



FOX 2009/10 Highlights (Through 1/7/10)

Key Fall 2009 Highlights

- For the first time in the network's history, FOX won the Fall broadcast season
 - Averaging a 3.3/9, FOX outperformed its nearest competitors by +6% in the adult demo, +35% among Adults 18-34 and +50% among Teens.
- FOX is the only major broadcast network to post a year-over-year gain in the key Adults 18-49 audience this Fall:
 - FOX: +14%
 - CBS: -3%
 - ABC: -7%
 - NBC: - 7%

Source: The Nielsen Company, NTI, 4Q09 vs. 4Q08. Primetime. Most Current.
- Even without Major League Baseball ratings, FOX would still be up +7% from last Fall.
- FOX also significantly enhanced its performance across the week during the fourth quarter, growing its Fall rating average on five nights - more than twice as many nights as any other broadcast network.
 - FOX boosted its performance this Fall by +69% on Mondays, +38% on Wednesdays, +52% on Thursdays, +11% on Saturdays and +13% on Sundays.
- Even with fewer hours of programming than other major networks, this Fall FOX had:
 - 2 shows in Top 10 among Adults 18-49 (HOUSE and FAMILY GUY)
 - 5 shows in the Top 10 among Adults 18-34 (HOUSE, FAMILY GUY, THE SIMPSONS, THE CLEVELAND SHOW and GLEE), and
 - 6 shows in the Top 10 among Teens (FAMILY GUY, THE CLEVELAND SHOW, THE SIMPSONS, AMERICAN DAD, GLEE and HOUSE)
- FOX dominated among commercial (C3) ratings as well during fourth quarter. FOX's C3 average excluding sports is up +6% versus the comparable weeks last year, while the other major networks are down (CBS: -6%; ABC: - 6%, NBC: -14%).
- FOX also saw the median age of its viewers drop to 42 (down from 43 at this time last year) -- six years younger than the network with the next youngest audience.
 - Year over year, ABC and CBS each aged one year in the Fall (to 51 and 54, respectively), while NBC increased three years (to 48).

Key 2009/10 Program Highlights

BONES

- ❑ Bones ranks No. 1 in its Thursday 8-9pm time period among Women 18-34, taking the No. 2 spot among Adults 18-49 and Adults 18-34.
- ❑ Bones surpasses the time period's Fall 2008 average for regular programming by substantial amounts among Adults 18-49 (+78%), Adults 18-34 (+50%) and Teens (+50%).
- ❑ Bones original average improved over its comparable 2008/09 Thursday average among Adults 18-49 (+9%), Adults 18-34 (+15%) and Total Viewers (+6%).

FRINGE

- ❑ Fringe improves over its Thursday 9-10pm time period's Fall 2008 average for regular programming by +38% among Adults 18-49, +21% among Adults 18-34 and +28% to +48% among key men demos.
- ❑ Fringe build from its Bones lead-in among Men 18-49 (+12%), Men 18-34 (+10%) and Men 25-54 (+10%).
- ❑ Fringe delivers an educated audience, surpassing its Total U.S Adults 18-49 average in "Adults 18-49 with 4+ Years of College" (117 index) and "Adults 18-49 with Household Income of \$100K+" (124 index).
- ❑ FOX Thursday is outpacing NBC Thursday among Adults 18-49 for the first season ever.
- ❑ FOX's Bones/Fringe combo improved FOX's Thursday performance by +52% among Adults 18-49 and +65% in Total Viewers versus last Fall.

GLEE

- ❑ Glee ranks No. 1 in its Wednesday 9-10pm time period among Adults 18-49 (tie), Adults 18-34, Teens, Women 18-49/18-34 and Men 18-34.
- ❑ Glee ranks among the season's Top 20 programs among Adults 18-34, Teens, Men 18-34 and Women 18-34.
- ❑ Glee is the season's No. 1 new hour among Adults 18-34 and Teens, while being the No. 1 new program with Women 18-49 and Women 18-34.
- ❑ Attracting an upscale audience, Glee has broadcast prime's No. 1 index among "Adults 18-49 with Household Income of \$100K+" (169 index).

HOUSE

- ❑ House dominates its Monday 8-9pm time period among all 18-49, 18-34, 25-54 and 12-17 measures.
- ❑ House ranks among the season's Top 10 regular programs among Adults 18-49, Adults 18-34/25-54, Teens and their male/female components.
- ❑ House overwhelmingly exceeds the time period's Fall 2008 average for regular programming among Adults 18-49 (+129%), Adults 18-34 (+189%) and Teens (+71%).
- ❑ House improves over its 2008/09 season average by +8% among Adult 18-34 and matches among Adults 18-49.

LIE TO ME

- ❑ Lie To Me ranks No. 2 in its Monday 9-10pm time period among Adults 18-34, Women 18-34 (tie) and Men 18-49/18-34/25-54.
- ❑ Lie To Me delivers an educated audience, surpassing its Total U.S Adults 18-49 average in "Adults 18-49 with 4+ Years of College" (107 index) and "Adults 18-49 with Household Income of \$75K+" (110 index).

SO YOU THINK YOU CAN DANCE

- ❑ So You Think You Can Dance - Wednesday ranks No. 1 in its 8-9pm time period among Adults 18-49, Adults 18-34, Teens, Men 18-34 and all key women demos.
- ❑ So You Think You Can Dance - Tuesday outperforms ABC's Dancing With The Stars by +41% among Adults 18-34 in head-to-head competition.
- ❑ So You Think You Can Dance ranks among the season's Top 10 reality programs among Adults 18-49, Adults 18-34 and Teens.
- ❑ So You Think You Can Dance delivers an educated audience, surpassing its Total U.S Adults 18-49 average in "Adults 18-49 with 4+ Years of College" (125 index) and "Adults 18-49 with Household Income of \$100K+" (125 index).

FOX Sunday (THE SIMPSONS/THE CLEVELAND SHOW/FAMILY GUY/AMERICAN DAD)

- ❑ FOX Sunday 8-10pm is primetime's highest-rated comedy block among Adults 18-34, Teens and Men 18-49/18-34.
- ❑ In its 21st season, The Simpsons ranks among the season's Top 10 programs among Adults 18-34, Teens and Men 18-49/18-34/25-54.
- ❑ The Simpsons ranks No. 1 in its Sunday 8pm half hour among Adults 18-49 (tie), Adults 18-34, Teens, Women 18-34 and Men 18-34.

- ❑ Cleveland ranks as the season's No. 1 new program among Adults 18-34, Teens and Men 18-34. Cleveland is the season's #1 new comedy among Adults 18-49 (tie).
- ❑ Cleveland leads its Sunday 8:30-9pm half hour among Teens, placing No. 2 among Adults 18-49, Adults 18-34, Women 18-34 and Men 18-49/18-34/25-54.
- ❑ Family Guy is the No. 1 primetime comedy among Teens and Men 18-49/18-34.
- ❑ Family Guy ranks No. 1 in its Sunday 9-9:30pm half hour among Teens, placing No. 2 among Adults 18-34 and Men 18-49/18-34/25-54.
- ❑ American Dad ranks among the season's Top 20 programs among Adults 18-34, Teens and Men 18-49/18-34.
- ❑ American Dad ranks No. 2 in its Sunday 9:30-10pm half hour among Teens and Men 18-49/18-34.

THE WANDA SYKES SHOW

- ❑ Wanda is outperforming the 09/10 season averages for late night network talkers Jimmy Kimmel Live, Late Night with Jimmy Fallon, Last Call with Carson Daly and the Late Late Show with Craig Ferguson among Adults 18-49, Adults 18-34/25-54 and key men/women demos.
- ❑ Wanda is outperforming late night cable talkers Lopez Tonight on TBS and The Monique Show on BET among Adults 18-49.
- ❑ Wanda surpasses Talk Show With Spike Feresten's performance in the time period earlier in the year by +33% among Adults 18-49, +40% among Adults 18-34 and +51% in Total Viewers.