, sports and children's programming.

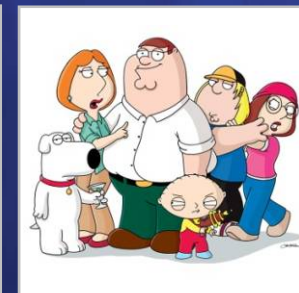
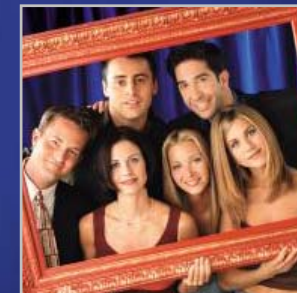
Syndication Is Tops In Telecasts

June
2009



First Look 2009 # Top Syndicated Telecasts By Week C3 A18-49 Ratings

<u>Week</u>	<u>Top 25</u>	<u>Top 50</u>
5/25/2009	18	34
6/01/2009	15	27
6/08/2009	19	36
6/15/2009	18	34
6/22/2009	15	33



Source: Nielsen NPower. Syndication, 5 Network Total Day and Cable Prime.
Live+ 3 Commercial Ratings by week 5/25/09 – 6/28/09.
Excludes specials, sports and children's programming.

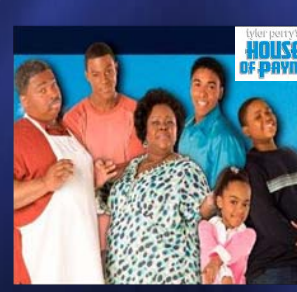
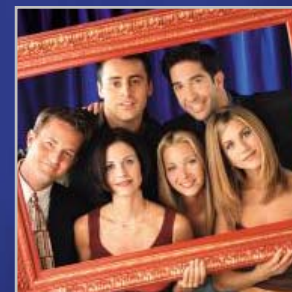
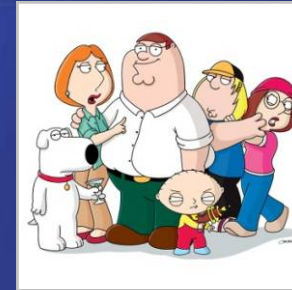
Syndication Is Tops In Telecasts

June
2009



First Look 2009 # Top Syndicated Telecasts By Week C3 A18-34 Ratings

<u>Week</u>	<u>Top 25</u>	<u>Top 50</u>
5/25/2009	16	39
6/01/2009	17	36
6/08/2009	21	37
6/15/2009	18	36
6/22/2009	15	35



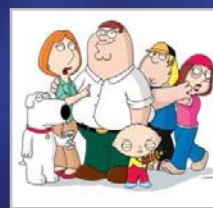
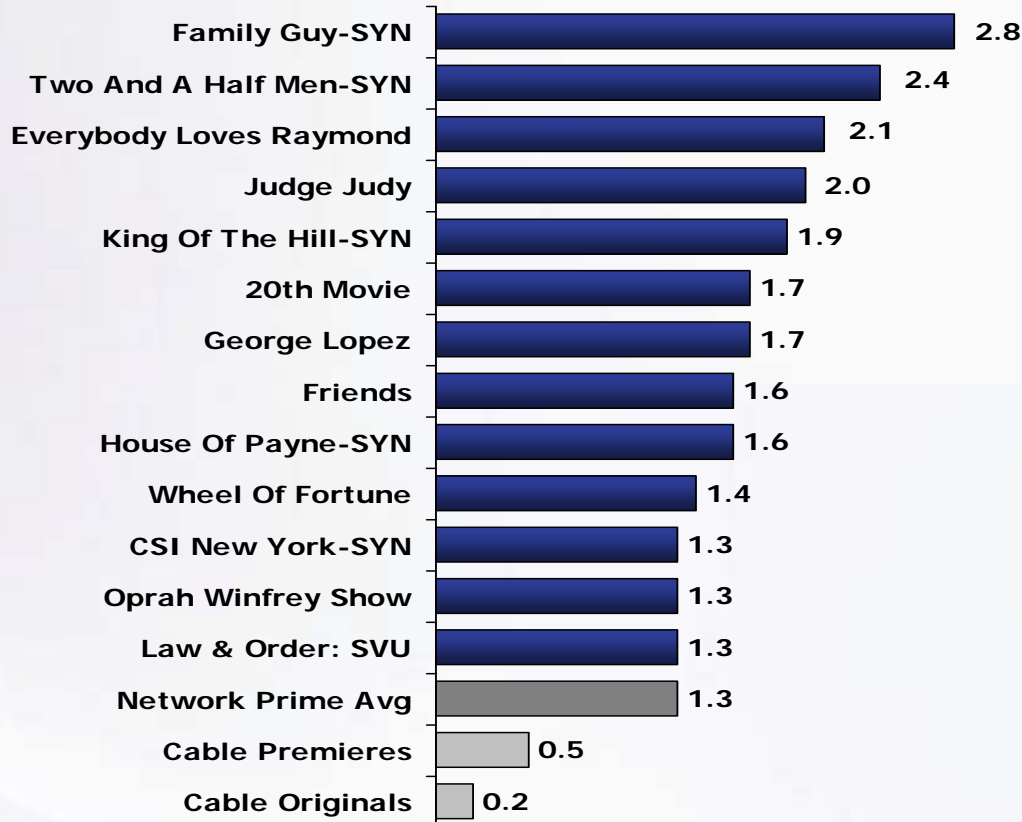
Source: Nielsen NPower. Syndication, 5 Network Total Day and Cable Prime.
Live+ 3 Commercial Ratings by week 5/25/09 – 6/28/09.
Excludes specials, sports and children's programming.

Higher Ratings Than Network Prime And Top Cable

Summer
2009
"First Look"



A18-49



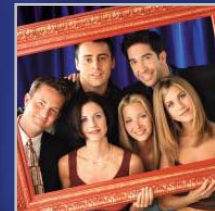
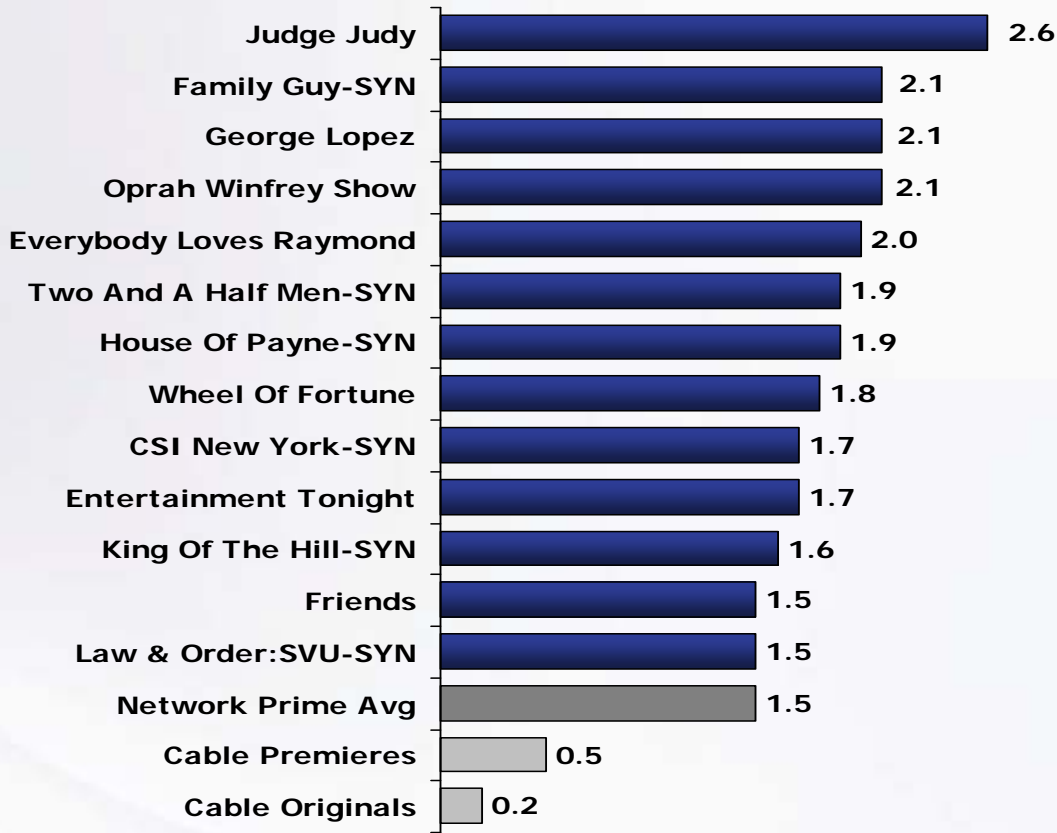
Source: Nielsen NPower. Syndication, 5 Network Prime, Cable Premieres & Cable Originals Live+ 3 Commercial Ratings 5/25/09 – 6/28/09. Excludes specials, sports and children's programming. Movie packages averaged based on originator

Syndication: Delivering More Moms

Summer
2009
"First Look"



Moms

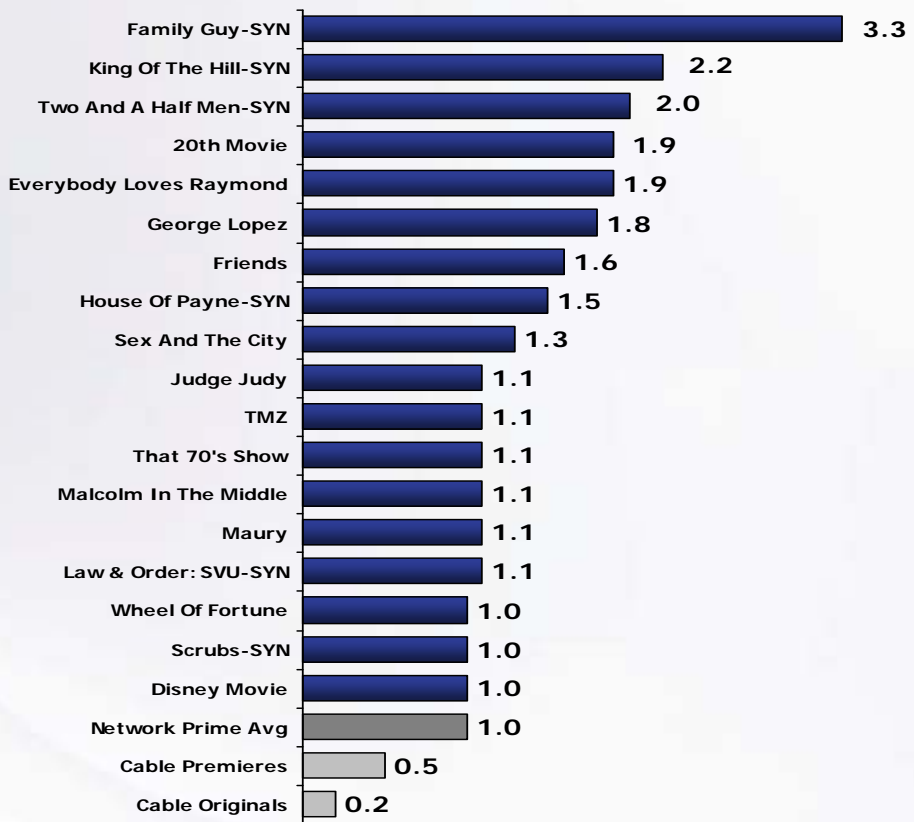


Source: Nielsen NPower. Syndication, 5 Network Prime, Cable Premieres & Cable Originals Live+ 3 Commercial Ratings 5/25/09 – 6/28/09. Excludes specials, sports and children's programming.

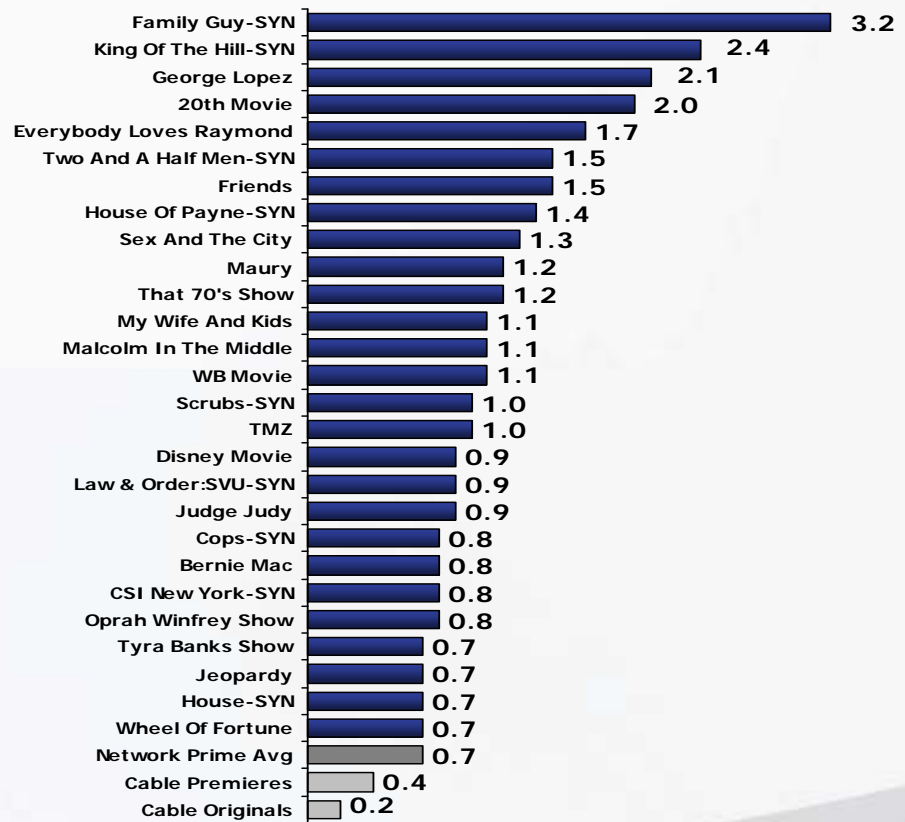
Even Higher Rated For Young Adults



A18-34



A18-24



Source: Nielsen NPower Syndication, 5 Network Prime, Cable Premieres & Cable Originals AA/GAA% Live+ 3 Commercial Ratings 5/25/09 – 6/28/09. Excludes specials. Movie packages averaged based on originator

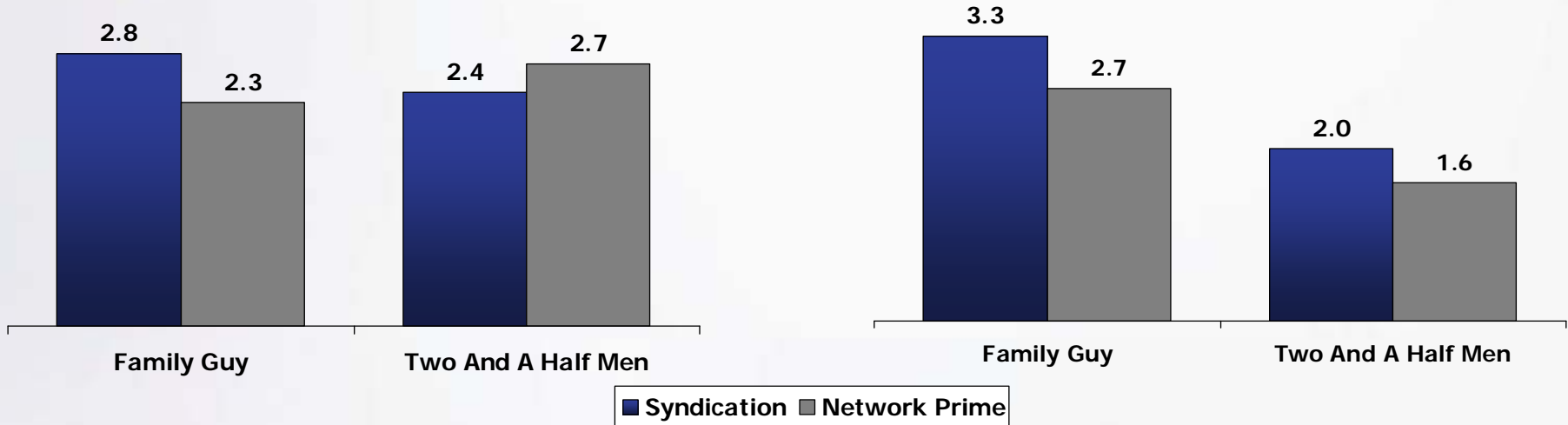
Two And A Half Men, Family Guy: More Laughs In Syndication

June
2009

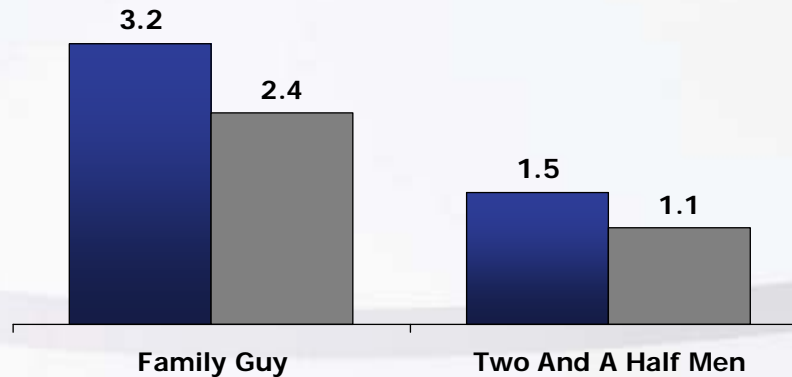


A18-49

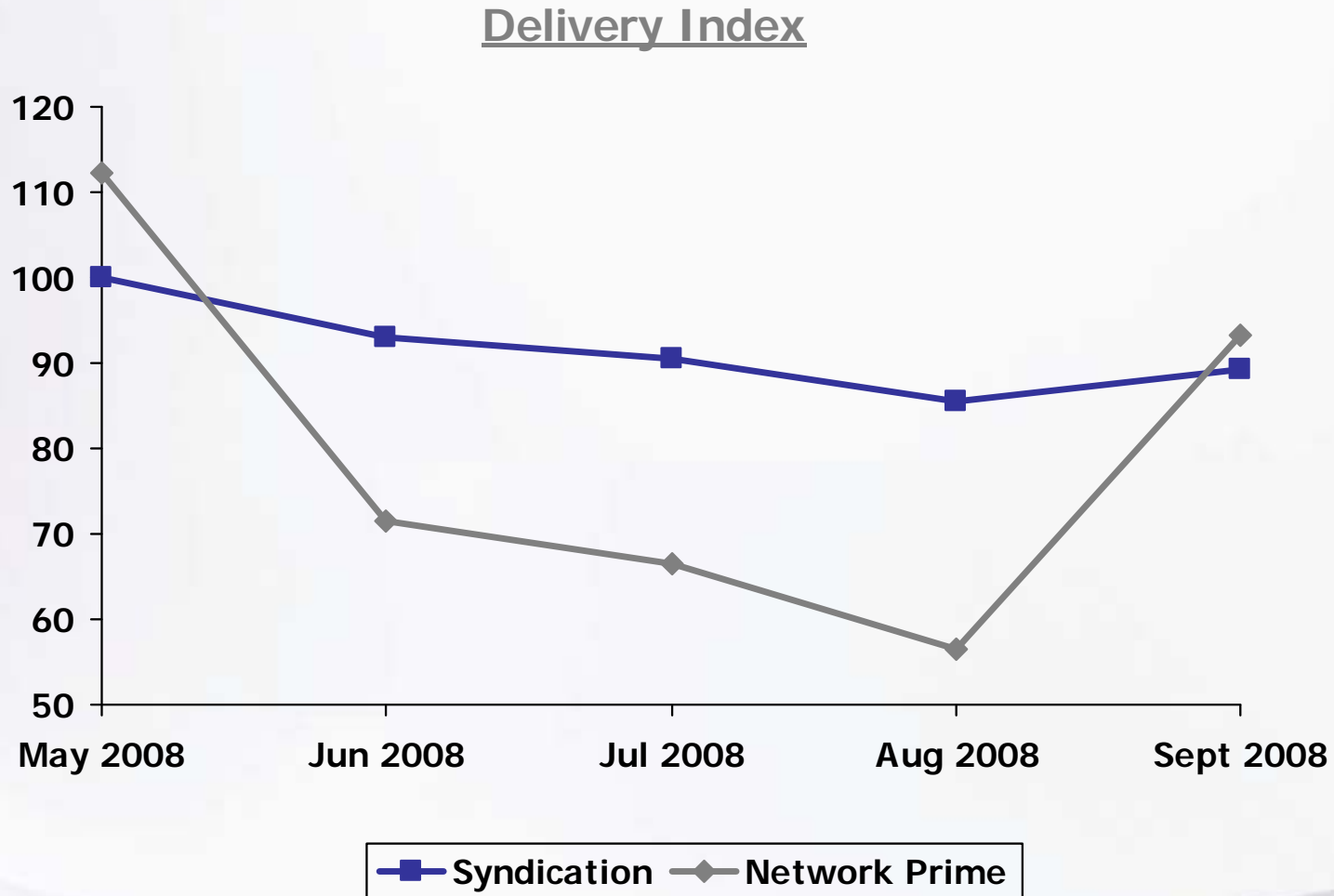
A18-34



A18-24



Syndication's Ratings: Consistent All Summer

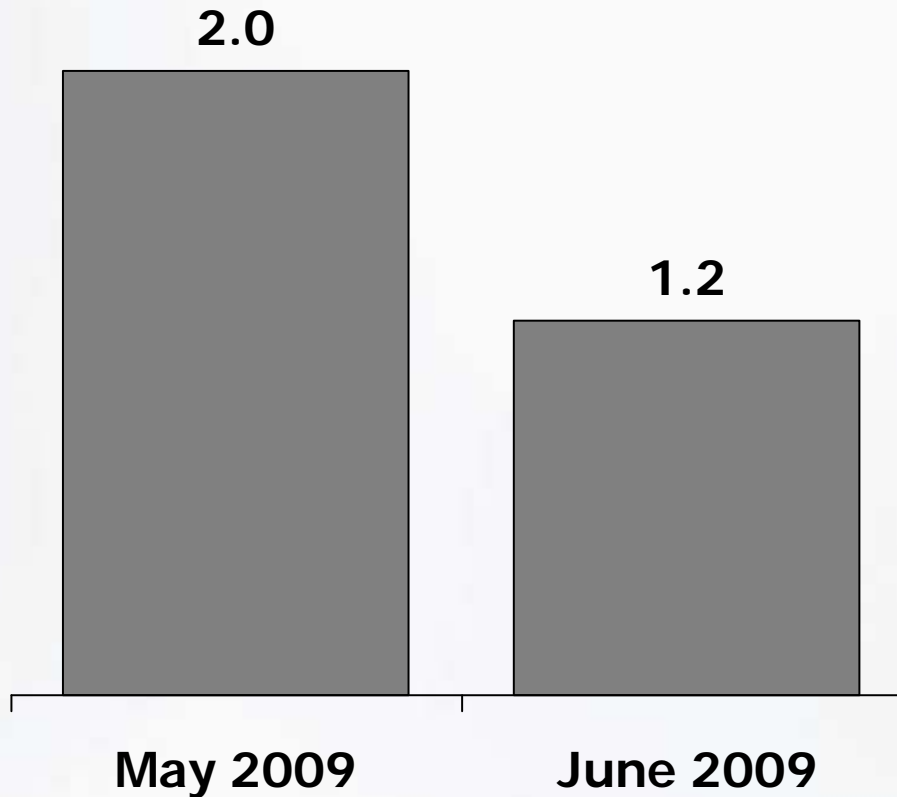


Syndication Outshines Network's Low Summer Ratings

June
2009



Network Prime



*Syndication
averaged
71 weekly
telecasts
at a 1.2 in
June 2009*





Syndication: The Summer Leader