



Optimedia Releases Content Power Ratings 2.0

Proprietary Metrics System Evaluates TV Program Values Across Three Tiers – Audience Delivery, Involvement and Advocacy

Media Buying and Strategy Agency Finds *American Idol* Still King of All Media; Comedies, Politics, Sci-Fi Gain Mojo

New York – May 14, 2009 – As the TV industry reacts to a seismic shift in people’s viewing behavior ahead of next week’s broadcast Upfronts, media buying and strategy agency Optimedia US (www.optimedia-us.com) today released **Content Power Ratings 2.0**, its proprietary media metrics system that goes beyond traditional audience ratings and evaluates TV program values using three criteria – **total cross-platform audience (across television, the Web and mobile), involvement and advocacy.**

“The industry’s metrics system has not kept pace with consumers’ rapidly changing viewing habits, preferences and the technology that enables it. Heading into the Upfronts, Content Power Ratings 2.0 allows us to better understand the total value that a program represents for advertisers and unearth surprise hits that deliver better value than their audience ratings would imply,” said Greg Kahn, Senior Vice President/head of Strategic Insights for Optimedia US.

Key findings of CPR 2.0 include:

- Fox’s *American Idol* continues to reign supreme as the top show across all three screens
- Sci-Fi shows, led by ABC’s *Lost* (#2), have a strong showing in this year’s rankings due to robust online streaming and appointment viewing
- Comedies, including NBC’s *The Office* (#3), make a comeback – comprising six of the top 20 CPR-ranked shows
- Politically-themed material around the election boosted CBS’s *60 Minutes* (#15), NBC’s *Saturday Night Live* (#1 in late night), and Comedy Central’s *The Daily Show with Jon Stewart* (#2 in late night)
- AMC’s *Mad Men* was the highest primetime show on cable
- New 2008 shows, *Fringe* (Fox) and *The Mentalist* (CBS), perform well across all platforms
- CW’s *Gossip Girl* (#19) and *One Tree Hill* (#37) rank nearly 100 places higher than their respective television ratings

“Given the changes in viewer habits, it is important that we continue to evolve the metrics we use to evaluate content. No longer is reach - or audience delivery - the only criterion that is relevant,” added Optimedia US CEO Antony Young. “Programs like *American Idol* are much more than a ratings phenomenon, and have huge brand equity that is unaccounted for in traditional audience delivery metrics. Similarly, programs like *The Office* deliver a more engaged, higher quality audience than its traditional audience rating implies,” Young said.

Methodology

Using data culled from the agency's own primary research, as well as from Nielsen Media Research's NTI database, Nielsen Online Video Census, Nielsen Mobile, comScore's Media Metrix, E-Poll's FastTrack Television™, Google Trends, and Dow Jones Factiva, Optimedia's **Content Power Ratings** value programs using three key criteria:

- **Audience Delivery** – including average audience impressions, visits to a program's Web site, watching the program online and/or via mobile device
- **Involvement** – including index of Google search volume; awareness of program, and effort made to watch the show
- **Advocacy** – including press mentions, recommendations and general "buzz"

CPR 2.0 Rankings:

PRIMETIME

PROGRAM	NETWORK	Broadcast/Cable/ Premium Cable	CPR 2.0 Rank	2008 TV Rank
AMERICAN IDOL	FOX	Broadcast	1	1
LOST	ABC	Broadcast	2	22
OFFICE, THE	NBC	Broadcast	3	69
DANCING WITH THE STARS	ABC	Broadcast	4	2
GREY'S ANATOMY	ABC	Broadcast	5	38
HEROES	NBC	Broadcast	6	47
FAMILY GUY	FOX	Broadcast	7	75
CSI: CRIME SCENE INVESTIGATION	CBS	Broadcast	8	4
SURVIVOR	CBS	Broadcast	9	11
HOUSE	FOX	Broadcast	10	27
DESPERATE HOUSEWIVES	ABC	Broadcast	11	20
BONES	FOX	Broadcast	12	52
FRINGE	FOX	Broadcast	13	43
30 ROCK	NBC	Broadcast	14	62
60 MINUTES	CBS	Broadcast	15	6
SIMPSONS	FOX	Broadcast	16	89
NCIS	CBS	Broadcast	17	5
UGLY BETTY	ABC	Broadcast	18	65
GOSSIP GIRL	CW	Broadcast	19	118
SCRUBS	NBC	Broadcast	20	71
MENTALIST, THE	CBS	Broadcast	21	3
BIG BROTHER	CBS	Broadcast	22	76
BIGGEST LOSER	NBC	Broadcast	23	36
PRISON BREAK	FOX	Broadcast	24	81
JERICO	CBS	Broadcast	25	64
PUSHING DAISIES	ABC	Broadcast	26	87
CSI: MIAMI	CBS	Broadcast	27	9
BROTHERS & SISTERS	ABC	Broadcast	28	23
TWO AND A HALF MEN	CBS	Broadcast	29	7
MAD MEN	AMC	Cable	30	151

DEAL OR NO DEAL	NBC	Broadcast	31	18
CELEBRITY APPRENTICE	NBC	Broadcast	32	26
DEXTER	SHOW	Premium Cable	33	187
SO YOU THINK YOU CAN DANCE	FOX	Broadcast	34	41
FRIDAY NIGHT LIGHTS	NBC	Broadcast	35	80
E.R.	NBC	Broadcast	36	29
ONE TREE HILL	CW	Broadcast	37	120
HELL'S KITCHEN	FOX	Broadcast	38	24
HOW I MET YOUR MOTHER	CBS	Broadcast	39	46
TERMINATOR: SARAH CONNOR CHRONICLES	FOX	Broadcast	40	58
WEEDS	SHOW	Premium Cable	41	186
PRIVATE PRACTICE	ABC	Broadcast	42	57
ENTOURAGE	HBO	Premium Cable	43	184
MEDIUM	NBC	Broadcast	44	33
CHUCK	NBC	Broadcast	45	83
AMAZING RACE	CBS	Broadcast	46	16
SAMANTHA WHO?	ABC	Broadcast	47	45
EXTREME MAKEOVER: HOME EDITION	ABC	Broadcast	48	28
UNIT, THE	CBS	Broadcast	49	30
BOSTON LEGAL	ABC	Broadcast	50	32
AMERICA'S GOT TALENT	NBC	Broadcast	51	10
MONK	USA	Cable	52	102
CSI: NY	CBS	Broadcast	53	14
BACHELORETTE, THE	ABC	Broadcast	54	53
LIPSTICK JUNGLE	NBC	Broadcast	55	88
CRIMINAL MINDS	CBS	Broadcast	56	12
ELI STONE	ABC	Broadcast	57	77
WITHOUT A TRACE	CBS	Broadcast	58	13
MOMENT OF TRUTH	FOX	Broadcast	59	15
TRUE BLOOD	HBO	Premium Cable	60	177
90210	CW	Broadcast	61	108
20/20	ABC	Broadcast	62	61
BIG BANG THEORY, THE	CBS	Broadcast	63	48
LAW & ORDER	NBC	Broadcast	64	42
DIRTY SEXY MONEY	ABC	Broadcast	65	68
MY NAME IS EARL	NBC	Broadcast	66	67
LIFE ON MARS	ABC	Broadcast	67	25
COLD CASE	CBS	Broadcast	68	21
LAW & ORDER: SVU	NBC	Broadcast	69	39
WIPEOUT	ABC	Broadcast	70	55
BACHELOR, THE	ABC	Broadcast	71	44
GHOST WHISPERER	CBS	Broadcast	72	49
ELEVENTH HOUR	CBS	Broadcast	73	8
NUMB3RS	CBS	Broadcast	74	37
HILLS, THE	MTV	Cable	75	137
WHAT NOT TO WEAR	TLC	Cable	76	161
BACK TO YOU	FOX	Broadcast	77	56
PSYCH	USA	Cable	78	100

CLOSER, THE	TNT	Cable	79	101
AMERICAS NEXT TOP MODEL	CW	Broadcast	80	109
LIFE	NBC	Broadcast	81	70
KNIGHT RIDER	NBC	Broadcast	82	90
TOP CHEF	BRVO	Cable	83	165
RACHEL MADDOW SHOW	MSNB	Cable	84	114
ARE YOU SMARTER THAN A 5TH GRADER?	FOX	Broadcast	85	51
AMERICAN GLADIATORS	NBC	Broadcast	86	73
PRIMETIME	ABC	Broadcast	87	54
RULES OF ENGAGEMENT	CBS	Broadcast	88	19
MEN IN TREES	ABC	Broadcast	89	74
KING OF THE HILL	FOX	Broadcast	90	99
REAL WORLD	MTV	Cable	91	167
SHIELD, THE	FX	Cable	92	119
WORST WEEK	CBS	Broadcast	93	17
SWINGTOWN	CBS	Broadcast	94	86
BURN NOTICE	USA	Cable	95	97
KITCHEN NIGHTMARES	FOX	Broadcast	96	94
ARMY WIVES	LIF	Cable	97	112
NEW ADVENTURES OF OLD CHRISTINE, THE	CBS	Broadcast	98	31
SAVING GRACE	TNT	Cable	99	103
MY OWN WORST ENEMY	NBC	Broadcast	100	93
CITY, THE	MTV	Cable	101	180
CASHMERE MAFIA	ABC	Broadcast	102	78
EVERYBODY HATES CHRIS	CW	Broadcast	103	129
LEVERAGE	TNT	Cable	104	105
INTERVENTION	A&E	Cable	105	132
DEADLIEST CATCH	DISC	Cable	106	127
AMERICA'S FUNNIEST HOME VIDEOS	ABC	Broadcast	107	59
GHOST HUNTERS	SCIF	Cable	108	117
EUREKA	SCIF	Cable	109	124
OREILLY FACTOR, THE	FXNC	Cable	110	107
SPONGEBOB SQUAREPANTS	NICK	Cable	111	162
MYTHBUSTERS	DISC	Cable	112	148
1 VS 100	NBC	Broadcast	113	34
IN PLAIN SIGHT	USA	Cable	114	95
COPS	FOX	Broadcast	115	84
MILLION DOLLAR PASSWORD	CBS	Broadcast	116	35
LARRY KING LIVE	CNN	Cable	117	136
DIRTY JOBS	DISC	Cable	118	142
BREAKING BAD	AMC	Cable	119	168
AMERICA'S BEST DANCE CREW	MTV	Cable	120	160
VICTORIA	Telemundo	Hispanic Broadcast	121	131
FLASHPOINT	CBS	Broadcast	122	40
ROBOT CHICKEN	ADSM	Cable	123	139
IT'S ALWAYS SUNNY IN PHILADELPHIA	FX	Cable	124	153
NIP/TUCK	FX	Cable	125	115
TYLER PERRY'S HOUSE OF PAYNE	TBS	Cable	126	113

LAW & ORDER: CRIMINAL INTENT	NBC	Broadcast	127	72
NASHVILLE STAR	NBC	Broadcast	128	66
AMERICAN DAD	FOX	Broadcast	129	96
DON'T FORGET THE LYRICS	FOX	Broadcast	130	60
RESCUE ME	FX	Cable	131	172
48 HOURS MYSTERY	CBS	Broadcast	132	63
STARGATE ATLANTIS	SCIF	Cable	133	145
SUPERNANNY	ABC	Broadcast	134	85
KYLE XY	FAM	Cable	135	163
CRUSOE	NBC	Broadcast	136	91
WIFE SWAP	ABC	Broadcast	137	92
ULTIMATE FIGHTER, THE	SPIKE	Cable	138	158
SECRET LIFE OF THE AMERICAN TEENAGER	FAM	Cable	139	128
BILL ENGVALL SHOW, THE	TBS	Cable	140	110
BATTLE 360	XHIS	Cable	141	125
JON AND KATE PLUS 8	TLC	Cable	142	147
RENO 911!	CMD	Cable	143	140
STAR WARS: THE CLONE WARS	TOON	Cable	144	170
DOG WHISPERER	NGC	Cable	145	183
STARTER WIFE, THE	USA	Cable	146	111
GARY UNMARRIED	CBS	Broadcast	147	50
MAKING THE BAND	MTV	Cable	148	164
RICHES, THE	FX	Cable	149	155
TIL DEATH	FOX	Broadcast	150	104
GREEK	FAM	Cable	151	173
MY BOYS	TBS	Cable	152	134
IRON CHEF AMERICA	FOOD	Cable	153	156
KATH & KIM	NBC	Broadcast	154	82
CRISS ANGEL MINDFREAK	A&E	Cable	155	143
DOG THE BOUNTY HUNTER	A&E	Cable	156	121
COUNTDOWN WITH KEITH OLBERMANN	MSNB	Cable	157	150
ICE ROAD TRUCKERS	XHIS	Cable	158	122
DIRT	FX	Cable	159	154
POWER OF TEN	CBS	Broadcast	160	79
SARAH SILVERMAN PROGRAM, THE	CMD	Cable	161	149
DAMAGES	FX	Cable	162	185
CELEBRITY REHAB WITH DR. DREW	VH1	Cable	163	169
RAISING THE BAR	TNT	Cable	164	106
RITA ROCKS	LIF	Cable	165	157
BALDWIN HILLS	BET	Cable	166	181
HOW TO LOOK GOOD NAKED	LIF	Cable	167	166
ANDERSON COOPER 360	CNN	Cable	168	126
DINERS, DRIVE-INS, AND DIVES	FOOD	Cable	169	141
FIRST 48	A&E	Cable	170	133
AX MEN	XHIS	Cable	171	130
ROCK OF LOVE: CHARM SCHOOL	VH1	Cable	172	171
GENE SIMMONS FAMILY JEWELS	A&E	Cable	173	159
LITTLE PEOPLE, BIG WORLD	TLC	Cable	174	138

CAPTURED	OXYG	Cable	175	182
GIRLS NEXT DOOR, THE	E!	Cable	176	174
FUEGO EN LA SANGRE	Univision	Hispanic Broadcast	177	98
CRASH	STARZ	Premium Cable	178	188
TOP DESIGN	BRVO	Cable	179	152
HOUSE HUNTERS	HGTV	Cable	180	123
PARIS HILTON'S MY NEW BFF	MTV	Cable	181	178
SHEAR GENIUS	BRVO	Cable	182	146
RACHAEL RAY'S TASTY TRAVELS	FOOD	Cable	183	179
MANSWERS	SPIKE	Cable	184	176
MANHUNTERS	A&E	Cable	185	116
FORENSIC FILES	TRU	Cable	186	144
UNTAMED AND UNCUT	APL	Cable	187	175
MY FIRST PLACE	HGTV	Cable	188	135

LATE NIGHT

PROGRAM	NETWORK	Broadcast/Cable/ Premium Cable	CPR 2.0 Rank	2008 TV Rank
SATURDAY NIGHT LIVE	NBC	Broadcast	1	3
DAILY SHOW WITH JON STEWART, THE	CMD	Cable	2	11
COLBERT REPORT, THE	CMD	Cable	3	10
TONIGHT SHOW WITH JAY LENO, THE	NBC	Broadcast	4	1
LATE SHOW WITH DAVID LETTERMAN	CBS	Broadcast	5	2
LATE NIGHT WITH CONAN O'BRIEN	NBC	Broadcast	6	5
JIMMY KIMMEL LIVE!	ABC	Broadcast	7	7
LATE LATE SHOW WITH CRAIG FERGUSON, THE	CBS	Broadcast	8	6
MAD TV	FOX	Broadcast	9	4
SPORTS CENTER	ESPN	Cable	10	9
CHELSEA LATELY	E!	Cable	11	12
LAST CALL WITH CARSON DALY	NBC	Broadcast	12	8

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About Optimedia US

Optimedia US (<http://www.optimedia-us.com/>) is a media agency that specializes in strategy. Its proposition is summed up in the expression "Never Settle, Never Stop ...". Optimedia is an agency that loves to challenge. With offices in New York, Dallas, Indianapolis, San Francisco and Seattle, Optimedia works on such clients as T-Mobile, Nestlé, L'Oréal, Whirlpool, Sanofi- Aventis, Payless Shoes, and British Airways. Optimedia is owned by Publicis Groupe, the largest media agency services group in the US. It is part of the ZO Worldwide Network.