

2014 Ratings: TBS wins 18-49; TNT claims 6 top dramas

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TBS Wins 2014 as Basic Cable's #1 Entertainment Network with Adults 18-49

TNT Claims Six of Basic Cable's Top 15 Original Dramas for the Year

TBS's Demo Victory Marks Third Consecutive Year in the Winner's Circle

TNT's *The Last Ship* and *The Librarians* Rank as Top 2 New Series and Join *Rizzoli & Isles*, *Major Crimes*, *Murder in the First* and *Falling Skies* among Top 15 Original Dramas

TBS and TNT are on track to score major ratings victories for 2014, with TBS ranking as **basic cable's #1 entertainment network among adults 18-49 in primetime for the third consecutive year** and TNT claiming **six of basic cable's Top 15 original dramas**, more than any other network. TNT is also home to three of the year's Top 10 new series on basic cable, with the blockbuster hits ***The Last Ship*** and ***The Librarians*** topping the charts among total viewers.



TNT's success among original dramas includes three returning hits - ***Rizzoli & Isles*, *Major Crimes*** and ***Falling Skies*** - plus three new shows - ***The Last Ship*, *The Librarians*** and ***Murder in the First***. TBS's original series success includes ***Cougar Town*** and ***Ground Floor***, which both landed spots among **basic cable's Top 10 scripted comedies among adults 18-49**. And ***The Big Bang Theory*** on TBS remains the **#1 off-net comedy for the fourth consecutive year**.

Both networks saw significant increases in **VOD** and **TV Everywhere** viewing, pushing shows like TNT's ***The Last Ship*, *Rizzoli & Isles*** and ***The Librarians*** well past **13 million viewers per episode** in multiplatform reach.

TNT



TNT hit new heights in 2014 with an expanded slate of original dramas. TNT claims **six of basic cable's Top 15 original dramas for the year-to-date with total viewers**, more than any other network:

Rizzoli & Isles: 7.6 million viewers

The Last Ship: 6.9 million viewers

Major Crimes: 6.8 million viewers

The Librarians: 4.7 million viewers

Murder in the First: 4.7 million viewers

Falling Skies: 4.7 million viewers

In key demos, TNT claims **five of basic cable's Top 15 original dramas among adults 25-54:**

The Last Ship: 2.7 million adults 25-54

Rizzoli & Isles: 2.6 million adults 25-54

Falling Skies: 2.1 million adults 25-54

Major Crimes: 2.0 million adults 25-54

The Librarians: 1.9 million adults 25-54

TNT also claims **three of basic cable's Top 15 original dramas with adults 18-49:**

The Last Ship: 2.2 million adults 18-49

Rizzoli & Isles: 2.1 million adults 18-49

Falling Skies: 1.8 million adults 18-49

TNT expanded its reach with high-quality genre fare in 2014, with **The Last Ship** and **The Librarians** leading the pack as **basic cable's Top 2 new series for the year-to-date among total viewers**. **The Last Ship** is also the **#1 new series with adults 25-54**, with **The Librarians** and **Murder in the First** among the Top 10.



Source: Nielsen Media Research

TNT's dramas have accumulated huge audiences through the network's various platforms, including live viewing, DVR playback, set-top VOD and digital on-demand. The combined audience numbers provide a more complete picture of the number of viewers coming to each show:

Rizzoli & Isles: 14.7 million viewers (Linear TV + DVR + set-top VOD + digital on-demand)

The Last Ship: 14.5 million viewers

The Librarians: 13.6 million viewers

Major Crimes: 12.8 million viewers

Murder in the First: 9.3 million viewers

Falling Skies: 8.4 million viewers

Legends: 6.6 million viewers

Source: Nielsen P2+ Reach (000), Live and Playback + 7 blended with a 6 min qualifier; Omniture SiteCatalyst and Bango for Mobile Apps full episode video starts; Rentrak OnDemand Essentials for VOD full episode transactions

TNT's ability to stack programs in VOD helped increase the network's set-top VOD viewing, with average monthly transactions up **+12%** vs. 2013, for a total of **8.1 million**. Viewing time is also up, with TNT set-top VOD drawing an average of **373 million minutes viewed per month (+19%** vs. 2013), and **49 minutes per transaction (+4 minutes** vs. 2013).

Source: Rentrak OnDemand Essentials, Jan. 2013 - Nov. 2014

TNT's authenticated TV Everywhere VOD and live simulcast viewing saw triple-digit increases in 2014, with an average of **1.5 million monthly video starts (+171%** vs. 2013).

Source: Omniture TVE Suite and Bango TVE authenticated viewing, Jan. 2013 - Nov. 2014

TBS

TBS is on track to rank as **basic cable's #1 entertainment network with adults 18-49 in primetime for the third consecutive year.**



TBS claims **two of basic cable's Top 10 original scripted comedies among adults 18-49**, with **Cougar Town** (1.3 million adults 18-49) and **Ground Floor** (1.1 million adults 18-49) making the list.

The Big Bang Theory on TBS continued its extraordinary reign, ranking as **basic cable's #1 off-net sitcom among total viewers and adults 18-49 for the fourth consecutive year.**

Source: Nielsen Media Research

TBS's original series have scored solid returns through the network's various platforms, including live

viewing, DVR playback, set-top VOD and digital on-demand. This year, **Cougar Town** reached an average of **3.4 million viewers** per episode across multiple platforms, while **Ground Floor** is currently reaching an average of **3.4 million viewers**.

Source: Nielsen P2+ Reach (000), Live and Playback + 7 blended with a 6-min qualifier; Omniture SiteCatalyst and Bango for Mobile Apps full-episode video starts; Rentrak OnDemand Essentials for VOD full-episode transactions

Viewers are spending significantly more time with **TBS set-top VOD** content in 2014, driving average monthly playtime up by **+19%** compared to 2013, with a total of **211 million minutes viewed**. Time spent viewing is also growing, with per-transaction viewership increasing by nearly **nine minutes to 38 minutes per stream**.

Source: Rentrak OnDemand Essentials, Jan. 2013 - Nov. 2014

TBS's authenticated **TV Everywhere VOD and live simulcast viewing** are posting strong year-over-year increases, with average monthly video starts growing by **+22%** vs. 2013.

Source: Omniture TVE Suite and Bango TVE authenticated viewing, Jan. 2013 - Nov. 2014

Conan O'Brien's YouTube channel, which recently surpassed **1 billion views**, is posting strong year-over-year increases, with total video views up by **+82%** over 2013. Overall, online video consumption for **CONAN** has climbed **+80%** across Team Coco's digital platforms compared to 2013, including a **+57%** increase for **TeamCoco.com**.

Source: YouTube

About TBS

[TBS](#) is basic cable's reigning champion among young adults in primetime. Available in 101 million households, TBS features original scripted comedies like [Cougar Town](#), [Ground Floor](#) and [American Dad!](#), as well as the upcoming [Angie Tribeca](#) (working title), [Your Family or Mine](#) and [Buzzy's](#). TBS also features original unscripted series like [King of the Nerds](#), [Deal With It](#), [Funniest Wins](#) and the upcoming [The Smiths](#), starring Kenny Smith and family. In late night TBS, is home to the Emmy®-winning series [CONAN](#), starring Conan O'Brien. The TBS lineup also includes popular contemporary comedies, such as [The Big Bang Theory](#) and [Family Guy](#), along with blockbuster movies and championship sports.

TBS is part of [Turner Broadcasting System, Inc.](#), a [Time Warner](#) company. Turner Broadcasting creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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Watch TBS app available for iOS and Android devices.

About TNT

[TNT](#) is television's destination for drama. Seen in 101 million households and ranking among cable's top networks, TNT is home to such original drama series as [Rizzoli & Isles](#), [Major Crimes](#), [Falling Skies](#), [The Last Ship](#), [Murder in the First](#), [Legends](#), [The Librarians](#) and [Transporter The Series](#). TNT's upcoming slate of original scripted dramas includes [Public Morals](#), [Proof](#) and [Agent X](#). TNT also features such dramatic unscripted series as [Cold Justice](#), [On the Menu](#) and [Wake Up Call](#). In addition, TNT is the cable home to popular dramas like [Castle](#), [Bones](#), [Supernatural](#) and [Grimm](#), which joins the lineup in early 2015; primetime specials, such as the [Screen Actors Guild Awards®](#); blockbuster movies; and championship sports coverage, including the NBA and the NCAA Division I Men's Basketball Championship.

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