



SEPTEMBER TO NOVEMBER 2022

Fall TV Premiere Rankings



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In this paper, we look at the fall 2022 premiere season and summarize the key data points that characterize it. To do so, we use the following approach:

- **TV metrics** such as Average Audience (AA) and rating, are based on the first episode only of the series.
- **Social and digital metrics** are based on the actions for the total series within a set timeframe.
- **Returning series premieres:** Series returning to screens for another season. All returning series must have aired at least one full season previously. These series may also be referred to as “season premieres.”
- **New series premieres:** Series debuting for a first season. All new series have not aired a season previously and may be referred to throughout this article as “new series.”
- **TV rankings** in this paper will be split out by four core criteria, with two key distinctions: broadcast network vs. cable network, and new series vs. returning series.
- **All TV data** is collected within the “Live+3 Day” timeframe and includes DVR data up to 3 days from live airtime.

Part I. New and Returning Series on Broadcast and Cable TV

In this section, we rank new and returning series premiere performance. They are ranked separately, based on their native networks, either broadcast or cable.

1. Topline Rankings: Broadcast Networks

KEY INSIGHTS

- **CBS** accounted for 3 of 5 top new series on Broadcast networks.
- Every new series in our top five ranking earned an average audience of over 5 million households.
- Nearly 1 in 8 households viewed the **60 Minutes** season premiere nationwide, which featured an interview with President Biden.
- **The Chicago series on NBC** returned for another successful season, with two of the three sub-series premieres ranking within the top five season premieres. **Chicago Fire** proved to be the highest-rated premiere of the two, with 1 in 10 households viewing the season premiere.
- **The Voice** showed no signs of slowing down as it entered its 22nd season, reaching 9.3 million households on television. Audiences also engaged with the series on social, totaling 7.0 million actions across Facebook, Instagram, and Twitter.

BROADCAST NETWORKS: TOP FIVE NEW SERIES PREMIERES, BY AVERAGE AUDIENCE

TELECAST	NETWORK	RATING (LIVE +3 DAYS)	AVERAGE AUDIENCE (LIVE +3 DAYS)	SOCIAL MEDIA ACTIONS
Fire Country	CBS	8.1	7.7M	130.4K
East New York	CBS	7.2	6.9M	27.8K
Alaska Daily	ABC	6.5	6.3M	139.5K
So Help Me Todd	CBS	6.4	6.1M	25.1K
Monarch	FOX	5.9	5.7M	257.6K

Telecast data: **Comscore TV**, Sep. 1 – Nov. 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep. 1, 2022 – Nov. 28, 2022, U.S.

BROADCAST NETWORKS: TOP FIVE RETURNING SEASON PREMIERES, BY AVERAGE AUDIENCE

TELECAST	NETWORK	RATING (LIVE +3 DAYS)	AVERAGE AUDIENCE (LIVE +3 DAYS)	SOCIAL MEDIA ACTIONS
60 Minutes	CBS	12.7	12.2M	1.2M
Chicago Fire	NBC	10.4	10.0M	3.6M*
Chicago Med	NBC	10.2	9.7M	3.6M*
Blue Bloods	CBS	9.8	9.4M	697.0K
The Voice	NBC	9.7	9.3M	7.0M

*Denotes series that share the same social media account.

Telecast data: **Comscore TV**, Sep. 1 – Nov. 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep. 1 – Nov. 28, 2022, U.S.

2. Topline Rankings: Cable Networks

KEY INSIGHTS

- **Paramount Network** dominated the returning season premiere category, with over 1 in 10 households tuning into the **Yellowstone** season premiere.
- VH1 saw success with the expansion of its **Love & Hip Hop** series, as the Atlanta spinoff earned an average audience of 1.2 million households.
- **TLC** saw the most success in the cable space, with two series ranking within the top five returning season premieres on cable, and one series ranking within the top five new series with the debut of **I Love a Mama's Boy: Mother Knows Best**.
- The reality genre succeeded on cable, with about half of the highest-ranking premieres (new and returning) falling under this genre.

CABLE: TOP FIVE NEW SERIES PREMIERES, BY AVERAGE AUDIENCE

TELECAST	NETWORK	RATING (LIVE +3 DAYS)	AVERAGE AUDIENCE (LIVE +3 DAYS)	TOTAL SOCIAL MEDIA ACTIONS
Good Bones: Risky Business	HGTV	1.4	1.3M	--
I Love a Mama's Boy: Mother Knows Best	TLC	1.2	1.2M	--
Love & Hip Hop Atlanta	VH1	1.2	1.2M	1.6M*
Beat Bobby Flay: Holiday Throwdown	Food Network	1.1	1.0M	--
Interview With The Vampire	AMC	1.0	926.1K	625K

*Denotes series that share the same social media account.
Shows with no dedicated brand accounts on social media represented by --
Telecast data: **Comscore TV**, Sep. 1 – Nov. 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep. 1 – Nov. 28, 2022, U.S.

CABLE: TOP FIVE RETURNING SEASON PREMIERES, BY AVERAGE AUDIENCE

TELECAST	NETWORK	RATING (LIVE +3 DAYS)	AVERAGE AUDIENCE (LIVE +3 DAYS)	SOCIAL MEDIA ACTIONS
Yellowstone	Paramount Network	11.0	10.6M	8.5M
The Curse of Oak Island	History Channel	2.4	2.3M	130.3K
Sister Wives	TLC	2.4	2.3M	951.0K
Little People, Big World	TLC	2.2	2.1M	324.7K
Tyler Perry's Sistas	BET	1.8	1.7M	947.5K

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

Part II. Millennial and Gen Z Viewing

In this section, we explore the TV premiere viewing habits of households containing those less than 35 years of age. As in part I, broadcast networks and cable networks are both ranked separately.

1. Under 35: Broadcast Series Rankings

KEY INSIGHTS

- The **CW network** indexed highly on broadcast networks, holding the top two places for their season premieres of **All American** and **All American: Homecoming**.
- Among households with viewers under 35 years of age, the rating for **All American** on **The CW** network was 13% higher than that of the household average (index = 113)
- Animated comedy series on **FOX** performed well in households containing those under 35 years old, with **The Great North**, **The Simpsons**, and **Bob's Burgers** both having an index of 106.

BROADCAST: TOP 5 NEW AND RETURNING SERIES PREMIERES, BY INDEX

BROADCAST (NEW & RETURNING SEASONS)		ADULTS VIEWERS AGES 18-34	
PREMIERE	NETWORK	LIVE+3 INDEX	LIVE+3 AVERAGE AUDIENCE
All American	The CW	113	452.2K
All American: Homecoming	The CW	111	314.8K
The Great North	FOX	107	1.3M
The Simpsons	FOX	106	2.1M
Bob's Burgers	FOX	106	1.1M

Comscore TV, Sep. 1 – Nov. 16, 2022, U.S.

2. Under 35: Cable Series Rankings

KEY INSIGHTS

- Children's series on **Disney Junior Channel** earned the highest indices across cable networks.
- Ratings of children's programming on cable networks among households with 18-34s was roughly 38% higher than for the general audience.
- **Mickey Mouse Funhouse** engaged audiences across both **Disney Channel** and **Disney Junior Channel**, earning second and fifth place within the ranking.

CABLE: TOP 5 PREMIERES, BY INDEX

BROADCAST (NEW & RETURNING SEASONS)		ADULTS VIEWERS AGES 18-34	
PREMIERE	NETWORK	LIVE+3 INDEX	LIVE+3 AVERAGE AUDIENCE
Firebuds	Disney Junior Channel	140	55.8K
Mickey Mouse Funhouse	Disney Junior Channel	139	62.5K
Bluey	Disney Junior Channel	137	102.4K
Firebuds	Disney Channel	137	76.4K
Mickey Mouse Funhouse	Disney Channel	136	81.6K

Comscore TV, Sep. 1 – Nov. 16, 2022, U.S.

Part III. Genre Breakdown: What's Resonating with Viewers?

Two genres proved to be most dominant with audiences: drama and reality. Not only did these genres have the most series and season premieres of all genres, but they also earned millions of viewers.

KEY INSIGHTS

- 48 drama series returned to screens this fall, while 49 reality series returned.
- 52 new reality series came to screens this fall, while 34 new drama series premiered.
- Despite fewer drama series premiering, drama telecasts earned higher average audiences.

1.Top Genres on Broadcast and Cable

RETURNING SEASON PREMIERES, BY GENRE

PREMIERE GENRE	NUMBER OF SERIES PREMIERES	AVERAGE AUDIENCE SIZE FOR EACH PREMIERE
Reality	49	1.6M
Drama	48	4.1M
Comedy	21	2.6M
Documentary	14	821.4K
Talk	11	1.5M

Comscore TV, Sep. 1 – Nov. 16, 2022, U.S.

CABLE: TOP 5 PREMIERES, BY INDEX

PREMIERE GENRE	NUMBER OF SERIES PREMIERES	AVERAGE AUDIENCE SIZE FOR EACH PREMIERE
Reality	52	475.0K
Drama	34	1.6M
Documentary	24	195.8K
Home & Garden/Home Improvement	14	414.3K
Food	8	412.5K

Comscore TV, Sep. 1 – Nov. 16, 2022, U.S.

2. Top Drama Series on Broadcast

KEY INSIGHTS

- **NBC's Chicago** series dominated drama season premieres on broadcast, with all three sub-series placing within the top five.
- **CBS** saw success with their new series this premiere season, as **Fire Country**, **East New York**, and **So Help Me Todd** all ranked within the top five series premieres on broadcast networks.

BROADCAST: TOP 5 NEW SERIES PREMIERES BY RATING - DRAMA

BROADCAST		DRAMA		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
Fire Country	CBS	8.1	7.7M	130K
East New York	CBS	7.2	6.9M	28K
Alaska Daily	ABC	6.5	6.3M	139K
So Help Me Todd	CBS	6.4	6.1M	25K
Monarch	FOX	5.9	5.7M	258K

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.
 Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

BROADCAST: TOP 5 RETURNING SEASON PREMIERES BY RATING - DRAMA

BROADCAST		DRAMA		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
Chicago Fire	NBC	10.4	10.0M	3.6M*
Chicago Med	NBC	10.2	9.7M	3.6M*
Blue Bloods	CBS	9.8	9.4M	697K
Chicago P.D.	NBC	9.5	9.1M	3.6M*
The Equalizer	CBS	9.3	8.9M	18K

*Denotes series that share the same social media account.
 Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.
 Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

3. Top Reality Series on Broadcast

KEY INSIGHTS

- Major broadcast networks did not debut many new reality series this fall, with only 1 series making an appearance.
- No network reigns supreme when it comes to broadcast reality series, as **NBC**, **CBS**, **ABC**, and **FOX** each had a premiere rank within the top five.
- **The Voice**, **Shark Tank**, and **Survivor** continue their success this premiere season, with all three placing in the top 3 returning series premieres on broadcast networks.
- Singing competition series **The Voice** and **The Masked Singer** used social media to engage their fans, pulling in 7 million and 1.7 million actions, respectively.

BROADCAST: TOP NEW SERIES PREMIERES BY RATING - REALITY

BROADCAST		REALITY		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
The Real Love Boat	CBS	4.1	3.9M	22K

Only one new reality series on broadcast networks.

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

BROADCAST: TOP 5 RETURNING SEASON PREMIERES BY RATING - REALITY

BROADCAST		REALITY		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
The Voice	NBC	9.7	9.3M	7M
Survivor	CBS	6.8	6.5M	190K
Shark Tank	ABC	6.3	6.0M	208K
The Masked Singer	FOX	5.1	4.9K	1.7M
Bachelor in Paradise	ABC	5.0	4.8M	942K

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1, 2022 – Nov 16, 2022, U.S.

4. Top Drama Series on Cable

KEY INSIGHTS

- Paramount Network topped this year's cable drama premieres, with over 1 in 10 households tuning in to the **Yellowstone** premiere.
- Tyler Perry's success continued this fall, as **Sistas** and **The Oval** placed second and third in the returning drama series ranking for cable networks.
- Investigation Discovery** had viewers hooked on their true crime series' this fall, with three of the network's series premieres placing within the top five.

CABLE: TOP 5 RETURNING SEASON PREMIERES BY RATING - DRAMA

BROADCAST		DRAMA		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
Yellowstone	Paramount Network	11.0	10.6M	8.5M
Tyler Perry's Sistas	BET	1.8	1.7M	947K
Tyler Perry's The Oval	BET	1.4	1.3M	119K
Queen Sugar	OWN: Oprah Winfrey Network	1.0	970.9K	414K
Murder in the Heartland	Investigation Discovery	0.8	763.8K	--

Shows with no dedicated brand accounts on social media represented by --

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

CABLE: TOP 5 NEW SERIES PREMIERES BY RATING - DRAMA

BROADCAST		DRAMA		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
Interview With The Vampire	AMC	1.0	926.1K	623K
Black Widows: Kiss, Marry, Kill	Investigation Discovery	0.5	513.1K	--
Scorned: Fatal Fury	Investigation Discovery	0.5	435.4K	--
Love You To Death	Investigation Discovery	0.4	430.8K	--
The First 48: Mind Over Murder	A&E	0.4	370.6K	--

Shows with no dedicated brand accounts on social media represented by --

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

5. Top Reality Series on Cable

KEY INSIGHTS

- It was a close race for first amongst returning reality series on cable, with **History Channel** taking the top spot with the treasure-hunting series, **The Curse of Oak Island**.
- **TLC** earned the second, third, and fourth positions amongst returning reality series, and the number one ranking amongst new reality series with **I Love a Mama's Boy: Mother Knows Best**.
- **VH1's Love & Hip Hop** series saw success with its Miami and Atlanta spinoffs on cable, while also earning 1.6 million actions on social media.

CABLE: TOP 5 RETURNING SEASON PREMIERES BY RATING - REALITY

BROADCAST		REALITY		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
The Curse of Oak Island	History Channel	2.4	2.3M	130k
Sister Wives	TLC	2.4	2.3M	951K
Little People, Big World	TLC	2.2	2.1M	325K
90 Day: The Single Life	TLC	1.6	1.5M	2.6M
Holiday Baking Championship	Food Network	1.5	1.4M	--

Shows with no dedicated brand accounts on social media represented by --

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep 1 – Nov 28, 2022, U.S.

CABLE: TOP 5 NEW SERIES PREMIERES BY RATING - REALITY

BROADCAST		REALITY		TOTAL SOCIAL MEDIA ACTIONS
SERIES	NETWORK	LIVE+3 RATING	LIVE+3 AVERAGE AUDIENCE	
I Love a Mama's Boy: Mother Knows Best	TLC	1.2	1.2M	--
Love & Hip Hop Atlanta	VH1	1.2	1.2M	1.6M*
Beat Bobby Flay: Holiday Throwdown	Food Network	1.1	1.1M	--
Love & Hip Hop Miami	VH1	0.9	905.9K	1.6M*
Renovation Impossible	HGTV	0.9	875.0K	--

*Denotes series that share the same social media account.

Shows with no dedicated brand accounts on social media represented by --

Telecast data: **Comscore TV**, Sep 1 – Nov 16, 2022, U.S.

Social media actions: Comscore Social powered by Shareablee, PowerRankings, Facebook, Twitter, Instagram, Sep. 1, 2022 – Nov. 28, 2022, U.S.

Part IV. Social Media Fandoms

1.Top Linear TV Series on Social Media

KEY INSIGHTS

- **The Voice** focused almost entirely on video content, with 91% of the series' 18.9 million actions coming from video content.
- **Grey's Anatomy** returned for its 19th season, engaging its loyal fanbase across social media, and earning 17.9 million actions throughout September, October and November.
- Series such as **Family Guy** utilized their clip-friendly formats to engage audiences on social media through video content.
- New series **The Winchesters** wasted no time building an audience on social media, earning 1.2 million actions – over 350 thousand more than any other new series.

TOP 5 RETURNING SERIES BY TOTAL ACTIONS

SERIES	ACTIONS (FACEBOOK, TWITTER, INSTAGRAM, TIKTOK)	% ACTIONS ON VIDEO & REELS
The Voice	18.9M	91%
Grey's Anatomy	17.9M	49%
Yellowstone	11.0M	58%
Family Guy	10.3M	78%
Love and Hip Hop	10.2M	99%

Comscore Social powered by Shareablee, Metrics & Trends, Facebook, Twitter, Instagram, TikTok, Sep. 1 – Nov. 28, 2022, U.S.

TOP 5 NEW SERIES BY TOTAL ACTIONS

SERIES	ACTIONS (FACEBOOK, TWITTER, INSTAGRAM, TIKTOK)	% ACTIONS ON VIDEO & REELS
The Winchesters	1.2M	45%
Fire Country	811.0K	96%
The Rookie: Feds	391.9K	60%
Walker: Independence	339.5K	34%
Alaska daily on ABC	139.8K	69%

"Reels" as used in this table refer only to Instagram Reels
Comscore Social powered by Shareablee, Metrics & Trends, Facebook, Twitter, Instagram, Sep. 1 – Nov. 28, 2022, U.S.

2. Top Streaming Series on Social Media

KEY INSIGHTS

- **Cobra Kai** topped streaming social rankings, as the series earned 9.5 million actions across Facebook, Twitter and Instagram.
- **Netflix, Prime Video, Disney+, AMC+** and **Hulu** each had series rank within the top five for either new or returning series on streaming platforms.
- **Judy Justice** on **Prime Video** earned 99% of the series' social media engagement through video content, mainly on TikTok.
- Despite releasing in the final full week of our measurement period, **Wednesday** on **Netflix** topped new streaming series rankings with 5.3 million actions.

TOP 5 RETURNING STREAMING SERIES BY TOTAL ACTIONS (CROSS-PLATFORM)

SERIES	ACTIONS (FACEBOOK, TWITTER, INSTAGRAM, TIKTOK)	% ACTIONS ON VIDEO & REELS
Cobra Kai (Netflix)	9.5M	59%
The D'Amelio Show (Hulu)	8.5M	96%
Judy Justice (Freevee)	8.0M	99%
The Grand Tour (Prime Video)	7.2M	81%
Manifest (Netflix)	4.7M	20%

Only series with a new season beginning between Sep. 1 – Nov. 28, 2022 included
Comscore Social powered by Shareablee, Metrics & Trends, Facebook, Twitter, Instagram, Sep. 1 – Nov. 28, 2022, U.S.

TOP 5 NEW STREAMING SERIES BY TOTAL ACTIONS (CROSS-PLATFORM)

SERIES	ACTIONS (FACEBOOK, TWITTER, INSTAGRAM, TIKTOK)	% ACTIONS ON VIDEO & REELS
Wednesday (Netflix)	5.3M	58%
The Lord of the Rings: The Rings of Power (Prime Video)	4.0M	46%
1899 (Netflix)	1.0M	40%
Interview With the Vampire (AMC+)	624.7K	34%
Star Wars Andor (Disney+)	537.3K	44%

Only series with a new season beginning between Sep. 1 – Nov. 30, 2022 included
Comscore Social powered by Shareablee, Metrics & Trends, Facebook, Twitter, Instagram, Sep. 1 – Nov. 28, 2022, U.S.

3. Video Content Off the Air: YouTube, Facebook, Twitter, and TikTok

KEY INSIGHTS

- This season of **The Voice** earned 107.4 million views on YouTube, and 78.6 million views on Facebook.
- Reality TV isn't the only genre seeing success across video platforms, as **60 Minutes** earned 20.4 million views on YouTube alone.
- **Abbott Elementary** expanded on the buzz generated by its Emmy win on Twitter and TikTok, earning 43.3 million and 76.6 million video views respectively.

TOP 5 SERIES BY TOTAL VIEWS (YOUTUBE)



SERIES	YOUTUBE VIDEO VIEWS
The Voice	107.4M
Love and Hip Hop	29.4M
60 Minutes	20.4M
The Masked Singer	7.0M
Law & Order	6.6M

Only series with dedicated YouTube channels included in rankings
Comscore Social powered by Shareablee, Metrics & Trends, YouTube, Sep. 1 – Nov. 28, 2022, U.S.

TOP 5 SERIES BY TOTAL VIEWS (FACEBOOK)



SERIES	VIDEO VIEWS (FACEBOOK)
Love and Hip Hop	88.7M
90 Day Fiancé - Season 9	79.7M
The Voice	78.6M
ABC 20/20	67.0M
Family Guy	62.7M

Comscore Social powered by Shareablee, Metrics & Trends, Facebook, Sep. 1 – Nov. 28, 2022, U.S.

TOP 5 SERIES BY TOTAL VIEWS (TWITTER)



SERIES	VIDEO VIEWS (TWITTER)
Alaska daily on ABC	64.5M
The Rookie: Feds	49.4M
60 Minutes Season 55	47.4M
Abbott Elementary	43.3M
The Good Doctor	34.0M

Comscore Social powered by Shareablee, Metrics & Trends, Twitter, Sep. 1 – Nov. 28, 2022, U.S.

TOP 5 SERIES BY TOTAL VIEWS (TIKTOK)



SERIES	TIKTOK VIDEO VIEWS
The Voice	146.3M
Yellowstone	114.4M
Ghosts on CBS	102.0M
Abbott Elementary	76.6M
Grey's Anatomy	50.7M

Comscore Social powered by Shareablee, Metrics & Trends, TikTok, Sep. 1 – Nov. 28, 2022, U.S.

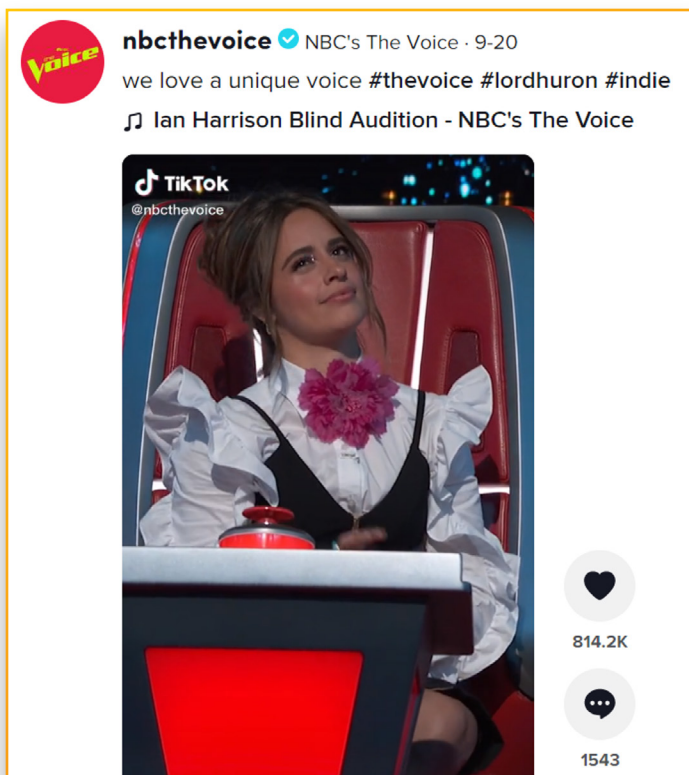
4. A Closer Look at the TikTok Effect: The Voice

TikTok has quickly grown to be one of the largest social media platforms in the United States, and a few series have made the most of its capabilities. **The Voice** utilized the power of TikTok better than any other series, where the frequent sharing of clips, highlights, and footage has given the series an immense lead on the platform.

KEY INSIGHTS

NBC's hit series **The Voice** began its 22nd season on September 19, 2022.

- The Voice received 146.3 million TikTok views this period.
- 91% of total actions for **The Voice** stem from video content.
- 69% of video actions were earned on TikTok.
- The series utilized TikTok to earn 3.6M actions in the first 12 days following the premiere.



Comscore Social powered by Shareablee, Content Pulse, TikTok, Sep. 1, 2022 – Nov. 28, 2022, U.S.

Part V. Definitions

ACTIONS

The total number of actions (reactions, shares, comments, retweets, favorites, loves) a given property receives.

CABLE TELEVISION

A system in which television programs are transmitted to the sets of subscribers by cable rather than by a broadcast signal and usually is a paid subscription.

BROADCAST NETWORK TELEVISION

Free, over-the-air broadcast television networks and local television stations (whether digital or otherwise) in the United States that are licensed by the FCC, regardless of whether a viewer accesses the signal of such networks or stations over-the-air or through other means.

AVERAGE AUDIENCE (AA)

Average number of TVs tuned to an entity throughout the selected time frame.

RATING (RTG)

The percentage of the household universe that viewed the classification (network, telecast, ad, etc.). Calculated by dividing AA by the total TV households in the selected market(s).

INDEX

Index measures the relative viewership of the segment households, compared to the viewership in all market households. If the index is greater than 100, the segment watched the programming at that % higher rate than the whole market.

LIVE + 3 DAYS

Referred to throughout this piece as “Live+3” refers to the span of time in which data was collected. In this case, Live viewing + three days, to include any DVR viewing.