

TV News: CBS Misses Ratings Target With ‘How to Be a Gentleman’

Submitted by [BrianTT](#) [1] on September 30, 2011 - 10:36am

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CHICAGO – It has felt for a few years like everything CBS threw against the wall would stick. Sure, shows like “The Defenders” and “\$#! My Dad Says” got canceled but they weren’t bombs. Ladies and gentleman, we are happy to report that the new Kevin Dillon sitcom “How to Be a Gentleman” is an official bomb. With a household rating of only 5.5, the show dropped a remarkable 41% from its lead-in (“The Big Bang Theory”) and was even down 18% from the second episode of “\$#! My Dad Says” at this time last year. Thanks for ignoring this mess.

CBS turns their night around at 8pm CST as we can now officially call “Person of Interest” a hit. The show held strong, dropping only 6% from its premiere, with a good 8.1 rating, comparable to where the monster hit “C.S.I.” was with an 8.6 on this night last year. That’s pretty impressive. Expect a full-season order soon. “The Mentalist” closes out the night with an 8.5.



How to Be a Gentleman

Photo credit: CBS

The story of “The X Factor” on FOX continues to be an interesting one as it scored a nice 8.1 rating in the overnights, which is significantly higher than “Bones”/“Fringe” last year but also a bit down from expectations.

ABC may be in trouble again as “Charlie’s Angels” dipped a sizable 25% from its premiere, notching a lowly 4.6 rating. Those are numbers that could get the show canceled, never mind if it continues to plummet. It could be gone before the holidays. “Grey’s Anatomy” and “Private Practice” performed as expected.

Then there’s NBC — the network critics love but no one watches. “Community” (2.7) and “Parks and Recreation” (3.1) continue to struggle but both perform better in the key 18-49 demo. Things improved with a 4.4 rating for “The Office” and a 3.8 for “Whitney,” which is a low enough number that execs may start to worry. It was actually down 7% from “Outsourced” at this time last year. And it continues. “Prime Suspect” finished third, dropping 9% to a 4.6 rating — a number that also inches it closer to cancellation.

Finally, “The Secret Circle” continues to tumble on The CW, falling another few notches and now bringing lower ratings than year-ago occupant “Nikita.” It’s gone from a 2.3 to a 1.9 to a 1.7. Ouch.

Source: Nielsen Media Research Data and TV Media Insights



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