

TV News: 'Rob!' Opens Strong, 'The Finder' Goes Missing

Submitted by [BrianTT](#) [1] on January 13, 2012 - 10:58am

- [30 Rock](#) [2]
- [ABC](#) [3]
- [Brian Tallerico](#) [4]
- [CBS](#) [5]
- [FOX](#) [6]
- [HollywoodChicago.com Content](#) [7]
- [NBC](#) [8]
- [Parks and Recreation](#) [9]
- [Rob!](#) [10]
- [Television](#) [11]
- [The CW](#) [12]
- [The Finder](#) [13]
- [The Firm](#) [14]
- [The Office](#) [15]
- [Up All Night](#) [16]
- [Theater, TV, DVD & Blu-Ray](#) [17]

CHICAGO – Thursday nights looked radically different last night with changes on three major networks, including a new line-up on NBC and premieres on CBS and FOX. How'd they do? Well, CBS may have finally found a hit in the post-"The Big Bang Theory" slot, but NBC and FOX are going to have to go back to the drawing board.



Rob
Photo credit: CBS

"Rob!" opened with an impressive 8.3 rating/13 share according to [TV Media Insights](#) [18]. That was significantly better than the short-lived "How to Be a Gentleman" (5.5 rating for its premiere four months ago) but did lose a chunk of "The Big Bang Theory"'s 10.3 rating. Still, retention of 81 percent out of a mega-hit like "TBBT" is a strong start for Rob Schneider. The strength of "Rob!" helped the whole evening on CBS as "Person of Interest" rose to a series-high 9.4 rating and "The Mentalist" notched an 8.8. CBS rocks on Thursday nights. They own it. And "Rob!" could be the final, long-missing piece of the puzzle.

"The Finder" certainly isn't for FOX. The new Hart Hanson procedural opened with a meager 3.8 rating and a 6 share, down notably from "Bones" with its 5.9 rating and a 10 share. That's a loss of 42%. Since most shows drop after their premiere, this is a disastrous opening. By next week, it's likely going to be losing 50% of "Bones" and then it will merely be a ticking clock till its cancellation.

NBC pushed "Community" out and started their new Thursday night with a 3.6 rating for "30 Rock," a notable 29% above the season premiere of "Community." Sigh. "Parks and Recreation" and "The Office" both delivered typical numbers but moving "Up All Night" to Thursday nights may have been a mistake as it notched only a 3.0 rating, which was down 40% from the numbers earned by the series premiere of "Whitney" in the same time slot. Ouch. 27% of the people who watched "The Office" ditched out on "Up All Night." It's too bad since this is a quality show that just may not fit in this timeslot. Finally, "The Firm" is DOA. The time-slot premiere earned a 2.9 rating. "Prime

Suspect” pulled a 4.6 rating for its series premiere in this slot and that got cancelled. Don’t get attached to “The Firm.”



[19]

By [BRIAN TALLERICO](#) [20]
Content Director
HollywoodChicago.com
brian@hollywoodchicago.com [19]

Source URL (retrieved on Apr 19 2024 - 3:41pm):
<http://www.hollywoodchicago.com/news/17052/tv-news-rob-opens-strong-the-finder-goes-missing>

Links:

- [1] <http://www.hollywoodchicago.com/users/briantt>
- [2] <http://www.hollywoodchicago.com/news/30-rock>
- [3] <http://www.hollywoodchicago.com/news/abc>
- [4] <http://www.hollywoodchicago.com/news/brian-tallerico>
- [5] <http://www.hollywoodchicago.com/news/cbs>
- [6] <http://www.hollywoodchicago.com/news/fox>
- [7] <http://www.hollywoodchicago.com/news/hollywoodchicagodotcom-content>
- [8] <http://www.hollywoodchicago.com/news/nbc-0>
- [9] <http://www.hollywoodchicago.com/news/parks-and-recreation>
- [10] <http://www.hollywoodchicago.com/news/rob-0>
- [11] <http://www.hollywoodchicago.com/news/television>
- [12] <http://www.hollywoodchicago.com/news/the-cw>
- [13] <http://www.hollywoodchicago.com/news/the-finder>
- [14] <http://www.hollywoodchicago.com/news/the-firm>
- [15] <http://www.hollywoodchicago.com/news/the-office>
- [16] <http://www.hollywoodchicago.com/news/up-all-night>
- [17] <http://www.hollywoodchicago.com/news/dvd-theater-tv-news>
- [18] <http://www.tvmediainsights.com/>
- [19] <mailto:brian@hollywoodchicago.com>
- [20] <http://www.hollywoodchicago.com/about#BRIAN>