

- Final Premiere Week data confirms that **MARVEL'S AGENTS OF S.H.I.E.L.D.** is the biggest debut of any series on record in Canada with 3.6 million viewers-- Newcomer **PERSON OF INTEREST** becomes instant Top 15 series -- CTV's revamped Tuesday night primetime lineup grows 20% -

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TORONTO, Oct. 9, 2013 /CNW/ - CTV's **MARVEL'S AGENTS OF S.H.I.E.L.D.** continues to soar as the break-out hit of the season with 2 million viewers last night, winning Tuesday as the most-watched program in Canada with all key demos. The win comes as final data from BBM Canada released this week reveals a record-breaking 3.6 million viewers watched the series premiere on Sept. 24, making it the most-watched premiere of any series on record in Canada.

MARVEL'S AGENTS OF S.H.I.E.L.D.

ranked as the #2 program of the week during Premiere Week, behind only

THE BIG BANG THEORY

which delivered a remarkable 5.2 million viewers on average for its two episodes on Sept. 26 on CTV.

Overall, Tuesday night's core primetime audience has grown by 20% with total viewers on

CTV compared to last fall, and leads Global among the key adult demos by 15% to 36%.

Last night's electric episode of **MARVEL'S AGENTS OF S.H.I.E.L.D.**, which saw the birth of super villain Graviton, was also up 9% on average compared to last week's overnight audiences with total viewers and A25-54. Head-to-head, it delivered more viewers than NCIS (Global/CBS) with all key demos: A25-54 (+46%), A18-49 (+51%), and A18-34 (+87%). In Premiere Week, **MARVEL'S AGENTS OF S.H.I.E.L.D.** led NCIS (3.06 million) by 18% among total viewers.

Meanwhile at 10 p.m., **PERSON OF INTEREST** has delivered on its promise by becoming an instant Top 15 program in Canada. Last night, **PERSON OF INTEREST** delivered 1.53 million viewers, besting timeslot competitor CHICAGO FIRE (1.1 million viewers; Global/NBC) with total viewers (+39%) and all key demos: A25-54 (+25%), A18-49 (+24%), and A18-34 (+6%). During Premiere Week, **PERSON OF INTEREST** was watched by 2 million viewers, leading CHICAGO FIRE (1.5 million) by 34% among total viewers.

All of last night's episodes on CTV and CTV Two 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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Written by Australian Business

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

Source: BBM Canada, Fall 2012 = 9/24/2012-12/9/2012, Primetime 8-11 p.m. CTV electronic audience databases incorporate data beginning in 1994. Audiences prior to August 31, 2009 based on BBM Nielsen Media Research Mark II meters.

SOURCE CTV