

## Broker of big ratings

### History's 'Pawn Stars' is week's top cable show

By Anthony Crupi

NEW YORK — On the heels of notching its best monthly ratings performance in 15 years, History showed no signs of slowing down as the calendar rolled over to March.

According to Nielsen Live+SD data, History had the most-watched program on ad-supported cable for the week ending Sunday as "Pawn Stars" delivered 5.34 million viewers at 10:30 p.m. Monday.

History's most popular current series eked out the win over USA Network's "WWE Raw," which served up 5.32 million viewers Monday.

For the week, History finished with two of the top five deliveries on ad-supported cable. At 10 p.m. Monday, the night's lead-off episode of "Pawn Stars" drew 4.9 million viewers.

"Pawn" also won in the three major demos, averaging 3.1 million viewers in the adults 18-49 demographic, 3 million in adults 25-54 and 1.6 million in 18-34. The lead-in also put up big numbers as the 10 p.m. "Pawn" took second place in the two largest demos, delivering 2.7 million viewers in 18-49 and 2.8 million in 25-54.

Last month, History averaged a record 1.4 million total primetime

viewers, a 17% increase year-over-year. The network finished fifth among the two target demos, drawing 758,000 adults 25-54 (up 24% from February 2009), and 674,000 viewers 18-49 (up 19%).

USA again won the week, averaging 2.9 million total viewers, 1.3 million in 25-54. USA also took first among the 18-49 set, drawing 1.2 million, and claimed second among viewers 18-34 (508,000).

Along with "Raw," USA's biggest draws were the repurposed CBS drama "NCIS" and "Burn Notice." "NCIS" delivered 4.8 million viewers at 7 p.m. Sunday and accounted for a half-dozen of the 20 most-watched programs on

cable last week. Meanwhile, USA's original drama wrapped its third season March 4 with 4.2 million viewers, and though that was enough to win Thursday night, the delivery represented a 23% drop from "Burn's" season finale last year, which averaged 6.1 million viewers.

Fox News Channel claimed second place on the week, averaging 2.2 million viewers. Third place went to TNT and its 1.8 million viewers. TBS took fourth (1.8 million), winning the 18-34 demo outright with an average draw of 674,000 viewers. TBS also won the 18-49 silver, delivering 1.1 million members of the demo. History rounded out the top five with an average nightly audience of 1.7 million.

Anthony Crupi is senior editor at Mediaweek.



History's "Pawn Stars" beat out heavyweights including USA Network's "WWE Raw."

TV RATINGS	
PROGRAM	VIEWERS
1. PAVN STARS (H)	5.34
2. WRESTLING (USA)	5.32
3. FOX NEWS (FNC)	2.20
4. TBS (TBS)	1.80
5. HISTORY (H)	1.70