



FOX 09/10 Season and Summer 2010 Performance Highlights

09/10 Overall Season Highlights

- ❑ FOX finished the 2009-10 season as broadcast's No. 1 network among Adults 18-49, Adults 18-34 and Teens.
- ❑ FOX ranks No. 1 among Adults 18-49 for the sixth straight season (since 2004/05), No. 1 among Adults 18-34 for the eighth straight season (since 2002/03), and No. 1 among Teens 12-17 for the tenth straight season (since 2000/01).
- ❑ FOX finished the season with a +16% advantage over the No. 2 broadcast network and a +37% advantage over the No. 3 and No. 4 networks among Adults 18-49.
- ❑ FOX led its next highest-rated competitor by +50% among Adults 18-34 and +62% among Teens this season.
- ❑ This past Fall, FOX ranked No. 1 among Adults 18-49, No. 1 among Adults 18-34, and No. 1 among Teens. This marks the first year ever FOX has captured the No. 1 rank among Adults 18-49 during the Fall.
- ❑ FOX led 1st quarter 2010 among Adults 18-49, and has won the 1st quarter for the past 8 seasons.
- ❑ FOX had ranked No. 1 among Adults 18-49 for the past 6 quarters (1st quarter 2009 to 2nd quarter 2010), the longest streak for any network since 1998.
- ❑ FOX had three shows among the season's Top 10 regular programs among Adults 18-49: AMERICAN IDOL-Tue (No. 1), AMERICAN IDOL-Wed (No. 2) and HOUSE (No. 8).
- ❑ FOX had five of the season's Top 10 regular programs among Adults 18-34: AMERICAN IDOL-Tue (No. 1), AMERICAN IDOL-Wed (No. 2), FAMILY GUY (No. 6 tie), HOUSE (No. 8 tie) and GLEE (No. 10).
- ❑ FOX had seven of the season's Top 10 regular programs among Teens: AMERICAN IDOL-Tue (No. 1), AMERICAN IDOL-Wed (No. 2), FAMILY GUY (No. 3), GLEE (No. 4 tie), CLEVELAND (No. 6), AMERICAN DAD (No. 7 tie) and THE SIMPSONS (No. 7 tie).
- ❑ FOX had the three highest-rated nights on television among Adults 18-49: Tuesday, Wednesday and Sunday.
- ❑ FOX ranked No. 1 among Adults 18-49 on 5 of 7 nights of the week (Monday, Tuesday, Wednesday, Saturday and Sunday), the most nights of any network.
- ❑ FOX's median age of 44 for regular programming is the youngest of the four major broadcast networks - four years younger than the second-youngest network, NBC.

Summer 2010 Program Highlights

HELL'S KITCHEN

- HELL'S KITCHEN ranks as the No. 2 program on television this summer among Adults 18-49.
- HELL'S KITCHEN has ranked among the summer's Top 3 regular primetime programs among Adults 18-49 for each of its six seasons.
- HELL'S KITCHEN'S 9pm telecast ranks as the summer's No. 1 program among Adults 18-49, Adults 18-34 and Men 18-49/18-34.
- HELL'S KITCHEN ranks No. 1 in its Tuesday 8-9pm time period among Adults 18-49, Adults 18-34/25-54 and all key men and women measures.
- HELL'S KITCHEN also ranks No. 1 in its competitive Tuesday 9-10pm time period among Adults 18-49, Adults 18-34 and their male/female components.
- HELL'S KITCHEN surpasses FOX's summer 2009 average in both Tuesday's 8pm and 9pm hours among key measures, including Adults 18-49, Adults 18-34 and Total Viewers.

LIE TO ME

- LIE TO ME ranks as the summer's No. 1 drama among Adults 18-49, Adults 18-34/25-54, Women 18-49/18-34 and Men 18-49/18-34/25-54.
- LIE TO ME ranks among the summer's Top 20 regular primetime programs among Adults 18-49, Adults 18-34/25-54 and all key men/women demos.
- LIE TO ME ranks No. 1 in its Monday 8-9pm time period across all key male demos, placing a strong second among Adults 18-49 and Total Viewers.
- LIE TO ME attracts an upscale audience, over-indexing its Total US Adults 18-49 average among "Adults 18-49 with 4+ Years of College" (109 index) and "Adults 18-49 with Household Income of \$100K+" (109 index).

MASTERCHEF

- MASTERCHEF had the highest-rated debut of the summer among Adults 18-49 and Adults 18-34.
- In fact, MASTERCHEF's debut ranks as the highest-rated summer series premiere of any network since 2008 among Adults 18-49 and Adults 18-34.
- MASTERCHEF ranks No. 1 in its Tuesday 9-10pm time period among all 18-49 and 18-34 measures.

SO YOU THINK YOU CAN DANCE

- SYTYCD ranks as the summer's No. 1 program among Women 18-34.
- SYTYCD ranks among the summer's Top 10 regular primetime programs among Adults 18-49, Adults 18-34 and all key women demos.
- SYTYCD has ranked among the summer's Top 10 regular primetime programs among Adults 18-49 for each of its six seasons.
- SYTYCD ranks No. 1 in its Wednesday 8-10pm time period among Adults 18-49, Adults 18-34, Men 18-34 (tie) and all key female demos.
- SYTYCD ranks No. 1 in its Thursday 9-10pm time period among Adults 18-49, Adults 18-34 and all key female demos.
- SYTYCD attracts an upscale audience, over-indexing its Total US Adults 18-49 average among "Adults 18-49 with 4+ Years of College" (127 index) and "Adults 18-49 with Household Income of \$100K+" (123 index).

THE GOOD GUYS

- THE GOOD GUYS ranks as the summer's No. 1 new drama among Men 18-34 (tie).
- THE GOOD GUYS ranks as the summer's No. 3 drama overall among Men 18-34 (tie).
- THE GOOD GUYS surpasses FOX's summer 2009 average in Monday's 9-10pm time period by +18% among Men 18-49 and +11% among Men 18-34.