



**JUST FOR
LAUGHS
GAGS!**

**PERFORMANCE UPDATE
NOVEMBER 2016**

Just for Laughs Gags delivers solid performances in a variety of time-periods and competitive situations as both a strip and on weekends.

Just for Laughs Gags Delivers M25-54

In the November Sweep, **JUST FOR LAUGHS GAGS** delivers solidly against M25-54 with a #2 ranking in its late-night Saturday time-period on Tribune flagship, **WPIX:**

<u>TIME</u>	<u>STATION</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54</u>	<u>M25-54</u>
						<u>RTG</u>	<u>RTG</u>
1:00A	WPIX	CW	JUST FOR LAUGHS GAGS	0.6	2	0.3	0.3
	WNBC	NBC	1st Look	2.3	4	1.5	1.1
	WCBS	CBS	Blue Bloods	1.0	2	0.4	0.1
	WABC	ABC	Scandal	0.4	4	0.1	0.2
	WNYW	FOX	Raw Travel	0.2	0	0.2	0.2
	WLNY	IND	Middle	0.2	0	0.0	0.0
	WWOR	IND	Paid	<u>0.1</u>	<u>0</u>	<u>0.1</u>	<u>0.0</u>
JFLG TIME-PERIOD RANK:				# 3	# 3	# 3	# 2

Source: NSI Overnights, Nov Sweep, 2016. Saturday.

And Women Love it too!

And on Sunday nights on WPIX, **JUST FOR LAUGHS GAGS** out-performs its lead-in and is # 1 in its time-period in Women 25-54. JFL sustains its demo ratings through a solid hour of back-to-back episodes:

<u>TIME</u>	<u>STATION</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W18-49 RTG</u>	<u>W25-54 RTG</u>
2:30A	WPIX	CW	Pawn Stars	0.3	2	0.1	0.2
3:00A	WPIX	CW	JUST FOR LAUGHS GAGS	0.4	2	0.2	0.3
	WABC	ABC	ABC News	0.7	4	0.1	0.3
	WNBC	NBC	Talk Stoop	0.5	3	0.3	0.3
	WCBS	CBS	Ent Tonight/CBS News	0.5	3	0.0	0.1
	WNYW	FOX	Paid	0.2	1	0.1	0.1
	WLNY	IND	Paid	0.0	0	0.0	0.0
	WWOR	IND	Paid	0.0	0	0.0	0.0
3:30A	WPIX	CW	JUST FOR LAUGHS GAGS	0.3	2	0.2	0.3
JFLG LEAD-IN RETENTION:				133%	100%	200%	150%
JFLG TIME-PERIOD RANK:				# 4	# 4	# 2	# 1

Source: NSI Overnights, Nov Sweep, 2016. Sunday.

#1 in Chicago!

On Chicago indie stalwart, WCIU, **JUST FOR LAUGHS GAGS** delivers higher demo ratings than its lead-in and is # 1 in its Saturday late-night time-period in Women 25-54 and Men 18-49 through a solid hour of back-to-back episodes:

<u>TIME</u>	<u>STATION</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54</u> <u>RTG</u>	<u>M18-49</u> <u>RTG</u>
3:30A	WCIU	IND	Paid	0.3	2	0.2	0.2
4:00A	WCIU	IND	JUST FOR LAUGHS GAGS	0.3	2	0.3	0.3
	WLS	ABC	Paid/Ron-Housecalls	0.5	3	0.2	0.0
	WBBM	CBS	Judge Judy-Matter-Obrien	0.3	2	0.2	0.0
	WMAQ	NBC	OurWr-On the Money	0.5	3	0.2	0.2
	WFLD	FOX	Paid	0.3	2	0.2	0.2
	WGN	IND	Paid	0.3	2	0.1	0.1
	WPWR	CW	Paid	0.2	1	0.0	0.0
	WCUU	IND	Kung Fu	0.1	0	0.0	0.0
JFLG LEAD-IN RETENTION:				100%	100%	150%	150%
JFLG TIME-PERIOD RANK:				# 3	# 3	# 1	# 1

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Saturday.

200% Growth in the Windy City!

And compared to Nov 2015, **JUST FOR LAUGHS GAGS** ratings in this time-period have grown 200% across the board:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>	<u>RTG</u>
4:00A	WCIU	NOV '16	JUST FOR LAUGHS GAGS	0.3	3	0.3	0.3
4:00A	WCIU	NOV '15	JUST FOR LAUGHS GAGS	0.1	1	0.1	0.0
JFLG GROWTH VS. NOV 2015:				200%	200%	200%	+INF

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Saturday.

M-F Strip in Dallas

Stripped in late-night on the CW in Dallas, **JUST FOR LAUGHS GAGS** holds its sitcom lead-in's share and ranks # 3 in its time-period in Men 25-54:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>M25-54 RTG</u>
1:00A	KDAF	CW	Middle	0.4	2	0.2
1:30A	KDAF	CW	JUST FOR LAUGHS GAGS	0.3	2	0.2
	KTXA	IND	TMZ	0.7	4	0.4
	KDFW	FOX	Family Guy	0.6	4	0.4
	KXAS	NBC	Extra	0.5	3	0.2
	WFAA	ABC	Paid	0.4	2	0.2
	KTVT	CBS	Celebrity/Paid	0.3	2	0.1
	KDFI	IND	Dr. Oz	0.1	1	0.0
JFLG LEAD-IN RETENTION:				75%	100%	100%
JFLG TIME-PERIOD RANK:				# 5	# 4	# 3

Source: NSI Overnights, Nov Sweep, 2016 vs. 2015. M-F.

Saturday is Alright!

And stacked on Saturday night in the Big D, **JUST FOR LAUGHS GAGS** beats "CSI: Miami", "ET" and "Tosh.0" in head-to-head competition:

M25-54

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
1:00A	KDAF	CW	JUST FOR LAUGHS GAGS	0.3	2	0.2
1:30A	KDAF	CW	JUST FOR LAUGHS GAGS	0.3	2	0.2
	KDFW	FOX	Sports Sunday	0.9	5	0.5
	KXAS	NBC	Raw Travel	0.8	5	0.4
	KTXA	IND	Family Guy	0.6	4	0.5
	KTVT	CBS	CSI Miami	0.3	2	0.1
	WFAA	ABC	Entertainment Tonight	0.2	1	0.1
	KDFI	IND	Tosh 3.0	0.1	1	0.0
JFLG TIME-PERIOD RANK:				# 4	# 4	#4

Builds in Houston vs. Football

In the highly competitive Houston DMA at noon and 12:30P on Saturdays, **JUST FOR LAUGHS GAGS** builds its household rating and ranks # 3 in its time-period among Women 25-54:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
11:30A	KIAH	CW	Save to Win	0.3	0	0.2
12:00P	KIAH	CW	JUST FOR LAUGHS GAGS	0.3	1	0.2
12:30P	KIAH	CW	JUST FOR LAUGHS GAGS	0.4	1	0.2
	KTRK	ABC	Football	1.7	4	0.2
	KHOU	CBS	Various	0.7	2	0.4
	KRIV	FOX	Various	0.6	2	0.3
	KPRC	NBC	NBC Premiere LG	0.5	1	0.2
	KTXH	MNT	Movie	0.3	1	0.1
	KUBE	IND	Football	0.1	0	0.1
JFLG LEAD-IN RETENTION:				100%	+INF	100%
JFLG TIME-PERIOD RANK:				# 5	# 4	# 3

Source: NSI Overnights, Nov Sweep, 2016. Saturday.

#2 on FOX in Boston

On Boston's Cox owned Fox affiliate, WFXT, on Saturday nights, **JUST FOR LAUGHS GAGS** ranks # 2 in key adult demos, beating procedural dramas and a sitcom while building household ratings vs. Nov 2015 time-period performance:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54 RTG</u>	<u>M25-54 RTG</u>
12:45A	WFXT	FOX	Hell's-Ln-FOX	0.7	3	0.1	0.5
1:15A	WFXT	FOX	JUST FOR LAUGHS GAGS	0.6	3	0.2	0.3
	WHDH	NBC	Your Move/Extra	2.3	6	0.5	0.7
	WBZ	CBS	Rizzoli/CSI Miami	0.7	3	0.2	0.2
	WCVB	ABC	Person of Interest	0.6	3	0.2	0.1
	WLVI	CW	Rookie Blue	0.3	2	0.2	0.1
	WSBK	IND	Mike & Molly	0.2	1	0.2	0.1
	WBIN	IND	Movie	0.0	0	0.0	0.0
JFLG LEAD-IN RETENTION:				86%	100%	200%	60%
JFLG TIME-PERIOD RANK:				# 3	# 2	# 2	# 2
1:15A	WFXT	NOV '16 JFL GAGS		0.6	3	0.2	0.3
1:15A	WFXT	NOV '15 Various		0.5	3	0.1	0.5
JFLG GROWTH VS. NOV 2015:				20%	0%	100%	-40%

Source: NSI Overnights, Nov Sweep, 2016 vs. Nov 2015. Saturday.

Dominant #1 in the Big Peach!

On Atlanta powerhouse, WSB, on Saturday night, **JUST FOR LAUGHS GAGS** is dominant # 1 in households and key female demos and builds in household and female ratings over its own November 2015 time-period performance:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>	<u>RTG</u>
						W18-49	W25-54
3:00A	WSB	ABC	Ent Tonight	1.4	7	0.5	0.7
3:30A	WSB	ABC	JUST FOR LAUGHS GAGS	1.2	6	0.5	0.6
	WGCL	CBS	Leverage	0.6	3	0.1	0.3
	WXIA	NBC	Paid	0.4	2	0.4	0.5
	WPCH	IND	Closer	0.4	2	0.3	0.3
	WAGA	FOX	Paid	0.3	1	0.0	0.1
	WATL	IND	Extra	0.2	1	0.1	0.1
	WUPA	CW	Comedy.TV	0.1	1	0.1	0.1
JFL LEAD-IN RETENTION:				86%	86%	100%	86%
JFLG TIME-PERIOD RANK:				# 1	# 1	# 1	# 1
3:30A	WSB	NOV '16	JFL GAGS	1.2	6	0.5	0.6
3:30A	WSB	NOV '15	JFL GAGS	0.8	4	0.1	0.2
JFL GROWTH VS. NOV 2015:				50%	50%	400%	200%

Source: NSI Overnights, Nov Sweep, 2016 vs. Nov 2015. Saturday.

Builds Women M-F in Detroit

As a morning strip in Detroit, **JUST FOR LAUGHS GAGS** holds its lead-in share and builds Women 25-54 ratings. JFL doubles the delivery of Women 25-54 in its time-period compared to November 2015 levels:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54 RTG</u>
6:00A	WMYD	IND	Anger Management	0.2	1	0.3
6:30A	WMYD	IND	JUST FOR LAUGHS GAGS	0.2	1	0.4
	WJBK	FOX	News	4.4	17	3.5
	WXYZ	ABC	News	3.3	13	2.3
	WDIV	NBC	News	3.2	12	2.0
	WWJ	CBS	CBS News	0.4	1	0.2
	WKBD	CW	Paid	0.1	0	0.1
	WADL	IND	Joyce Meyer	0.1	0	0.1
JFLG LEAD-IN RETENTION:				100%	100%	133%
JFLG RANKING IN TIME-PERIOD:				# 5	# 5	# 4
<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54 RTG</u>
	WMYD	NOV '16	JFL GAGS	0.2	1	0.4
	WMYD	NOV '15	Are We There Yet?	0.3	1	0.2
JFLG GROWTH VS. NOV 2015:				-33%	0%	100%

Source: NSI Overnights, Nov Sweep, 2016 vs. 2015. M-F.

Highest Demo Ratings in the Morning!

JUST FOR LAUGHS GAGS delivers the highest W25-54 ratings on Scripps owned Detroit indie, WMYD, from 6A-12P, Monday-Friday:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>W25-54</u> <u>RTG</u>
6:00A	WMYD	IND	Anger Management	0.3
6:30A	WMYD	IND	JUST FOR LAUGHS GAGS	0.4
7:00A	WMYD	IND	News	0.3
9:00A	WMYD	IND	700 Club	0.1
10:00A	WMYD	IND	TD Jakes	0.1
11:00A	WMYD	IND	Jerry Springer	0.3

Source: NSI Overnights, Nov Sweep, 2016. M-F.



Solid Performance in the Emerald City

In a Sunday night hour of back-to-back episodes on the Tribune owned Fox affiliate in Seattle, **JUST FOR LAUGHS GAGS** holds its lead-in ratings and delivers a solid # 1 time-period ranking in Women 18-49 ratings:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
2:30A	KCPQ	FOX	Paid	0.1	1	0.2
3:00A	KCPQ	FOX	JFL GAGS	0.2	1	0.2
	KOMO	ABC	ABC News	0.4	3	0.1
	KIRO	CBS	CBS Overnight News	0.4	3	0.1
	KING	NBC	All-Mt Prs-NBC	0.4	4	0.2
	KSTW	CW	Paid	0.0	0	0.0
	KONG	IND	Paid	0.0	0	0.0
	KZJO	IND	Movie	0.0	0	0.0

W18-49

JFLG LEAD-IN RETENTION:

200% **100%** **100%**

JFLG TIME-PERIOD RANK:

4 **# 4** **# 1**

Source: NSI Overnights, November 2016 Sweep averages. Sunday.



Out-delivers Key Female Demos

On Hubbard-owned pure indie, KSTC, **JUST FOR LAUGHS GAGS** out-delivers CBS and CW affiliates and another independent in key female ratings in this highly competitive 11:00 PM, Saturday night time-period:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W18-49</u>	<u>W25-54</u>
10:30P	KSTC	IND	2 Broke Girls	0.7	2	0.4	0.1
11:00P	KSTC	IND	JUST FOR LAUGHS GAGS	0.4	1	0.2	0.2
	KARE	NBC	SNL	5.5	15	2.0	3.0
	WCCO	CBS	Life to Max	1.9	5	0.1	0.1
	KTSP	ABC	News	1.7	5	0.8	0.7
	KMSP	FOX	Vikings Game Plan	1.2	3	0.6	0.8
	WUCW	CW	Ring of Honor	0.2	1	0.0	0.0
	WFTC	IND	Buzzr B2	0.2	1	0.0	0.0
JFLG LEAD-IN RETENTION:				57%	50%	50%	200%
JFLG TIME-PERIOD RANK:				# 5	# 5	# 4	# 4

Source: NSI Overnights, November 2016 Sweep averages. Saturday.



Solid Female Demos + Year-ago Growth

On CBS owned, WFOR, **JUST FOR LAUGHS GAGS** holds its lead-in ratings and delivers a solid #2 time-period ranking in Women 25-54 ratings. JFL builds versus ratings over its performance in the same Saturday overnight time-period last year:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54 RTG</u>
4:00A	WFOR	CBS	Paid	0.2	2	0.3
4:30A	WFOR	CBS	JFL GAGS	0.2	2	0.3
	WPLG	ABC	Wildlife Docs	0.4	3	0.3
	WSVN	FOX	Pets.TV	0.3	3	0.4
	WTVJ	NBC	Paid	0.2	2	0.2
	WSFL	CW	Movie	0.2	1	0.0
	WBFS	IND	Movie	0.2	2	0.1
JFLG LEAD-IN RETENTION:				100%	100%	100%
JFLG TIME-PERIOD RANK:				# 3	# 3	# 2

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W25-54 RTG</u>
4:30A	WFOR	NOV '16	JFL GAGS	0.2	2	0.3
4:30A	WFOR	NOV '15	JFL GAGS	0.1	1	0.0
JFLG GROWTH VS. NOV '15:				100%	100%	+INF

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Saturday.



2 W18-49 vs. Strong Competition

On CBS owned Sacramento CW affiliate, KMAX, **JUST FOR LAUGHS GAGS** holds its Sunday night lead-in ratings and out-performs "Family Guy", "Castle" and "Person of Interest" to rank # 2 in its time-period in Women 18-49:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
12:00A	KMAX	CW	Bob's Burgers	0.3	1	0.3
12:30A	KMAX	CW	JUST FOR LAUGHS GAGS	0.3	2	0.3
	KCRA	NBC	Scandal	1.3	6	0.8
	KOVR	CBS	Entertainment Tonight	0.7	3	0.3
	KQCA	IND	Family Guy	0.5	2	0.2
	KXTV	ABC	Castle	0.4	2	0.0
	KTXL	FOX	Person of Interest	0.3	2	0.1
JFLG LEAD-IN RETENTION:				100%	200%	100%
JFLG TIME-PERIOD RANK:				# 5	# 3	# 2

Source: NSI Overnights, November 2016 Sweep averages. Sunday.



Outperforms M25-54 Lead-in M-F

As an afternoon strip in St. Louis, **JUST FOR LAUGHS GAGS** holds its lead-in rating and builds Men 25-54 ratings. JFL doubles household ratings and dramatically increases delivery of Men 25-54 over Nov 2015 performance at 1:00P:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>M25-54 RTG</u>
12:30P	MMOV	IND	Dr. Phil	0.2	1	0.1
1:00P	MMOV	IND	JUST FOR LAUGHS GAGS	0.2	1	0.2
	KMOV	CBS	The Talk	3.5	11	0.5
	KDNL	ABC	General Hospital	1.6	5	0.1
	KTVI	FOX	Wendy Williams	1.9	6	0.8
	KPLR	CW	Steve Wilkos	1.4	5	0.4
	KSDK	NBC	TD Jakes	0.9	3	0.2
JFLG LEAD-IN RETENTION:				100%	100%	200%
JFLG TIME-PERIOD RANK:				# 6	# 6	# 4

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>M25-54 RTG</u>
1:00P	MMOV	NOV '16	JFL GAGS	0.2	1	0.2
1:00P	MMOV	NOV '15	Crazy Talk	0.1	0	0.0
JFLG GROWTH VS. NOV 2015:				100%	+INF	+INF

Source: NSI Overnights, Nov Sweep, 2016 vs. 2015. M-F.



#1 M25-54 6:00A-4:00P

In fact, **JUST FOR LAUGHS GAGS'** Men 25-54 ratings are MMOV's highest from 6:00A-4:00P:

<u>TIME</u>	<u>PROGRAM</u>	<u>M25-54 RTG</u>
6:00A	Forensic Files	0.0
6:30A	Corrupt Crimes	0.1
7:00A	Judge Alex	0.0
7:30A	America's Court	0.0
8:00A	Supreme Justice	0.0
8:30A	Judge Faith	0.0
9:00A	Divorce Court	0.0
10:00A	Paternity Court	0.0
11:00A	Dr. Oz	0.1
12:00P	Dr. Phil	0.1
1:00P	JUST FOR LAUGHS GAGS	0.2
1:30P	Cleveland Show	0.1
2:00P	King of the Hill	0.1
3:00P	American Dad	0.1

Source: NSI Overnights, Nov Sweep, 2016. M-F.



#1 W18-49 vs Saturday Football

And airing on Saturday afternoon on Meredith's St. Louis indie, **JUST FOR LAUGHS GAGS** builds throughout its rotation and ranks # 1 in its time-period in Women 18-49 against formidable football competition:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
4:00P	MMOV	IND	JUST FOR LAUGHS GAGS	0.3	1	0.3
4:30P	MMOV	IND	JUST FOR LAUGHS GAGS	0.4	1	0.4
	KMOV	CBS	Football	2.3	6	0.4
	KTVI	FOX	Football	1.3	3	0.2
	KPLR	CW	Two and a Half Men	0.9	2	0.2
	KSDK	NBC	Football	0.8	2	0.3
	KDNL	ABC	Football	0.8	2	0.1
JFLG LEAD-IN RETENTION:				133%	100%	133%
JFLG TIME-PERIOD RANK:				# 6	# 6	# 1

Source: NSI Overnights, Nov Sweep, 2016. Saturday.



#1 in Key Female Demos

In Charlotte, **JUST FOR LAUGHS GAGS** delivers a solid #1 performance against women in its Saturday over-night berth, dramatically improving female demographics versus November 2015 programming:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W18-49 RTG</u>	<u>W25-54 RTG</u>
4:00A	WSOC	ABC	Made-Hollywood	0.9	4	0.5	0.6
4:30A	WSOC	ABC	JUST FOR LAUGHS GAGS	0.9	4	0.4	0.5
	WBTV	CBS	House Smarts	0.5	2	0.1	0.1
	WCNC	NBC	Paid	0.3	1	0.2	0.1
	WJZY	FOX	Paid	0.2	1	0.1	0.1
	WCCB	CW	Teen News	0.2	1	0.1	0.1
	WAXN	IND	Paid	0.0	0	0.0	0.0
	WMYT	IND	Paid	0.1	0	0.0	0.0
JFLG LEAD-IN RETENTION:				100%	100%	80%	83%
JFLG TIME-PERIOD RANK:				# 1	# 1	# 1	# 1

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>W18-49 RTG</u>	<u>W25-54 RTG</u>
4:30A	WSOC	NOV '16	JUST FOR LAUGHS GAGS	0.9	4	0.4	0.5
4:30A	WSOC	NOV '15	Coolest-Earth	0.8	4	0.2	0.3
JFLG GROWTH VS. NOV 2015:				13%	0%	100%	67%

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015, Saturday.



100% Retention, Solid #1 Performance

On Friday nights in Charlotte, **JUST FOR LAUGHS GAGS** delivers another solid #1 performance, retaining 100% of its lead-in, and out-performing its lead-out programming:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>RTG</u>
3:30A	WSOC	ABC	Comedy TV	0.8	4	0.6
4:00A	WSOC	ABC	JUST FOR LAUGHS GAGS	0.8	4	0.6
	WBTV	CBS	RTM Horse Power	0.9	4	0.4
	WCNC	NBC	1st Look	0.3	1	0.3
	WJZY	FOX	Paid	0.2	1	0.0
	WCCB	CW	Forensic Files	0.2	1	0.1
	WAXN	IND	Paid	0.2	1	0.1
	WMYT	IND	Paid	0.0	0	0.0
5:00A	WSOC	ABC	Sports Tomorrow	0.8	4	0.5
JFL LEAD-IN RETENTION:				100%	100%	100%
JFL TIME-PERIOD RANK:				# 2	# 1	# 1

Source: NSI Overnights, November 2016 Sweep averages, Friday.



#1 With Year-to-Year Growth

In late night in Pittsburgh on Cox Owned NBC affiliate, WPXI, **JUST FOR LAUGHS GAGS** is # 1 in its Saturday time-period and shows significant year-to-year growth in the same time-period, particularly in male ratings:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>M18-49 RTG</u>	<u>M25-54 RTG</u>
2:30A	WPXI	NBC	JFL GAGS	0.8	3	0.5	0.5
	WTAE	ABC	In Depth	0.6	3	0.3	0.5
	KDKA	CBS	Person of Interest	0.6	2	0.1	0.2
	WPGH	FOX	Right-A Williams	0.1	0	0.2	0.2
	WPCW	CW	Comedy.TV	0.1	1	0.1	0.1
	WPNT	IND	Paid	0.0	0	0.1	0.2
JFLG TIME-PERIOD RANK:				# 1	# 1	# 1	# 1

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>M18-49 RTG</u>	<u>M25-54 RTG</u>
2:30A	WPXI	NOV '16	JFL GAGS	0.8	3	0.5	0.5
2:30A	WPXI	NOV '15	JFL GAGS	0.7	3	0.3	0.4
JFLG GROWTH VS. NOV 2015:				+14%	0%	+67%	+25%

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Saturday.



Strong Retention + Growth!

In access on WMAR in Baltimore, **JUST FOR LAUGHS GAGS** dramatically out-performs its football lead-in in key demographics and retains 100% its lead-in rating and share:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>	<u>A18-49</u>	<u>A25-54</u>
6:30P	WMAR	ABC	College Football	0.9	2	0.1	0.3
7:00P	WMAR	ABC	JUST FOR LAUGHS GAGS	0.9	2	0.3	0.5
	WBAL	NBC	Ravens Report	3.0	6	0.8	0.9
	WJZ	CBS	College Football	1.4	3	0.4	0.5
	WUTB	IND	Two & Half Men	1.0	2	0.2	0.4
	WBFF	FOX	College Football	0.6	1	0.3	0.3
	WNUV	CW	Movie	0.6	1	0.3	0.4
JFLG LEAD-IN RETENTION:				100%	100%	300%	167%
JFLG TIME-PERIOD RANK:				# 4	# 3	# 3	# 2

Source: NSI Overnights, November 2016 Sweep averages, Saturday.



JFL Builds Audiences in Fringe

On Sunday in early-fringe on San Diego's CW affiliate, **JUST FOR LAUGHS GAGS** builds audience over its lead-in and throughout a 90 minute block, beating "Two and a Half Men" and "Bones" in head-to-head competition:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
5:00P	XETV	CW	Raw Travel	0.2	0
5:30P	XETV	CW	JUST FOR LAUGHS GAGS	0.4	1
6:00P	XETV	CW	JUST FOR LAUGHS GAGS	0.5	1
6:30P	XETV	CW	JUST FOR LAUGHS GAGS	0.6	1
	KSWB	FOX	Two and Half Men	0.4	1
	XDTV	IND	Bones	0.4	1

JFLG LEAD-IN RETENTION:

200%

+INF

JFLG BLOCK RATINGS GROWTH: (5:30PM-7:00PM):

50%

0%

Source: NSI Overnights, November 2016 Sweep averages, Sunday.



...and Outperforms Year-Ago

JUST FOR LAUGHS GAGS dramatically out-performs the prior year ratings of "Cougar Town" and "Rules of Engagement" in the same time-periods:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
5:30P	XETV	NOV '16	JUST FOR LAUGHS GAGS	0.4	1
5:30P	XETV	NOV '15	Cougar Town	0.3	1
6:00P	XETV	NOV '16	JUST FOR LAUGHS GAGS	0.5	1
6:00P	XETV	NOV '15	Rules-Engagement	0.2	0
6:30P	XETV	NOV '16	JUST FOR LAUGHS GAGS	0.6	1
6:30P	XETV	NOV '15	Rules-Engagement	0.1	0

JFLG GROWTH VS. NOV 2015 - 5:30 PM:	33%	0%
JFLG GROWTH VS. NOV 2015 - 6:00 PM:	150%	+INF
JFLG GROWTH VS. NOV 2015 - 6:30 PM:	500%	+INF

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Sunday.

**JUST FOR
LAUGHS
GAGS!**

High Retention with #2 Time-Period Rank

In Columbus, OH an hour of back-to-back **JUST FOR LAUGHS GAGS** episodes holds lead-in share and out-performs two sitcoms to earn a solid # 2 ranking in its time-period. JFL delivers growth versus its own ratings in the same time-period last year:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
3:30A	WSYX	ABC	Various	1.1	5
4:00A	WSYX	ABC	JUST FOR LAUGHS GAGS	1.0	5
	WBNS	CBS	CSI: Miami	1.1	6
	WTTE	FOX	2 Broke Girls	0.5	2
	WCMH	NBC	Paid/Whacked-Sports	0.4	2
	WWHO	CW	Last Man Standing	0.1	1
JFLG LEAD-IN RETENTION:				91%	100%
JFLG TIME-PERIOD RANK:				# 2	# 2

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
4:00A	WSYX	NOV '16	JFL GAGS	1.0	5
4:00A	WSYX	NOV '15	JFL GAGS	0.8	3
JFLG GROWTH VS. NOV 2015:				25%	67%

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Sunday.



#1 in Time Period + Year-to-Year Growth

JUST FOR LAUGHS GAGS is a strong # 1 in its Sunday night time-period on Hearst's Milwaukee NBC affiliate, WISN, out-performing "Scandal" and delivering growth over its Nov 2015 performance in the same time-period:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
1:30A	WISN	ABC	News	0.9	5
2:00A	WISN	ABC	JUST FOR LAUGHS GAGS	0.8	5
	WITI	FOX	What Went Down	0.8	5
	WTMJ	NBC	All-Mt Prs	0.7	4
	WDJT	CBS	Scandal	0.5	3
	WMLW	IND	Movie	0.3	2
	WVTV	CW	Full Measure	0.1	1
	WCGV	IND	Tim McCarver	0.1	1
JFLG LEAD-IN RETENTION:				89%	100%
JFLG TIME-PERIOD RANK:				# 1	# 1

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
2:00A	WISN	NOV '16	JFLG	0.8	5
2:00A	WISN	NOV '15	JFLG	0.7	4
JFLG GROWTH VS. NOV 2015:				14%	25%

Source: NSI Overnights, November 2016 Sweep averages, vs. November 2015. Sunday.



#1 in Time Period + Year-to-Year Retention

In late night on Scripps' WCPO in Cincinnati, **JUST FOR LAUGHS GAGS** is # 1 in its Saturday night time-period and out-performs its "Pawn Stars" lead-in, also matching prior year program ratings in its time-period:

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
2:00A	WCPO	ABC	Pawn Stars	0.8	3
2:30A	WCPO	ABC	JUST FOR LAUGHS GAGS	0.9	3
	WKRC	CBS	Paid	0.9	3
	WLWT	NBC	Open House SA	0.8	4
	WXIX	FOX	Paid	0.5	2
	EKRC	CW	Paid	0.4	4
	WSRT	IND	Raising Hope	0.5	4
JFLG LEAD-IN RETENTION:				113%	100%
JFLG TIME-PERIOD RANK:				# 1	# 1

<u>TIME</u>	<u>STA</u>	<u>NET</u>	<u>PROGRAM</u>	<u>RTG</u>	<u>SHR</u>
2:30A	WCPO	NOV '16	JFLG	0.9	3
2:30A	WCPO	NOV '15	Various	0.9	4
"JFLG" GROWTH VS. NOV 2015:				0%	-25%

Source: NSI Overnights, November 2016 Sweep averages vs. November 2015. Saturday.

