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Media Alert

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Top Timeshifted TV Programs in 2008 – U.S.

New York, NY, December 16, 2008 – Last week, The Nielsen Company issued the Top Ten's of 2008 for a variety of media – television, box office, DVD, Internet, video games, mobile, etc. This week Nielsen takes a more detailed look at the top timeshifted television programs in the U.S. during this calendar year.

The charts below show the top ten primetime TV programs that saw the biggest increase in timeshifted playback within 7 days from the original telecast. The first chart is ranked by total gain in household audience from timeshifting, and the second chart is ranked by the percent increase in household rating.

Top 10 "Timeshifted" Primetime Programs – Ranked by Increase in Households

| Rank | Programs | Network | Absolute Difference in Households (000) |
|------|---------------------------|---------|---|
| 1 | American Idol - Tuesday | FOX | 2153 |
| 2 | American Idol - Wednesday | FOX | 1945 |
| 3 | Heroes | NBC | 1832 |
| 4 | Lost | ABC | 1793 |
| 5 | Fringe | FOX | 1602 |
| 6 | House | FOX | 1454 |
| 7 | The Mentalist | CBS | 1445 |
| 8 | Survivor: Gabon | CBS | 1396 |
| 9 | Grey's Anatomy - Thur 9PM | ABC | 1358 |
| 10 | Bones | FOX | 1331 |

Source: The Nielsen Company

Note: Data from Jan 01, 2008- Nov 30, 2008. Absolute difference in (000) is based on Live and Live+ 7 Household projections. A program must reach at least a 1.0 live+7 HH rating and have at least 4 telecasts. Excludes telecasts under 5 minutes.



**Top 10 “Timeshifted” Primetime Programs
Ranked by Percent Difference**

| Rank | Programs | Network | % Increase in Rating |
|-------------|-----------------------------|----------------|-----------------------------|
| 1 | Battlestar Galactica (Orig) | SCIFI | 53% |
| 2 | Burn Notice | USA | 37% |
| 3 | Heroes | NBC | 35% |
| 3 | 90210 | CW | 35% |
| 3 | Sanctuary | SCIFI | 35% |
| 6 | Eureka | SCIFI | 34% |
| 7 | My Boys | TBSC | 32% |
| 8 | Psych | USA | 29% |
| 9 | In Plain Sight | USA | 28% |
| 10 | America's Top Model - 5 | CW | 27% |
| 10 | Fringe | FOX | 27% |
| 10 | The Starter Wife | USA | 27% |
| 10 | The Office | NBC | 27% |

Source: The Nielsen Company

Note: Data from Jan 01, 2008- Nov 30, 2008. Percent increase in rating is based on absolute difference between Live Household Ratings and Live+7. A program must reach at least a 1.0 live+7 HH rating and have at least 4 telecasts. Excludes telecasts under 5 minutes.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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