

# CONAN in Cuba draws 3.7M viewers

Wednesday, April 15, 2015



## "CONAN in Cuba" Drums Up Big Audience, Reaching 3.7 Million Viewers Across Multiple Platforms

A total of **3.7 million viewers** have checked out "CONAN in Cuba," the historic episode of TBS's **CONAN** in which **Conan O'Brien** became the **first American late-night host to do a show in Cuba in more than 50 years**. The show, which now ranks as CONAN's **most-watched destination special ever**, drew its power from an abundance of multiplatform viewing across TBS's premiere and encore telecasts, the Watch TBS website and app, DVR playback and set-top VOD. The show also brought in viewers through a pair of special encores on sister networks HLN and truTV. Below are ratings highlights:

- With its total multiplatform reach of **3.7 million viewers**, "CONAN in Cuba" scored **+194% growth** compared to the show's year-to-date multiplatform reach.
- When it comes to linear telecasts, the "CONAN in Cuba" premiere on TBS and encores on TBS, HLN and truTV together brought in **more than 3 million viewers in Live + 7 delivery**, including **1.6 million adults 18-49** and **794,000 adults 18-34**.
- "CONAN in Cuba" is now **the most-watched destination special in the show's history**, with **+23% more adults 18-49** than the average for all previous destination specials.
- TBS's March 5 premiere telecast of "CONAN in Cuba" brought in **1.5 million viewers in Live + 7 delivery**, a **+73%** increase over CONAN's year-to-date average. The premiere telecast was also up in key demos compared to the series' 2015-to-date Live + 7 average, with **+57% more adults 18-49** and **+49% adults 18-34**. Combined with TBS's encore telecasts, "CONAN in Cuba" surpassed CONAN's year-to-date average by **+132% among total viewers**, **+88% among adults 18-49** and **+101% among adults 18-34**.
- TBS's sister networks HLN and truTV joined the "CONAN in Cuba" parade with a pair of telecasts that collectively added another 308,000 viewers to the show's Live + 7 delivery, with adults

18-49 accounting for well over half the audience.

- Online video streaming for "CONAN in Cuba" significantly outperformed the series' 2015 averages, with **+1106% more full-episode viewing** and **+222% more short-form video viewing** among total viewers.
- On Twitter, "CONAN in Cuba" drew **+250% more tweets** than the show's 2015-to-date average.

In July, *CONAN* will head to **Comic-Con® International** for a week of shows from the historic **Spreckels Theater** in downtown **San Diego**. It will mark the first time ever that a late-night show has broadcast from San Diego during the wildly popular gathering. Details about *CONAN*'s Comic-Con shows will be announced soon.

*CONAN* airs **Monday-Thursday at 11 p.m. (ET/PT)** on TBS. The series, which earned an Emmy® for its innovative mobile app, is produced by **Conaco LLC**, with **Jeff Ross** serving as executive producer.

## Connect with CONAN

**Website:** [www.teamcoco.com](http://www.teamcoco.com)

**Facebook:** [www.facebook.com/teamcoco/](http://www.facebook.com/teamcoco/)

**Twitter:** [twitter.com/teamcoco/](https://twitter.com/teamcoco/) | [twitter.com/conanobrien/](https://twitter.com/conanobrien/)

**YouTube:** [youtube.com/teamcoco/](http://youtube.com/teamcoco/)

**Conan O'Brien Presents: Team Coco app available for iOS and Android devices.**

## About TBS

[TBS](#) is basic cable's #1 entertainment network among young adults in primetime. Available in 101 million households, TBS features such original comedies as [American Dad!](#), [Your Family or Mine](#) and the upcoming [Angie Tribeca](#) and [Clipped](#). TBS also features unscripted originals like [King of the Nerds](#) and [Meet the Smiths](#). 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.

## Connect with TBS

**Website:** [www.tbs.com](http://www.tbs.com)

**Pressroom:** [pressroom.turner.com/us/tbs](http://pressroom.turner.com/us/tbs)



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**Twitter:** [twitter.com/TBSveryfunny](https://twitter.com/TBSveryfunny) | [twitter.com/TBSPR](https://twitter.com/TBSPR)

**Mobile:** [www.tbs.com/mobile](http://www.tbs.com/mobile)

**Watch TBS app available for iOS and Android devices.**

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