



**CableNation**

## Where's The Buzz? Cable *Bests* Broadcast Debuts

'13-'14 Broadcast Season (w/o 9/16 - w/o 10/14)

# The Trade Press Has Given Considerable Coverage To The New Broadcast Season Over The Last 5 Months Since The May Upfronts

The Hollywood Reporter website header with navigation tabs for MOVIES, TV, MUSIC, TECH, THE BUSINESS, STYLE & CULTURE, AWARDS, and VIDEO. Below the navigation is a 'THE LIVE FEED' banner with the text 'YOUR DAILY JOLT OF TV NEWS & BUZZ' and 'By Lesley Goldberg'. A 'FALL TV Preview: The Complete Broadcast Premiere Calendar' article is featured, along with an advertisement for a hotel in Beverly Hills.

Variety website header with navigation tabs for FILM, TV, DIGITAL, VOICES, VIDEO, SCENE, VSCORE, and MORE. A prominent article headline reads: 'Blacklist,' 'Agents of SHIELD' Among Fall's Brightest New Stars. The page also includes a 'Subscribe Today!' button and social media links.

TVWeek website header with the text 'TVBizWire' and 'The latest industry news...all in one place!'. Navigation tabs include Home, NewsPro, and Newsletters.

TVBlog website header with the text 'SMALL SCREEN BIG PICTURE'. Navigation tabs include Home > TVBlog > Wednesday, Oct 2, 2013.

TVBizwire article titled 'Fall Broadcast Season Already Has Its First New Hit Show' by TVbytheNumbers. The article text states: 'The 2013-14 broadcast TV season got off to a high-octane start Monday night, with a new series staking an...'

AdAge website header with the text 'media news'. A navigation bar includes tabs for AGENCY, MEDIA, DIGITAL, DATAWORKS, GLOBAL, HISPANIC MARKETING, BLOGS & COLUMNISTS, and CMO STRAT. An advertisement for 'Your source for the hottest videos on the Web' is visible.

TVBlog article titled 'New Series Of Interest: NBC's 'The Blacklist,' ABC's 'S.H.I.E.L.D.,' CBS' 'Crazy Ones,' Fox's 'Sleepy Hollow' by Ed Martin, Oct 2, 2013, 1:38 PM. The article includes social media sharing options and a subscription prompt.

USA Today article titled 'Fall TV preview: The top 10 new shows'. The article features a photo of a TV set and text: 'It's time for the new TV season, which means a ton of new series are premiering! Before you watch every pilot, hear from TV critic Robert Bianco who tells USA Entertainment how hot early fall premieres about which shows are worth your time. USA Entertainment.com, USA TODAY, Kevin Pizcar. Among the offerings, 'The Blacklist' and 'Brooklyn Nine-Nine' are ones to watch.'

AdAge article titled 'Broadcast TV's Fall Premieres Draw Promising Audiences in Early Going' by Joanne Peppi, Published: September 27, 2013. The article text states: 'The big four broadcast networks may have some new hits on their hands. After losing about 8% of their audience last season in aggregate and renewing only 10 out of 37 last season's new series, the first week of the 2013-14 fall TV season looks at least promising. It isn't all rosy, of course, with at least a handful of new shows already on death watch. Here's a breakdown of how the Big Four have fared so far: CBS The eye network enters the fall looking to hold on to its title as most-watched network, both among total viewers and in the coveted 18-to-49 demographic, but that lead among younger viewers is looking a little slippery. CBS had the biggest new show of the season so far with the Robin Williams comedy 'The Crazy Ones,' which pulled in a million total viewers in its Thursday premiere. The comedy was helped mightily by a lead-in from 'The Big Bang Theory' which returned to 18.3 million viewers, making it the most-watched premiere of the sitcom yet.'

AdWeek article titled 'THE 2013-14 UPFRONT Buyers Enthusiastic About Fall TV Prospects Agency reps encouraged by strong outings from Fox, NBC By Anthony Crupi'. The article text states: 'Media buyers see reasons for optimism in the early ratings coming back from this year's premiere week. It looks like all four of the networks have gotten out of the starting gate with at least one promising hit,' says Brad Adgate, senior VP of research at Horizon Media. Adgate points to a freshman crop that includes Sleepy Hollow on Fox, The Blacklist on NBC, Marvel's Agents of S.H.I.E.L.D. on ABC and CBS' The Crazy Ones as performing above expectations. 'That's better than last year,' when broadcast ratings eroded by double digits and only NBC's Revolution broke out, Adgate said. Media buyers say they root for higher ratings—especially when they get more viewers than they paid for. They like broadcasting's vast reach to help sell products and when ratings fall, their clients make money.'

However, Many Of The Shows Viewers Were Really Buzzing About During The Broadcast Premiere Weeks Were on Cable!

### Cable TV Programs: Total Mentions & Social Buzz Ranking



6,872,379  
#4



6,204,375  
#5



5,881,279  
#6



5,439,971  
#7



4,163,983  
#8



3,675,281  
#9



2,629,132  
#11



2,156,671  
#14



2,028,354  
#16



1,817,499  
#17



1,519,541  
#19



1,303,674  
#22



41,174,339  
#25



1,124,877  
#28



952,428  
#31

# First Broadcast Premiere Week Featured High Profile Shows With Heavy Marketing Support Being Bested In Social Buzz By Several Cable Programs

## Broadcast TV Debuts

Show                      Social Buzz Rank  
   (#of Mentions)

### Monday, September 16<sup>th</sup>



#5  
(109,433)



3

### Tuesday, September 17<sup>th</sup>



#8  
(44,406)



4

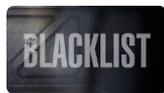


#19  
(23,147)



11

### Monday, September 23<sup>rd</sup>



#10  
(48,182)



4



#19  
(14,786)



8



#32  
(5,840)



17

## Cable Programs With Higher Social Buzz On the Same Night

Total # of Cable  
Programs

Sample of Programs With Higher Buzz



#2 (271,819)



#3 (244,054)



#4 (199,771)



#2 (110,659)



#4 (81,448)



#5 (58,046)



#15 (26,305)



#16 (25,380)



#17 (24,217)



#4 (212,812)



#8 (70,292)



#9 (53,267)



#13 (35,587)



#14 (28,738)



#17 (18,060)



#20 (15,167)



#21 (9,806)



#23 (9,175)

Source: Trendrr - Sept / Oct 2013. Based on Daily Total Day figures. Social Buzz ranking based on broadcast, cable and pay cable



# This Trend Continued Into The Next Week, Where Only One Broadcast Show Beat Out All Their Cable Competition

## Broadcast TV Debuts

## Cable Programs With Higher Social Buzz On the Same Night

Show Social Buzz Rank  
(#of Mentions)

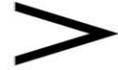
Total # of Cable Programs

Sample of Programs With Higher Buzz

### Tuesday, September 24<sup>th</sup>



#1  
(251,351)



0



#12  
(31,685)



4



#29  
(13,907)



12



#35  
(9,845)



16



#4 (80,802)



#7 (62,500)



#11 (32,186)



#17 (24,483)



#23 (19,373)



#24 (18,788)



#26 (16,122)



#28 (14,246)

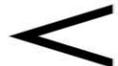


#31 (12,900)

### Wednesday, September 25<sup>th</sup>



#26  
(15,937)



13



#4 (172,010)



#7 (82,973)



#15 (33,115)

### Thursday, September 26<sup>th</sup>



#10  
(66,529)



2



#6 (181,427)



#9 (67,777)



#20  
(13,827)



4



#17 (22,225)



#19 (19,088)

# Cable's Social Buzz Advantage, Even Among The Most High Profile New Broadcast Premieres, Remained Strong Through September

## Broadcast TV Debuts

## Cable Programs With Higher Social Buzz On the Same Night

Show	Social Buzz Rank (#of Mentions)		Total # of Cable Programs	Sample of Programs With Higher Buzz
<b>Friday, September 27<sup>th</sup></b>				
	#11 (19,426)	>	2	 #3 (65,882)  #8 (29,392)
<b>Sunday, September 29<sup>th</sup></b>				
	#23 (21,059)	>	8	 #1 (2,278,294)  #13 (41,455)  #18 (34,457)
<b>Monday, September 30<sup>th</sup></b>				
	#20 (13,827)	>	7	 #5 (94,588)  #14 (31,085)  #18 (22,707)
<b>Wednesday, October 2<sup>nd</sup></b>				
	#8 (49,734)	>	3	 #1 (342,427)  #8 (70,292)  #9 (53,267)
	#14 (40,665)	>	5	 #12 (44,662)  #13 (44,545)

Source: Trendrr - Sept / Oct 2013. Based on Daily Total Day figures. Social Buzz ranking based on broadcast, cable and pay cable



# Viewers Continued Their Preference Of Talking About Their Favorite Cable Programs Through The End Of The Broadcast Premiere Period

## Broadcast TV Debuts

## Cable Programs With Higher Social Buzz On the Same Night

Show

Social Buzz Rank  
(#of Mentions)

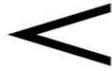
Total # of Cable  
Programs

Sample of Programs With Higher Buzz

Thursday, October 3<sup>rd</sup>



#6  
(154,619)



1



#5 (274,670)



#13  
(28,206)



3



#7 (140,652)



#10 (45,215)



#20  
(16,101)



6



#16 (19,676)



#18 (16,913)



#19 (16,111)



#30  
(10,145)



11



#21 (16,052)



#23 (12,803)



#29 (10,663)

Wednesday, October 9<sup>th</sup>



#11  
(15,461)



4



#3 (133,755)



#5 (88,419)



#9 (57,778)

Thursday, October 10<sup>th</sup>



#8  
(13,513)



2



#4 (209,600)



#7 (92,876)

Thursday, October 17<sup>th</sup>



#18  
(20,258)



7



#8 (50,228)



#12 (25,746)



#14 (23,039)

# In Summary, Only One New Broadcast TV Show Had Greater Social Buzz On Their Premiere Night Than All Competing Cable Programs

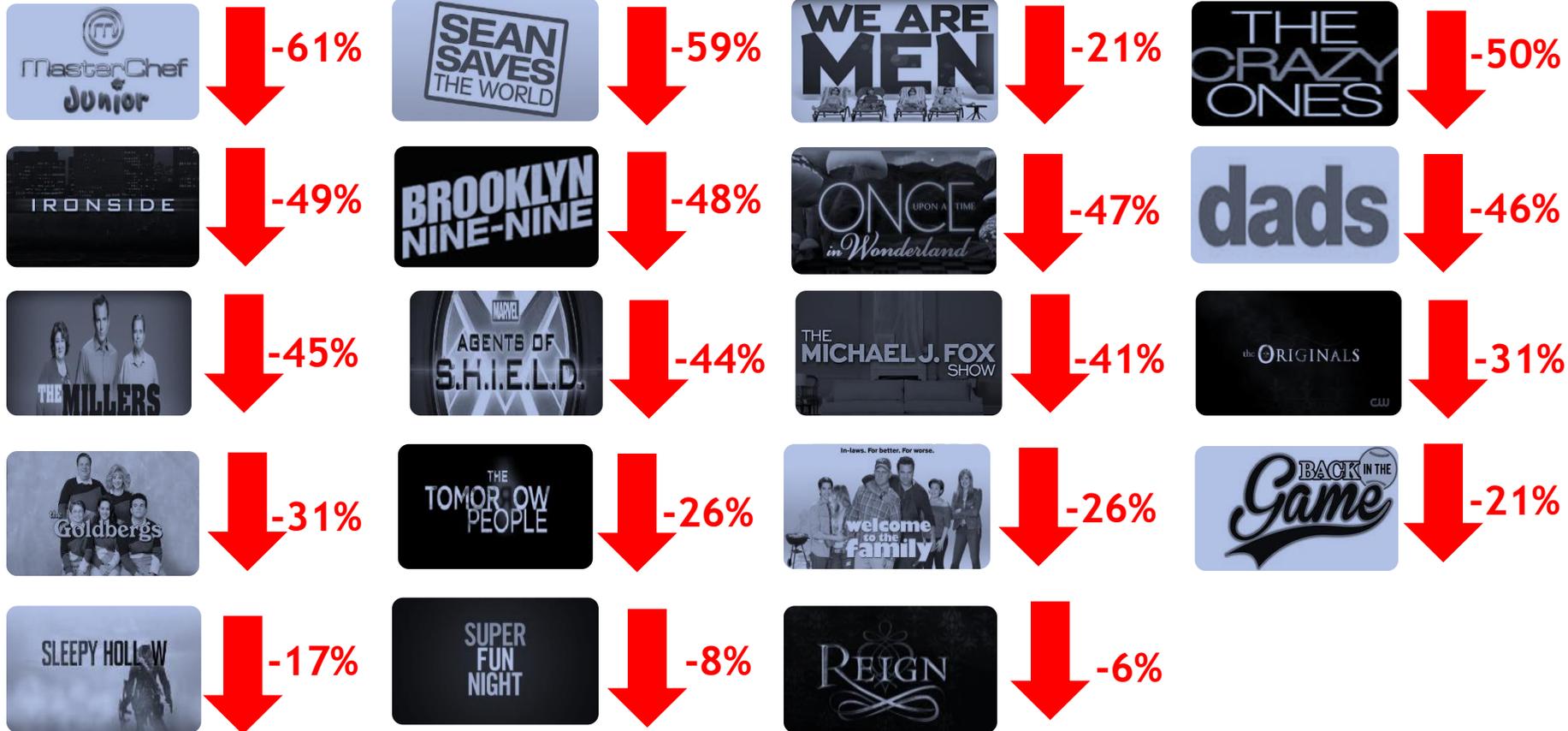
## Social TV Buzz: Broadcast Debuts vs. Cable Programs On Same Night

**17 out of 25 new broadcast shows didn't even finish in the top 10 "Socially Buzzed About" programs on their premiere night**

Broadcast TV Debuts				Cable Comparison
Premiere Date	Show	Network	Social Buzz Rank	# of Cable Programs w/ Higher Buzz For The Night
Mon, 9/16	Sleepy Hollow	FOX	5	3
Tues, 9/17	Brooklyn Nine-Nine	FOX	8	4
	Dads	FOX	19	11
Mon, 9/23	The Blacklist	NBC	10	4
	Hostages	CBS	19	8
	Mom	CBS	32	17
Tues, 9/24	Marvel's Agents of S.H.I.E.L.D	ABC	1	0
	The Goldbergs	ABC	12	4
	Trophy Wife	ABC	29	12
	Lucky 7	ABC	35	16
Wed, 9/25	Back in the Game	ABC	26	13
Thurs, 9/26	The Michael J. Fox Show	NBC	10	2
	The Crazy Ones	CBS	20	4
Fri, 9/27	Masterchef Junior	FOX	11	2
Sun, 9/29	Betrayal	ABC	23	8
Mon, 9/30	We are Men	CBS	20	7
Wed, 10/2	Ironside	NBC	8	3
	Super Fun Night	ABC	14	5
Thurs, 10/3	The Originals	CW	6	1
	Sean Saves the World	NBC	13	3
	The Millers	CBS	20	6
	Welcome to the Family	NBC	30	11
Wed, 10/9	The Tomorrow People	CW	11	4
Thurs, 10/10	Once Upon a Time in Wonderland	ABC	8	2
Thurs, 10/17	Reign	CW	18	7

# Showing A General Lack of Vitality, Over 75% Of New Broadcast Shows Saw Their Social Buzz Decline In Their Second Week

*19 out of 25* new broadcast shows saw significant social buzz declines in their second episode



# New Broadcast Series Cancellation Scorecard

Four New Broadcast Programs Were Already Cancelled Even Before The Last New Broadcast Show Of The Season Premiered



*Only 2 Episodes Aired before cancellation on 10/4/13*



*Only 2 Episodes Aired before cancellation on 10/9/13*



*Only 3 Episodes Aired before cancellation on 10/18/13*



*Only 3 Episodes Aired before cancellation on 10/18/13*