

RATINGS RELEASE

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NATIONAL NIELSEN RATINGS FOR THE WEEK OF FEBRUARY 1 - 7, 2010

SUPER BOWL CAN'T TOPPLE FOX'S SEASON HIGH!

FOX is Runner-Up During Super Bowl Week, But Still Claims Top-Rated Week of the 2009-10 Season

The final audition rounds of **AMERICAN IDOL**, the winter finales of **BONES** and **FRINGE**, and strong performances by **KITCHEN NIGHTMARES** and the **NASCAR: BUD SHOOTOUT** race led FOX to a weekly rating of 3.2/9 among Adults 18-49. Despite the strong Super Bowl performance on CBS on Sunday, **FOX still claims the highest rated week of the season** (8.8 rating during the week of 1/18/10, Live + Same Day). This marks the first time since the 2001/2002 broadcast season that the network carrying the football face-off did not also have the top-rated week of the season among Adults 18-49.

On Tuesday, **AMERICAN IDOL** and **KITCHEN NIGHTMARES** drew large audiences, leading to a nightly win for FOX in Adults 18-49, Adults 18-34, Adults 25-54, Teens, Total Viewers and all key demos.

- Week four of **AMERICAN IDOL** auditions posted a solid 9.0/23 among Adults 18-49, and retained 100% of its previous Tuesday's audience.
- **AMERICAN IDOL** outperformed its nearest competitor in the 8p hour by an impressive +109% among Adults 18-49, +93% among Adults 18-34, +388% in Teens and +29% in Total Viewers.
- **AMERICAN IDOL** also outperformed the premiere of ABC's *Lost* by a substantial +64% among Adults 18-49 and +104% in Total Viewers.
- In the 9p hour **KITCHEN NIGHTMARES** posted a 3.8/9 among Adults 18-49, breaking show records by delivering its highest ratings ever in Adults 18-49 and Total Viewers.

Wednesday's **AMERICAN IDOL ROAD TO HOLLYWOOD** special gave FOX a dominant win on the night, ranking No. 1 in Adults 18-49, Adults 18-34, Adults 25-54, Teens, Total Viewers and all key demos. FOX crushed the competition, outperforming the No. 2 network of the night by +50% among Adults 18-49, +77% among Adults 18-34, +236% among Teens, and +8% in Total Viewers.

- The 9p **AMERICAN IDOL ROAD TO HOLLYWOOD** special delivered a 7.8/21 among Adults 18-49.
- So far this season, **AMERICAN IDOL**'s average for audition episodes has retained 92% of last year's auditions among Adults 18-49, 93% among Adults 18-34, and 94% in Total Viewers.
- **AMERICAN IDOL** outperformed its closest competition in the 9p hour by a substantial +105% among Adults 18-49, +113% among Adults 18-34, +455% in Teens and +43% in Total Viewers.

The winter finales of **BONES** and **FRINGE** gave FOX a very close second-place finish on a highly competitive Thursday night. So far this season, FOX's regular Thursday programming outperforms last year's regular Thursday programming for the same weeks by +14% among Adults 18-49 and +51% in Total Viewers.

- **BONES** posted a 3.3/10 among Adults 18-49 and delivered its highest number of Total Viewers in three years (since 2/7/07).

- In addition, **BONES** dominated its 8p hour among virtually all key demos and was tied for the highest rated procedural of the night, beating CSI (3.2/9) and matching The Mentalist (3.3/9) among Adults 18-49.
- Against all original programming at 9p, **FRINGE** delivered a 2.6/7 and gained +18% among Adults 18-49, +24% among Adults 18-34 and +23% in Total Viewers versus its prior season average.

Saturday's **NASCAR Race: BUD SHOOTOUT** led FOX to a No. 1 ranking for the night on a total primetime basis among Adults 18-49, Adults 18-34, Total Viewers and all key demos.

09/10 FOX Dramas: Live + 7 in Adults 18-49

Comparing Live+Same Day vs. Live + 7 ratings (now available through 1/24/10), FOX's dramas have shown significant increases among Adults 18-49 including:

<u>09/10 Season thru 1/24</u>	<u>Live+Same Day Adults 18-49</u>	<u>Live + 7 Adults 18-49</u>	<u>% Change</u>
24	3.7/9	4.3/10	+16%
Human Target	3.1/8	3.6/9	+16%
House	4.4/11	5.3/13	+20%
Lie to Me	2.5/6	2.9/7	+16%
Glee	2.9/8	3.6/9	+24%
Bones	2.8/8	3.4/9	+21%
Fringe	2.1/6	2.9/7	+38%
Dollhouse	0.8/3	1.2/4	+50%

09/10 FOX Dramas: Live +7 in Total Viewers

Comparing Live+ Same Day vs. Live + 7 ratings (now available through 1/24/10), FOX's dramas have shown significant increases among Total Viewers including:

<u>09/10 Season thru 1/24</u>	<u>Live+Same Day P2+ (Mil.)</u>	<u>Live + 7 P2+ (Mil.)</u>	<u>% Change</u>
24	11.3	13.0	+15%
Human Target	10.3	11.5	+12%
House	11.6	13.5	+16%
Lie to Me	6.9	8.0	+16%
Glee	6.6	7.9	+20%
Bones	9.5	11.1	+17%
Fringe	5.8	7.5	+29%
Dollhouse	2.2	3.0	+36%

Weekly Program Rankers

FOX had 4 of the Top 20 programs among Adults 18-49: AMERICAN IDOL TUESDAY (No. 4), AMERICAN IDOL WEDNESDAY (No. 5), HOUSE (No. 9), and KITCHEN NIGHTMARE SP 2/2 (No. 15).

FOX had 5 of the Top 20 programs among Adults 18-34: AMERICAN IDOL TUESDAY (No. 4), AMERICAN IDOL WEDNESDAY (No. 5), HOUSE (No. 7), KITCHEN NIGHTMARE SP 2/2 (No. 14) and BONES (No. 20).

FOX had 9 of the Top 20 programs among Teens: AMERICAN IDOL TUESDAY (No. 3), AMERICAN IDOL WEDNESDAY (No. 5), KITCHEN NIGHTMARE SP 2/2 (No. 6), HOUSE (No. 9), BONES (No. 12), FAMILY GUY (No. 15), FRINGE (No. 18), AMERICAN DAD (No. 20 tie) and THE CLEVELAND SHOW (No. 20 tie).

FOX had 4 of the Top 20 programs in Total Viewers: AMERICAN IDOL TUESDAY (No. 4), AMERICAN IDOL WEDNESDAY (No. 5), HOUSE (No. 15), and BONES (No. 18).

Week 1/11-1/17/10: Live+7

Top 10 Programs by DVR Rating Increase (A18-49)

1/11-1/17/10

Playback Rank	Net	Program	Ind	Day	Time	Date	L+7		Live vs. L+7 Rtg Increase	Final Rating % Playback
							Rtg	Shr		
#1	FOX	AMERICAN IDOL-TUESDAY	P	.T.....	8:00 PM	01/12/2010	12.8	/31	+2.9	23%
#1	FOX	AMERICAN IDOL-WEDNESDAY	P	..W....	8:00 PM	01/13/2010	11.3	/29	+2.9	26%
#3	FOX	HOUSE		M.....	8:00 PM	01/11/2010	5.8	/14	+2.4	41%
#4	ABC	GREY'S ANATOMY-THU 9PM		...T...	9:00 PM	01/14/2010	6.2	/15	+2.2	35%
#5	CBS	BIG BANG THEORY, THE		M.....	9:30 PM	01/11/2010	6.7	/15	+1.9	28%
#6	ABC	MODERN FAMILY		..W....	9:00 PM	01/13/2010	4.1	/10	+1.8	44%
#7	ABC	PRIVATE PRACTICE		...T...	10:01 PM	01/14/2010	5.3	/14	+1.6	30%
#7	CBS	HOW I MET YOUR MOTHER		M.....	8:00 PM	01/11/2010	4.5	/11	+1.6	36%
#9	CBS	NCIS		.T.....	8:00 PM	01/12/2010	5.1	/13	+1.5	29%
#9	ABC	DESPERATE HOUSEWIVES	S	9:00 PM	01/17/2010	4.6	/11	+1.5	33%

NIGHTLY AND PROGRAM HIGHLIGHTS - FEBRUARY 1 - 7, 2010

MONDAY

8:00-9:00 HOUSE: (A18-49: 4.8/13, 13.4 Mil Total Viewers)

9:00-10:00 24: (A18-49: 3.1/8, 10.0 Mil Total Viewers)

8:00-10:00 FOX PRIME: (A18-49: 4.0/10, 11.7 Mil Total Viewers)

HOUSE delivered a 4.8/13 among Adults 18-49 and delivered its highest Adults 18-34 rating in over two months (since 11/16/09).

HOUSE was the highest rated program of the night among Adults 18-34, out-performing ABC's The Bachelor, CBS' comedies and CSI: Miami and NBC's Chuck, Heroes and Jay Leno Show.

HOUSE won its 8p hour among Adults 18-49, Total Viewers, Adults 18-34/25-54, Teens and key demos.

At 9p, '24' posted a 3.1/8 among Adults 18-49 and 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 No. 1 in Adults 18-34, Teens and Men 18-49/18-34.

TUESDAY

8:00-9:01 AMERICAN IDOL: (A18-49: 9.0/23, 24.7 Mil Total Viewers)

9:01-10:00 KITCHEN NIGHTMARES (S): (A18-49: 3.8/9, 9.0 Mil Total Viewers)

8:00-10:00 FOX PRIME: (A18-49: 6.4/16, 17.0 Mil Total Viewers)

Week four of auditions on AMERICAN IDOL-TUE posted a 9.0/23 among Adults 18-49.

AMERICAN IDOL retained 100% of its Tuesday episode last week in Adults 18-49. AMERICAN IDOL outpaced last week's Tuesday episode in Total Viewers (24.7 vs. 24.5 Mil.)

AMERICAN IDOL won the 8p hour among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos. In fact, AMERICAN IDOL outperformed its nearest competitors in the 8p hour by a substantial +109% among Adults 18-49 (9.0 vs. 4.3 for CBS), +93% among Adults 18-34 (7.7 vs. 4.0 for ABC), +388% in Teens (8.3 vs. 1.7 for CBS) and +29% in Total Viewers (24.7 vs. 19.2 Mil for CBS.)

AMERICAN IDOL outperformed ABC's premiere of Lost by a substantial +64% among Adults 18-49 (9.0/23 vs. 5.5/14) and +104% in Total Viewers (24.7 vs. 12.1 Mil.)

At 9p a special KITCHEN NIGHTMARES delivered a 3.8/9 among Adults 18-49 and posted its highest ratings ever in Adults 18-49 and Total Viewers.

KITCHEN NIGHTMARES ranked No. 2 in the 9p hour among Adults 18-49, Adults 18-34 and Teens.

FOX won the night in Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos.

WEDNESDAY

8:00-9:00 HUMAN TARGET (P): (A18-49: 2.4/7, 7.8 Mil Total Viewers)

9:00-10:00 AMERICAN IDOL: (A18-49: 7.8/21, 21.0 Mil Total Viewers)

8:00-9:00 FOX PRIME: (A18-49: 5.1/14, 14.4 Mil Total Viewers)

The AMERICAN IDOL ROAD TO HOLLYWOOD special posted a 7.8/21 among Adults 18-49. With an extra week of auditions, AMERICAN IDOL's average so far this year with audition episodes retained 92% of last year's auditions among Adults 18-49 (9.9/26 vs. 10.7/26), 93% among Adults 18-34 (8.7/26 vs. 9.4/26) and 94% in Total Viewers (26.2 vs. 27.9 Mil.)

AMERICAN IDOL won the 9p hour among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos.

AMERICAN IDOL outperformed its closest competition in the 9p hour by a substantial +105% among Adults 18-49 (7.8 vs. 3.8 for CBS), +113% among Adults 18-34 (6.4 vs. 3.0 for ABC), +455% in Teens (6.1 vs. 1.1 for ABC) and +43% in Total Viewers (21.0 vs. 14.7 Mil. for CBS).

The 8p time period premiere of HUMAN TARGET posted a 2.4/7 among Adults 18-49.

HUMAN TARGET ranked No. 3 in the 8p hour among Adults 18-49 and Adults 18-34 and No. 1 in Teens.

FOX won the night in Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos.

FOX dominated the next highest rated network for the night with advantages of +50% among Adults 18-49 (5.1/14 vs. 3.4/10 for CBS), +77% among Adults 18-34 (3.9/13 vs. 2.2/7 for CBS), +236% among Teens (3.7/12 vs. 1.1/4 for CBS) and +8% in Total Viewers (14.4 vs. 13.3 for CBS).

THURSDAY

8:00-9:00 BONES: (A18-49: 3.3/10, 12.4 Mil Total Viewers)

9:00-10:00 FRINGE: (A18-49: 2.6/7, 7.4 Mil Total Viewers)

8:00-10:00 FOX PRIME: (A18-49: 3.0/8, 9.9 Mil Total Viewers)

BONES posted a 3.3/10 among Adults 18-49 and delivered its highest Total Viewers in three years (since 2/7/07). BONES won its 8p hour among Adults 18-49, Total Viewers, Adults 18-34/25-54 and virtually all key demos.

BONES was tied for the highest rated procedural of the night, beating CSI (3.2/9) and matching The Mentalist (3.3/9) among Adults 18-49.

BONES outperformed its prior season average by +18% among Adults 18-49 (3.3/10 vs. 2.8/8), by +22% among Adults 18-34 (2.8/9 vs. 2.3/7) and by +28% in Total Viewers (12.4 vs. 9.7 Mil.)

Against all original programming at 9p, FRINGE delivered a 2.6/7 and ranked No. 4 among Adults 18-49, No. 3 among Adults 18-34 and No. 1 among Teens.

Compared to its prior season average, FRINGE saw significant gains of +18% among Adults 18-49 (2.6/7 vs. 2.2/6), +24% among Adults 18-34 (2.0/6 vs. 1.7/5) and +23% in Total Viewers (7.4 vs. 6.1 Mil.).

FOX ranked No. 2 for the night among Adults 18-49, only one tenth behind No. 1 ABC. FOX also ranked No. 2 among Adults 18-34 and Total Viewers and No. 1 among Teens and all key male demos.

So far this season FOX's regular Thursday programming outperforms last year's regular Thursday programming for the same weeks, increasing +14% among Adults 18-49 (2.5/7 vs. 2.2/6) and +51% in Total Viewers (8.0 vs. 5.3 Mil.)

FRIDAY

8:00-9:00 HOUSE (RP): (A18-49: 1.2/4, 3.8 Mil Total Viewers)

9:00-10:00 KITCHEN NIGHTMARES: (A18-49: 1.7/5, 4.0 Mil Total Viewers)

8:00-10:00 FOX PRIME: (A18-49: 1.5/5, 3.9 Mil Total Viewers)

At 8p, a HOUSE encore posted a 1.2/4 and ranked No. 3 in its time period among Adults 18-49 and No. 2 among Adults 18-34.

At 9p, KITCHEN NIGHTMARES delivered a 1.7/5 ranking No. 2 among Adults 18-49 and No. 1 among Adults 18-34 and Men 18-49/18-34.

FOX ranked No. 3 for the night among Adults 18-49 and No. 1 among Adults 18-34.

SATURDAY

8:00-8:18 BUD SHOOT-OUT PRE-RACE (S): (A18-49: 1.9/7, 6.0 Mil Total Viewers)

8:18-8:31 BUD SHOOT-OUT PACE LAP (S): (A18-49: 2.3/8, 7.2 Mil Total Viewers)

8:31-10:12 BUD SHOOT-OUT (S): (A18-49: 2.7/8, 8.2 Mil Total Viewers)

8:00-10:12 FOX PRIME: (A18-49: 2.5/8, 7.8 Mil Total Viewers)

The NASCAR Race: BUD SHOOTOUT led FOX to a No. 1 rank for the night on a total primetime basis among Adults 18-49, Adults 18-34, Total Viewers and all key demos.

SUNDAY

7:00-7:29 TIL DEATH: (A18-49: 0.5/1, 1.6 Mil Total Viewers)

7:29-7:59 TIL DEATH: (A18-49: 0.6/1, 1.9 Mil Total Viewers)

7:59-8:30 SIMPSONS (R): (A18-49: 1.3/3, 2.9 Mil Total Viewers)

8:30-9:00 CLEVELAND SHOW (R): (A18-49: 1.1/2, 2.5 Mil Total Viewers)

9:00-9:30 FAMILY GUY (R): (A18-49: 1.3/3, 3.1 Mil Total Viewers)

9:30-10:00 AMERICAN DAD (R): (A18-49: 1.3/3, 3.1 Mil Total Viewers)

7:00-10:00 FOX PRIME: (A18-49: 1.0/2, 2.5 Mil Total Viewers)

Airing against Super Bowl XLIV on CBS, FOX's (mostly) repeat comedies ranked No. 2 for the night among Adults 18-49, Adults 18-34 and Teens.

In the 7p hour TIL DEATH did a 0.5/1 and 0.6/1 among Adults 18-49. From 8-10p FOX aired repeats of THE SIMPSONS (1.3/3), CLEVELAND (1.1/2), FAMILY GUY (1.3/3) and AMERICAN DAD (1.3/3).

FEBRUARY 1 - 7, 2010

TOTAL PRIMETIME

ADULTS 18-49	ADULTS 18-34	VIEWERS (Mil)
FOX 3.2/8	FOX 2.7/8	FOX 9.1
ABC 2.5/7	ABC 2.2/7	ABC 7.0
CBS 8.5/22	CBS 7.3/21	CBS 26.2
NBC 1.5/4	NBC 1.3/4	NBC 4.7