

Saludos a todos,

¡Buenos tardes y feliz miércoles! Déjame presentarles otra edición de Reporte Semanal de Cine Sony. Primero, casi ninguno lee este correo electrónico, y hasta menos pueden leer en español. Pero para los que pueden y lean esto lo aprecia, menos las personas que están leyendo porque te dije. Ya sabes quién es.

¡Si en cualquier momento tengas una pregunta, por favor, no tenga ninguna pena y pregúntame!
(If you have any questions, please ask!)

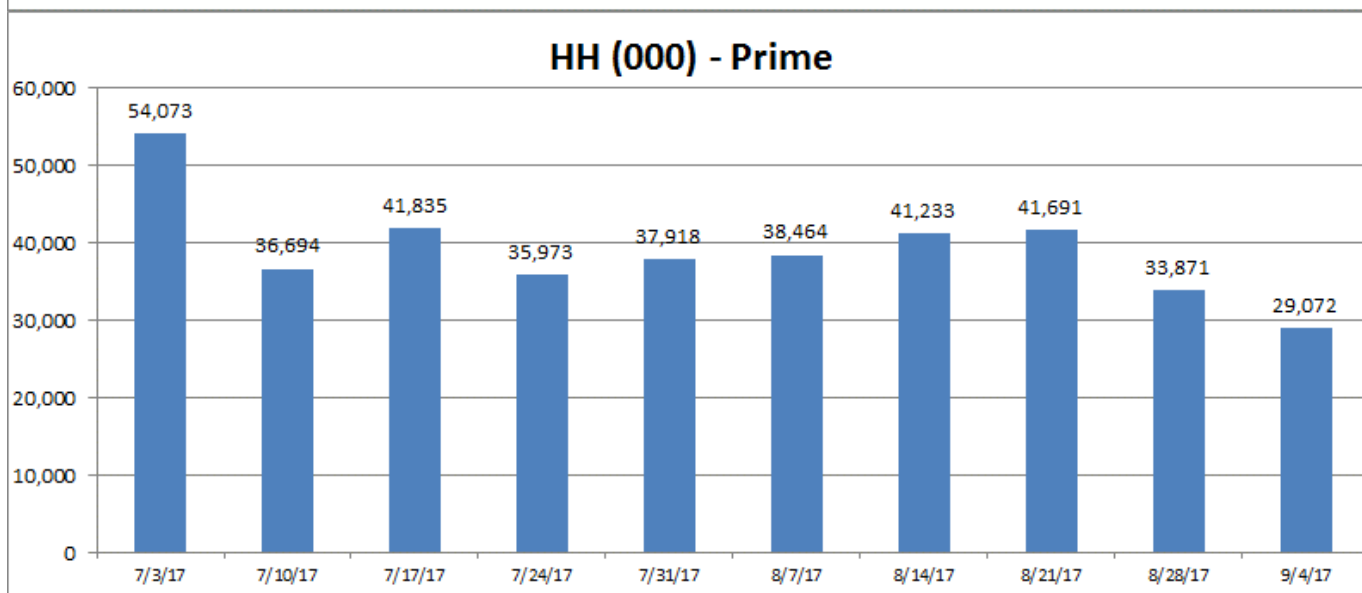
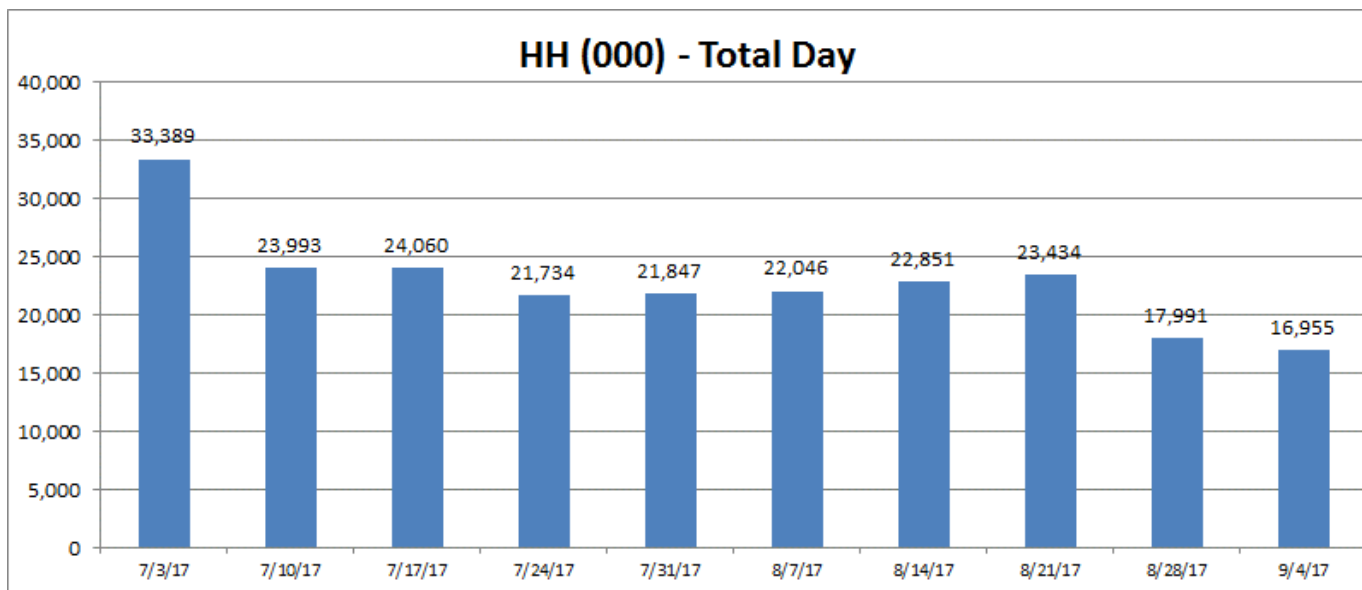
¡Vámonos! Oh wait! ... English; Let's go!

Key Takeaways

- **Reminder: Rentrak had another methodology change that started in September, negatively affected Cine Sony ratings by -30%**
- **The second week of September, and the second week of the new methodology change, was down from last week's viewership, averaging 16,955 viewers**
 - Prime saw double digit drops from last week, with the week of 9/4/17 averaging 29,072 viewers
 - The week of 9/4/17 averaged a HUT of 33.76% HUT, up +2.10% from last week, the highest hut level seen since the week of 1/30/17 (24 weeks ago)
- **Cine Sony dropped out of the Top 5, claiming the #6 spot in the rankings for the week of 9/4/17 in terms of Coverage Rating.**
 - Univision captured the #1 spot in terms of AA and CVG Ratings
- **Cine Sony was the #4 Cable network, behind WAPA America, CNN En Espanol, and Discovery en Espanol**
 - **Both WAPA America, and CNN Espanol saw >+85% growth in viewership from last week**
 - With no glaring changes to programming, an educational guess to the huge growth in audience levels are due to the channels coverage of Hurricane Irma and other major events that occurred during the week
 - The spikes in viewership from WAPA America, and CNN Espanol seem to be similar to what is seen on Sport channels with live events, the increase is not sustained for multiple weeks
- **Top 3 Dayparts: Weekend Fringe, Prime, and Weekend Daytime**
 - Weekend Fringe continued its dominance, capturing the #1 daypart for 20 consecutive weeks
 - Prime and Weekend Daytime also stayed consistent, capturing #2 and #3 respectively for the sixth consecutive week
- **Cine Sony's top 10 had an eclectic selection of genres.**
 - Action: The Punisher x2, Missionary Man, Double Team, Underworld: Evolution
 - Drama: The Princess and the Marine
 - Comedy: Ace Ventura: Pet Detective x2, Grown Ups
 - Thriller: Meeting Evil

Week-to-Week Trending

- **Rentrak had another methodology change starting this week, the first week of September, that negatively affected Cine Sony by -30%.**
- **Total Day**
 - The second week of September, and the second week of the new methodology change, was down from last week's viewership, averaging 16,955 viewers
 - Down -6% vs last week
- **Prime**
 - Prime saw double digit drops from last week, with the week of 9/4/17 averaging 29,072 viewers
 - Down -14% from last week
- **The top 3 dayparts had double digit drops from last week**
 - Weekend Fringe averaged 33,142 viewers – Down -22%
 - Prime averaged 29,072 viewers – Down -14%
 - Weekend Daytime averaged 23,947 viewers – Down -21%
 - **Big increases by Weekday Early Morning and Weekday Daytime offset the drops seen by the top dayparts**



Daypart Breakout

- Below is a look at the daypart breakout of Cine Sony
 - Vs. Last Week
 - The new methodology has affect both the current and last week, thus no adjustments are necessary for a week-to-week comparison
 - Weekday Early Morning (+46%), Weekday Daytime (+30%), Overnight (+8%) were the dayparts that experience growth
 - **The kids Anime series are no longer occupy Weekday Early Morning**
 - Weekend Fringe (-22%), Weekend Daytime (-21%), Prime (-14%), Weekday Fringe (-12%), Weekend Early Morning (-6%) were all down
 - Late Night was Flat
 - Total Day (-6%) saw declines from last week
 - Vs Last Year
 - In the NEW methodology change starting this week, the networks ratings were negatively impacted by -30%. With that in mind, Cine Sony was technically down -9% in Total Viewers vs. the same week last year.
 - Top 3 Dayparts: Weekend Fringe, Prime, and Weekend Daytime
 - Weekend Fringe continued its dominance, capturing the #1 daypart for 20 consecutive weeks
 - Prime and Weekend Daytime also stayed consistent, capturing #2 and #3 respectively for the sixth consecutive week

Daypart	Sept. Wk 2 (9/4 - 9/10/17)				vs. Prior Month				vs. Last Quarter				vs. Last Year		
	CVG RTG	SHR	AA		CVG RTG	SHR	AA		CVG RTG	SHR	AA		CVG RTG	SHR	AA
Prime	0.9057	0.0428	29,072		-20%	-35%	-22%		-21%	-34%	-23%		-36%	-39%	-38%
Late Night	0.7261	0.0595	23,308		-33%	-35%	-35%		-36%	-35%	-37%		-33%	-39%	-35%
Overnight	0.2914	0.0542	9,353		-38%	-44%	-39%		-37%	-41%	-39%		-32%	-40%	-34%
Weekday Early Morning	0.1783	0.0213	5,724		10%	-6%	7%		0%	-8%	-3%		-40%	-42%	-42%
Weekday Daytime	0.3772	0.0410	12,109		5%	-2%	2%		-7%	-13%	-9%		-35%	-38%	-37%
Weekday Fringe	0.5682	0.0390	18,241		-27%	-33%	-29%		-23%	-30%	-25%		-33%	-36%	-35%
Weekend Early Morning	0.2278	0.0275	7,314		-14%	-41%	-16%		-18%	-41%	-20%		-59%	-66%	-60%
Weekend Daytime	0.7460	0.0547	23,947		-27%	-45%	-29%		-39%	-53%	-41%		-36%	-42%	-38%
Weekend Fringe	1.0325	0.0551	33,142		-25%	-39%	-27%		-44%	-56%	-46%		-20%	-25%	-22%
Total Day	0.5282	0.0448	16,955		-23%	-33%	-25%		-29%	-37%	-31%		-34%	-38%	-36%

Vs. Competitors

Below is a list of every Hispanic/Latino Network on Rentrak.

- The Methodology change had a negative impact on most of Cine Sony's competitors, shaking up the Competitor Rankings
 - Cine Sony dropped out of the Top 5, claiming the #6 spot in the rankings for the week of 9/4/17 in terms of Coverage Rating.
 - Univision captured the #1 spot in terms of AA and CVG Ratings
 - Cine Sony was the #4 Cable network, behind WAPA America, CNN En Espanol, and Discovery en Espanol
 - Both WAPA America, and CNN Espanol saw +87% growth in viewership from last week
 - With no glaring changes to programming, an educational guess to the huge growth in audience levels are due to the channels coverage of Hurricane Irma during the week
 - Ranked #19 in Average Audience (same spot from last week), sandwiched between Nat Geo Mundo which ranked #18, and Cinelatino which ranked #20

Week of 9/4/17

Net	Rtg	Sh	Covrg Rtg	AA
Univision (UNIV)	0.4998	1.4803	0.7135	560,484
WAPA America (WAPA)	0.0374	0.1107	0.7041	41,930
Telemundo (TELMUN)	0.3632	1.0757	0.6497	407,282
CNN Espanol (CNNESP)	0.0380	0.1125	0.5909	42,609
Discovery Channel en Espanol (DSC-ES)	0.0294	0.0871	0.5340	32,961
Cine Sony Television (CINSONY)	0.0151	0.0448	0.5282	16,955
Cine Mexicano (CINEMEX)	0.0101	0.0301	0.4669	11,382
beIN Sport Espanol (BEINESP)	0.0614	0.1819	0.4097	68,884
Cinelatino (Espanol) (CINE)	0.0138	0.0409	0.4000	15,494
Nat Geo Mundo (NGCMUNDO)	0.0159	0.0470	0.3529	17,805
Playboy en Espanol (PLBYSI)	0.0037	0.0108	0.2716	4,094
Univision tlnovelas (TLNOV)	0.0175	0.0519	0.2628	19,640
UniMas (UNIMAS)	0.1353	0.4008	0.2241	151,761
ESPN Deportes (ESPNDEP)	0.0305	0.0905	0.2160	34,256
History Channel en Español (THCES)	0.0120	0.0355	0.2140	13,433
Pasiones TV (PSNES)	0.0093	0.0276	0.1912	10,447
ViendoMovies (VIENDO)	0.0057	0.0169	0.1883	6,416
De Película (DEPEL)	0.0048	0.0144	0.1850	5,437
RCN Nuestra Tele (NUESTRA)	0.0063	0.0185	0.1829	7,021
FORO TV (FOROTV)	0.0122	0.0361	0.1828	13,663
beIN Sport (BEIN)	0.0360	0.1067	0.1653	40,399
Centroamerica TV (CNTRO)	0.0065	0.0192	0.1506	7,271
Estrella TV (ESTRTV)	0.0321	0.0951	0.1499	36,007
De Película Clásico (DEPELCLSC)	0.0032	0.0095	0.1465	3,615
FOX Deportes (FOXDEPORTE)	0.0245	0.0726	0.1244	27,477
Discovery Familia (DFAM)	0.0063	0.0188	0.1242	7,106
Azteca (AZA)	0.0316	0.0936	0.1047	35,432
Univision Deportes (UNIDEP)	0.0400	0.1184	0.0960	44,819
TVE Internacional (TVE)	0.0034	0.0102	0.0935	3,846
Bandamax (BDMAX)	0.0033	0.0098	0.0847	3,699
Mexicanal (Cable)* (MEXICANALC)	0.0024	0.0071	0.0751	2,703
Telehit (TELEHT)	0.0016	0.0047	0.0693	1,766
El Rey (ELREY)	0.0297	0.0880	0.0689	33,315
UNIVERSO (NBCU)	0.0277	0.0819	0.0679	31,028
Galavision (GALA)	0.0379	0.1123	0.0640	42,528
Television Dominicana (DOMIN)	0.0017	0.0052	0.0460	1,958
GOL TV (Spanish) (GOL TVS)	0.0033	0.0096	0.0456	3,645
HBO Latino (HBOLAT)	0.0123	0.0365	0.0411	13,833
MTV Tr3s (MTV3)	0.0121	0.0359	0.0374	13,580
HITN TV (HITN)	0.0040	0.0119	0.0108	4,518
V-me TV (V-ME)	0.0018	0.0053	0.0052	2,001
Enlace (ENLACE-C)	0.0017	0.0051	0.0050	1,918

Title Breakdown

- Transition Period for Methodology Change
 - For the second consecutive September, Rentrak will have a methodology change, with this change negatively impacting the network.
 - Since the methodology change occurs during the middle of Q3'17 (*not sure why they don't wait till the end of the quarter*) it will leave September's telecasts at a disadvantage when comparing to Quarterly Averages (benchmark).
- The Punisher captured two of the Top 5 telecasts of the week
 - Saturday's The Punisher at 5:50pm captured the #1 telecast of the week

- Averaged 41,278 viewers, down -15% vs Weekend Fringe benchmark
 - Grew off the #3 telecast of the week, Missionary Man (38,002 AA) up +9% in viewership
 - Sunday's The Punisher at 12:40pm captured the #4 telecast of the week
 - Averaging 36,789 viewers, up +12% vs Weekend Daytime benchmark
 - Huge growth off its lead-in, Eye of the Beholder (26,002 AA) up +41% in viewership
 - The only weekend telecast to out-pace benchmarks this week
 - The biggest component why no other telecasts out-paced benchmarks is the change of methodology in the middle of the quarter
 - Historically, The Punisher has been a phenomenal title, out-pacing benchmarks in 23 out of 28 telecasts
- Capturing the #2 telecast of the week was Ace Ventura: Pet Detective, which aired on Monday at 8pm
 - Averaging 39,944 viewers, up +11% vs Prime benchmark
 - Huge growth off its lead-in Grown Ups (27,399 AA) up +46% in viewership
 - Ace Ventura: Pet Detective had two other telecasts:
 - Monday@9:40pm: the 2nd of a double header, averaged 28,291 viewers, down -21% vs Prime benchmarks
 - Huge drop in viewers from its lead-in, Ace Ventura: Pet Detective (28,291 AA) down -29% in viewership
 - **The second airings of back-to-back telecasts of the same title (double headers) have seen a huge drop of late, even with the strongest titles, with Ace Ventura: Pet Detective being the latest example**
 - Sunday@4:30pm: averaged 31,312 viewers, down -36% vs Weekend Fringe benchmark
 - Both of these telecasts suffered against benchmarks in large part because of the methodology change
 - Historically, Ace Ventura: Pet Detective has been a phenomenal title, out-pacing benchmarks in 8 out of 11 telecasts
- Sidebar: The two strategies of airing back-to-backs telecasts of the same title, or putting two titles in pairs, and stacking the pairs has have shown mixed results in the past
 - This week, two days (Tuesday and Wednesday) had the latter, two titles paired together
 - **Tuesday:**
 - The Princess and the Marine@8pm: 33,214 viewers
 - Ice Castles@9:40pm: 22,827 viewers
 - Down -32% from The Princess and the Marine
 - The Princess and the Marine@11:20pm: 22,622 viewers
 - Great retention rate of 99% from Ice Castles
 - Ice Castles@1:00am: 14,481 viewers
 - Down -36% from The Princess and the Marine
 - The Princess and the Marine has been a great title, while Ice Soldiers has been a poor title
 - **Wednesday:**
 - Meeting Evil@8pm: 32,920 viewers
 - Cleaner@9:40pm: 21,962 viewers
 - Down -33% from Meeting Evil
 - Meeting Evil@11:20pm: 22,622 viewers
 - Great retention rate of 96% from Cleaner
 - Cleaner@1:00am: 12,496 viewers
 - Down -41% from Meeting Evil
 - Meeting Evil is a new title that had a strong first week, Cleaner has been a modest title
 - Arguing one strategy over another could go either way, but most consistent tendency is strong titles will out-perform weak titles regardless of strategy
- Missionary Man, which aired on Saturday at 4:10pm, captured the #3 spot in the Weekly Telecast Power Rankings
 - Averaging 38,002 viewers, down -22% vs Weekend Fringe benchmark
 - Huge growth off its lead-in, Underworld: Evolution (26,096 AA) up +46% in viewership
 - Missionary Man had one other telecast this week, Thursday at 1:50pm
 - Averaging 19,032 viewers, up +54% vs Weekday Daytime benchmark
 - Historically, Missionary Man has been a phenomenal title, going 10 for 13 against benchmarks
- Rounding out the Top 5 telecasts was Double Team, which aired on Monday at 11:20pm, averaging 35,183 viewers, up +5% vs Late Night benchmark
 - Impressively grew off its lead-in, Ace Ventura: Pet Detective (28,291 AA) up +24%
 - Historically, Double Team has been a great title, out-pacing benchmarks in 8 out of 10 telecasts
- Titles that stood out this week:
 - Final Fantasy VII: Advent Children, which aired on Thursday at 3:30pm averaged 10,676 viewers, down -14% vs Weekend Daytime benchmarks
 - Huge drop in viewership from a strong lead-in, Missionary Man (19,032 AA) down -44% in viewership
 - Historically, Final Fantasy VII has yet to out-pace benchmarks in 7 telecasts
 - The Professional had an impressive airing on Sunday at 12am,
 - Averaging 27,096 viewers, down -19% vs Late Night benchmark
 - Still able to out-pace SHR benchmarks
 - Impressively grow off a weak lead-in, Talladega Nights: The Ballad of Ricky Bobby (20,790 AA) up +30%
 - Historically, The Professional has been an excellent title, out-pacing benchmarks in 4 out of 5 telecasts
- Titles that aired for the first time on the network since becoming rated
 - Meeting Evil had two telecasts in its premiere week:
 - Wednesday@8pm: averaging 32,920 viewers, down -9% vs Prime benchmark
 - Big growth off its lead-in, Total Recall (21,631 AA) up +52% in viewership

- The #8 telecast of the week
 - Wednesday@11:20pm: averaging 21,067 viewers, down -37% vs Late Night benchmark
 - Strong retention rate of 96% from its lead-in, Cleaners (21,962 AA)
 - Both telecasts being down vs benchmarks speaks is caused by the methodology change. From the two weeks of data
 - Adjusting for the methodology change, Meeting Evil had a solid first week, beating methodology adjusted benchmarks in 1 out of 2 telecasts
- Talladega Nights: The Ballad of Ricky Bobby had three telecasts this week
 - Monday@4pm: 17,839 viewers, down -30% vs Weekday Fringe benchmark
 - Dropped in viewership from its lead-in, Stuart Little (18,704 AA) down -5%
 - Sunday@6pm: 23,346 viewers, down -52% vs Weekend Fringe benchmark
 - Dropped in viewership from its lead-in, Ave Ventura: Pet Detective (31,132 AA) down -25% in viewership
 - Sunday@10pm: 20,790 viewers, down -42% vs Prime benchmark
 - Big drop in viewership from its lead-in, Grown Ups (34,232 AA) down -39%
 - Talladega Nights consistently dropping from its lead-in is worrisome
- Cine Sony's top 10 had an eclectic selection of genres.
 - Action: The Punisher x2, Missionary Man, Double Team, Underworld: Evolution
 - Drama: The Princess and the Marine
 - Comedy: Ace Ventura: Pet Detective x2, Grown Ups
 - Thriller: Meeting Evil
 - The week of 9/4/17 had Weekend and Weekday telecasts split the Top 10
 - Prime accounted for 5 of the Top 10 telecasts
 - Top Titles by Daypart
 - The Punisher captured the #1 telecast in Weekend Fringe
 - Grown Ups captured the #1 telecast in Weekday Fringe
 - Ace Ventura: Pet Detective was the #1 telecast in Prime
 - Felon was the #1 telecast in Weekday Day
 - The Punisher was the #1 telecast in Weekend Day
 - Double Team was the #1 telecast in Late Night
 - The Pirates! Band of Misfits captured the #1 telecast in Weekend Early Morning
 - Cleaner the #1 telecast in Weekday Early Morning
 - Bad Country captured the #1 telecast in Overnight
 - The Professional, the #15 telecast of the week, captured the #1 SHR of the week
 - Cine Sony saw the week of 9/4/17 deliver 1 telecasts that topped 40k viewers, the lowest total of 40k+ titles seen on Cine Sony in the past ten weeks (obviously this has a lot to do with the methodology change)
 - One Week Ago: 6 telecasts over 40k
 - Two Weeks Ago: 16 telecasts over 40k
 - Three Weeks Ago: 13 telecasts over 40k
 - Four Weeks Ago: 10 telecasts over 40k
 - Five Weeks Ago: 12 telecasts over 40k
 - Six Weeks Ago: 10 telecasts over 40k
 - Seven Weeks Ago: 13 telecasts over 40k
 - Eight Weeks Ago: 16 telecasts over 40k
 - Sunday's Talladega Nights: The Ballad of Ricky Bobby was the lowest Prime audience levels of the week
 - Delivering 20,790 viewers, down -42% vs Prime benchmark
 - Up from last week's worst performing title, District 9 (19,063 AA), up +9% in viewership

Bottom 5 Titles - Prime - Cine Sony (Week of 9-4-17)						
Tlcst	Date	Start Time	Run Time	Rtg	Sh	AA
Talladega Nights: The Ballad of Ricky Bobby	Sunday, September 10, 2017	10:00:00 PM	120	0.0185	0.0310	20,790
Cleaner	Wednesday, September 06, 2017	9:40:00 PM	100	0.0196	0.0376	21,962
Ice Castles	Tuesday, September 05, 2017	9:40:00 PM	100	0.0204	0.0363	22,827
Underworld: Awakening	Friday, September 08, 2017	9:40:00 PM	100	0.0206	0.0379	23,108
Underworld: Awakening	Friday, September 08, 2017	8:00:00 PM	100	0.0208	0.0406	23,336

Top Titles 25 - Cine Sony (Week of 9-4-17)							
Tlctst	Date	Daypart	Start Time	Run Time	Rtg	Sh	AA
The Punisher	Saturday, September 09, 2017	Weekend Fringe	5:50 PM	130	0.0368	0.0702	41,278
Ace Ventura: Pet Detective	Monday, September 04, 2017	Prime	8:00 PM	100	0.0356	0.0593	39,944
Missionary Man	Saturday, September 09, 2017	Weekend Fringe	4:10 PM	100	0.0339	0.0729	38,002
The Punisher	Sunday, September 10, 2017	Weekend Day	12:40 PM	135	0.0328	0.0697	36,789
Double Team	Monday, September 04, 2017	Late Night	11:20 PM	100	0.0314	0.0893	35,183
Grown Ups	Sunday, September 10, 2017	Prime	8:00 PM	120	0.0305	0.0435	34,232
The Princess and the Marine	Tuesday, September 05, 2017	Prime	8:00 PM	100	0.0296	0.0497	33,214
Meeting Evil	Wednesday, September 06, 2017	Prime	8:00 PM	100	0.0294	0.0529	32,920
Underworld: Evolution	Thursday, September 07, 2017	Prime	8:00 PM	120	0.0287	0.0508	32,218
Ace Ventura: Pet Detective	Sunday, September 10, 2017	Weekend Fringe	4:30 PM	90	0.0278	0.0490	31,132
Ultraviolet	Sunday, September 10, 2017	Weekend Day	2:55 PM	95	0.0275	0.0553	30,858
Looper	Saturday, September 09, 2017	Prime	8:00 PM	130	0.0268	0.0430	30,002
Ace Ventura: Pet Detective	Monday, September 04, 2017	Prime	9:40 PM	100	0.0252	0.0449	28,291
Grown Ups	Monday, September 04, 2017	Weekday Fringe	6:00 PM	120	0.0244	0.0486	27,399
The Professional	Monday, September 11, 2017	Late Night	12:00 AM	120	0.0242	0.0940	27,096
Underworld: Evolution	Saturday, September 09, 2017	Weekend Day	2:10 PM	120	0.0233	0.0573	26,096
Eye of the Beholder	Sunday, September 10, 2017	Weekend Day	10:50 AM	110	0.0232	0.0648	26,002
Total Recall	Saturday, September 09, 2017	Weekend Day	12:00 PM	130	0.0220	0.0589	24,634
Underworld: Evolution	Thursday, September 07, 2017	Prime	10:00 PM	120	0.0216	0.0404	24,172
Looper	Saturday, September 09, 2017	Prime	10:10 PM	130	0.0215	0.0380	24,147
Total Recall	Friday, September 08, 2017	Late Night	11:20 PM	130	0.0213	0.0568	23,877
Single White Female	Sunday, September 10, 2017	Late Night	12:20 AM	120	0.0209	0.0623	23,416
Talladega Nights: The Ballad of Ricky Bobby	Sunday, September 10, 2017	Weekend Fringe	6:00 PM	120	0.0208	0.0343	23,346
Underworld: Awakening	Friday, September 08, 2017	Prime	8:00 PM	100	0.0208	0.0406	23,336
Underworld: Awakening	Friday, September 08, 2017	Prime	9:40 PM	100	0.0206	0.0379	23,108

Daypart Showcase – Telecasts – Weekend Day/Fringe (SS 9am – 7pm)

- Capturing the **#1 telecast in Average Audience** was The Punisher which aired on Saturday at 5:50pm, averaged 41,278 viewers
- Capturing the **#1 telecast in SHR** was Missionary Man which aired on Saturday at 4:10 pm
- Ranking dead last in terms of **AA** was Soccer Dog: European Cup, which aired on Saturday at 10:30am
- Ranking dead last in terms of **SHR** was Talladega Nights: The Ballad of Ricky Bobby, which aired on Sunday at 6:00pm

Top 5 Titles - Weekend Day/Fringe							
Tlctst	Date	Start Time	Run Time	Rtg	Sh	AA	
The Punisher	Saturday, September 09, 2017	5:50:00 PM	130	0.0368	0.0702	41,278	
Missionary Man	Saturday, September 09, 2017	4:10:00 PM	100	0.0339	0.0729	38,002	
The Punisher	Sunday, September 10, 2017	12:40:00 PM	135	0.0328	0.0697	36,789	
Ace Ventura: Pet Detective	Sunday, September 10, 2017	4:30:00 PM	90	0.0278	0.0490	31,132	
Ultraviolet	Sunday, September 10, 2017	2:55:00 PM	95	0.0275	0.0553	30,858	
Bottom 5 Titles - Weekend Day/Fringe							
Tlctst	Date	Start Time	Run Time	Rtg	Sh	AA	
Soccer Dog: European Cup	Saturday, September 09, 2017	10:30:00 AM	90	0.0130	0.0422	14,632	
Rudo y Cursi	Sunday, September 10, 2017	9:00:00 AM	110	0.0171	0.0501	19,155	
Talladega Nights: The Ballad of Ricky Bobby	Sunday, September 10, 2017	6:00:00 PM	120	0.0208	0.0343	23,346	
Total Recall	Saturday, September 09, 2017	12:00:00 PM	130	0.0220	0.0589	24,634	
Eye of the Beholder	Sunday, September 10, 2017	10:50:00 AM	110	0.0232	0.0648	26,002	

Weekly Grid

Below please find the Weekly Grid, which shows telecast-by-telecast performance for all airings on Cine Sony.

- Total Day Performance Ranker (Average Audience)
 - Saturday – 21,841
 - Sunday – 21,728
 - Monday – 18,006
 - Wednesday – 15,576
 - Thursday – 15,133
 - Friday – 14,079

- Tuesday – 12,663

***Note:** Data highlighted in Green indicates telecasts which beat Cine Sony's Quarterly Daypart Average for the respective daypart.

Daypart Definitions

- Prime (MS 8p-11p)
- Late Night (MS 11p-2a)
- Overnight (MS 2a-6a)
- Weekday Early Morning (MF 6a-9a)
- Weekday Day (MF 9a-4p)
- Weekday Fringe (MF 4p-8p)
- Weekend Early Morning (SS 6a-9a)
- Weekend Day (SS 9a-4p)
- Weekend Fringe (SS 4p-8p)