



38 Weekly Prime-Time Ratings

Week of July 3-9, 2006

MONDAY, JULY 17, 2006 **TelevisionWeek**

Household ratings and shares (18-49 rating in parentheses) ■ Time-slot winner by households ■ Nightly winner by households

Monday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										3.0/6 (1.6)
										4.4/9 (1.8)
										2.7/5 (1.3)
										2.8/5 (1.7)
										1.0/2 (0.5)
										1.0/2 (0.6)
										1.8/4 (1.3)

Tuesday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										2.5/5 (1.1)
										3.9/8 (1.4)
										4.3/9 (1.9)
										3.7/8 (1.9)
										0.9/2 (0.5)
										0.6/1 (0.4)
										1.4/3 (1.1)

Wednesday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										2.4/4 (1.2)
										4.4/8 (2.4)
										5.8/10 (2.9)
										5.7/10 (3.6)
										1.3/2 (0.8)
										1.2/2 (0.7)
										2.0/4 (1.6)

Thursday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										4.7/8 (2.2)
										5.1/9 (2.8)
										3.0/5 (1.9)
										4.0/7 (2.6)
										1.2/2 (0.7)
										1.2/2 (0.8)
										2.1/4 (1.6)

Friday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										3.7/7 (1.7)
										4.4/9 (1.5)
										3.6/7 (1.4)
										1.4/3 (0.7)
										1.4/3 (0.7)
										2.7/5 (1.4)
										1.8/4 (1.3)

Saturday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										2.6/5 (1.1)
										3.2/7 (1.4)
										3.4/7 (1.2)
										3.1/7 (1.8)
										1.1/2 (0.8)

Sunday		7 p.m.		8 p.m.		9 p.m.		10 p.m.		Avg. Rtg./Share
										3.8/7 (2.1)
										5.0/9 (1.4)
										5.2/9 (2.2)
										2.6/5 (1.9)
										1.2/2 (0.7)
										1.6/3 (1.2)

Source: Nielsen Media Research

WIZARD RATINGS

BY NAOMIE WORRELL

Monday, July 3-Sunday, July 9, 2006
TV Season Week No. 42

Fox won the week in adults 18 to 49 with a 2.0/7. CBS won in total viewers with 6.5 million.

TOP SHOWS

For the Week

Adults 18 to 49: "America's Got Talent" (NBC, Wednesday) 4.1/12
Total viewers: "America's Got Talent" (NBC, Wednesday) 12 million

By Day

MONDAY

Adults 18 to 49: "CSI: Miami" (CBS) 2.3/7
Total viewers: "CSI: Miami" (CBS) 8.6 million

TUESDAY

Adults 18 to 49: "Macy's 4th of July Fireworks" (NBC, "House" (Fox), "Law & Order: SVU" (NBC) 2.1/8
Total viewers: "Macy's 4th of July Fireworks" (NBC) 8 million

WEDNESDAY

Adults 18 to 49: "America's Got Talent" (NBC) 4.1/12
Total viewers: "America's Got Talent" (NBC) 12 million

THURSDAY

Adults 18 to 49: "So You Think You Can Dance" (Fox) 3.4/10
Total viewers: "CSI" (CBS) 9.7 million

FRIDAY

Adults 18 to 49: "20/20" (ABC) 2.0/7
Total viewers: "NCIS" (CBS) 7.2 million

SATURDAY

Adults 18 to 49: "Movie: Mission Impossible" (CBS), "America's Most Wanted" (Fox) 1.9/7
Total viewers: "Law & Order" (NBC) 6.6 million

SUNDAY

Adults 18 to 49: "Family Guy" (Fox) 2.9/8
Total viewers: "Law & Order: Criminal Intent" (NBC) 8.8 million

Cable Ratings

July 3-9, 2006

Ranked by household audience projections	Household rating	Coverage rating	Households (000)
1. NASCAR Nextel Cup, Sun., 3:29 p.m. (TNT)	4.3	5.2	4,706
2. Psych, Fri., 10 p.m. (USA)	3.7	4.5	4,094
3. The Closer, Mon., 9 p.m. (TNT)	3.6	4.4	3,999
4. World Cup Soccer, Tue., 2:49 p.m. (ESPN)	3.4	4.1	3,740
5. WWE Raw, Mon., 10 p.m. (USA)	3.2	3.9	3,570
t. Monk, Fri., 9 p.m. (USA)	3.2	3.9	3,534
7. House, Fri., 11:30 p.m. (USA)	2.9	3.5	3,162
8. WWE Raw, Mon., 9 p.m. (USA)	2.8	3.3	3,040
9. Movie: Monsters, Inc., Fri., 9 p.m. (Disney)	2.5	3.1	2,721
10. SpongeBob, Thu., 5 p.m. (Nick)	2.4	2.9	2,632

Note: Coverage area ratings are within each cable network's universe. Total U.S. ratings and household projections are based on 108.4 million TV homes. Ranking does not include programs under five minutes. Audience estimates are based on average minute tuning.

Source: Nielsen Media Research

Top 10 Cable Network Ratings

July 3-9, 2006

Households	Prime Time Rating (000)	Total Day Rating (000)
1. USA	1.9 2,095	1. Nickelodeon 1.5 1,603
2. Disney	1.7 1,896	2. Disney 1.2 1,327
3. TNT	1.6 1,772	3. Nick at Nite 1.0 1,150
4. Lifetime	1.1 1,264	t. TNT 1.0 1,132
5. TBS	1.0 1,156	t. USA 1.0 1,053
t. Nick at Nite	1.0 1,124	6. Cartoon 0.9 1,031
t. Cartoon	1.0 1,121	7. Adult Swim 0.8 916
8. Hallmark	0.9 1,033	8. Lifetime 0.7 817
t. AMC	0.9 1,032	t. TBS 0.7 754
10. Fox News	0.8 934	10. ESPN 0.6 668

