

Snapshot of Television Use in the U.S.

September 2010

The 2010-2011 broadcast season began on September 20, 2010. Nielsen continues to provide information on what and how we watch TV. Throughout 2009-2010, television viewing continued to fragment and adapt to new technologies such as digital video recorders and high-definition television.



Overview:

- U.S. homes with at least one TV: 115.9 million (about 0.9% increase from last year)
- Percentage of TV households that own:
 - 1 TV: 16.3%
 - 2 TVs: 28.4%
 - 3 TVs: 24.4%
 - 4 or more TVs: 30.9%
- The average American watches 35:34 (hours/minutes) of TV per week
- Kids aged 2-11 watch 25:48 (hours/minutes) of TV per week (Q1 2010)
- Adults over 65 watch 48:54 (hours/minutes) of TV per week (Q1 2010)

What We Watch:

Top Ten Shows 2009-2010					
Broadcast Season			Cable Season		
Program	Originator	P18-49 Rating	Program	Originator	P18-49 Rating
American Idol-Tuesday	FOX	9.2	Monday Night Football	ESPN	5.8
American Idol-Wednesday	FOX	8.4	Jersey Shore 2	MTV	3.2
NBC Sunday Night Football	NBC	7.2	Burn Notice	USA	2.4
Undercover Boss	CBS	6.7	Royal Pains	USA	2.3
The Big Bang Theory	CBS	6.3	Covert Affairs	USA	2.3
Grey's Anatomy-Thursday @ 9pm	ABC	6.3	NFL Regular Season Game	NFLN	2.2
House	FOX	6.1	Teen Mom 2	MTV	2.2
Two and a Half Men	CBS	5.6	Project Runway	Lifetime	1.9
LOST	ABC	5.4	WWE Entertainment	USA	1.9
The Office	NBC	5.1	Top Chef	Bravo	1.8

September 2009-August 2010 primetime programs, ranked on Live+7 rating. Repeats and specials excluded.

What We Watch continued...

Broadcast Season Averages During Prime Time				
TV Ratings			Total Viewers (000)	
Broadcast Network	2005-2006	2009-2010	2005-2006	2009-2010
ABC	3.9	3.0	10810	8710
CBS	4.5	4.1	12610	11860
NBC	3.5	2.8	9720	8260
FOX	3.6	3.4	10110	10060
CW	n/a	0.7	n/a	2040
UNI	1.4	1.2	3800	3500
ION	0.2	0.3	490	1080
TEL	0.3	0.4	930	1080
TF	0.2	0.3	560	960
AZA	n/a	0.1	n/a	200
ETV	n/a	0.1	n/a	240

All estimates: Live + 7, P2+ for September to May prime broadcast season.

Viewing by Genre Percent of Audience		
Genre	2005-2006	2009-2010
General Drama	44%	44%
General + Participation Variety (Reality)	18%	21%
Sports Event	10%	12%
Situation Comedy	10%	7%
Feature Film	5%	4%
News Documentary	4%	3%
Evening Animation	2%	2%
Award Ceremonies	2%	2%
Sports Commentary	0%	1%
Conversations	1%	1%

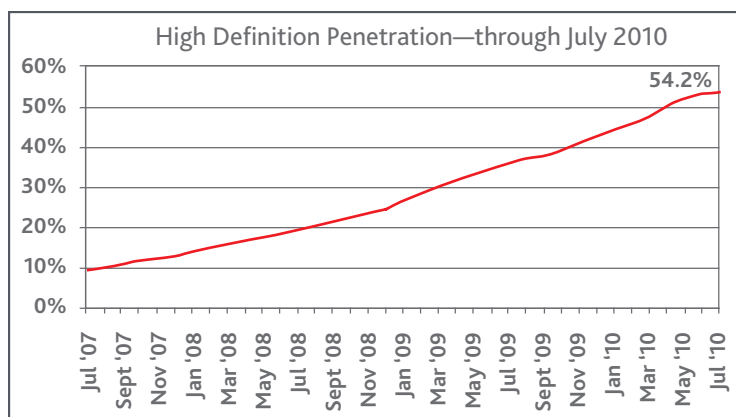
September to May prime ranks for all broadcast networks. Ranked on the share based on revised projections that account for total duration for each genre.

Viewing by Source Percent of Audience				
TV Ratings			Share of Audience	
Viewing Source	2005-2006	2009-2010	2005-2006	2009-2010
Commercial Broadcast	18.3	16.6	46	42
Public Broadcast	0.8	0.7	2	2
Ad-Supported Cable	16.8	18.6	43	47
Premium Cable	1.5	1.4	4	4
All Other Cable	1.8	1.6	5	4

All estimates: Live + 7, P2+ for September to May prime broadcast season.

How We Watch (HD):

- Homes capable of receiving high definition TV:
 - In July 2007: 10% of households were HD receivable
 - In July 2010: 54% of households
- In the top 25 LPM markets:
 - Market with the highest % of HD homes: Houston (65%)
 - Market with the lowest % of HD Homes: Portland (50%)



The top 5 shows most watched in HD Households	
Program Name	Index
The Office	131
24	130
Parks and Recreation	129
30 Rock	129
Modern Family	126

May 2010 Sweeps (04/29/10-05/26/10). Networks included are ABC, CBS, FOX, NBC and CW based on Live + 7 data. The index of HD Cap/Rec to Total U.S. is displayed. Estimates based on household tuning.

The top 5 genres most watched in HD Households	
Program Name	Index
Science Fiction	121
Sports Event	120
Sports Commentary	116
Awards Ceremonies	113
Situation Comedy	113

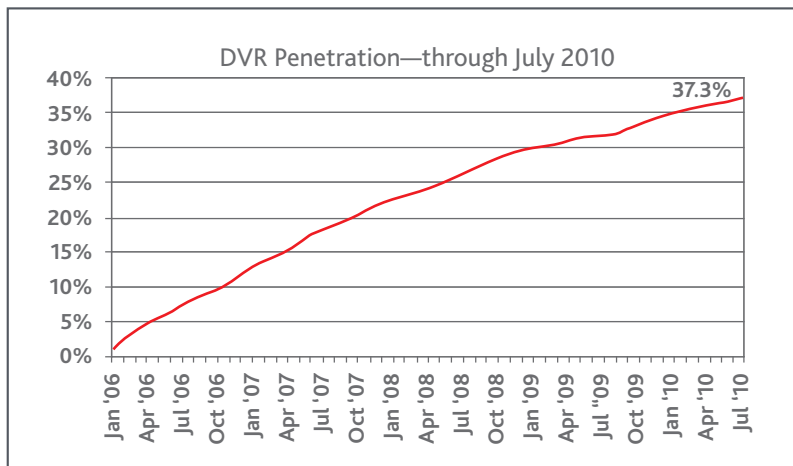
2009/2010 Broadcast Season (09/21/09-05/26/10). Networks included are ABC, CBS, FOX, NBC and CW based on live plus 7 data. The index of HD Cap/Rec to Total U.S. is displayed. Estimates based on household tuning.



How We Watch (DVR):

- DVR Penetration (Q1 2010):
 - In January 2006, 1.2% of homes had a DVR
 - By July 2010, DVR homes increased to 37.3%
- Average Viewing:
 - Within DVR homes, about 20% of all the TV that people watch is the playback of recorded programming

- The number of DVRs in the home:
 - 71% of DVR homes have one unit
 - 24% of DVR homes have two units
 - 5% of DVR homes have three or more units
- How we DVR:
 - 58% of DVR homes have a DVR within their cable STB
 - 39% DVR within their DBS STB
 - Only 3% have a stand-alone DVR
- Who DVRs:
 - In 2006, viewers 45 and older made up 28% of the DVR population
 - In 2009, viewers 45 and older made up 37% of the DVR population



Top Ten DVR'd Cable Shows Summer Season				
Program	Originator	P18-49 Live Rating	P18-49 Live+7 Rating	Live+7 vs Live Actual Lift
Burn Notice	USA	1.3	2.3	1.0
Royal Pains	USA	1.3	2.3	1.0
Jersey Shore 2	MTV	2.2	3.2	1.0
Top Chef	Bravo	0.7	1.7	1.0
Project Runway	Lifetime	0.9	1.8	0.9
Covert Affairs	USA	1.3	2.3	1.0
White Collar	USA	0.9	1.7	0.8
Psych	USA	1.0	1.7	0.7
Mad Men	AMC	0.5	1.2	0.7
The Hills (season 6)	MTV	1.0	1.7	0.7

Top Ten DVR'd Broadcast Shows:				
Program	Originator	P18-49 Live Rating	P18-49 Live+7 Rating	Live+7 vs Live Actual Lift
American Idol-Tuesday	FOX	6.6	9.2	2.6
Grey's Anatomy – Thursday @ 9pm	ABC	3.8	6.3	2.5
House	FOX	3.6	6.1	2.5
The Office	NBC	2.9	5.1	2.2
American Idol-Wednesday	FOX	6.2	8.4	2.2
LOST	ABC	3.3	5.4	2.1
The Big Bang Theory	CBS	4.3	6.3	2.0
Modern Family	ABC	2.9	4.7	1.8
Glee	FOX	3.2	5.0	1.8
Survivor: Heroes-Villains	CBS	2.9	4.5	1.6

6/28/10-8/22/10. Repeats and specials excluded.

September 2009-May 2010 Broadcast season. Repeats and specials excluded.

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsenmedia.com