

# VIDEOAMP TV 100

## OCTOBER 2023

WRITTEN/DESIGNED BY EVAN SHAPIRO  
SOURCE: VIDEOAMP



# VIDEOAMP TV 100 – OCTOBER 2023

## P2+ AUDIENCE | LIVE + SD | IN MILLIONS

### WELCOME!

This is the first-ever VideoAmp TV 100 – a monthly report exploring the top 100 TV shows in the US (as measured by VideoAmp) and created by Media Cartographer Evan Shapiro.

Each month, we will list the top 100 shows on broadcast and cable (-) and identify key insights we find in the data.

*NOTE: VideoAmp collects data from actual viewing on 63 million devices nationwide (with user privacy entirely protected), not from panels or polls.*

### OCTOBER FINDINGS

In October, TV was nearly all about sports – taking more than half of the top 100 programs spots.

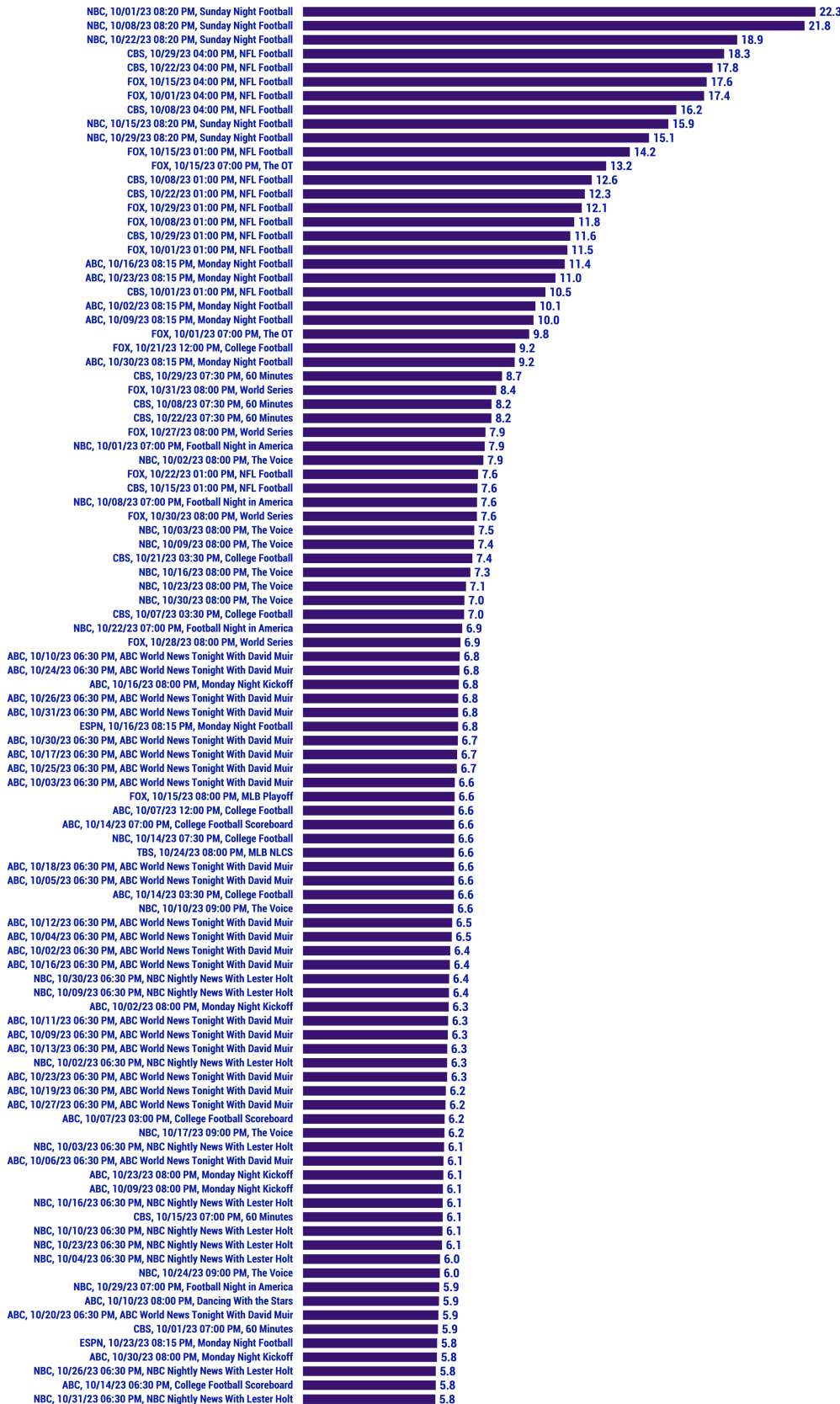
Unsurprisingly, October viewing was dominated by the NFL. What was unexpected is how the myriad of football games and dayparts ranked.

NBC's Sunday Night Football had the top three spots on TV, and five of the top ten programs. The rest of the top ten and eighteen of the top 20 programs were NFL Sunday day games (or coverage), with Disney's Monday Night Football taking the last two top 20 slots.

In breaking news: 37 of the top 100 shows in October were News programs – almost as many as the NFL.

Something else unexpected: Only ten of the top 100 were "entertainment" programs.

*NOTE: This could be an effect of the Hollywood strikes.*



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## NUMBER OF PROGRAMS

**SPORTS**



**53**

**ABC  
WORLD NEWS**



**22**

**THE VOICE**



**9**

**NBC  
NIGHTLY NEWS**



**10**

**60 MINUTES**



**5**

**DANCING W  
THE STARS**



**1**

**OTHER**

**0**

### OCTOBER FINDINGS CONT'D

The majority (53) of TV's top 100 programs in October were sports.

However, a whopping 22 of the top 100 were ABC's *World News Tonight* – making David Muir one of the most watched personalities in America. Five airings of NBC's *Nightly News* ranked in the top 100. All five *60 Minutes* episodes in October made the top 100.

Muir's average viewership (6.1 million) is more than 2X the most watched cable news program. It should be noted that no cable news program appears in October's 100 most viewed. With 37 programs in the top 100 the power of news in linear TV is quite notable. As much as cable news dominates the industry's attention, current affairs programming which avoids punditry and screaming heads, tends to draw much larger audiences than many might think.

Also of significant note: The *only* entertainment shows to appear in the top 100 programs in October were *The Voice* with nine entrants, and *Dancing with the Stars* with one.

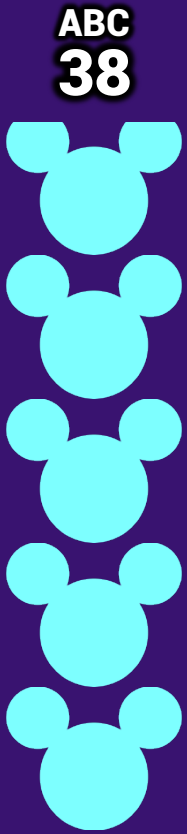
The most watched scripted show in October was *Yellowstone* at #111. For those interested, *The Golden Bachelor* placed #115.

OCTOBER FINDINGS CONT'D

Muir, Monday Night Football, and College Football helped ABC dominate in October, with 38 programs in the top 100. Monday Night Football (along with its Kickoff show) held a dozen of the top 100 slots.

Sunday Night Football, Football Night In America, The Voice and Nightly News gave NBC the #2 ranking. All 15 of Fox's top 100 programs were sports – Football, MLB Playoffs, the World Series, College Football, or sports shoulder programming (The OT). NFL Football, College Football and 60 Minutes made up CBS' 15 top 100 programs.

The *only* cable programs to crack the top 100 were sports.



# VIDEOAMP TOP 100 TV – OCTOBER 2023

## NUMBER OF PROGRAMS

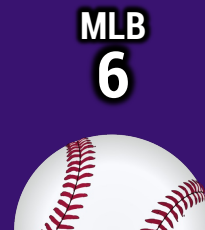
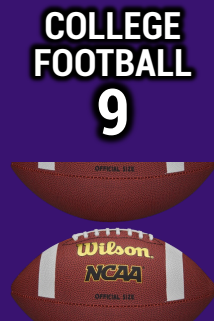


OCTOBER FINDINGS CONT'D

Here's how the dominance of sports programming broke down, and just how high news stacks up.

Again, it's worth noting that just 10% of TV's most watched programs in October were entertainment, and none were scripted shows.\*

\*strike year

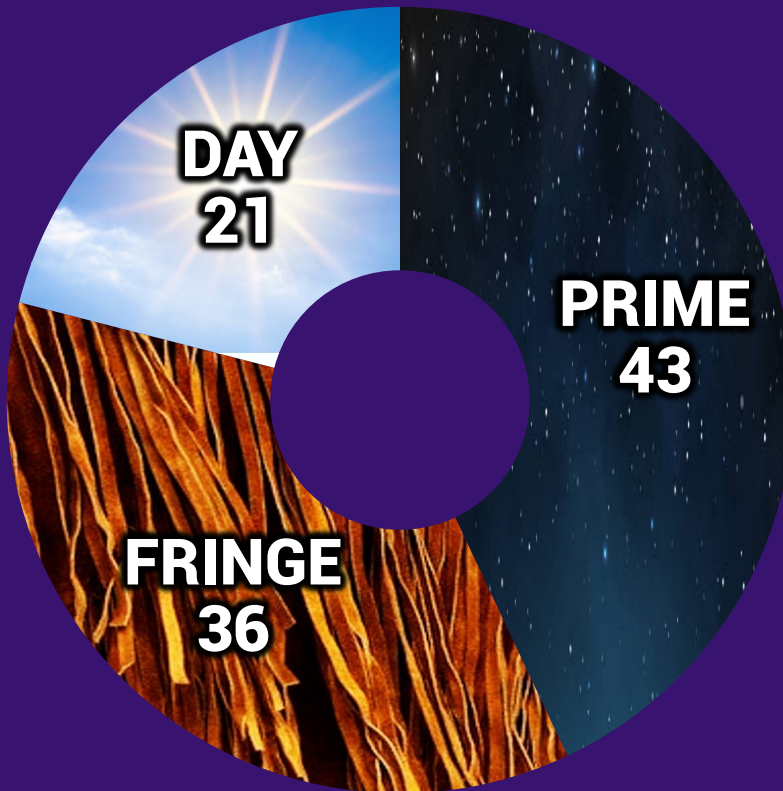


OCTOBER FINDINGS CONT'D

Lastly, we were surprised to find that 57 of the top 100 programs in October did not air in Prime Time.

One in five (all sports) aired during the day.

More than one-third aired in fringe (mostly news).



Which begs the question (especially when you consider streaming views not represented here):

What is Prime Time now?

Food for thought.

# VIDEOAMP TOP 100 TV – OCTOBER 2023

## NUMBER OF PROGRAMS



# P18-34 TOP 25

NBC, 10/08/23 08:20 PM, Sunday Night Football	4.0
NBC, 10/01/23 08:20 PM, Sunday Night Football	4.0
NBC, 10/22/23 08:20 PM, Sunday Night Football	3.5
FOX, 10/01/23 04:00 PM, NFL Football	3.1
CBS, 10/29/23 04:00 PM, NFL Football	3.0
FOX, 10/15/23 04:00 PM, NFL Football	3.0
CBS, 10/22/23 04:00 PM, NFL Football	2.9
NBC, 10/15/23 08:20 PM, Sunday Night Football	2.9
NBC, 10/29/23 08:20 PM, Sunday Night Football	2.7
CBS, 10/08/23 04:00 PM, NFL Football	2.6
FOX, 10/15/23 01:00 PM, NFL Football	2.4
FOX, 10/15/23 07:00 PM, The OT	2.3
CBS, 10/08/23 01:00 PM, NFL Football	2.1
FOX, 10/29/23 01:00 PM, NFL Football	2.0
FOX, 10/08/23 01:00 PM, NFL Football	2.0
CBS, 10/22/23 01:00 PM, NFL Football	1.9
FOX, 10/01/23 01:00 PM, NFL Football	1.9
ABC, 10/16/23 08:15 PM, Monday Night Football	1.9
CBS, 10/29/23 01:00 PM, NFL Football	1.8
ABC, 10/23/23 08:15 PM, Monday Night Football	1.8
FOX, 10/01/23 07:00 PM, The OT	1.8
CBS, 10/01/23 01:00 PM, NFL Football	1.7
ABC, 10/02/23 08:15 PM, Monday Night Football	1.6
ABC, 10/09/23 08:15 PM, Monday Night Football	1.6
FOX, 10/21/23 12:00 PM, College Football	1.5

# P18-49 TOP 25

NBC, 10/08/23 08:20 PM, Sunday Night Football	8.5
NBC, 10/01/23 08:20 PM, Sunday Night Football	8.5
NBC, 10/22/23 08:20 PM, Sunday Night Football	7.4
CBS, 10/29/23 04:00 PM, NFL Football	6.5
FOX, 10/01/23 04:00 PM, NFL Football	6.5
FOX, 10/15/23 04:00 PM, NFL Football	6.4
CBS, 10/22/23 04:00 PM, NFL Football	6.3
NBC, 10/15/23 08:20 PM, Sunday Night Football	6.1
NBC, 10/29/23 08:20 PM, Sunday Night Football	5.9
CBS, 10/08/23 04:00 PM, NFL Football	5.6
FOX, 10/15/23 01:00 PM, NFL Football	5.1
FOX, 10/15/23 07:00 PM, The OT	5.0
CBS, 10/08/23 01:00 PM, NFL Football	4.4
FOX, 10/29/23 01:00 PM, NFL Football	4.3
FOX, 10/08/23 01:00 PM, NFL Football	4.3
CBS, 10/22/23 01:00 PM, NFL Football	4.2
FOX, 10/01/23 01:00 PM, NFL Football	4.1
ABC, 10/16/23 08:15 PM, Monday Night Football	4.1
CBS, 10/29/23 01:00 PM, NFL Football	4.0
ABC, 10/23/23 08:15 PM, Monday Night Football	3.9
FOX, 10/01/23 07:00 PM, The OT	3.9
CBS, 10/01/23 01:00 PM, NFL Football	3.8
ABC, 10/02/23 08:15 PM, Monday Night Football	3.6
ABC, 10/09/23 08:15 PM, Monday Night Football	3.5
FOX, 10/21/23 12:00 PM, College Football	3.3

# VIDEOAMP TOP 100 TV – OCTOBER 2023

LIVE+SD | IN MILLIONS | SOURCE: VIDEOAMP | CHART: ESHAP

# P25-54 TOP 25

NBC, 10/01/23 08:20 PM, Sunday Night Football	9.1
NBC, 10/08/23 08:20 PM, Sunday Night Football	9.1
NBC, 10/22/23 08:20 PM, Sunday Night Football	8.0
CBS, 10/29/23 04:00 PM, NFL Football	7.0
FOX, 10/01/23 04:00 PM, NFL Football	7.0
FOX, 10/15/23 04:00 PM, NFL Football	6.9
CBS, 10/22/23 04:00 PM, NFL Football	6.8
NBC, 10/15/23 08:20 PM, Sunday Night Football	6.6
NBC, 10/29/23 08:20 PM, Sunday Night Football	6.3
CBS, 10/08/23 04:00 PM, NFL Football	6.1
FOX, 10/15/23 01:00 PM, NFL Football	5.5
FOX, 10/15/23 07:00 PM, The OT	5.4
CBS, 10/08/23 01:00 PM, NFL Football	4.7
FOX, 10/29/23 01:00 PM, NFL Football	4.6
FOX, 10/08/23 01:00 PM, NFL Football	4.6
CBS, 10/22/23 01:00 PM, NFL Football	4.5
FOX, 10/01/23 01:00 PM, NFL Football	4.4
ABC, 10/16/23 08:15 PM, Monday Night Football	4.4
CBS, 10/29/23 01:00 PM, NFL Football	4.3
ABC, 10/23/23 08:15 PM, Monday Night Football	4.2
FOX, 10/01/23 07:00 PM, The OT	4.2
CBS, 10/01/23 01:00 PM, NFL Football	4.1
ABC, 10/02/23 08:15 PM, Monday Night Football	3.9
ABC, 10/09/23 08:15 PM, Monday Night Football	3.8
FOX, 10/21/23 12:00 PM, College Football	3.6

# P50+ TOP 25

NBC, 10/01/23 08:20 PM, Sunday Night Football	10.5
NBC, 10/08/23 08:20 PM, Sunday Night Football	10.0
CBS, 10/29/23 04:00 PM, NFL Football	9.1
CBS, 10/22/23 04:00 PM, NFL Football	8.9
NBC, 10/22/23 08:20 PM, Sunday Night Football	8.7
FOX, 10/15/23 04:00 PM, NFL Football	8.6
CBS, 10/08/23 04:00 PM, NFL Football	8.3
FOX, 10/01/23 04:00 PM, NFL Football	8.3
NBC, 10/15/23 08:20 PM, Sunday Night Football	7.5
FOX, 10/15/23 01:00 PM, NFL Football	7.1
NBC, 10/29/23 08:20 PM, Sunday Night Football	7.0
FOX, 10/15/23 07:00 PM, The OT	6.4
CBS, 10/22/23 01:00 PM, NFL Football	6.4
CBS, 10/08/23 01:00 PM, NFL Football	6.4
CBS, 10/29/23 01:00 PM, NFL Football	6.1
FOX, 10/29/23 01:00 PM, NFL Football	6.1
FOX, 10/08/23 01:00 PM, NFL Football	5.8
ABC, 10/16/23 08:15 PM, Monday Night Football	5.8
FOX, 10/01/23 01:00 PM, NFL Football	5.8
ABC, 10/23/23 08:15 PM, Monday Night Football	5.7
CBS, 10/29/23 07:30 PM, 60 Minutes	5.5
CBS, 10/22/23 07:30 PM, 60 Minutes	5.3
CBS, 10/08/23 07:30 PM, 60 Minutes	5.3
CBS, 10/01/23 01:00 PM, NFL Football	5.3
ABC, 10/09/23 08:15 PM, Monday Night Football	5.2

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NUMBER OF PROGRAMS

## METHODOLOGY

The VideoAmp TV 100 Report leverages VideoAmp's currency-grade commingled TV viewership footprint, comprising Smart TV and STB data across 39M households and 63M devices, projected to the US population. This report looks at national linear TV viewership across broadcast and cable networks against Persons 2+, based on Live + SD (live + same day) viewership for the calendar month of October 2023.

## ABOUT VIDEOAMP

VideoAmp is an adtech company offering data and software solutions with a mission to increase the value of advertising by redefining how media is valued, bought and sold. By leveraging the power of currency-grade, big data, VideoAmp's solutions allow clients to access advanced audiences and real-time insights to plan, optimize and measure media investments across platforms. With these solutions, media sellers can maximize the value of their inventory, while advertisers can benefit from increased return on investment. VideoAmp has seen incredible adoption for its measurement and currency solutions with 13 major linear and streaming publishers on board, along with all major media holding companies and several independent agencies, with hundreds of advertisers now utilizing VideoAmp to guarantee their media investments. VideoAmp is headquartered in Los Angeles and New York with offices across the United States. To learn more, visit [www.videoamp.com](http://www.videoamp.com)

## ABOUT EVAN SHAPIRO

Known as the Media Universe Cartographer, Shapiro charts the rate of change in Media via his newsletter Media War & Peace, and with his change agency ESHAP. Got more information at [eshap.tv](http://eshap.tv).

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**QUESTIONS or COMMENTS?**

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