

## Emmy 2009 ~ The Good, the Bad and the Emmy Ratings

Written by Linda Marshall-Smith  
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Well, it's not like we didn't see this coming. Although the CW nabbed its best ratings for a Sunday night so far this year, the 36th Annual Daytime Emmys were on against NBC Sunday night football and paled in comparison. To get specific...

CW's 36th Annual Daytime Emmy Awards delivered a 0.6 rating/2 share / 2.68 million viewers, down -50% from ABC's coverage of the event last year (1.2 rating/4 share on Friday 6/20/08). The Red Carpet pre-show special at 7pm drew an (0.3 adults 18-49 rating/1 share / 1.21 million)

But this is nothing new. It was expected, having the telecast on the CW, that

ratings would decrease. However, when CBS opted out, NATAS was faced with a conundrum. According to NATAS president and chief marketing officer Frank Radice, "We're called the National Academy of Television Arts and Sciences. I felt strongly the Daytime Emmy Awards needed to be on television," and The CW stepped up to the plate.

But the great news is the show worked wonders for the CW's Sunday night. According to a tweet from ATI's (and Emmy broadcast co-executive producer) [@JimRomanovich](#), "Thank you fans for giving the CW its best ratings for a Sunday night this year! This was all because of you! Thank you!" And, "Great day for everyone. CW had a 10pm sharp cut-off which is why B&B speech was over credits. Not our call. Congrats to everyone!"

According to Neilson, here's how the ratings for the Daytime Emmys have stacked up since the show went on the air:

Daytime Emmy Awards Nielsen ratings 1991-2008:

Day	Date	Time	Network	HH	Rating	Share	Homes	Viewers
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FRI	6/20/2008*	8:00-10:00PM	ABC	4.1	8	4,574,000	5,383,000
FRI	6/15/2007*	8:58-11:00PM	CBS	5.9	11	6,620,000	8,327,000
FRI	4/28/2006*	8:00-11:00PM	ABC	4.5	8	5,008,000	6,085,000
FRI	5/20/2005	9:00-11:00PM	CBS	5.5	10	6,061,000	7,618,000
FRI	5/21/2004	9:00-11:00PM	NBC	6	10.9	6,518,000	8,385,000
FRI	5/16/2003	8:00-11:00PM	ABC	6.3	11	6,726,000	8,633,000

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FRI 5/17/2002	9:00-11:00PM	CBS	6.9	12	7,275,000	10,082,000
FRI 5/18/2001	9:00-11:00PM	NBC	7.9	14	8,041,000	10,277,000
FRI 5/19/2000	9:00-11:00PM	ABC	9.1	16	9,184,000	12,771,000
FRI 5/21/1999	9:00-11:00PM	CBS	10.4	19	10,338,000	14,230,000
FRI 5/15/1998	9:00-11:00PM	NBC	10.2	19	9,953,000	13,095,000
THU 5/21/1997	8:00-10:00PM	ABC	11.8	20	11,420,000	15,839,540
THU 5/22/1996	9:00-11:00PM	CBS	11.4	19	10,930,000	15,105,260
WED 5/19/1995	9:00-11:00PM	NBC	10.2	18	9,730,000	13,699,840
WED 5/25/1994	9:00-11:03PM	ABC	14.1	22	13,280,000	18,897,440
WED 5/26/1993	9:00-11:01PM	ABC	16.4	27	15,270,000	21,958,260
TUE 6/23/1992	9:00-11:05PM	NBC	15.1	26	13,910,000	20,280,780
THU 6/27/1991	9:00-11:00PM	CBS	13.5	25	12,570,000	18,855,000

Source: NTI Pocketpieces, Nielsen Audience Composition Reports and Nielsen Galaxy Explorer

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