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
 - o 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
 - o 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.
 - o Action: The Punisher x2, Missionary Man, Double Team, Underworld: Evolution
 - o Drama: The Princess and the Marine
 - o Comedy: Ace Ventura: Pet Detective x2, Grown Ups
 - o 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%
 - O 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
 - o 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

Davisant	Sept. W	/k 2 (9/4 - 9	9/10/17)	vs.	Prior Mo	nth	vs.	Last Quar	ter	V:	s. Last Yea	r
Daypart	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
 - o 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	9/4/1	L 7	_	
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
 - o 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
 - o 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
 - o 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
 - o 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
 - o 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
 - o Impressively grew off its lead-in, Ace Ventura: Pet Detective (28,291 AA) up +24%
 - o Historically, Double Team has been a great title, out-pacing benchmarks in 8 out of 10 telecasts
- Titles that stood out this week:
 - o 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
 - o 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.
 - o Action: The Punisher x2, Missionary Man, Double Team, Underworld: Evolution
 - o 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
 - o The Punisher captured the #1 telecast in Weekend Fringe
 - o 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
 - o The Punisher was the #1 telecast in Weekend Day
 - Double Team was the #1 telecast in Late Night
 - o The Pirates! Band of Misfits captured the #1 telecast in Weekend Early Morning
 - Cleaner the #1 telecast in Weekday Early Morning
 - o 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
 - o Delivering 20,790 viewers, down -42% vs Prime benchmark
 - \circ $\;$ Up from last week's worst performing title, District 9 (19,063 AA), up +9% in viewership

Bottom	5 Titles - Prime - Cine Sony (Weel	k 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 (W	/eek of 9-4-17)					
Tlcst	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

<u>Daypart Showcase - Telecasts - Weekend Day/Fringe (SS 9am - 7pm)</u>

- 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/Fring	ge				
Tlcst	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/Fri	nge				
Tlcst	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

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	3:00 AM 6:10 AM - Th	1-The 0.0054	0.0362	290'9	5:10 AM -	0.0043	0.0226	4,821	4	0.0042	0.0234	4,708		0.0061	0.0318	6,890 5:	5:30 AM - 0	0.0042 0.0	0.0219 4,752	52 5:10 AM -	- 0.0082	2 0.0516	9,223	4:30 AM -	0.0079	0.0461	8,841
		n 02			Predator X				6:30 AM -	0.0029	0.0127	3,249		0.0046	0.0200	5, 169	1009 R			OF 1112 2U	۲,			6:30 AM -	0.0054	0.0257	6,024
	4:00 AM 7:00 AM -	AM - 0.0080	0.0344	8,928	7:10 AM - Fools Dush In	0.0048	0.0193	5,407	7:00 AM - The	0.0045	0.0170	5,027	7:00 AM -	0.0057	0.0221 (6,439 7:	7:00 AM - 0	0.0045 0.0	0.0168 5,037					7:00 AM -	0.0049	0.0242	5,544
		2000			1997 PG-13				NR NR				Dog's Tale			P. P.	ale 1992			7:30 AM	9900'0 -	6 0.0263	7,365	7:30 AM -	0.0054	0.0254	6,097
													2010 G				œ			8:00 AM	0900'0 -	0.0184	6,741	8:00 AM -	0.0059	0.0198	6,639
		AM - 0.0067	0.0256	7,510					8:40 AM - The	0.0069	0.0278	8 602,7		0.0057	0.0238 6	6,391				8:30 AN	0.0059	9 0.0185	992'9	8:30 AM -	0.0069	0.0224	7,757
	6:00 AM 9:00 AM - The Munnets Take	1 - The 0.0058	0.0195	6,522	9:20 AM - The	0.0082	0.0351	9,229	Colony 2013 NR				Cavern 2006 R			6	9:00 AM - 0	0.0051 0.0	0.0213 5,759	99 9:00 AM - The Dirates! Rand	The 0.0073	3 0.0230	8,169	9:00 AM -	0.0171	0.0501	19,155
9:30 AM 6:		ttan			The Ocean									-			Secrets 2005			Of Misfits	2 20			2009 R			
	7:00 AIM 1984 G	94			1999 PG-13									0.0102	0.0439	11,426	~			$\overline{}$	(2)						
	_								10:30 AM -	0.0111	0.0450	12,454	1997R			10		0.0065 0.0	0.0258 7,311	_				10:50 AM -	0.0232	0.0648	26,002
	8:00 AM 11:00 AM -	AM - 0.0084	0.0247	9,395	11:20 AM - The Resident	0.0085	0.0341	9,555	2003 R							2 0	Darkness			Socrer Dog	4 - 0.0130	0.0422	14,632	Beholder			
		Jo			2011R												2011R			European Cup	grib			2000 R			
		_		-					12:10 PM - Rad Country	0.0132	0.0540	14,761	12:00 PM -	0.0160	0.0700	17,981		-	\dashv	2004 PG-13		-					
	9:30 AM 12:40 PM -	PM - 0.0138	0.0415	15,461		- 1	\dashv						Professional			유	12:35 PM - 0 The Medallion	0.0120 0.(0.0470 13,431	31 12:15 PM Total Recall	0.0220	0.0589	24,634	12:40 PM - The Punisher	0.0328	0.0697	36,789
100 PM 10:1	10:00 AM Royal	[D.			1:00 PM - The Fifth	0.0090	0.0357	10,058							-)3 PG-13			2012 PG	13			2004R			
	Hinnam 1995 G	orture 3.G			Commandmen	Į.			7140 PM					0.0170	0.0718 1	19,032		-	-	<u> </u>	_						
		_	-	\exists			-		Ť	0.0186	0.0/18	20,901	Man 2008 R			4 S	Population	0.011/ 0.0	0.0435 13,093		_	+	+	0.00	4		
	Stuart Little	Little	0.0464	18,704	Sands 2009 R	R 0.0113	0.0383	12,646								43	S 2006 R			- PM - Z:20 PM - Underworld	- 0.0233	3 0.0573	26,096	Ultraviolet	0.0275	0.0553	30,858
		PG											- 1		+		1	+		Evolution	_			2006 PG-13			
	100 PM 4:00 PM -	_	-	+	_				4.00 DM -	1000	0.00			0.0095	0.0309	10,676		+	+	2006 R	_	-	-				
		lega 0.0159	0.03/9	17,839	4.70 DM	+	+		\neg	0.0185	0.0518	20,728	VII: Advent			100	Country 2014	0.0141 0.0	0.0395 15,868	_	U.U339	67/0:0	38,002	4.20 DM A.			
		: The			Diamond Dogs	0.0146	0.0365	16,382	2008 R				Children 2005 PG-13				œ			Man 2008 R	<u>~</u>			Ventura: Pet	0.0278	0.0490	31,132
5:30 PM 2:	2:30 PM Ricky Bobby	obby			2008 R				5:50 PM -	0.0193	0.0418	21.631		0.0155	0.0366	17.414				5:50 PM -	The 0.0368	S 0.0707	41.278	Detective 1994 PG-13			
6:00 PM 3:0	3:00 PM 6:00 PM -	PM - 0.0244	0.0486	27.399	+	0.0159	0.0317	17.835	Total Recall				12			_	5:00 PM - The	0.0164 0.0	0.0365 18.338	Punisher 2004				_	0.0208	0.0343	23.346
6:30 PM 3:	3:30 PM Grown Ups				Ultraviolet								×			J		+						Talladega Niohte: The			
7:00 PM 4:0	4:00 PM				2007												PG-13							Ballad Of			
	4:30 PM																							Ricky Bobby			
	5:00 PM - 8:00 PM - Ace	1 - Ace 0.0356	5 0.0593	39,944		o.0296	0.0497	33,214		0.0294	0.0529	32,920	8:00 PM -	0.0287	0.0508 3	32,218		0.0208 0.0	0.0406 23,336	36 8:00 PM -	0.0268	8 0.0430	30,002	8:00 PM -	0.0305	0.0435	34,232
8:30 PM 5:4	5:30 PM Veriuna: re Detective	tive			The Marine				2012 R				Evolution			5 &	Awakening			Looper 2	71,			2010 PG-13			
		- 1	-	+	- 1	- 1	+	+	\neg	- 1		1	7000 K			ò	_	-	+	T;		+					
	; >	a: Pet	0.0449	167'97	Castles 2010	0.0204	0.0363	179'77	Clean	0.0196	0.03/6	796,17	_	0.0016	0.0404 2	74 177 Uni	+	0.0200	0.0379 23,108		1- 0.0035	E 0.0380	74 147	10:00 PM -	0.0185	0.0310	002 00
10:30 PM 7:	7:30 PM 1994 PG-13	G-13			PG				œ				_				Awakening 2012 R			Looper 2012				Talladega			ocidos
11:00 PM 8:(8:00 PM 11:20 PM -	PM - 0.0314	0.0893	35,183		0.0202	0.0556	22,622		0.0188	0.0549	21,067	2006 R			1		0.0213 0.0	0.0568 23,877	7 X				Nignts: The Ballad Of			
	8:30 PM Double Team 1997 R	Team 7.R			The Princess And The	v			Meeting Evil 2012 R							20 20	Total Recall 2012 PG-13							Ricky Bobby			
					Marine 2001								12:00 AM -	0.0192	0.0644 2	21,583				12:20 AM - Single White	1- 0.0209	9 0.0623	3 23,416	12:00 AM - The	0.0242	0.0940	27,096
IZ:3U.AIM SI:	9:30 PM	_	-	-	$\overline{}$	_	\dashv		-			\neg	2008 R							Female 1	266			Professional			
	_	1 - The 0.0197	0.0938	22,091	Cast 15	0.0129	0.0585	14,481	Clean	0.0111	0.0541	12,498				1.3	- 1	+	-	<u>«</u>				1994 R			
	15003 PG-13	G-13	-		8				œ				- 1	+	-		FIED THE	0.0153 0.0	0.0645 17,189		- 1	+	+	- 1	- 1		
	130 PM 2:40 AM	+	+	+	2.40 AM .	+	+		2,40 AM -			- 1		0.0103	0.0614	11,557 Com	Commandmen	+		Country 2014	Dau 0.0123	3 0.0622	13,811	Cottage 2008	9600.0	0.0582	10,745
	_	intasy 0.0071	0.0553	F6'		0.000	0.0498	1,031	Ŧ	0.0078	0.0540	8,731	Distance 1993 R			ě.		0.0095 0.0	0.0591 10.624					R			
3:30 AM 12:	12:30 AM Children 2008	Juent			Female 1992	7			The Blue				- 1	0.000	+	Ť	S	+		:				3:40 AM - The		0.0405	669.3
	1:00 AM PG-13	13			¥				Lagoon 1991 PG-13				Wieners 2008	0.0053	0.0394	626,6	2008 R							ClentList	0.0050	0.0405	2,632
4:30 AM 1:3					4:40 AM -	0.0042	0.0234	4,708	4:40 AM -	0.0061	0.0318	6,890	2							4:30 AM -	- 0.0079	9 0.0461	8,841	4:30 AM - The	0.0041	0.0290	4,650
	2:00 AM 5:10 AM -	4M - 0.0043	0.0226	4,821		<u>u</u>			1997 PG-13							5. SMIN	5:10 AM - 0	0.0082 0.0	0.0516 9,223		¥			5:20 AM - The	0.0038	0.0229	4,306
5:30 AM 2:	_	_							_	_		Ī	5:30 AM	0.0042	0.0219										_		
Total Day Averages	rages Mono	day 0.0161	1 0.0003	3 18,006	6 Tuesday	0.0122	0.0122 0.0386 13,663	13,66	3 Wednesday	0.0139	0.0451 15,576	15,576	Thursday	0.0135 0.0445	0.0445 1	15,133	riday 0.	0126 0.0	0.0126 0.0400 14,079	79 Saturd	ay 0.01	95 0.051	0.0195 0.0513 21,841	Sunday	0.0194	0.0481	21,728

*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)