

TV News: FOX's 'The X Factor' Opens Below Ratings Expectations

Submitted by [BrianTT](#) [1] on September 22, 2011 - 9:00am

- [American Idol](#) [2]
- [Brian Tallerico](#) [3]
- [Criminal Minds](#) [4]
- [FOX](#) [5]
- [HollywoodChicago.com Content](#) [6]
- [L.A. Reid](#) [7]
- [Modern Family](#) [8]
- [Paula Abdul](#) [9]
- [Simon Cowell](#) [10]
- [Television](#) [11]
- [The X Factor](#) [12]
- [Theater, TV, DVD & Blu-Ray](#) [13]

CHICAGO – The highly-anticipated series premiere of “The X Factor” on FOX was watched by enough people to not be considered a failure but its numbers were well below insider expectations, falling FAR short of “American Idol” numbers and not even topping the night as the most-watched program. It was a solid opening by most standards when it comes to assessing new programs but far from an instant hit, and if it slides (as most new shows do) it could be one of the year’s surprise losers.



The X Factor
Photo credit: FOX

Perhaps audiences thought the show was too much like something they had seen before but “The X Factor” opened with an 8.7 overnight rating, which was 39% down from the 14.2 rating scored by the premiere of “American Idol” back in January. It was even down from earlier-week hits like “Two and a Half Men,” “2 Broke Girls,” and “Unforgettable.” You KNOW that Simon Cowell hates that he won’t be the biggest new-show story of the week. It’s going to take some work to build this show to “Idol” standards. It was even shockingly close to “New Girl” the night before, only 18% above the Zooey Deschanel comedy.

And “The X Factor” wasn’t even the top show of Wednesday night. “Modern Family” holds that title with a very-impressive 9.8 household rating, up 10% from last year. This show just keeps building its audience year-to-year and should do even better when key demo numbers are released. “X Factor” can’t even claim second place as “Criminal Minds” rocked with an 8.9 household rating.



[14]

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[3] <http://www.hollywoodchicago.com/news/brian-tallerico>
[4] <http://www.hollywoodchicago.com/news/criminal-minds>



- [5] <http://www.hollywoodchicago.com/news/fox>
- [6] <http://www.hollywoodchicago.com/news/hollywoodchicagodotcom-content>
- [7] <http://www.hollywoodchicago.com/news/la-reid>
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