

# **SAVING HOPE Returns as Thursday's #1 Drama With 1.5 Million Viewers on CTV**

Written by Australian Business

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- Original drama wins timeslot and grows double digits compared to summer premiere, up 70% among A25-54 -- On Twitter, #SavingHope trends across Canada during premiere -

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TORONTO, Jan. 3, 2014 /CNW/ - CTV's move of its original production **SAVING HOPE** to the coveted Thursdays at 9 p.m.

timeslot was a winner last night as 1.5 million fans tuned in for Part One of the emotionally charged, two-episode, winter season premiere -the program's biggest audience since Season 1. With significant growth compared to its summer premiere,

### **SAVING HOPE**

finished as Thursday's #1 drama, the most-watched program in its timeslot with total audience and key demos nationally, and led the simulcast winter premiere of **ELEMENTARY** (CBS/Global, 1.2 million) by 23%. The episode saw steady growth in the hour among A25-54 (+10%) and F25-54 (+9%). The episode peaked with 1.7 million viewers in the second half-hour and was watched by more than 3 million unique viewers overall.

Compared to its summer premiere, last night's episode was up 70% among A25-54, 38% among A18-49, 35% among total viewers, and 12% among F18-49. The episode also saw growth among A18-49 in Toronto and Vancouver. Additionally, **SAVING HOPE** led its timeslot in Toronto, Calgary and Edmonton with total viewers and F25-54.

With the cast of **SAVING HOPE** live tweeting last night's premiere, social networks were abuzz with #SavingHope trending in Canada during the premiere

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episode. Overall, there were 1,687 mentions of #SavingHope specifically on Twitter and more than 2,600 mentions of the show in Canada in the 24 hours surrounding the season premiere.

Viewers can watch last night's episode on demand at [CTV.ca](http://CTV.ca) and the CTV GO App.

**\*\*Media Note\*\* - Download photos from SAVING HOPE at [BellMediaPR.ca](http://BellMediaPR.ca) .**

In Part Two of the winter premiere airing **Thursday, Jan. 9 at 9 p.m. ET/PT** on CTV, Charlie (Michael Shanks) struggles with the spirit of Alex's (Erica Durance) brother Luke (guest star Tyler Hynes), WAREHOUSE 13), who can't move on until she lets go of him. Meanwhile, a young boy and his father drive all the way from Winnipeg to Hope Zion Hospital to ask Alex to operate on the boy's extremely advanced and highly malignant tumour. Alex is determined to help them, but the other surgeons are hesitant to perform such a dangerous and seemingly unrealistic operation. Unwilling to give up, Alex rallies the troops to attempt the impossible. While Alex focuses on her surgery, Joel (Daniel Gillies) struggles with the many challenges of being Chief of Surgery - and between fighting with Shahir (Huse Madhavji) over a controversial Parkinson's study, trying to keep the budget in check, and arguing with Alex over her dangerous surgery, he has his hands full. The episode is directed by Gregory Smith (ROOKIE BLUE) and also guest stars Sergio Di Zio (FLASHPOINT).

As an added bonus, fans can see what happens after rounds *over rounds* in **SAVING HOPE's** digital companion series

### [LAST CALL](#)

, where the doctors ditch their scrubs and unwind over drinks. Additional content is also available on

[CTV.ca](http://CTV.ca)

, including Insider Blogs, cast-curated song playlists,

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### [#AskErica](#)

with Erica Durance, and more.

**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, digital, and Out-of-Home. 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](http://CTV.ca)

### SOCIAL MEDIA LINKS:

**CTV:** Twitter: [@CTV\\_Television](#) [@CTV\\_PR](#)

Facebook: <https://www.facebook.com/ctv>

**SAVING HOPE:** Twitter: [@SavingHopeTV](#) Erica Durance: [@ED\\_DURANCE](#) Michael Shanks: [@MichaelShanks](#)

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Facebook: <https://www.facebook.com/SavingHopeTV> Tumblr: <http://www.tumblr.com/tagged/saving+hope> Pinterest: <http://pinterest.com/CTVTelevision/saving-hope/>

Source: BBM Canada, overnight vs. overnight Source: Sysomos

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