



Mann & Wife



MANN & WIFE SEASON 1 PERFORMANCE

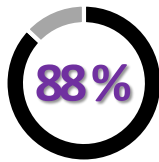
Season 1 Audience Profile

5,736,000

TOTAL VIEWERS REACHED!



40 MEDIAN AGE



88% AFRICAN-AMERICAN

61%



39%



41% P18-49

38% P25-54

Season 1 Highlights

#1 Original Series:

HHs (231K) | P18-49 (139K) | P25-54 (129K) | P2+ (338K)

Double-Digit Gains vs. Lead-in:

HHs (+54%) | P18-49 (+51%) | P25-54 (+55%) | P2+ (+55%)

Double-Digit Gains vs. P4Ws:

HHs (+26%) | P18-49 (+63%) | P25-54 (+16%) | P2+ (+42%)

Season 1 Analysis

COMPETITIVE

Among African-American Adults 18-49 & 25-54, **"Mann & Wife"** was a Top 10 Program Tuesday nights at 9P.

"Mann & Wife" Made Network History Growing Viewership in Week 2 with Double-Digit Gains among P25-54 & W25-54 by **+35%!**

"Mann & Wife"

Averaged Nearly

30%

of Total Audience Growth for Season 1 in each Quarter-Hour.

