

FOX New Series Performance

Program	2009/10		Program	2010/11	
	A18-49	A25-54		A18-49	A25-54
Glee	2.8	2.8	Raising Hope	2.5	2.7
Cleveland	3.0	2.7	The Chicago Code	2.1	2.6
Past Life *	1.3	1.6	Bob's Burgers	2.4	2.3
Brothers *	0.9	1.0	Million Dollar Drop	1.8	2.1
			Running Wilde *	1.6	1.7
			Traffic Light *	1.5	1.6
			Lone Star *	1.2	1.3
Average	2.5	2.5	Average	2.1	2.3

Sternberg/Brill analysis of Nielsen data, Live+SD (9/20-3/27) *canceled

FOX Returning Series Performance

Program	Adults 18-49			Adults 25-54		
	2009/10	2010/11	Diff	2009/10	2010/11	Diff
American Dad	2.8	2.2	-0.6	2.4	2.0	-0.4
American Idol – Tue./Wed.	9.2	8.4	-0.8	10.4	9.8	-0.6
American Idol – Wed./Thu.	8.5	7.3	-0.8	9.7	8.7	-1.0
AMW: Amer. Fights Back	1.7	1.6	-0.1	2.1	1.9	-0.2
Bones	2.6	2.7	+0.1	3.1	3.1	0
Cleveland	3.0	2.7	-0.3	2.7	2.6	-0.1
Cops	1.7	1.5	-0.2	2.0	1.8	-0.2
Cops 2	1.9	1.7	-0.2	2.2	2.0	-0.2
Family Guy	3.6	3.4	-0.2	3.2	3.1	-0.1
Fringe	2.1	1.7	-0.4	2.4	2.0	-0.4
Glee	2.8	3.5	+0.7	2.8	3.6	+0.8
Hell's Kitchen	3.5	2.7	-0.8	3.8	3.0	-0.8
House	4.2	3.2	-1.0	4.6	3.7	-0.9
House – Fri 8pm	1.1	0.9	-0.2	1.3	1.0	-0.3
Human Target	2.5	1.7	-0.8	3.2	2.2	-1.0
Kitchen Nightmares	1.6	1.7	+0.1	1.7	1.9	+0.2
Lie to Me	2.5	1.7	-0.8	2.8	2.1	-0.7
The Simpsons	3.3	3.3	0	3.2	3.2	0
Average	3.4	3.1	-0.3	3.7	3.4	-0.3

Sternberg/Brill analysis of Nielsen data, Live+SD (9/20-3/27)

Here's a nightly look at FOX and where we think the network needs the most help in the fall.

With **24** no longer on, **Monday** is not what it once was for FOX. **House** (8pm), in its seventh season, is FOX's highest rated scripted series. It still