

TNT Scores Sixth Consecutive Ratings Win

Tuesday, August 5, 2014



TNT Opens August with Sixth Consecutive Weekly Win

Major Crimes, Rizzoli & Isles and The Last Ship Top Charts as DVRs Continue to Drive Big Gains

TNT opened August with another big win as **basic cable's most-watched network in primetime for the sixth consecutive week**. TNT continues to be propelled by its chart-topping original series, with **Major Crimes** and **Rizzoli & Isles** delivering basic cable's biggest audiences for the week and the network's blockbuster hit **The Last Ship** taking first place among scripted series with adults 25-54. TNT's ratings success follows its win for the month of July and its sweeping victory as basic cable's #1 network in Q2 2014.

DVR usage continues to deliver big returns for TNT's summer dramas:



Last Monday's **Major Crimes**, which featured a guest appearance by Luke Perry, scored the show's **biggest Live + 3 deliveries of the season-to-date**, with **7.7 million viewers**, 2.3 million adults 25-54 and 1.8 million adults 18-49. **Major Crimes** also scored its **season-best Live + 7 deliveries**, with the July 14 episode garnering **7.4 million viewers**, 2.3 million adults 25-54 and 1.8 million adults 18-49.

Tuesday's episode of **Rizzoli & Isles** grabbed **7.2 million viewers in Live + 3 delivery**, with more than 2.4 million adults 25-54 and 2.0 million adults 18-49. **Rizzoli & Isles** landed **7.8 million viewers in Live + 7 delivery** for its July 15 episode, including 2.6 million adults 25-54 and 2.2 million adults 18-49.

The July 27 episode of **The Last Ship** scored growth over the prior week's episode in Live + 3 viewing, with **6.3 million viewers (+4%)**, 2.5 million adults 25-54 (**+6%**) and 2.1 million adults 18-49 (up slightly). Meanwhile the July 20 episode of **The Last Ship** topped out with a final tally of **6.6 million viewers in Live + 7 delivery**, including 2.6 million adults 25-54 and 2.3 million adults 18-49, the latter a **+3%** increase over the prior week.

Falling Skies brought in **4.3 million viewers in Live + 3 delivery** for its July 27 episode, a **+2%** boost over the prior week. In key demos, it drew 1.9 million adults 25-54 and 1.6 million adults

18-49. *Falling Skies*' July 20 episode scored **4.6 million viewers in Live + 7 delivery**, including 2.1 million adults 25-54 and 1.8 million adults 18-49.

Last Monday's episode of *Murder in the First* drew **4.2 million viewers in Live + 3 delivery (+5% vs. the prior week)** and grew its demo deliveries by **+12% among adults 25-54** (1.3 million) and **+23% among adults 18-49** (1.0 million). The July 14 episode of *Murder in the First* grew to a final total of 4.5 million viewers in Live + 7 delivery, matching the previous week. In key demos, the episode brought in 1.2 million adults 25-54

Perception has garnered more than **4.0 million viewers in Live + 3 delivery** for its Tuesday episode, including 1.4 million adults 25-54 and 1.0 million adults 18-49. In Live + 7, *Perception* drew **4.3 million viewers** for its July 15 episode (**+3%** vs the prior week), with 1.5 million adults 25-54 and 1.2 million adults 18-49.

TNT's real-life investigative series *Cold Justice* scored sizeable growth with its July 25 episode, drawing **2.3 million viewers in Live + 3 delivery (+20%** vs. the prior week's episode); 838,000 adults 25-54 (**+14%**) and 657,000 adults 18-49 (**+28%**). Demonstrating the growing popularity of *Cold Justice*, those Live + 3 figures also surpass the show's Live + 7 delivery for the prior week's episode, which topped out with 2.0 million viewers.

Through the first week of August, TNT's dramas continue to dominate the competition. *Rizzoli & Isles*, *Major Crimes* and *The Last Ship* rank as **basic cable's Top 3 most-watched scripted series for the summer-to-date**. They are joined by *Falling Skies*, *Murder in the First* and *Perception* in giving TNT **six of basic cable's Top 10 scripted series this summer**:

- #1 Rizzoli & Isles**: 7.3 million viewers for the summer-to-date (Live + 7 blended)
- #2 Major Crimes**: 6.7 million viewers
- #3 The Last Ship**: 6.2 million viewers
- Falling Skies**: 4.4 million viewers
- Murder in the First**: 4.2 million viewers
- Perception**: 4.1 million viewers

In key demos, TNT's new hit *The Last Ship* and *Rizzoli & Isles* lead the pack in giving TNT four of **basic cable's Top 5 scripted series this summer with adults 25-54**:

- #1 The Last Ship**: 2.4 million adults 25-54 (Live + 7 blended)
- #2 Rizzoli & Isles**: 2.4 million adults 25-54
- Major Crimes**: 2.0 million adults 25-54
- Falling Skies**: 2.0 million adults 25-54

Among adults 18-49, TNT holds **three of the Top 5 scripted series this summer**:

- The Last Ship**: 2.0 million adults 18-49 (Live + 7 blended)
- Rizzoli & Isles**: 1.9 million adults 18-49
- Falling Skies**: 1.7 million adults 18-49

Collectively, TNT's summer originals are bringing in many more viewers than last year. For the summer-to-date, the network's original series are averaging **5.6 million viewers in Live + 7 delivery**, a **+31%** increase over the same time last year. Demo deliveries have grown by double-digit percentages, with this summer's TNT originals bringing in **+18% more adults 25-54** and **+13% more adults 18-49** than last summer.

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](#), [Perception](#), [Dallas](#) and [Franklin & Bash](#). TNT's upcoming slate of original scripted dramas includes [Legends](#), [The Librarians](#), [Public Morals](#), [Proof](#) and [Transporter The Series](#), which will make its U.S. television debut on the network this fall. TNT also features such dramatic unscripted series as [Cold Justice](#) and the upcoming [On the Menu](#) and [Wake Up Call](#). In addition, TNT is the cable home to popular dramas like [Hawaii Five-0](#), [Castle](#), [The Mentalist](#), [Bones](#) and [Supernatural](#); primetime specials, such as the [Screen Actors Guild Awards®](#); blockbuster movies; and championship sports coverage, including NASCAR, the NBA and the NCAA Division I Men's Basketball Championship.

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