



## PREMIERE WEEK CONFIRMED: GLOBAL IS HOME TO THE #1 NEW SERIES THIS FALL

*FBI* is the Most-Watched New Series for Total Viewers and *New Amsterdam* is the #1 New Series in All Key Demos

Global Grows Core Primetime Audience by 25% Year Over Year Owning  
Over Half of the Top 20 Programs

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### For Immediate Release

**TORONTO, October 15, 2018** – With the 2018 Fall TV season underway, Global celebrates a triumphant premiere week (September 24-30) winning four of the seven nights with a high-calibre schedule featuring breakout hits ***FBI*** and ***New Amsterdam***, and perennial favourites ***Survivor*** and ***NCIS***. Final data confirms Global as the most-watched Canadian network on Tuesday, Wednesday, Friday, and Sunday nights, increasing its core primetime audience for the week across all key demos including: 15% (2+), 5% (A18-34), 24% (A18-49), and 25% (A25-54).\* With 11 of the Top 20 series for both total viewers and A25-54, Global owns more series in the Top 20 than any other network.\*\*

As the first two new high profile fall dramas to receive full-season orders, Global's ***FBI*** and ***New Amsterdam*** claimed top rank as the hottest new series this fall. Garnering **2.3 million** viewers (2+), Canada's Missy Peregrym is no longer a rookie as her new drama ***FBI*** became the most-watched new series for total viewers. In addition, emotional medical drama ***New Amsterdam*** won the hearts of over **2.2 million** viewers (2+), becoming the #1 new series in all key demos.\*\*

Global's returning hits also solidified their blockbuster status during premiere week. Season 2 of last year's breakout hit ***9-1-1*** was on fire as Global's most-watched returning drama, bringing in nearly **2.2 million** viewers (2+) and becoming a Top 10 program in all key demos. Meanwhile, reality champ ***Survivor*** continues to reign as the #1 reality series with over **2 million** viewers (2+) tuning in to the 37<sup>th</sup> season, and ***Saturday Night Live*** took the top spot as the #1 late night program growing its audience by 31% versus its premiere last fall.\*\*

### **ADDITIONAL DATA HIGHLIGHTS**

- Longstanding hit ***NCIS*** continues to deliver strong audiences with **1.9 million** viewers (2+), cementing a place in the Top 10 (2+) and Top 20 across all key demos\*\*
- Season 3 of cult favourite ***The Good Place*** grew its audience by 16% versus last fall's premiere, securing a spot in the Top 20 for A18-34, A18-49, A25-54, F18-49, and F25-54\*\*
- Season 2 premiere of action series ***S.W.A.T.*** increased its audience by 10% versus its series average last year and remains a Top 20 hit for A18-49, A25-54, F18-49, and F25-54\*\*
- Friday night drama ***MacGyver*** landed in the Top 20 for 2+ and A25-54\*\*

Global's social media accounts were also buzzing premiere week with [@GlobalTV](#) reaching 16 million people – 6 million above last year's reach\*\*\*. With over 5 million engagements and over 554,000 mentions of Global's series, social standouts include ***Saturday Night Live*** as the #1 **most** mentioned comedy, followed by ***The Good Place*** coming in a close second, and new dramas ***New Amsterdam*** as the

second most talked about new drama, with *FBI* claiming the #3 spot\*\*\*\*.

New episodes of Global's powerhouse fall [schedule](#) continue into the fall. Viewers can catch up on full episodes of Global's new and returning series following their broadcasts the next day on [GlobalTV.com](#), [Global GO](#) (available on [Apple TV](#) and Google Chromecast), and Global on demand. Additionally, viewers can live stream episodes on [GlobalTV.com](#) and [Global GO](#) by signing in with their TV service provider credentials.

Sources: \*Numeris PPM Data, Total Canada, Premiere week 2018 (Sept24-30/2018) vs. Premiere week 2017 (Sept25-Oct1/2017) - confirmed data. Based on national core primetime program schedule Mo-Su 8-11p, AMA(000), A25-54 unless otherwise noted

\*\*Numeris PPM Data, Total Canada, Premiere week 2018 (Sept24-30/2018) - confirmed data, Ranker based on Cdn Conv Com Eng stns, total viewers = 2+, key demos = A25-54, W25-54, A18-49, W18-49

\*\*\*Source: Facebook, Twitter, Snapchat internal data. Collected from the date ranges of September 21 - September 30, 2018 based off of campaign and organic analytics data

\*\*\*\*Source: Brandwatch queries based off of mentions volume of Show hashtags, names and handles. Date ranges of September 21 – September 30, 2018

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Twitter:

[@GlobalTV](#)  
[@GlobalTV\\_PR](#)  
[@CorusPR](#)

Facebook:

<https://www.facebook.com/GlobalTV>

Instagram:

<https://www.instagram.com/globaltv/>

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