



CABLE NATION: Summer 2014 – No Vacation for Cable

Cable's Summer Programming is Driven by it's Consistency, Continuity and Chatability

Consistency

- For consecutive years, Cable Networks are offering over **60** new and original summer programming
- Looking back 5 years, Cable Ratings, A 25-54, have increased 4% over the summer months, while Broadcast has dropped -11%

Continuity

- Summer Monthly A18-49 Cable Ratings remain stable, while Broadcast Ratings decline on Average by **-45%** for the same three month period

Chatability

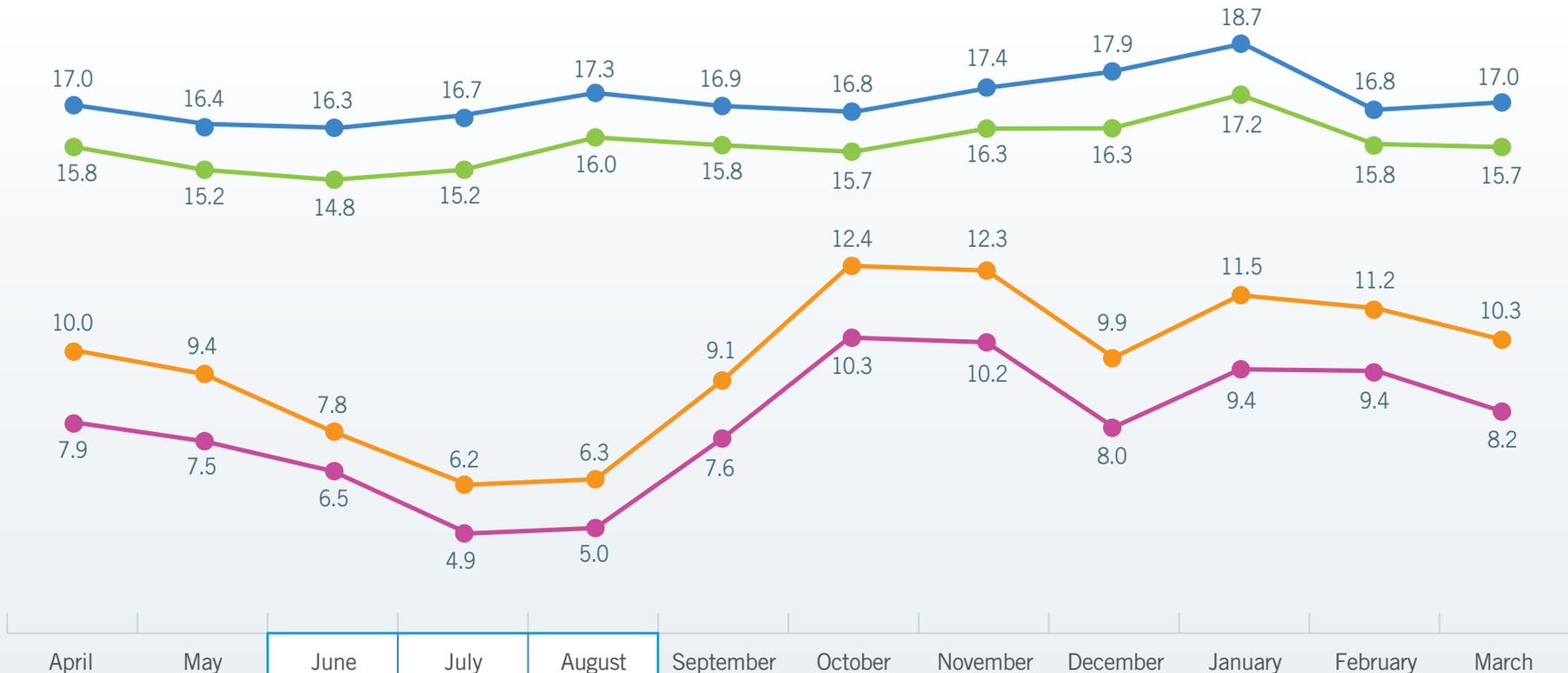
- Cable Programming Generated **81%** of Social Chatter in the Summer Months of 2013
- **14** of the Top 20 Primetime Programs in the Summer of 2013 were on Cable Networks

Cable Ratings Remain Consistent Throughout the Year While Broadcast Loses Over 20% of Their Audience During the Summer

June '13 – March '14 Primetime A18-49 & A25-54 Monthly Ratings

C3 AA%

■ Broadcast A18-49
 ■ Broadcast A25-54
 ■ Cable A18-49
 ■ Cable A25-54



	June	July	August
A18-49	-35%	-51%	-50%
A25-54	-22%	-38%	-37%

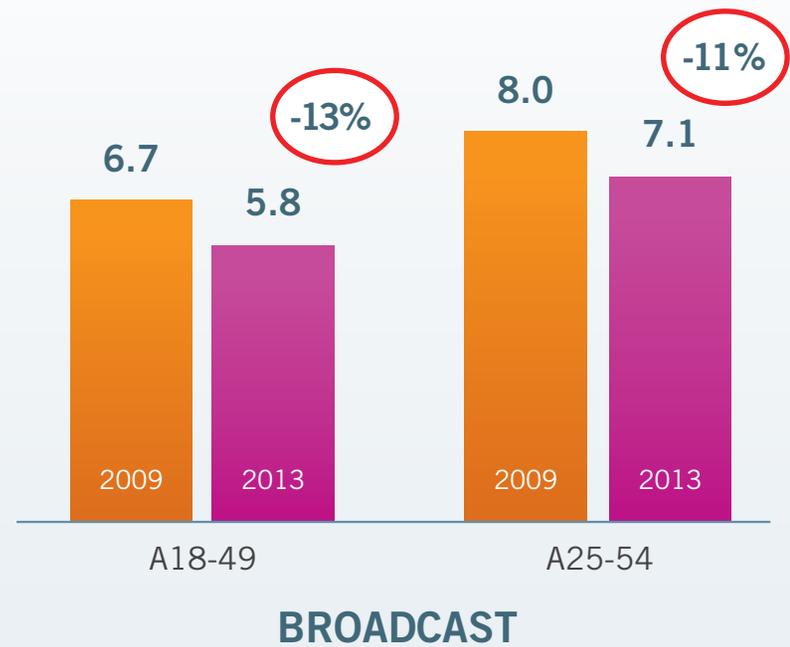
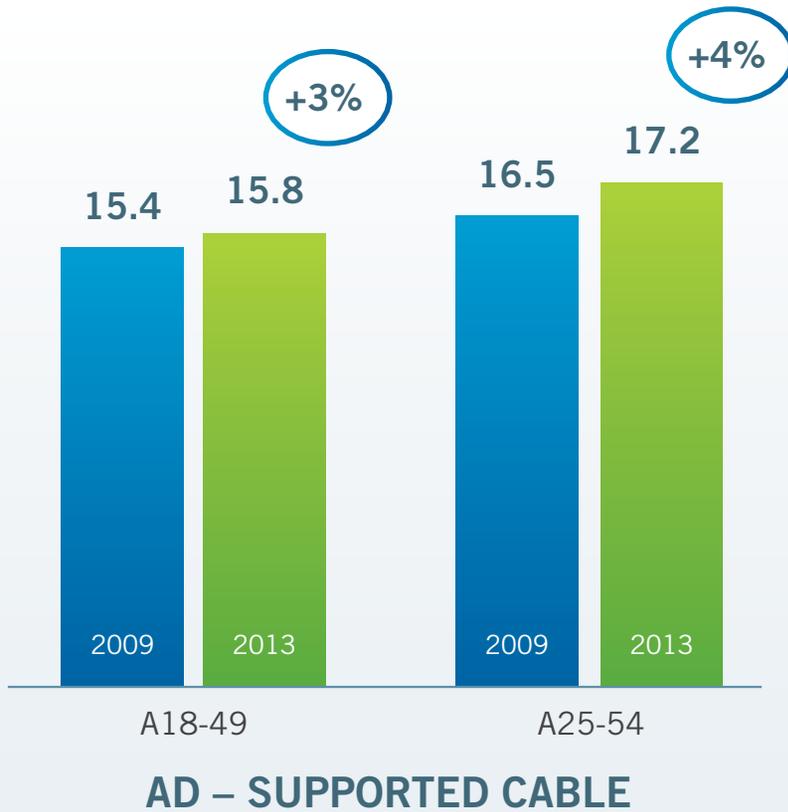
Broadcast Ratings % Change vs. April

Source: Nielsen Npower; April '13 – March '14; excluding Olympics

Over the Last Five Years, Cable Ratings Have Increased During the Summer, While Broadcast is Down Double-Digits

Five-Year Primetime A18-49 & A25-54 Summer Ratings Trend

C3 AA%



Source: Nielsen Npower; 5/27 – 9/22/13 vs. same period in 2009; Broadcast represents 6 Networks

The Summer of 2013 Brought 14 Original, First Run Broadcast Programs...



FOX debuted 0 original, new programs in the Summer of 2013

Genre	# of Shows
Reality	8
Drama	5
Comedy	1
Total	14

...Only 4 Are Slated to Return in 2014



(1)



(1)



(1)



(1)



Moving to Cable in 2014



Moved To 1Q 2014



(0)

FOX debuted 0 original, new programs in the Summer of 2013

Genre	# of Shows
Reality	0
Drama	3
Comedy	1
Total	4

Staying Consistent, Cable Debuts 60+ New, First Run Programs in the Summer of 2014 across 30+ Networks

Ad-Supported Cable's Debut Programming (as of May 2014)



Little Excitement Among Viewers About Broadcast's 2013 Summer Programs; Only 4 Programs Landed in the Top 100 for Social Buzz

2013 Summer Broadcast Premiere Social Rankings

Program	Network	# of Tweets	Social Buzz Rank
Under the Dome	CBS	170,978	43
Whodunnit?	ABC	143,083	52
Whose Line is it Anyways?	CW	110,110	68
Mistresses	ABC	108,993	70
Hollywood Game Night	NBC	46,916	125
Siberia	NBC	32,870	164
Get Out Alive with Bear Grylls	NBC	30,595	170

Program	Network	# of Tweets	Social Buzz Rank
The Winner Is...	NBC	30,100	171
Camp	NBC	24,237	190
Capture	CW	10,268	298
The American Baking Competition	CBS	9,359	307
Crossing Lines	NBC	7,812	335
Perfect Score	CW	4,159	423
Brooklyn DA	CBS	1,052	620

In Contrast, Original Cable Programming Took Home over 80% of Social Buzz in the Summer Months of 2013

Rank	Program Title	Network	# of Tweets
1	Pretty Little Liars	ABC Family	6,752,435
2	Love & Hip Hop: Atlanta	VH1	5,862,077
3	Teen Wolf	MTV	4,601,277
4	Catfish: The TV Show	MTV	3,895,106
5	Big Brother	CBS	2,379,505
6	The Bachelorette	ABC	1,287,453
7	America's Got Talent	NBC	1,149,826
8	Breaking Bad	AMC	1,034,359
9	Duck Dynasty	A&E	935,304
10	True Blood	HBO	689,804
11	Hit the Floor	VH1	682,182
12	Bad Girls All Star Battle	Oxygen	615,255
13	The Fosters	ABC Family	609,949
14	Girl Code	MTV	596,855
15	Keeping Up With the Kardashians	E!	571,701
16	The Wanted Life	MTV	560,454
17	Game of Thrones	HBO	502,537
18	Twisted	ABC Family	469,214
19	Dance Moms	Lifetime	394,040
20	So You Think You Can Dance	FOX	368,973

Cable Programs Accounted for **14** of the Top 20 Primetime Programs of the Summer of 2013

6 Cable Shows in their Debut Season ranked in the Top 20

		% of Tweets
Top 20 Cable Tweets	27,580,208	81%
Top 20 Broadcast Tweets	5,185,757	15%
Top 20 Pay Tweets	1,192,341	4%
Top 20 Tweets	33,958,306	100%



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