

More Momentum: CTV Wins Sunday to Cap Off Unbeatable Premiere Week

Written by Australian Business

- More wins: CTV wins six of seven nights during Premiere Week -- More hits: CTV is home to #1 New and Returning Program, #1 New and Returning Drama, and #1 New and Returning Comedy -- More favourites: THE AMAZING RACE leads Sunday with 2.4 million viewers -- More viewers: CTV wins Friday with nearly 70% lead over Global -

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TORONTO, Sept. 30, 2013 /CNW/ - CTV ended Premiere Week last night with another huge primetime win, making CTV the #1 network six out of seven nights with total viewers, A25-54, and A18-49. Winning Night 7 on Sunday with total viewers and in all key demos, CTV led every hour of primetime and delivered the Top 4 programs of the night among total viewers and A25-54, led by the 23rd season premiere of **THE AMAZING RACE** with 2.4 million viewers.

It was one of the biggest Premiere Weeks ever for CTV, which saw the network end the week with more programs in the Top 5 (four) and Top 10 (seven) than all other networks combined. CTV won six out of seven nights in total viewers as well as A25-54 and A18-49, leading its next closest competitor with 65% more viewers in primetime among total viewers. With final data still to come, a closer look at Fall Premieres reveals:

	Total Viewers	A 25-54	A18-49
#1 New Series	MARVEL'S AGENTS OF S.H.I.E.L.D.	MARVEL'S AGENTS OF S.H.I.E.L.D.	MARVEL'S AGENTS OF S.H.I.E.L.D.
#1 Returning Series			

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THE BIG BANG THEORY (2.3 million)	THE BIG BANG THEORY (2.1 million)	THE I
#1 New Drama	MARVEL'S AGENTS OF S.H.I.E.L.D.	MARVEL'S AGENTS OF S.H.I.E.L.D.
#1 Returning Drama	NCIS (2.6 million)	CRIMINAL MINDS (931,000)
#1 New Comedy	THE GOLDBERGS (1.3 million)	THE GOLDBERGS (596,000)
#1 Returning Comedy	THE BIG BANG THEORY	THE BIG BANG THEORY
#1 New Reality Series	MASTERCHEF JUNIOR (1.4 million)	MASTERCHEF JUNIOR (631,000)
#1 Returning Reality Series	THE AMAZING RACE (2.4 million)	SURVIVOR (1.1 million)

A closer look at Sunday:

- 1.3 million viewers went on a trip to Neverland during the Season 3 premiere of **ONCE UPON A TIME** at 7 p.m., which won its timeslot with total viewers and in all key demos.
- At 8 p.m., **THE AMAZING RACE** was the #1 program of the day with total viewers and all key demos. Up 4% versus its premiere last spring, **THE AMAZING RACE** also led the night in the key markets of Toronto and Vancouver.
- At 9 p.m. a new episode of **CASTLE** saw double-digit growth over its premiere episode last week with total viewers as well as all key demos. Watched by 1.7 million viewers, last night's episode led its timeslot in all key markets with total viewers, and also saw growth in the Toronto, Vancouver, and Calgary markets with total viewers and A18-49 and A25-54 versus last week.
- As the #2 program of the day with A18-49 and A25-54, **THE MENTALIST** returned at 10 p.m. with 1.8 million viewers. Up 3% with A25-54 over its premiere last season, **THE MENTALIST** won its timeslot in all metered markets with total viewers and A18-49 and A25-54.

CTV also saw strong performances from its Friday and Saturday night line-ups, winning primetime on Friday for the fifth night in a row among A25-54 and A18-49 and with nearly 70%

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more total viewers than Global.

A closer look at Friday:

- **MASTERCHEF JUNIOR** had the strongest premiere ever for the MASTERCHEF franchise with 1.4 million viewers, winning its 8 p.m. timeslot nationally and in metered markets among total viewers and all key demos. The series premiere was also the most-watched program nationally Friday night for A18-49, with double-digit growth in the demo in Toronto

, Vancouver

, and

Calgary

markets versus the same timeslot last year.

- **BLUE BLOODS** returned strong at 10 p.m. with 1.5 million viewers, winning its timeslot with total viewers and in all key demos.

- CTV and CTV Two captured four of the Top 5 programs of the night (non-sports) among total viewers and A18-49 with **MASTERCHEF JUNIOR** and **BLUE BLOODS** on CTV, and **UNDERCO**

VER BOSS

and

SHARK TANK

on CTV Two.

A closer look at Saturday:

- A new episode of **W5** at 7 p.m. followed by **ONCE UPON A TIME: JOURNEY TO NEVERLAND** special at 8 p.m. both won their timeslots with total viewers, A25-54, and A18-49 (non-sports).

- In a re-match of the Monday night dramas, an encore of the premiere of the thrilling new drama **HOSTAGES** at 9 p.m. led THE BLACKLIST (Global/NBC) among both and A25-54 and A18-49.

****Media Note**** Photography is available online at BellMediaPR.ca

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New episodes of CTV's hit series continue this week, and new original drama series **PLAYED** premiering

Thursday, Oct. 3

at

10 p.m. ET

/PT

. All of last night's episodes on CTV are available across CTV's digital platforms on

CTV.ca

, the CTV App, the CTV Mobile channel and through video on demand partners such as Bell Fibe.

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About CTV CTV is Canada's #1 private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV has been Canada's most-watched television network for the past 12 years in a row. CTV is a division of Bell Media,

Canada's

premier multimedia company with leading assets in television, radio and digital. Bell Media is owned by BCE Inc. (TSX, NYSE: BCE),

Canada's

largest communications company. More information about CTV can be found on the network's website at

ctv.ca

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Source: BBM Canada, Overnight vs. Overnight, Primetime 7-11 p.m.

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