

RATINGS RELEASE

FOR IMMEDIATE RELEASE
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NATIONAL NIELSEN RATINGS FOR THE WEEK OF JANUARY 4 - 10, 2010

WOO HOO! FOX BOWLS OVER THE COMPETITION WITH SIMPSONS 450th AND FOOTBALL!

FOX continued its great start to 2010 with another weekly win among Adults 18-49. Achieving a 3.6/9 for the week, the network's victory was driven by a stellar **TOSTITOS FIESTA BOWL**, **FEDEX ORANGE BOWL** and a strong Sunday animation block featuring **THE SIMPSONS 450th episode** – its highest-rated episode in five years among Adults 18-49 and Total Viewers -- and **THE SIMPSONS 20th ANNIVERSARY SPECIAL**.

On Monday, **FOX's TOSTITOS FIESTA BOWL** won the night among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key male demos. The **TOSTITOS FIESTA BOWL** posted a 4.6/12 among Adults 18-49 from 8:22-11:54p, marking a +7% increase from last year's second Bowl game, the Allstate Sugar Bowl on 1/2/09 (4.3/12).

FOX's FEDEX ORANGE BOWL on Tuesday won the night among all key male demos and posted a 3.6/10 among Adults 18-49 from 8:23-11:39p, marking a +20% increase from last year's FEDEX ORANGE BOWL on 1/1/09 (3.0/8).

On Sunday, FOX posted its highest rated Sunday night in nearly two years among Adults 18-49 and Adults 18-34 (since 2/3/08).

- Sunday's **THE SIMPSONS 450th episode** and **20th ANNIVERSARY SPECIAL** combined with **THE CLEVELAND SHOW** and the **NFC WILDCARD GAME** over-run to give FOX the nightly win among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos.
- **THE SIMPSONS** from 8:13-8:44p posted a 6.9/17 rating among Adults 18-49, giving THE SIMPSONS its highest rating in five years among Adults 18-49 and Total Viewers (since its post-Super Bowl telecast on 2/6/05).
- At 8:44p **THE SIMPSONS 20th ANNIVERSARY SPECIAL** posted a 5.5/13, while At 9:44p **THE CLEVELAND SHOW** delivered a 3.8/9.

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

Comparing Live+Same Day vs. Live + 7 ratings (now available through 12/27/09), FOX's dramas have shown significant increases among Adults 18-49 including:

<u>09/10 Season thru 12/27</u>	<u>Live+Same Day Adults 18-49</u>	<u>Live + 7 Adults 18-49</u>	<u>% Change</u>
House	4.8/12	5.9/14	+23%
Lie to Me	2.6/6	3.1/7	+19%
Glee	3.2/8	4.0/10	+25%
Bones	2.7/8	3.4/9	+26%
Fringe	2.2/6	2.9/7	+32%
Dollhouse	0.9/3	1.3/4	+44%

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

Comparing Live+ Same Day vs. Live + 7 ratings (now available through 12/27/09), FOX's dramas have shown significant increases among Total Viewers including:

09/10 Season thru 12/27	Live+Same Day P2+ (Mil.)	Live + 7 P2+ (Mil.)	% Change
House	12.6	14.8	+17%
Lie to Me	7.1	8.3	+17%
Glee	7.1	8.6	+21%
Bones	9.5	11.1	+17%
Fringe	5.9	7.6	+29%
Dollhouse	2.2	2.9	+32%

Weekly Program Rankers

FOX had 5 of the Top 20 programs among Adults 18-49: THE SIMPSONS (No. 4), SIMPSONS 20TH ANNIVERSARY (No. 5), TOSTITOS FIESTA BOWL (No. 8), THE CLEVELAND SHOW SP (No. 12) and FEDEX ORANGE BOWL (No. 14).

FOX had 5 of the Top 20 programs among Adults 18-34: THE SIMPSONS (No. 4), SIMPSONS 20TH ANNIVERSARY (No. 5), THE CLEVELAND SHOW SP (No. 7), TOSTITOS FIESTA BOWL (No. 9) and FEDEX ORANGE BOWL (No. 12).

FOX had 5 of the Top 20 programs among Teens: THE SIMPSONS (No. 3), SIMPSONS 20TH ANNIVERSARY (No. 4), THE CLEVELAND SHOW SP (No. 5), TOSTITOS FIESTA BOWL (No. 8) and FEDEX ORANGE BOWL (No. 13).

FOX had 4 of the Top 20 programs in Total Viewers: THE SIMPSONS (No. 7), TOSTITOS FIESTA BOWL (No. 10), SIMPSONS 20TH ANNIVERSARY (No. 13) and FEDEX ORANGE BOWL (No. 15).

Week 12/14/09-12/20/09: Live+7

Top 10 Programs by DVR Rating Increase (A18-49) 12/14-12/20/09

Playback Rank	Net	Program	Ind	Day	Time	Date	L+7 Rtg	L+7 Shr	Live vs. L+7 Rtg Increase	Final Rating % Playback
#1	CBS	BIG BANG THEORY, THE		M.....	9:30 PM	12/14/2009	6.6 /16		+1.9	29%
#2	CBS	HOW I MET YOUR MOTHER		M.....	8:00 PM	12/14/2009	4.5 /12		+1.6	36%
#3	CBS	SURVIVOR: SAMOA		...T...	8:00 PM	12/17/2009	4.3 /13		+1.4	33%
#3	CBS	NCIS		.T.....	8:00 PM	12/15/2009	5.0 /14		+1.4	28%
#3	CBS	TWO AND A HALF MEN		M.....	9:00 PM	12/14/2009	5.8 /14		+1.4	24%
#3	CBS	CRIMINAL MINDS		..W....	9:00 PM	12/16/2009	4.6 /12		+1.4	30%
#7	CBS	CSI		...T...	9:00 PM	12/17/2009	4.4 /12		+1.3	30%
#8	CBS	MENTALIST, THE		...T...	10:00 PM	12/17/2009	4.4 /12		+1.2	27%
#8	CBS	SURVIVOR: SAMOA FINALE	5S	8:00 PM	12/20/2009	4.7 /12		+1.2	26%
#10	CBS	CSI: MIAMI		M.....	10:00 PM	12/14/2009	4.8 /13		+1.1	23%
#10	CBS	SURVIVOR: SAMOA REUNION	5S	10:09 PM	12/20/2009	4.2 /11		+1.1	26%
#10	FOX	SO YOU THINK CN DANCE-TUE		.T.....	8:00 PM	12/15/2009	2.7 /8		+1.1	41%

NIGHTLY AND PROGRAM HIGHLIGHTS - JANUARY 4 - 10, 2010

MONDAY

8:00-8:22 TOSTITOS FIESTA BOWL PRE-GAME (S): (A18-49: 2.3/7, 8.0 Mil Total Viewers)

8:22-11:54 TOSTITOS FIESTA BOWL (BOISE ST&TCU) (S): (A18-49: 4.6/12, 13.8 Mil Total Viewers)

8:00-11:00 FOX PRIME: (A18-49: 4.3/11, 13.1 Mil Total Viewers)

FOX's TOSTITOS FIESTA BOWL won the night among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-

54, Teens and all key male demos. The TOSTITOS FIESTA BOWL posted a 4.6/12 among Adults 18-49 from 8:22-11:54p, marking a +7% increase from last year's second Bowl game, the Allstate Sugar Bowl on 1/2/09 (4.3/12).

TUESDAY

8:00-8:23 FEDEX ORANGE BOWL PRE-GAME (S): (A18-49: 1.9/6, 6.1 Mil Total Viewers)
8:23-11:39 FEDEX ORANGE BOWL (GEORGIA TECH&IOWA) (S): (A18-49: 3.6/10, 10.9 Mil Total Viewers)
8:00-11:00 FOX PRIME: (A18-49: 3.4/9, 10.2 Mil Total Viewers)

FOX's FEDEX ORANGE BOWL won the night among in all key male demos and ranked No. 3 in Adults 18-49, No. 2 in Adults 18-34 and Teens. The FEDEX ORANGE BOWL posted a 3.6/10 among Adults 18-49 from 8:23-11:39p, marking a +20% increase from last year's FEDEX ORANGE BOWL on 1/1/09 (3.0/8).

WEDNESDAY

8:00-9:00 GLEE (RS): (A18-49: 1.3/4, 3.4 Mil Total Viewers)
9:00-10:00 GLEE (R): (A18-49: 1.3/3, 3.3 Mil Total Viewers)
8:00-10:00 FOX PRIME: (A18-49: 1.3/4, 3.4 Mil Total Viewers)

Encores of GLEE at 8p and 9p posted a 1.3/4 and 1.3/3 respectively among Adults 18-49.

FOX ranked No. 4 for the night among Adults 18-49 and Adults 18-34 and No. 3 in Teens.

THURSDAY

8:00-9:01 BONES (R): (A18-49: 1.7/5, 6.0 Mil Total Viewers)
9:01-10:00 FRINGE (R): (A18-49: 1.0/2, 3.0 Mil Total Viewers)
8:00-10:00 FOX PRIME: (A18-49: 1.4/3, 4.5 Mil Total Viewers)

FOX aired encores of BONES (1.7/5) and FRINGE (1.0/2). FOX ranked No. 4 for the night among Adults 18-49 and Adults 18-34.

FRIDAY

8:00-9:00 BONES (RS): (A18-49: 1.3/4, 5.0 Mil Total Viewers)
9:00-10:00 DOLLHOUSE: (A18-49: 0.8/3, 2.4 Mil Total Viewers)
8:00-10:00 FOX PRIME: (A18-49: 1.1/3, 3.7 Mil Total Viewers)

An encore BONES posted a 1.3/4 among Adults 18-49 and ranked No. 3 among Adults 18-49 and No. 1 among Adults 18-34 (tie). At 9p, DOLLHOUSE delivered a 0.8/2 among Adults 18-49 and ranked No. 4 among Adults 18-49 and Adults 18-34.

FOX ranked No. 4 for the night in Adults 18-49 and Adults 18-34.

SATURDAY

8:00-8:29 COPS: (A18-49: 1.6/5, 4.7 Mil Total Viewers)
8:29-9:00 COPS 2 (R): (A18-49: 1.8/5, 5.5 Mil Total Viewers)
9:00-10:00 AMW: (A18-49: 1.6/4, 5.1 Mil Total Viewers)
8:00-10:00 FOX PRIME: (A18-49: 1.6/5, 5.1 Mil Total Viewers)

COPS at 8p and COPS 2 at 830p each ranked No. 2 in their respective half hours among Adults 18-49, Total Viewers and Adults 18-34.

At 9p, AMERICA'S MOST WANTED ranked No. 2 in its hour among Adults 18-49, Total Viewers and Adults 18-34.

FOX ranked No. 2 for the night on a total primetime basis among Adults 18-49, Total Viewers and Adults 18-34.

SUNDAY

7:00-8:06 NFL WILDCARD OVER-RUN: (A18-49: 14.3/38, 40.1 Mil Total Viewers)
8:06-8:13 NFL WILDCARD POSTGAME (S): (A18-49: 9.9/26, 25.2 Mil Total Viewers)
8:13-8:44 SIMPSONS: (A18-49: 6.9/17, 14.6 Mil Total Viewers)
8:44-9:44 SIMPSONS: 20TH ANNIVERSARY (S): (A18-49: 5.5/13, 11.4 Mil Total Viewers)
9:44-10:13 THE CLEVELAND SHOW (S): (A18-49: 3.8/9, 8.1 Mil Total Viewers)
7:00-10:13 FOX PRIME: (A18-49: 8.6/21, 21.8 Mil Total Viewers)

Following the highest-rated NFL WILDCARD GAME on any network since 2000, FOX posted its highest rated Sunday night in nearly two years among Adults 18-49 and Adults 18-34 (since 2/3/08).

THE SIMPSONS 450th episode and 20th ANNIVERSARY SPECIAL combined with CLEVELAND and the NFC WILDCARD GAME over-run to give FOX the nightly win among Adults 18-49, Total Viewers, Adults 18-34, Adults 25-54, Teens and all key demos. FOX posted its highest rated Sunday night in nearly two years among Adults 18-49 and Adults 18-34 (since 2/3/08).

THE SIMPSONS from 8:13-8:44p posted a 6.9/17 rating among Adults 18-49 giving THE SIMPSONS its highest rating in five years among Adults 18-49 and Total Viewers (since its post-Super Bowl telecast on 2/6/05).

At 8:44p THE SIMPSONS 20th ANNIVERSARY SPECIAL posted a 5.5/13. At 9:44p THE CLEVELAND SHOW delivered a 3.8/9.

JANUARY 4 - 10, 2010

TOTAL PRIMETIME

ADULTS 18-49	ADULTS 18-34	VIEWERS (Mil)
FOX 3.6/10	FOX 3.1/10	FOX 10.1
ABC 3.2/9	ABC 2.7/8	ABC 9.6
CBS 2.3/6	CBS 1.5/5	CBS 9.9
NBC 3.5/9	NBC 2.9/9	NBC 10.3