

# VIDEOAMP TV 100

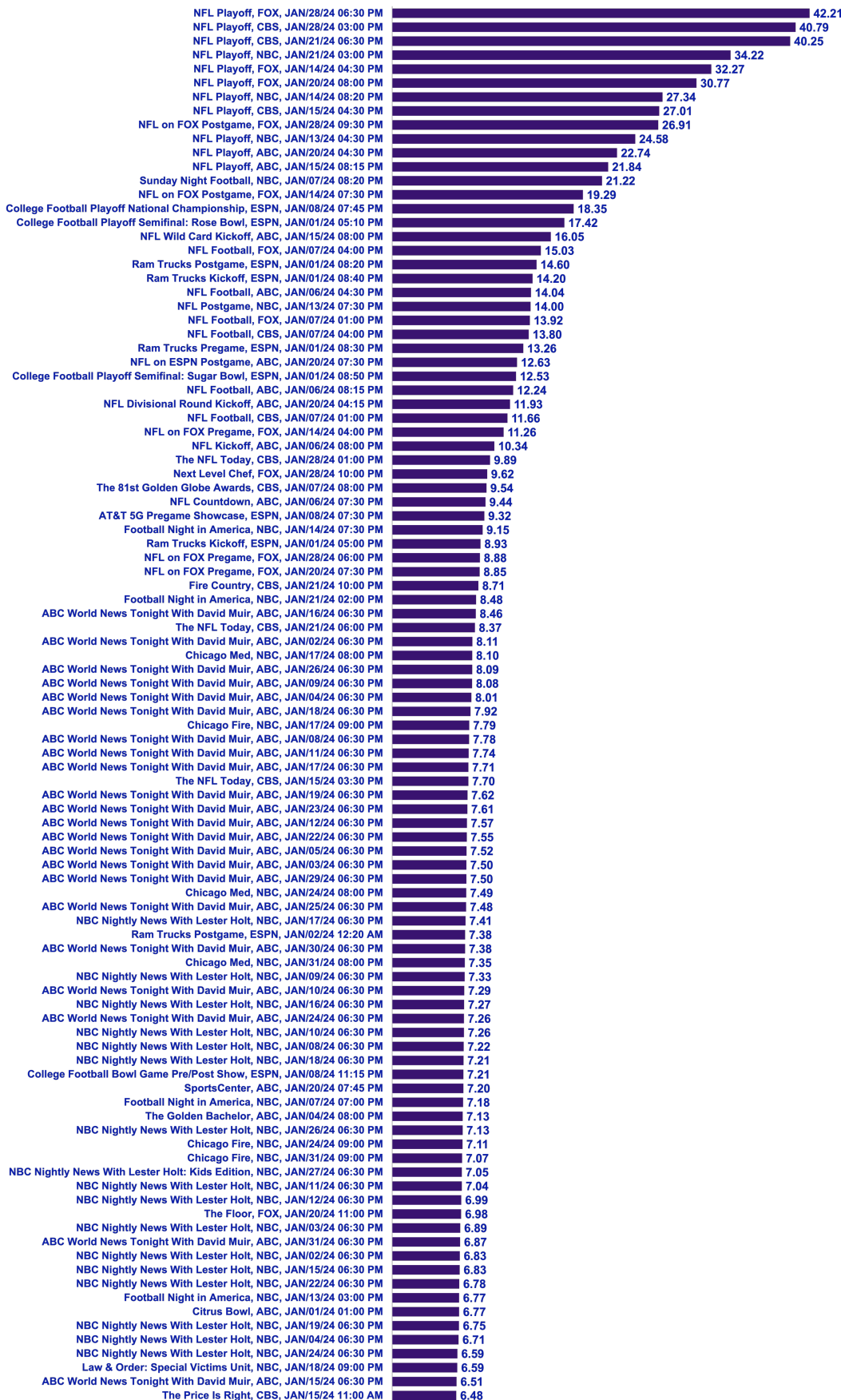
## January 2024

WRITTEN/DESIGNED BY EVAN SHAPIRO  
SOURCE: VIDEOAMP



# VIDEOAMP TV 100 – January 2024

P2+ AUDIENCE | LIVE + SD | IN MILLIONS



This is the first-edition of VideoAmp TV 100 for 2024 – our 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.*

In the start of this year the TV landscape is still affected by the lingering effects of WGA and SAG strikes but is beginning to show signs of a shift with scripted programming finally re-entering the conversation, even edging out non-scripted entertainment with 8 entrees compared to 5 spots for non-fiction.

Following the patterns of Q4 2023, Football still dominated January 2024 with more than one-third of the most watched 100 TV programs in the month being NFL games or programs.

As the winter TV season unfolds, shiny floor game shows like The Price is Right and The Floor appear in the Top 100 along with The Golden Bachelor and Golden Globes.

In January, News actually surpassed the NFL with 39 of the Top 100 spots to the NFL's 36. This is due simply and entirely to fewer football games on TV, as the season ended.

While LIVE continues to be the backbone of linear, the data from the first month of the new year shows that we are crawling out of the shadow of the strike, where scripted will have a lot more importance along with non-scripted entertainment.

# VIDEOAMP TV 100 – January 2024

## NUMBER OF PROGRAMS

<b>NFL FOOTBALL</b>		<b>36</b>
<b>ABC WORLD NEWS</b>		<b>22</b>
<b>NBC NIGHTLY NEWS</b>		<b>17</b>
<b>COLLEGE FOOTBALL</b>		<b>11</b>
<b>CHICAGO MED</b>		<b>3</b>
<b>CHICAGO FIRE</b>		<b>3</b>
<b>GOLDEN BACHELOR</b>		<b>1</b>
<b>THE FLOOR</b>		<b>1</b>
<b>FIRE COUNTRY</b>		<b>1</b>
<b>SPORTSCENTER</b>		<b>1</b>
<b>THE PRICE IS RIGHT</b>		<b>1</b>
<b>NEXT LEVEL CHEF</b>		<b>1</b>
<b>GOLDEN GLOBES</b>		<b>1</b>
<b>LAW AND ORDER</b>		<b>1</b>

### JANUARY FINDINGS CONT'D

To little surprise, so far in the new year Sports maintains its gold medal status on linear TV. However, programming entertainment score far more points in January than in the fall.

If there was an MVP among non-Sports content, it would have to be the Chicago franchise, with Chicago Med and Chicago Fire taking 3 entries each – marking the first appearance in the TV 100 for scripted programming since we started this report. Fire Country and Law and Order also make appearances on the Top 10.

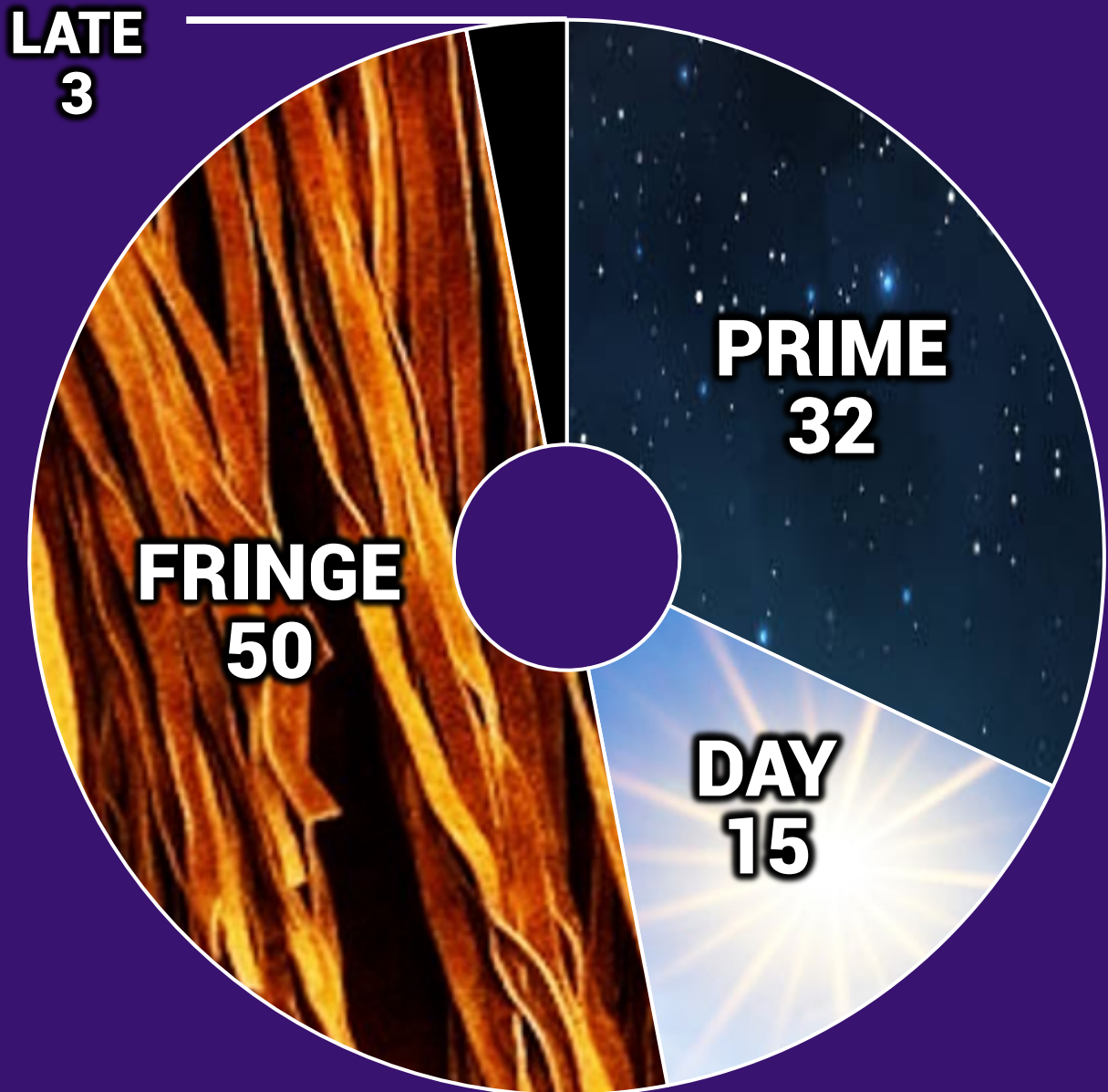
Scripted stole space from entertainment programming which had fewer slots in the TV 100 than in 4Q, but with a wider array of IP. Golden Bachelor, The Price Is Right, Next Level Chef made the TV 100, along with the newly reimagined Golden Globes.

News also continues to be a performance powerhouse and David Muir continues to be the most popular name on TV with Lester Holt following. In fact, the two combined to best the mighty NFL for total slots on the Top 100, while the pro and college football playoffs drew substantially larger audiences.

**NOTE: Between Sport, News, and Awards, live TV programming made up 88 of the top 100 telecasts in January.**

# VIDEOAMP TV 100 – JANUARY 2024

## NUMBER OF PROGRAMS



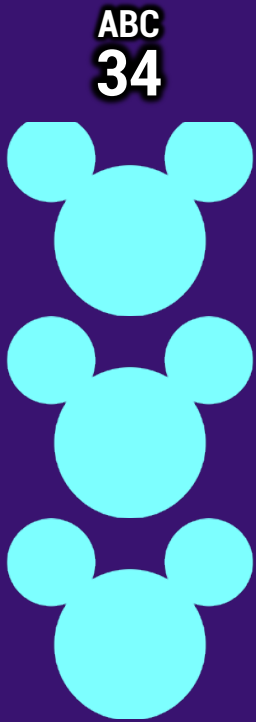
### JANUARY FINDINGS CONT'D

Prime Time continues to be redefined. Fringe takes up *half* of the TV 100, driven primarily by News and Sports. Prime Time took less than one third of the slots in the Top 100 in January.

JANUARY FINDINGS CONT'D

Monday Night Football, David Muir, The Golden Bachelor, gave ABC 34 of the Top 100, followed by NBC driven by Sunday Night Football and Lester Holt, along with the strong return of the Chicago franchise. NBC and ABC tripled the entrees of the other networks in the TV 100 in January.

Sports helped FOX edge out CBS by 1 slot, along with Next Level Chef and The Floor. CBS had a mix of Sports and entertainment in their 11 entries, with football, The Price is Right, Fire Country, and The Golden Globes. College Football and Sportscenter make up ESPN's 10 slots in the TV 100.



# VIDEOAMP TOP 100 TV – JANUARY 2024

## NUMBER OF PROGRAMS

JANUARY FINDINGS CONT'D

In our first TV 100 Report, we noted that live or near-live programming like Sports, News, and competition reality had and would power linear television viewing disproportionately, regardless of daypart, or demographic.

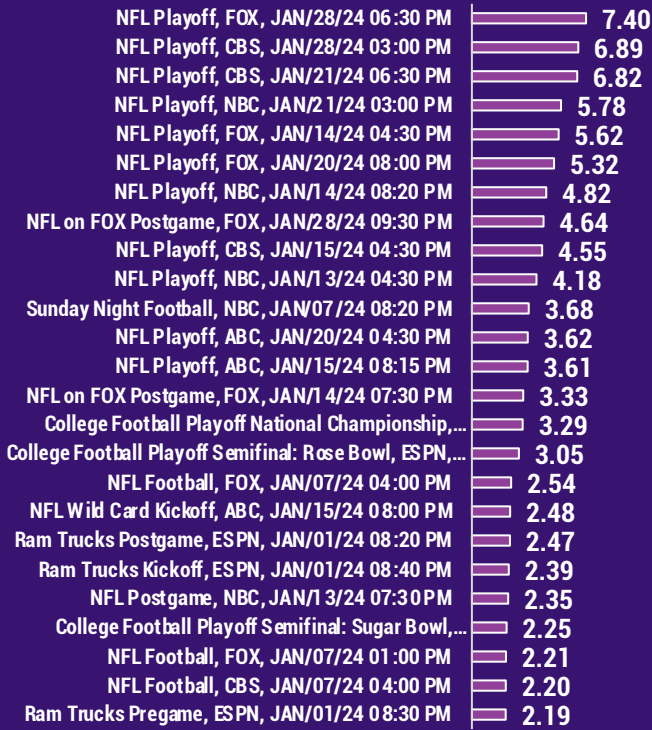
As we start to see Scripted make a comeback, it is still quite evident that live Sports and News will drive consumption on linear.

It will be interesting to track how much Scripted programming can invade the TV 100 in the coming months now that production is back in full swing.

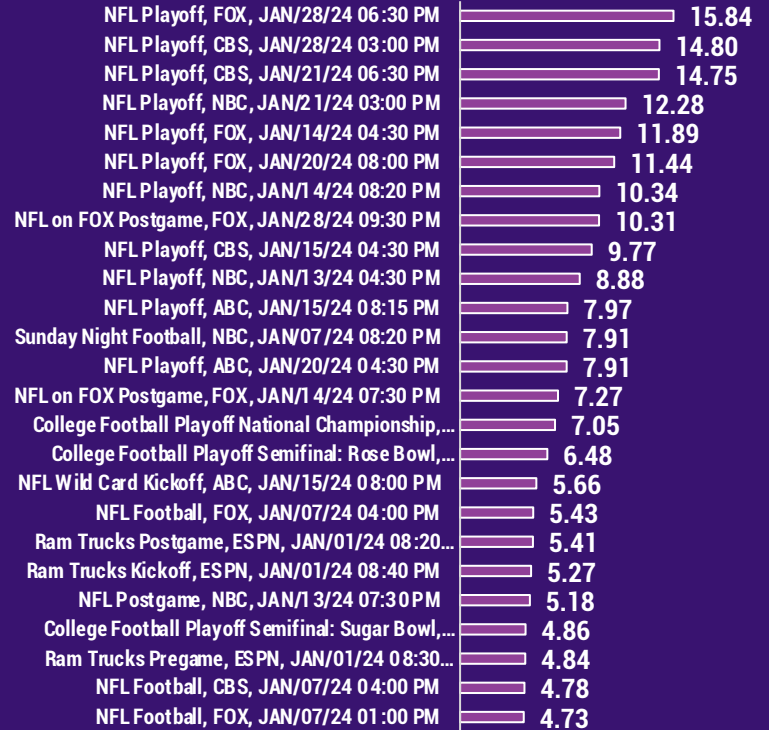


Between Sport, News, and Awards, live TV programming made up 88 of the top 100 telecasts in January.

# P18-34 TOP 25



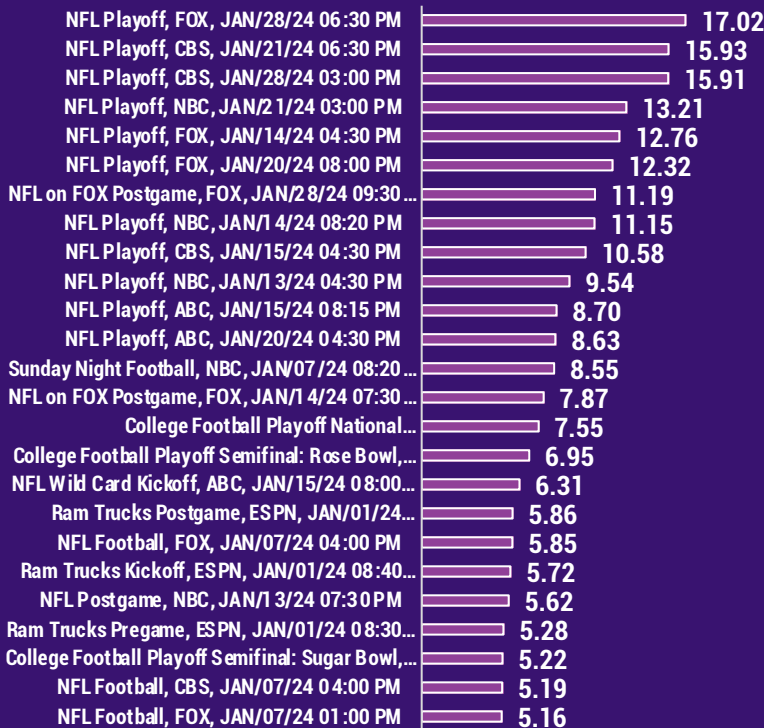
# P18-49 TOP 25



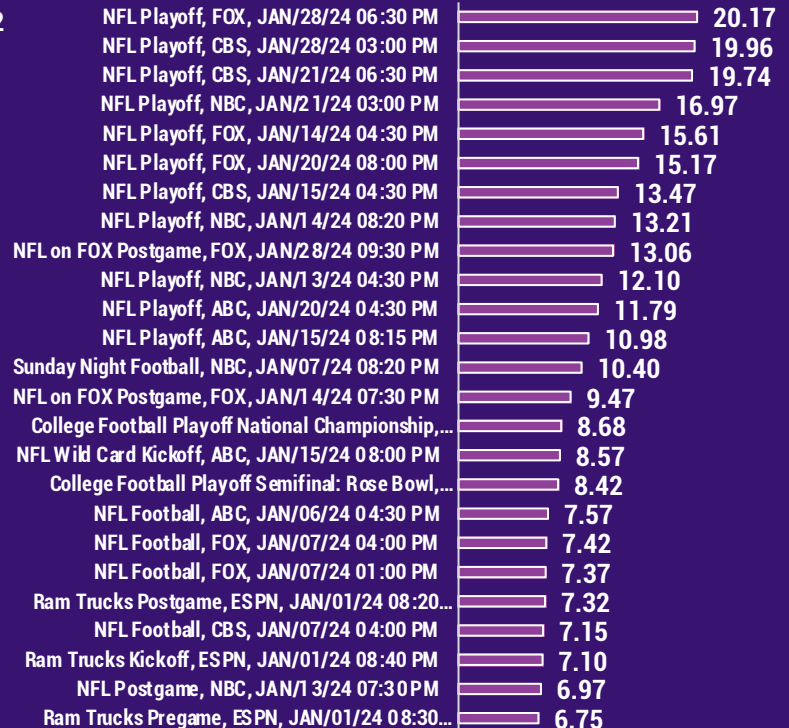
# VIDEOAMP TOP 100 TV – JANUARY 2024

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

# P25-54 TOP 25



# P50+ TOP 25



# VIDEOAMP TOP 100 TV – JANUARY 2024

## 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. Get more information at [eshap.tv](http://eshap.tv).

# **VIDEOAMP TV 100**

## **JANUARY 2024**

WRITTEN/DESIGNED BY EVAN SHAPIRO  
SOURCE: VIDEOAMP

**QUESTIONS or COMMENTS?**

**EMAIL: [INFO@ESHAP.TV](mailto:INFO@ESHAP.TV) or [INFO@VIDEOAMP.COM](mailto:INFO@VIDEOAMP.COM)**