



Contacts: Jennifer Zaldivar  
TV Land  
212/846-8964  
[Jennifer.zaldivar@tvland.com](mailto:Jennifer.zaldivar@tvland.com)

Vanessa Reyes  
TV Land  
310/752-8081  
[Vanessa.reyes@tvland.com](mailto:Vanessa.reyes@tvland.com)

## ***M\*A\*S\*H* IS A MAJOR RATINGS S\*M\*A\*S\*H ON TV LAND!!**

**AN AVERAGE OF 1.3 MILLION VIEWERS TUNE IN TO WEEK-LONG PRIME TIME MARATHON**

### **NETWORK SCORES DOUBLE-DIGIT GAINS IN RATING AND DELIVERY FOR THE WEEK IN PRIME**

New York, NY, January 9, 2007 – The launch of *M\*A\*S\*H* on TV Land proved to be a “major major” smash! The series, which kicked off with a week-long “**Major Major M\*A\*S\*H Marathon**” on Monday, January 1 through Sunday, January 7, scored spectacular ratings in prime time for the week, attracting an average of 1.3 million total viewers and scored double-digit increases in demo rating and delivery. The marathon showcase also included all the *major* episodes from the series; the original *major* motion picture of the same name; the 20<sup>th</sup> and 30<sup>th</sup> *major* reunion specials and the *major* landmark series finale, all of which scored huge numbers for the network. TV Land’s “Major Major” marathon made TV Land a Top Ten ranked network in all of basic cable among Adults 25-54 for the week in prime.

According to Nielsen Media Research, for the week in prime time (8 p.m. to 11 p.m. ET/PT), the marathon averaged 1.3 million total viewers, up +24% over last year. It posted a 0.6/587,000, up +50% in rating and +38% in delivery among its core A25-54 demo over last year for the week. Among Boomers (Adults 40-54), the showcase posted a 0.8/443,000, up +60% in rating and +62% in delivery over last year.

“The show’s strong delivery and ratings are a true testament to how *M\*A\*S\*H* continues to stand the test of time,” states Larry W. Jones, President, TV Land. “As the #1 show among Boomers, *M\*A\*S\*H* remains one of the most beloved and enduring series ever.”

Highlights for the week of TV Land’s “Major Major *M\*A\*S\*H* marathon” include the following:

- On Tuesday, January 2, TV Land aired the *M\*A\*S\*H* series finale at 10 p.m., posting a 0.7/685,000 among A25-54, up +75% in rating and +100% in delivery over last year. Among total viewers, the telecast averaged over 1.3 million, up +102% vs. YAGO. Among Boomers, Adults 40-54, the finale posted a 1.0/519,000, up +150% in rating and +184% in delivery compared to last year.

-more-

- M\*A\*S\*H's 20<sup>th</sup> Anniversary retrospective, which aired on Wednesday, January 3 at 10 p.m., boasted triple-digit increases for the network in prime, averaging a 0.8/838,000 among A25-54, an increase of +300% in rating and +284% in delivery over YAGO. Among total viewers, TV Land attracted an average of over 1.5 million, up a whopping +222% over last year. The special continued to perform among Boomers as well, scoring a 1.1/560,000 among A40-54, up +267% in rating and +286% in delivery vs. YAGO.
- TV Land aired the series' 30<sup>th</sup> Anniversary reunion special on Thursday, January 4 at 10 p.m., posting a 0.7/692,000 among A25-54, up +75% in rating and +85% in delivery over last year. Additionally, the network averaged over 1.4 million total viewers, an increase of +73% vs. YAGO. Among the A40-54 Boomer audience, it scored triple digit gains, with a 1.0/513,000, up +150% in rating and +158% in delivery over last year.
- The original M\*A\*S\*H movie, which inspired the landmark series, aired on Friday, January 5 at 10 p.m., averaging 906,000 total viewers, up +25% over 2006. The film scored a 0.5/473,000, up +25% in rating and +39% in delivery over last year. Among A40-54, it posted a 0.7/368,000, up +75% in rating and +70% in delivery versus YAGO.

TV Land and all related logos and titles are trademarks of Viacom International Inc.

## About TV Land

Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and **Cause Change**, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials®. TV Land's roster includes hits like *All in the Family*, *M\*A\*S\*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential*, *TV Land's Top Ten*, *My First Time* and the upcoming original series *High School Reunion*.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.