

# NSI Syndicated Program Ranker - November '01

M-F STRIPS (Ranked by HH Rating)

Top 100 Markets\*

HH Rank	#Mkts	# Occ.	Cov %	HH RTG	HH SHR	W18-34 RTG	W18-34 SHR	W18-49 RTG	W18-49 SHR	W25-54 RTG	W25-54 SHR	M18-34 RTG	M18-34 SHR	M18-49 RTG	M18-49 SHR	M25-54 RTG	M25-54 SHR	T12-17 RTG	T12-17 SHR	C2-11 RTG	C2-11 SHR	
1	WHEEL-FORTNE	99 M	99 O	85.7	10.1	17	2.4	8	3.5	10	4.5	12	1.6	6	2.3	8	3.0	9	1.5	6	1.2	4
2	JEOPARDY	99 M	102 O	85.7	8.3	16	1.9	7	2.8	10	3.5	11	1.4	7	2.0	8	2.5	9	1.2	5	0.7	3
3	ENT TONIGHT 30	97 M	108 O	85.1	5.8	10	2.7	9	3.7	11	4.5	13	1.3	5	2.0	7	2.6	8	0.9	4	0.5	2
4	OPRAH WINFREY	99 M	109 O	85.7	5.4	14	2.8	16	3.5	19	4.1	22	0.4	4	0.5	5	0.7	6	0.6	3	0.2	1
5	FRIENDS	99 M	169 O	85.7	4.9	9	6.1	21	4.8	15	4.2	12	3.6	13	3.0	10	2.8	9	4.0	18	1.2	6
6	REGIS&KELLY	99 M	100 O	85.7	4.6	17	2.1	17	2.5	19	2.8	20	0.5	8	0.6	10	0.8	11	0.2	5	0.2	2
7	EVRYBDY-RAY MF	98 M	160 O	85.0	4.1	7	3.3	11	3.3	10	3.3	9	2.1	8	2.3	8	2.4	7	2.0	10	0.9	4
8	HOLLYWD SQUARS	84 M	92 O	76.2	4.0	8	0.9	4	1.6	6	2.0	7	0.6	3	1.0	4	1.4	5	0.5	3	0.3	1
8	SEINFELD	99 M	210 O	85.7	4.0	8	3.0	11	2.7	9	2.8	8	3.2	14	3.1	12	3.2	11	1.6	8	0.6	3
8	SIMPSONS B	98 M	187 O	85.4	4.0	8	3.5	14	2.5	10	1.8	6	5.0	23	3.6	15	2.7	10	6.1	27	2.7	12
11	JUDGE JUDY	98 M	189 O	85.4	3.9	9	1.3	7	1.9	10	2.2	10	0.6	5	0.9	7	1.1	8	0.5	3	0.3	1
12	FRASIER	97 M	110 O	85.0	3.4	7	2.3	9	2.5	8	2.6	8	1.4	6	1.6	6	1.7	6	1.0	6	0.4	3
13	INSIDE EDITION	84 M	93 O	79.6	3.3	9	1.0	6	1.4	8	1.7	9	0.5	4	0.8	6	1.0	7	0.3	2	0.2	1
14	ACCESS HOLLYWD	82 M	96 O	78.9	3.1	7	1.7	7	2.0	8	2.3	8	0.8	4	1.0	5	1.2	5	0.6	3	0.4	2
15	ROSIE ODONNELL	97 M	102 O	84.4	3.0	9	1.8	12	2.1	14	2.3	15	0.3	5	0.4	5	0.4	6	0.7	6	0.2	2
16	FRASIER H	21 M	24 O	28.6	2.9	6	1.9	7	1.8	6	2.0	6	1.8	7	1.7	6	1.6	5	0.9	4	0.6	3
17	KING OF HILL	99 M	116 O	85.7	2.8	6	2.1	10	1.8	8	1.5	6	2.5	15	2.1	11	1.8	8	3.0	19	1.5	11
18	EXTRA R	95 M	135 O	84.1	2.7	7	1.1	6	1.4	7	1.7	8	0.5	3	0.8	5	1.0	6	0.4	3	0.3	2
19	DREW CAREY	95 M	142 O	84.2	2.5	6	1.8	8	1.7	7	1.6	6	1.8	10	1.7	8	1.6	6	1.8	14	0.6	6
19	MAURY POVICH	95 M	109 O	84.2	2.5	9	2.1	16	1.8	13	1.5	11	0.6	9	0.6	9	0.6	9	0.9	12	0.3	3
21	LIVING SINGLE	22 M	30 O	21.8	2.4	5	2.4	9	2.1	7	1.8	6	1.1	5	1.1	4	0.9	4	2.5	10	1.0	5
21	OPRH WINFREY R	11 M	11 O	18.1	2.4	10	0.4	5	0.8	10	1.2	14	0.2	3	0.4	5	0.5	6	-	1	0.0	1
23	3RD ROCK MF2	18 M	26 O	23.5	2.3	7	1.6	11	1.4	9	1.2	8	1.0	8	1.0	7	1.0	7	1.2	10	0.3	3
23	FRESH PRINCE	42 M	49 O	46.6	2.3	5	1.9	8	1.5	7	1.4	6	1.2	7	0.9	5	0.7	4	3.6	17	1.5	8
23	JUDGE-BROWN B	97 M	199 O	85.1	2.3	7	0.7	5	1.0	7	1.2	8	0.3	5	0.5	6	0.6	7	0.2	2	0.1	1
23	MARTIN	21 M	29 O	23.8	2.3	5	2.1	10	1.8	7	1.5	6	1.6	7	1.4	6	1.1	4	1.8	12	0.8	7
27	MONTEL WILLM B	97 M	133 O	85.1	2.2	7	1.2	10	1.3	9	1.3	8	0.4	5	0.4	5	0.5	6	0.4	4	0.1	1
28	JERRY SPRINGER	87 M	112 O	80.9	2.1	7	1.3	9	1.2	8	1.1	7	0.7	7	0.9	9	1.0	9	0.5	7	0.1	1
28	JUST SHOOT ME	91 M	153 O	82.7	2.1	4	1.8	8	1.6	6	1.5	5	1.2	5	1.2	5	1.1	4	1.3	7	0.4	3
28	MALCOLM&EDDIE	18 M	20 O	19.3	2.1	4	1.6	7	1.5	6	1.5	5	1.1	6	0.9	4	0.8	4	1.0	6	1.0	7
28	MARTHA STRIP60	77 M	87 O	74.8	2.1	7	0.7	6	1.0	7	1.3	9	0.2	3	0.2	3	0.3	4	0.1	2	0.1	1
32	DIVORCE CRT B	97 M	195 O	85.0	2.0	7	0.8	6	1.0	8	1.1	8	0.3	4	0.4	5	0.5	5	0.3	4	0.1	1
33	CHEERS	36 M	53 O	44.7	1.9	5	1.0	5	1.0	5	1.1	5	0.5	4	0.7	4	0.7	4	0.3	3	0.2	2
33	HOME IMPROV MF	84 M	92 O	77.8	1.9	5	1.1	6	1.1	6	1.0	5	1.0	8	1.0	6	0.9	5	1.6	10	0.7	4
35	MASH	48 M	96 O	54.7	1.8	7	0.6	7	0.7	6	0.8	6	0.5	8	0.7	7	0.8	7	0.2	5	0.1	3
35	PEOPLE'S COURT	87 M	121 O	80.5	1.8	6	0.7	6	0.9	7	1.0	7	0.3	4	0.4	6	0.5	7	0.2	3	0.1	1
35	SABRINA-WITCH	88 M	102 O	81.6	1.8	4	1.2	7	1.0	5	0.8	4	0.5	3	0.4	3	0.4	2	3.2	17	1.5	8
35	TEXAS JUSTICE	53 M	79 O	64.7	1.8	6	0.3	2	0.5	4	0.7	5	0.2	3	0.3	5	0.4	6	0.1	2	0.1	-
39	3RD ROCK MF	94 M	126 O	83.2	1.7	4	1.1	6	1.0	5	1.0	4	0.9	6	0.9	5	0.9	5	1.1	8	0.4	3
39	FAMILY FEUD	97 M	152 O	84.9	1.7	5	0.7	5	0.7	5	0.8	5	0.3	4	0.3	4	0.4	4	0.3	4	0.3	3
39	JAMIE FOXX	72 M	83 O	71.9	1.7	4	1.3	7	1.1	6	1.0	5	0.8	6	0.7	4	0.6	4	1.4	11	0.7	5
39	MAURY POVICH R	19 M	19 O	31.3	1.7	6	1.1	10	1.0	9	0.9	7	0.3	6	0.3	5	0.3	5	0.5	11	0.2	2
39	STEVE HARVY B	68 M	107 O	71.5	1.7	4	1.4	7	1.2	5	1.1	4	0.8	5	0.7	4	0.7	4	1.3	9	0.7	4
44	JENNY JONES	80 M	153 O	78.0	1.6	6	1.2	12	1.0	9	0.7	7	0.5	9	0.5	8	0.4	7	0.4	14	0.1	2
44	JUDGE MATHIS	82 M	200 O	79.3	1.6	5	0.6	5	0.7	5	0.8	6	0.3	4	0.4	5	0.5	5	0.2	3	0.1	1
44	SALLY-RAPHAEL	96 M	108 O	84.6	1.6	6	0.8	8	0.9	7	0.9	7	0.2	4	0.3	5	0.3	5	0.3	7	0.1	1
44	SEVENTH HEAVEN	89 M	95 O	81.8	1.6	4	1.3	8	1.1	7	0.9	5	0.5	5	0.4	4	0.4	3	1.8	17	0.8	5
48	JUDG HATCHTT B	85 M	161 O	80.0	1.5	5	0.6	5	0.8	5	0.8	5	0.3	3	0.4	4	0.4	4	0.2	2	0.2	1
48	MOESHA B	68 M	82 O	71.9	1.5	4	1.3	8	1.0	6	0.8	4	0.4	4	0.4	4	0.3	3	1.8	13	1.0	6
48	POWER-ATTORNEY	95 M	189 O	83.9	1.5	6	0.4	4	0.5	5	0.6	6	0.2	4	0.2	4	0.3	4	0.1	2	0.1	1
48	STAR TREK VYGR	74 M	86 O	71.6	1.5	4	0.7	3	0.7	3	0.9	4	0.9	6	1.0	6	1.1	5	0.5	4	0.2	2
52	BLIND DATE	89 M	155 O	81.9	1.4	4	1.2	6	0.9	4	0.7	3	1.0	8	0.8	5	0.7	4	0.6	6	0.1	1
52	MAMA'S FAMILY	11 M	17 O	11.9	1.4	5	1.2	9	0.9	7	0.6	4	0.2	3	0.3	3	0.3	3	0.4	9	0.1	1
52	MARRIED-CHLDRN	62 M	80 O	67.2	1.4	5	0.7	7	0.6	5	0.5	4	0.7	7	0.7	7	0.6	6	0.6	7	0.2	2
52	RICKI LAKE	92 M	135 O	82.7	1.4	5	1.4	9	1.1	8	0.9	6	0.4	4	0.4	4	0.3	4	1.0	8	0.3	2
52	SPIN CITY	94 M	123 O	84.1	1.4	4	0.8	6	0.8	5	0.7	5	0.8	7	0.7	5	0.6	5	0.4	6	0.1	3
52	WAYANS BROTHERS	25 M	29 O	26.0	1.4	3	0.9	5	0.8	3	0.7	3	0.7	5	0.6	4	0.5	3	1.2	8	0.6	4
58	ANDY GRIFFITH	41 M	75 O	42.9	1.3	4	0.4	2	0.7	3	0.8	3	0.2	1	0.5	3	0.5	3	0.2	2	0.2	2
58	COPS B	82 M	137 O	74.3	1.3	5	0.5	6	0.4	5	0.4	4	0.5	7	0.4	5	0.4	5	0.2	3	0.1	2
58	COSBY SHOW	34 M	50 O	37.9	1.3	4	0.6	5	0.5	4	0.5	3	0.3	3	0.3	3	0.3	3	0.4	6	0.3	2
58	DIFFERENT WRLD	17 M	27 O	25.1	1.3	5	0.9	6	0.8	7	0.7	6	0.4	5	0.3	4	0.3	4	0.5	11	0.4	4
58	ELIMIDATE	91 M	128 O	76.1	1.3	4	1.0	7	0.8	5	0.6	3	0.6	4	0.5	4	0.5	3	0.6	7	0.1	1
58	IYANLA	91 M	103 O	81.9	1.3	5	0.4	4	0.5	5	0.6	6	0.1	2	0.2	4	0.2	3	0.1	2	-	1
58	JOHN EDWARD	91 M	177 O	81.6	1.3	4	0.8	5	1.0	6	1.0	6	0.2	2	0.2	3	0.3	3	0.2	2	0.1	1
58	JRRY SPRINGR R	30 M	31 O	39.3	1.3	6	0.5	8	0.6	9	0.6	8	0.5	12	0.5	11	0.5	11	0.2	8	-	1
58	OTHER HALF	78 M	90 O	76.3	1.3	5	0.8	7	0.8	8	0.9	8	0.2	3	0.2	4	0.2	5	0.1	3	-	1

## NSI Syndicated Program Ranker - November '01

M-F STRIPS (Ranked by HH Rating)

Top 100 Markets\*

HH Rank	REAL TV	#Mkts	# Occ.	Cov %	HH	HH	W18-34	W18-34	W18-49	W18-49	W25-54	W25-54	M18-34	M18-34	M18-49	M18-49	M25-54	M25-54	T12-17	T12-17	C2-11	C2-11
					RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR
58	REAL TV	20 M	21 O	25.0	1.3	3	0.4	2	0.5	2	0.6	2	0.4	2	0.5	2	0.5	2	0.2	1	0.2	1
58	ROSEANNE	42 M	61 O	44.9	1.3	4	1.1	8	0.9	7	0.7	5	0.6	6	0.5	5	0.4	4	0.6	8	0.2	2
69	ANANDA LEWIS	90 M	102 O	80.5	1.2	4	0.7	5	0.7	5	0.6	4	0.2	3	0.2	3	0.2	3	0.4	5	0.1	1
69	ENT TONITE R30	28 M	28 O	37.4	1.2	7	0.2	6	0.3	7	0.4	9	0.2	4	0.2	4	0.2	5	-	1	-	-
69	FAMILY MATTERS	19 M	31 O	19.9	1.2	4	0.6	4	0.5	3	0.5	3	0.3	3	0.3	3	0.3	3	0.9	11	0.8	6
69	IN THE HOUSE	24 M	29 O	26.6	1.2	4	0.7	5	0.6	4	0.6	4	0.5	4	0.4	3	0.3	3	0.7	10	0.4	4
69	NANNY	92 M	115 O	82.9	1.2	5	0.8	6	0.7	6	0.7	5	0.3	3	0.3	3	0.2	3	0.6	10	0.2	2
74	CHANG OF HEART	89 M	137 O	81.9	1.1	4	0.6	7	0.5	5	0.4	4	0.2	3	0.2	3	0.2	3	0.2	4	0.1	2
74	IN HEAT OF NTE	13 M	14 O	13.2	1.1	4	0.2	2	0.3	2	0.3	3	0.1	3	0.2	3	0.3	4	0.1	2	0.1	1
74	MATLOCK	34 M	39 O	38.5	1.1	4	0.2	2	0.3	2	0.4	3	0.1	2	0.1	2	0.2	3	0.1	1	-	-
74	NWSRADIO B	12 M	19 O	16.2	1.1	3	0.9	4	0.7	3	0.5	2	1.4	7	1.0	4	0.7	3	0.6	3	0.1	1
74	RICKI LAKE R	14 M	16 O	18.8	1.1	5	0.5	5	0.4	4	0.4	6	0.3	4	0.2	3	0.1	1	0.2	5	0.1	1
74	SALLY-RAPHAL R	12 M	12 O	19.9	1.1	5	0.5	5	0.5	5	0.5	5	0.1	1	0.1	2	0.2	2	0.1	3	0.0	1
74	SUDDENLY SUSAN	81 M	84 O	79.1	1.1	4	0.4	4	0.4	5	0.4	4	0.3	3	0.2	3	0.2	3	0.3	16	0.1	3
74	TO TELL TRUTH	85 M	124 O	79.1	1.1	4	0.3	2	0.3	3	0.4	3	0.1	2	0.2	2	0.2	2	0.2	2	0.1	2
82	5TH WHEEL	80 M	119 O	77.4	1.0	4	0.6	6	0.4	4	0.4	3	0.3	4	0.3	3	0.3	3	0.2	4	-	1
82	ACCESS HLYWD R	17 M	19 O	27.6	1.0	5	0.3	5	0.3	5	0.4	6	0.2	4	0.1	3	0.1	3	0.1	3	-	-
82	LITTLE HOUSE	15 M	17 O	15.9	1.0	3	0.8	6	0.6	4	0.6	3	0.1	1	0.2	2	0.2	2	0.2	2	0.2	1
82	MAD ABOUT YOU	91 M	98 O	79.3	1.0	5	0.5	7	0.4	5	0.4	4	0.2	4	0.2	3	0.2	3	0.2	6	0.1	2
82	RENDEZ-VIEW	91 M	125 O	82.9	1.0	4	0.3	4	0.3	4	0.4	4	0.2	4	0.3	4	0.3	4	0.1	3	0.1	1
82	SISTER SISTER	82 M	90 O	76.1	1.0	3	0.5	3	0.4	3	0.4	2	0.2	3	0.2	2	0.1	1	1.4	12	0.7	6
88	CARD SHARKS	78 M	111 O	75.8	0.9	3	0.2	2	0.2	2	0.3	2	0.1	2	0.1	2	0.1	1	0.1	3	0.1	1
88	COSBY MF	64 M	72 O	53.2	0.9	3	0.5	4	0.5	4	0.4	3	0.3	3	0.3	3	0.3	3	0.5	7	0.2	3
88	FULL HOUSE	31 M	41 O	32.4	0.9	3	0.3	3	0.3	3	0.3	2	0.2	2	0.2	2	0.2	1	1.2	13	0.7	5
88	I LOVE LUCY B	32 M	51 O	41.2	0.9	3	0.5	4	0.6	4	0.5	4	0.4	7	0.4	5	0.2	3	0.4	5	0.2	2
88	MAD TV	78 M	85 O	77.8	0.9	4	0.4	4	0.4	3	0.3	3	0.3	4	0.3	3	0.3	3	0.4	9	0.1	5
88	SAVED BY BELL	10 M	16 O	17.1	0.9	3	0.6	4	0.5	3	0.3	2	0.4	4	0.3	3	0.1	1	1.1	6	0.4	3
88	SHIPMATES	78 M	120 O	77.2	0.9	3	0.6	5	0.5	4	0.4	3	0.4	5	0.4	4	0.3	3	0.3	6	0.1	1
88	STAR-DP SPACE9	21 M	26 O	23.5	0.9	5	0.2	4	0.2	5	0.3	5	0.2	7	0.3	8	0.3	8	0.1	5	-	2
88	STREET SMARTS	76 M	111 O	71.3	0.9	3	0.3	3	0.4	3	0.4	3	0.3	3	0.3	3	0.3	3	0.2	4	0.1	1
88	TALK OR WALK	73 M	84 O	74.8	0.9	3	0.4	3	0.3	3	0.3	2	0.1	2	0.2	2	0.2	2	0.1	3	0.1	1
98	CLUELESS	84 M	96 O	73.7	0.8	3	0.4	3	0.3	2	0.2	2	0.1	2	0.1	1	0.1	1	0.8	12	0.4	4
98	GRACE-FIRE MF	83 M	94 O	72.9	0.8	5	0.2	4	0.2	5	0.2	5	0.1	3	0.1	3	0.1	2	0.1	4	0.1	2
98	PARENT HOOD	25 M	26 O	24.7	0.8	3	0.3	4	0.3	3	0.2	2	0.2	4	0.2	3	0.1	2	0.4	8	0.3	4
101	CAROLINE-CITY	82 M	92 O	76.2	0.7	3	0.3	3	0.2	3	0.2	2	0.1	1	0.1	1	0.1	1	0.2	9	0.1	3
101	CITY GUYS	73 M	81 O	74.4	0.7	3	0.4	4	0.3	2	0.2	2	0.1	2	0.1	1	0.1	1	0.5	6	0.2	3
101	PERRY MASON	16 M	23 O	22.1	0.7	3	0.1	1	0.2	2	0.2	3	0.1	2	0.1	2	0.2	3	-	2	-	1
104	REAL WORLD	22 M	25 O	18.2	0.4	1	0.2	1	0.1	1	0.1	-	0.1	-	-	-	-	-	-	-	-	-

Source: NSI WRAP, November '01 Program Ranker, Top 100 DMA Markets (\*excluding Ft. Myers), weighted averages, ranked by HH rating.

Average of syndicated programs airing across daytime, early fringe, access and late night with at least 10 or more occurrences on all ABC, CBS, NBC, FOX, UPN, WB and Independent stations.

Does not include animation, news or religious programming.