



March 21, 2012

"PRIMETIME: WHAT WOULD YOU DO?" AIRING FRIDAY, MARCH 23 ON ABC

**When People See a Situation that Cries Out for Action,
Do They Step in, Back Away or Just Walk on by?**

Using hidden cameras, "Primetime: What Would You Do?" establishes everyday scenarios and then captures people's reactions. Whether people are compelled to act or mind their own business, **John Quiñones** reports on their split-second and often surprising decision-making process. "Primetime: What Would You Do?" airs **FRIDAY, MARCH 23** (9:00-10:00 p.m., ET) on ABC.

Friday, March 23 scenarios include:

Haircut from Hell: Would you tell a stranger sitting next to you at a hair salon that her haircut/color is awful, or lie to boost her self esteem?

You're Marrying Her?: When a sales clerk at a bridal boutique refuses to sell a bride a dress because she is marrying another woman, will any fellow shoppers intervene?

Found Cash: You spot a \$50 bill on the ground. Would you take it? What if it has a deposit slip with a check for hundreds of dollars attached to it -- and it's been dropped right in front of the bank? Would you return it, deposit it or just put it in your pocket?

Underage Teens Looking for Alcohol: Will any patrons of a liquor store buy alcohol for three underage teenage boys? What happens when the teens are girls? (2/18/11)

"Primetime: What Would You Do?" has won awards from the Chicago International Television Festival, as well as the Avon Foundation's 2006 Voice of Change Award for exposing "injustice and wrongdoing against women and bringing the message of domestic violence to the mainstream."

David Sloan is executive producer and Danielle Baum Rossen is the senior broadcast producer of "What Would You Do?"

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Quick Take for Tuesday, March 20, 2012

(Fast Affiliate Live + Same Day Ratings)

Posting Strong Year-to-Year Gains in its Slot for ABC, “Last Man Standing” Dominates Fox’s “Raising Hope” at 8pm and Finishes as Tuesday’s Most-Watched Comedy

Taking Full Control of its Fox Comedy Competition, ABC’s “Cougar Town” Surges by Double Digits to Draw its Biggest Audience Since its Season Premiere

Season Finale of “The River” Grows Week to Week in Adults 18-49 and Key Women

“Last Man Standing” (8:00-8:30 p.m.)

At 8:00 p.m., ABC’s “Last Man Standing” dominated its comedy competition on Fox, leading “Raising Hope” by 3.2 million viewers (7.0 million vs. 3.8 million) and by 19% in Adults 18-49 (1.9/6 vs. 1.6/5). In fact, ABC self-starter “Last Man Standing” finished as Tuesday’s most-watched comedy overall, attracting nearly 2 million more viewers than Fox’s “New Girl” at 9:00 p.m. (5.1 million).

- **Continuing to improve its time slot year over year, “Last Man Standing” boosted the half-hour for ABC by 1.5 million viewers and by 19% in Adults 18-49 over original programming on the year-ago night (“No Ordinary Family” on 3/22/11 = 5.5 million and 1.6/5).**

“Cougar Town” (8:30-9:00 p.m.)

In the 8:30 p.m. half-hour, like its lead-in, ABC’s “Cougar Town” towered over Fox’s competing comedy, “I Hate My Teenage Daughter,” by 53% in Total Viewers (4.6 million vs. 3.0 million) and by 33% in Adults 18-49 (1.6/5 vs. 1.2/4).

- **“Cougar Town” grew by double digits week to week in Total Viewers (+10%) and Adults 18-49 (+14%), generating its biggest audience since its season premiere 5 weeks ago – since 2/14/12.**

“The River” (9:00-10:00 p.m.)

During the 9 o’clock hour, ABC’s season finale of “The River” was up week to week by 8% in Adults 18-49 (1.4/4 vs. 1.3/4), by 18% in Women 18-34 (1.3/4 vs. 1.1/3) and by 13% in Women 18-49 (1.7/4 vs. 1.5/4).

A note about increasing DVR penetration and year-to-year rating comparisons: Year-to-year rating comparisons based on the Live + Same Day data stream are distorted by the level of DVR penetration in the Nielsen sample, which has jumped up to 43% currently, from 40% at the same point in 2011. More viewers are watching shows on their own timetables, which may not be reflected in the overnight next day numbers. The only truly valid year-to-year comparison would be one based on the Live + 7 Day metric, once those stats are released by Nielsen.

Source: The Nielsen Company (Fast Affiliate Live + Same Day Ratings), 03/20/12.

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