

Impractical Jokers LIVE Punishment Special Ratings Release

Wednesday, September 9, 2015



Sept. 9, 2015

3.7 Million Viewers Tune In for truTV's *Impractical Jokers* 100th Episode Live Punishment Special

Special is Network's Highest-Rated Telecast in More than 19 Months

Conversation Around the Episode Generates More than 150MM Social Media Impressions Earns Show #3 Ranking in Nielsen Twitter TV Ratings



truTV's *Impractical Jokers* 100th Episode Live Punishment Special was a resounding success, scoring **3.7 million total viewers in Live +3 delivery** for the premiere and same-day encore of the high-wire stunt that was broadcast live from New York City's South Street Seaport last Thursday. Additionally, the special was **truTV's highest-rated telecast in more than 19 months**. The show was trending across social media all evening, with **more than 150 million combined impressions** and an increase of **+348% in**

daily visitors to the *Impractical Jokers* show page on truTV.com leading up to the special.

Competitively, truTV's *Impractical Jokers* 100th Episode Live Punishment Special **ranked #4 in its timeslot among all cable programs among total viewers and adults 18-49**. The episode ranked **#2 in its timeslot among women 18-49** and **#3 among men 18-49**. The episode was the network's **highest-rated telecast in more than 19 months** and the **highest-rated telecast among women 18-49 in more than two years**.

"Our goal for the 100th episode was to provide a compelling live event which would celebrate the show and its fandom and bring attention to our most successful show" said Chris Linn, truTV president and head of programming. "We are thrilled with the tremendous response to our first live event milestone."

At the special's conclusion, each Joker received \$10,000 for the charity of his choice, with high-wire

winner **Brian “Q” Quinn taking home \$50,000** for the **Stephen Siller Tunnel to Towers Foundation**. truTV partnered with **GEICO** as a presenting sponsor as well as **FanDuel** (www.fanduel.com), the largest one-day fantasy sports operator, who contributed \$25,000 towards the \$50,000 cash prize for the winning Joker’s beneficiary.

Digital and Social Media

The ***Impractical Jokers Live Punishment Special*** surged across all truTV platforms including social media on Thursday night. Fans flocked to truTV.com and the *Impractical Jokers* app, more than tripling the average number of unique visitors. Across social media, conversation around the 100th episode **generated more than 150 million impressions**. On the YouTube *Impractical Jokers* channel, there was high double-digit increases for organic views, likes and shares. **The #LivePunishment trend on Twitter delivered more than 76 million impressions, and held a spot as a top 10 trend in the United States**. The special also trended across Instagram, with the *Impractical Jokers* app trending in Apple’s App Store and more than 100,000 streams of video were viewed on Thursday, with a quarter belonging to **Periscope**. The spike in fan conversation enabled the show to **crack the Nielsen Twitter TV ratings for series and specials, landing at #3** to beat out *Jimmy Kimmel Live!* and *The Tonight Show with Jimmy Fallon*.



New episodes of *Impractical Jokers* air **Thursday nights at 10 p.m. (ET/PT)** on truTV, with availability on truTV On Demand, truTV .com and the Watch truTV app the following day.

About truTV

truTV takes viewers on a fun ride that surprises and entertains. The network delivers a dynamic mix of action, comedy and competition, featuring engaging characters and compelling new worlds that pull you in and leave you wanting more. Currently seen in 90 million U.S. households, truTV features such popular original series as [Impractical Jokers](#), [The Carbonaro Effect](#), [Friends of the People](#), [Hack My Life](#), [Fameless](#), [Six Degrees of Everything](#), [How to Be a Grown-Up](#) and [Barmageddon](#), as well as the upcoming *Funny Or Die's Billy on the Street*, *Those Who Can't*, *Adam Ruins Everything* and *Santas in the Barn*. In addition, truTV is a partner in airing the NCAA Division I Men's Basketball Championship and recently began airing the network's first ever boxing series.v

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