

TV News: ‘Terra Nova,’ ‘Hart of Dixie’ Ratings Disappoint; ‘2 Broke Girls’ Still Kicking

Submitted by [TimBMartens](#) [1] on September 27, 2011 - 12:33pm

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CHICAGO – The new FOX prehistoric series “Terra Nova” was a bit of a disappointment in its premiere episode Monday night, posting a 3.1 rating in the highly coveted 18-49 age group. The show premiered for two hours from 7-9 p.m. CST.

“Terra Nova,” a series about a family from the year 2149 that travels back 85 million years to try and rebuild civilization, was predicted to do much better in ratings. Only posting a 3.1 has to be disheartening for FOX considering there is usually a drop from series premieres to the weeks that follow. The show includes dinosaurs and plenty of visual effects and FOX is more than likely looking for a stronger viewership for a show that requires a higher budget.

Meanwhile, CW’s “Hart of Dixie,” starring Rachel Bilson, was disappointing as well, posting a weak 0.8 in adults 18-49. This marks the new show with the lowest series premiere in the network’s history. “Hart of Dixie” follows the new season premiere of “Gossip Girl,” which also only brought in a 0.8, down 20% from last season’s premiere episode.

The rookie show that showed the most life was one that actually dropped 37% from last week. CBS’s “2 Broke Girls” had a 4.5 rating in the 18-49 age category, leveling out after its big season premiere with a solid showing. If “2 Broke Girls” continues on with these ratings, CBS Monday’s, with “How I Met Your Mother,” “Two and a Half Men,” “Mike & Molly,” and “Hawaii Five-0,” will easily win out week to week.

Finally, on NBC, “The Playboy Club” dropped 19% to a lowly 1.3 rating in adults from 18-49. The drop was significant for the new show that barely posted decent ratings in its first week. The show played in the 9 p.m. CST time slot, after the reality competition “The Sing-Off,” which posted a series low 1.7 rating.



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