



## GLOBAL'S SATURDAY NIGHT LIVE SCORES HIGHEST AUDIENCE IN 13 YEARS

42 Seasons Strong SNL Continues to Grow Audiences Season over Season

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### For Immediate Release

**TORONTO, February 16, 2017** – Forty-two seasons in and stronger than ever! ***Saturday Night Live***, the **#1 late night program** for 2+ and A25-54, continues to blow audiences away with the February 11<sup>th</sup> episode becoming the **most-watched episode** of the series for all key national demos since 2004. With **1.7 million** viewers (2+) tuning into to see 17-time host Alec Baldwin as President Donald Trump and Melissa McCarthy reprise her now infamous Sean Spicer role, the series continues to keep audiences engaged with its timely comedy and apt political commentary.\*

Audiences also flocked to [GlobalTV.com](http://GlobalTV.com) last Saturday night, with over **51%** of unique visitors to the site consuming *Saturday Night Live* content and more than **151,000** video views for that episode alone. The Feb. 11<sup>th</sup> episode of SNL is currently the **#1** program on [GlobalTV.com](http://GlobalTV.com) and [Global Go](http://GlobalGo.com)\*\*\*.

On social media, the episode trended on Twitter in Canada and was one of the most talked about episodes for the current season with more than **78,000** social mentions.

The series has seen remarkable growth year over year on Global, with audiences increasing by **60%** from Fall 2015 to Fall 2016 for 2+, and **52%** for A25-54 during that same time period\*\*. SNL continues to be a strong performer and huge audience driver for [GlobalTV.com](http://GlobalTV.com) and [Global Go](http://GlobalGo.com). During the current season (to date), page views and unique visitors have more than doubled, with more than **1.5 million** video segment views across [GlobalTV.com](http://GlobalTV.com) and [Global Go](http://GlobalGo.com)\*\*\*\*.

Viewers who missed the latest episode of *Saturday Night Live* can catch up on [GlobalTV.com](http://GlobalTV.com) and [Global Go](http://GlobalGo.com). Tune in to the next new episode of SNL hosted by Octavia Spencer on Saturday, March 4 at 11:30 p.m. ET/PT.

### Sources:

\* Numeris PPM Data. August 30, 2004 – February 11, 2017 – confirmed up to January 29, 2017. Total Canada.

Based on AMA(000). Feb. 11, 2017 data to date.

\*\*Numeris PPM data. Fall 16 (Sept 12 – Dec 18/16), Fall 15 (Sept 14 – Dec 20/15) – confirmed data. Total Canada, Mon-Su 11p-5a. AMA (000).

\*\*\* Adobe Analytics Report Data for February 12-14

\*\*\*\*Adobe Analytics, Oct.2/16 to Feb.14/17

### Social Sources:

Brandwatch Feb. 11 – 12, 2017

<https://twitter.com/TrendsmapCanada/status/830695373651984385>

**SOCIAL MEDIA LINKS:**

Twitter:

[@Global\\_TV](#)

[@GlobalTV\\_PR](#)

[@CorusPR](#)

Facebook:

<http://www.facebook.com/globaltelevision>

**Global Television is a Corus Entertainment Network.**

**About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](http://www.corusent.com).

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