

# RATINGS RELEASE

FOR IMMEDIATE RELEASE  
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## NATIONAL NIELSEN RATINGS FOR THE WEEK OF AUGUST 24 - 30, 2009

Last week **HELL'S KITCHEN**, **MORE TO LOVE** and **FOX'S NFL PRE-SEASON GAME 3** delivered strong performances that gave FOX a 1.7/5 for the week in the key adult demo. FOX remains this summer's No. 1 broadcast network among Adults 18-49, Adults 18-34 and Teens.

**HELL'S KITCHEN** seared the competition on Tuesday, posting a 3.6/12 among Adults 18-49 and delivering its highest Total Viewers of the summer (7.8 Million). The cooking competition show was up +13% from its prior summer average in Adults 18-49 and Total Viewers. **HELL'S KITCHEN** was the highest rated program of the night among Adults 18-49, Adults 18-34, Adults 25-54 and most key demos, outperforming ABC's Shaq Vs. and Primetime: Outsiders, CBS' Big Brother and NBC's two hour America's Got Talent. In the 9p hour **MORE TO LOVE** posted a 1.7/5 rating among Adults 18-49, and achieved its second highest Total Viewers to date.

On Thursday night the Miami Dolphins faced off against the Tampa Bay Buccaneers in **FOX'S NFL PRE-SEASON GAME 3** which posted a 2.1/7 rating among Adults 18-49. FOX won the night among Adults 18-49, Adults 18-34, Teens and all key male demos.

### Program Rankers

**FOX had 6 of the Top 20 programs among Adults 18-49:** HELL'S KITCHEN (No. 1), THE SIMPSONS 8:30p (No. 10), FAMILY GUY (No. 12), NFL ON FOX PRESEASON SP 8/27 (No. 14 tie), THE SIMPSONS (No. 14 tie) and AMERICAN DAD (No. 17).

**FOX had 7 of the Top 20 programs among Adults 18-34:** HELL'S KITCHEN (No. 1), FAMILY GUY (No. 3 tie), THE SIMPSONS 8:30p (No. 3 tie), THE SIMPSONS (No. 5), AMERICAN DAD (No. 6), MORE TO LOVE (No. 14 tie) and NFL ON FOX PRESEASON SP 8/27 (No. 14 tie).

**FOX had 7 of the Top 20 programs among Teens:** FAMILY GUY (No. 1), THE SIMPSONS 8:30p (No. 2) AMERICAN DAD (No. 4 tie), THE SIMPSONS (No. 4 tie), HELL'S KITCHEN (No. 7), AMERICAN DAD 7:30p (No. 16 tie) and NFL ON FOX PRESEASON SP 8/27 (No. 16 tie).

**FOX had 1 of the Top 20 programs in Total Viewers:** HELL'S KITCHEN (No. 11).

Week 8/03/09-8/09/09: Live+7

**Top 10 DVR Playback Rank (A18-49)**

8/3-8/9/09

Playback Rank	Net	PROGRAMS	Ind	Day	Time	Date	Playback A18-49(000)	Live vs. L+7 Rtg Increase	Final Rating % Playback
#1	FOX	HELL'S KITCHEN		.T....	8:00 PM	08/04/2009	1604	+1.2	32%
#2	FOX	SO YOU THINK CN DANCE-THU		...T...	8:00 PM	08/06/2009	1505	+1.1	28%
#3	FOX	SO YOU THINK CN DANCE-WED		..W....	8:00 PM	08/05/2009	1429	+1.1	34%
#4	CBS	BIG BROTHER 11-SUN		.....S	8:00 PM	08/09/2009	1255	+1.0	36%
#5	CBS	BIG BROTHER 11-THU		...T...	8:00 PM	08/06/2009	1218	+0.9	36%
#6	CBS	BIG BROTHER 11-TUE		.T.....	9:01 PM	08/04/2009	1149	+0.8	31%
#7	ABC	WIPEOUT		..W....	8:00 PM	08/05/2009	964	+0.8	25%
#8	NBC	AMERICA'S GOT TALENT-TUE		.T.....	9:00 PM	08/04/2009	754	+0.6	16%
#9	NBC	AMERICA GOT TALENT-WED 9P		..W....	9:00 PM	08/05/2009	690	+0.5	16%
#10	FOX	MORE TO LOVE		.T.....	9:00 PM	08/04/2009	465	+0.4	20%

**NIGHTLY AND PROGRAM HIGHLIGHTS - AUGUST 24 - 30, 2009**

**MONDAY**

- 8:00-9:00 HOUSE (R):** (A18-49: 1.6/5, 4.6 Mil Total Viewers, HH: 3.0/5)  
**9:00-10:00 LIE TO ME (R):** (A18-49: 1.4/4, 4.2 Mil Total Viewers, HH: 2.6/4)  
**8:00-10:00 FOX PRIME:** (A18-49: 1.5/4, 4.4 Mil Total Viewers, HH: 2.8/5)

At 8p a HOUSE encore (1.6/5) ranked No. 2 in the hour among Adults 18-49 and No. 1 in Adults 18-34. At 9p an encore LIE TO ME (1.4/4) ranked No. 3 in the hour among Adults 18-49 and Adults 18-34.

FOX ranked No. 2 for the night among Adults 18-49 and Adults 18-34.

**TUESDAY**

- 8:00-9:01 HELL'S KITCHEN:** (A18-49: 3.6/12, 7.8 Mil Total Viewers, HH: 4.4/8)  
**9:01-10:00 MORE TO LOVE:** (A18-49: 1.7/5, 3.9 Mil Total Viewers, HH: 2.5/4)  
**8:00-10:00 FOX PRIME:** (A18-49: 2.6/8, 5.9 Mil Total Viewers, HH: 3.5/6)

HELL'S KITCHEN posted a 3.6/12 among Adults 18-49 and delivered its highest Total Viewers of the summer with 7.8 Mil. HELL'S KITCHEN was up +13% versus its prior summer average in Adults 18-49 (3.6/12 vs. 3.2/11) and up +13% in Total Viewers (7.8 vs. 6.9 Mil.) HELL'S KITCHEN was the highest rated program of the night among Adults 18-49, Adults 18-34, Adults 25-54 and most key demos, outperforming ABC's Shaq Vs. and Primetime: Outsiders, CBS' Big Brother and NBC's two hour America's Got Talent. HELL'S KITCHEN won the 8p hour among Adults 18-49, Adults 18-34/25-54, Teens and all key demos.

MORE TO LOVE achieved a 1.7/5 among Adults 18-49, on par with recent performances. MORE TO LOVE posted its second highest Total Viewers ever. MORE TO LOVE ranked No. 3 in its 9p hour among Adults 18-49 and Adults 18-34.

FOX won the night among Adults 18-49, Adults 18-34 and key demos.

**WEDNESDAY**

- 8:00-9:00 BONES (RS):** (A18-49: 1.2/4, 4.4 Mil Total Viewers, HH: 2.8/5)  
**9:00-10:00 BONES (RS):** (A18-49: 1.3/4, 4.3 Mil Total Viewers, HH: 2.8/5)

**8:00-10:00 FOX PRIME:** (A18-49: 1.2/4, 4.3 Mil Total Viewers, HH: 2.8/5)

At 8p an encore BONES posted a 1.2/4 among Adults 18-49 and ranked No. 3 in the hour among Adults 18-49, Adults 18-34 and Teens. At 9p a second encore BONES achieved a 1.3/4 among Adults 18-49 and ranked No. 3 in the hour among Adults 18-34.

FOX ranked No. 3 for the night among Adults 18-34.

#### **THURSDAY**

**8:00-8:08 NFL PRE-SEASON PRE-GAME (S): SUSTAINED**

**8:08-11:54 NFL PRE-SEASON: (DOLPHINS & BUCS) (S):** (A18-49: 2.1/7, 5.8 Mil Total Viewers, HH: 3.7/7)

**8:08-11:00 FOX PRIME:** (A18-49: 2.3/7, 6.4 Mil Total Viewers, HH: 4.1/7)

FOX's NFL PRE-SEASON GAME 3: MIAMI vs. TAMPA posted a 2.1/7 among Adults 18-49, on par with FOX's pre-season games last week (Game 1 posted a 2.4/8 last Thu., 8/20/09 and Game 2 posted 2.3/8 last Fri., 8/21/09).

FOX won the night among Adults 18-49, Adults 18-34, Teens and all key male demos.

#### **FRIDAY**

**8:00-9:01 ARE YOU SMARTER THAN A 5<sup>TH</sup> GRADER (R):** (A18-49: 1.1/4, 4.3 Mil Total Viewers, HH: 2.8/5)

**9:01-10:00 ARE YOU SMARTER THAN A 5<sup>TH</sup> GRADER (RS):** (A18-49: 1.2/4, 4.5 Mil Total Viewers, HH: 2.9/5)

**8:00-10:00 FOX PRIME:** (A18-49: 1.1/4, 4.4 Mil Total Viewers, HH: 2.8/5)

#### **SATURDAY**

**8:00-8:30 COPS (R):** (A18-49: 1.3/5, 3.5 Mil Total Viewers, HH: 2.2/4)

**8:30-9:00 COPS 2 (R):** (A18-49: 1.6/6, 4.5 Mil Total Viewers, HH: 2.7/5)

**9:00-10:00 AMW:** (A18-49: 1.6/5, 4.7 Mil Total Viewers, HH: 2.7/5)

**8:00-10:00 FOX PRIME:** (A18-49: 1.5/5, 4.3 Mil Total Viewers, HH: 2.6/5)

COPS at 8p and 830p each ranked No. 1 in their respective half hours among Adults 18-49, Total Viewers, Adults 18-34/25-54 and Women 18-49/18-34/25-54.

At 9p, AMERICA'S MOST WANTED ranked No. 1 in its hour among Adults 18-49, Total Viewers, Adults 18-34/25-54 and Women 18-49/18-34/25-54.

FOX ranked No. 1 for the night on a total primetime basis among Adults 18-49, Total Viewers, Adults 18-34/25-54 and Women 18-49/18-34/25-54.

#### **SUNDAY**

**7:00-7:29 TIL DEATH (R):** (A18-49: 0.8/3, 2.1 Mil Total Viewers, HH: 1.3/2)

**7:29-7:59 AMERICAN DAD (R):** (A18-49: 1.0/3, 2.3 Mil Total Viewers, HH: 1.4/3)

**7:59-8:30 SIMPSONS (R):** (A18-49: 2.1/6, 4.5 Mil Total Viewers, HH: 2.5/4)

**8:30-9:00 SIMPSONS (R):** (A18-49: 2.5/7, 5.2 Mil Total Viewers, HH: 2.8/5)

**9:00-9:31 FAMILY GUY (R):** (A18-49: 2.4/6, 5.0 Mil Total Viewers, HH: 2.8/5)  
**9:31-10:00 AMERICAN DAD (R):** (A18-49: 2.0/5, 4.3 Mil Total Viewers, HH: 2.4/4)  
**7:00-10:00 FOX PRIME:** (A18-49: 1.8/5, 3.9 Mil Total Viewers, HH: 2.2/4)

At 8p a repeat of THE SIMPSONS (2.1/6) ranked No. 3 in its half hour among Adults 18-49 and No. 1 in Adults 18-34 and Teens. Another repeat of THE SIMPSONS at 8:30p (2.5/7) ranked No. 2 in the half hour among Adults 18-49 (tie) and Adults 18-34 and No. 1 among Teens. A FAMILY GUY repeat at 9p (2.4/6) and ranked No. 2 in its half hour among Adults 18-49 and Adults 18-34 and No. 1 in Teens and Women 18-34. At 9:30p a repeat AMERICAN DAD (2.0/5) ranked No. 2 in the half hour among Adults 18-49, Adults 18-34 and Teens and No. 1 in Women 18-34 (tie). At 7p a repeat TIL DEATH (0.8/3) ranked No. 1 in the half hour among Teens (tie). At 7:30p a repeat AMERICAN DAD (1.0/3) ranked No. 2 among Adults 18-34 (tie) and No. 1 in Teens.

FOX ranked No. 2 for the night among Adults 18-49 and Adults 18-34 and No. 1 in Teens and Women 18-34.

**AUGUST 24 - 30, 2009**

**TOTAL PRIMETIME**

ADULTS 18-49	ADULTS 18-34	VIEWERS (Mil)
FOX 1.7/5	FOX 1.6/6	FOX 4.8
ABC 1.2/4	ABC 1.0/3	ABC 3.8
CBS 1.8/6	CBS 1.2/4	CBS 6.6
NBC 1.8/6	NBC 1.4/5	NBC 6.4