

30 Ro	Parks&Rec.(pre)	Grey's Anatomy	Valm (post)
	Person of Interest	Flashpoint	The Me (en
entary	Scandal		



THE LIFE OF THE MEDIA BUYER May 15 – Aug 1

Hours spent shaking head at schedule 1,850	Guilt money spent on kids due to absenteeism \$619	Overpriced lunches from network reps 44	Free drinks at launch parties (that we remember) 37
--	--	---	---

E=MC² The skill set	Rate Card Change Day Most stressful day of the year	BS detector You get it.
--	---	-----------------------------------

FACTS & FIGURES

# of simulcast hours 64 +12%	CPM increase (US) 7%	Most competitive night TUE
Non-returning shows 17	New 2011 returning shows 13	Avg. A 18-49 new show CPM (Tor) \$26.67

RETURNING "STARS." PAST THEIR PRIME-TIME?

CONNIE BRITTON NurseWife Previous shows: American Horror Story Friday Night Lights The West Wing 24	MATTHEW PERRY Cal On Previous shows: Friends Studio 60 on the Sunset Strip Mr. Sunshine The Good Wife	TERRY O'QUINN 800 Park Ave Previous shows: Hawaii Five-0 The West Wing Lost Alibi
--	--	--

THE FALL LINEUP

Ben & Kate, Grey's with Kids

Dysfunctional family

Recycled
Beauty and the Beast, Chicago Fire

Shows by theme

Dystopian realities
800 Park Ave, Last Person

Dr's & Lawyers
Will & Grace, Emily, O'Quinn, M.O

Shows by genre

Sports **2%**

Movies **10%** +37%

News **15%**

Comedy **16%** +2%

Reality **16%** +15%

Drama **41%** +10%

TRENDS

Please watch me. Anywhere! CROSS PLATFORM	Mashing things up COUCH POTATO 2.0	Networks milking non-events EVENTIFICATION
Another 60's theme A show about the Louisa winning the Stanley Cup ANOTHER 60'S THEME	Talking back to your TV is not just for wordos anymore THE SOCIAL TV PHENOMENON	Kevin Conn, Keith Parley and Paul Robertson share a downturn lift with Ed the Sock THE NEXT REALITY SHOW

THERE'S MORE TO FALL TV THAN MEETS THE EYE

The new TV season has finally arrived. Luckily, the folks at ZenithOptimedia have done the new sked legwork for you. Couch potatoes rejoice.