



It seems like just yesterday that AMC was known as an older-skewing cable network airing little but old movies. Few networks have turned their image around so quickly and effectively among the press and among advertisers.

It accomplished this not just by transitioning from old classic to “new classic” movies, but by scheduling three highly praised original series – ***Mad Men*** (four seasons), ***Breaking Bad*** (three seasons) and ***The Walking Dead*** (just completed its first season). The network’s one misstep was the failed ***Rubicon*** – a very good show that was not compatible with ***Mad Men*** (with which it was paired) on Sunday. Its median age of 60, combined with low demo ratings under 50, led to its cancellation after just one season.



Breaking Bad has been more popular among the press and critics than among viewers. ***Mad Men’s*** strength remains in adults 55+ (although it does perform decently among adults 25-54). Negotiations are reportedly progressing slowly for ***Mad Men’s*** fifth season, so it may not have its typical mid-summer start date.



The zombie mystery thriller, ***The Walking Dead***, now stands as the strongest original scripted series on ad-supported cable, generating ratings of 2.5 or higher among households, adults 18-34, 18-49, and 25-54. The network is hoping its latest mystery drama, ***The Killing***, which debuted on April 3rd to strong ratings, will join its hit parade.

Note the wide disparity in median ages among the various series on AMC. This is an indication that viewers are coming in just to watch specific shows, and then leaving. Their respective audiences are substantially different.