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Fan Fiction's Predictive Value For Nielsen Ratings Appendix

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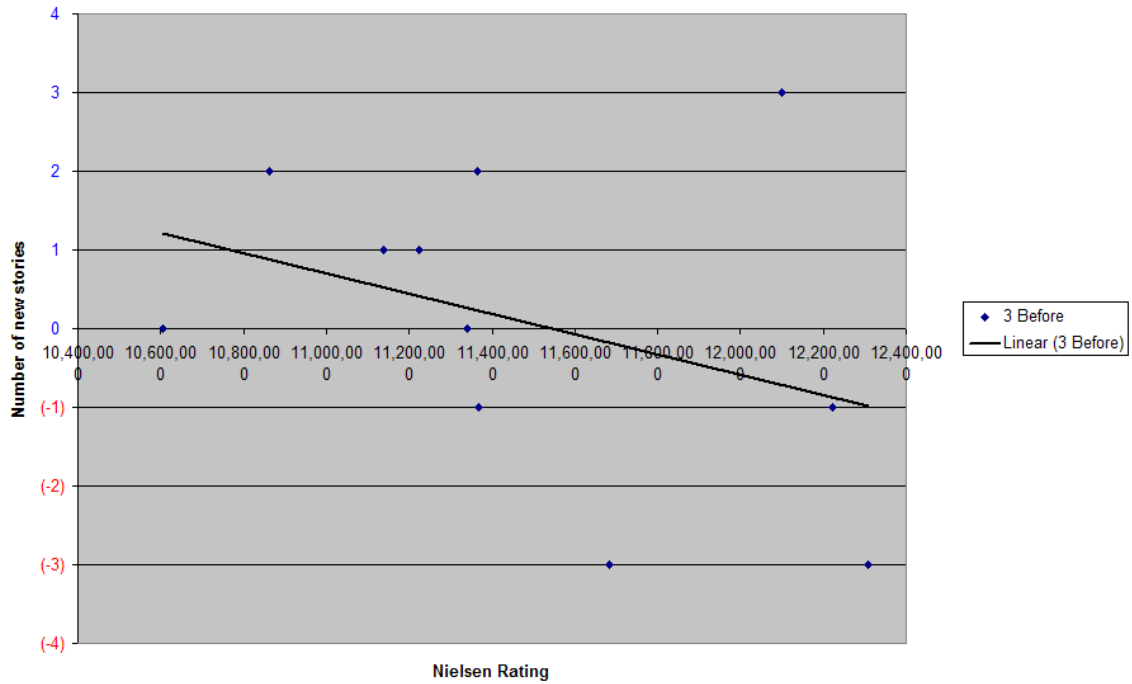
Appendix

24

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
12-Jan-09	24	12,307,000	(-3)	1	0	1	(-1)	0	3	(-2)	2
19-Jan-09	24	12,099,000	3	1	1	2	3	5	4	5	12
26-Jan-09	24	12,223,000	(-1)	(-1)	4	2	0	1	3	2	4
2-Feb-09	24	11,341,000	0	0	2	2	2	0	0	2	2
9-Feb-09	24	10,605,000	0	1	0	0	(-2)	1	2	1	1
16-Feb-09	24	11,224,000	1	1	2	0	2	0	0	4	2
23-Feb-09	24	11,683,000	(-3)	0	0	0	0	0	0	(-3)	0
2-Mar-09	24	11,139,000	1	2	0	2	0	2	3	3	5
9-Mar-09	24	11,368,000	(-1)	2	0	0	0	1	0	1	1
16-Mar-09	24	11,364,000	2	1	1	0	2	1	0	4	3
13-Apr-09	24	10,864,000	2	0	2	0	1	1	1	4	3
Correlation with Nielsen Ratings			-0.36083	-0.28192	0.212519	0.488862	0.142969	0.189103	0.449086	-0.27099	0.367456

24: 3 Days Before



Date

Bones

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
17-Sep-08	Bones	9,844,000	4	(-1)	5	9	5	14	0	8	19
24-Sep-08	Bones	9,726,000	15	12	10	7	9	8	7	37	24
1-Oct-08	Bones	10,034,000	9	10	5	7	8	6	6	24	20
8-Oct-08	Bones	10,559,000	6	6	8	7	7	4	5	20	16
5-Nov-08	Bones	10,172,000	2	4	5	7	3	6	3	11	12
12-Nov-08	Bones	10,868,000	12	10	9	4	2	12	11	31	25
19-Nov-08	Bones	10,818,000	10	15	3	10	10	8	10	28	28
26-Nov-08	Bones	9,867,000	10	10	9	9	8	6	8	29	22
24-Dec-08	Bones	4,354,000	10	9	11	7	10	10	10	30	30
31-Dec-08	Bones	4,671,000	12	6	8	9	11	9	21	26	41
7-Jan-09	Bones	6,639,000	16	8	5	10	8	11	10	29	29
22-Jan-09	Bones	9,976,000	5	5	11	9	11	9	12	21	32
5-Feb-09	Bones	10,860,000	12	4	6	15	9	15	12	22	36
19-Feb-09	Bones	9,507,000	15	12	8	8	5	10	18	35	33
24-Feb-09	Bones	4,931,000	10	17	6	0	0	24	9	33	33
12-Mar-09	Bones	9,667,000	9	9	13	8	10	7	5	31	22
2-Apr-09	Bones	9,254,000	14	5	10	6	7	8	14	29	29
15-Apr-09	Bones	11,006,000	16	13	13	26	14	16	20	42	50
16-Apr-09	Bones	8,854,000	13	13	26	14	16	20	12	52	48
7-May-09	Bones	8,755,000	26	13	10	13	12	22	12	49	46
14-May-09	Bones	8,881,000	12	19	11	14	17	29	20	42	66
11-Jun-09	Bones	5,655,000	13	12	12	14	7	15	12	37	34
Correlation with Nielsen Ratings			-0.14951	-0.1642	-0.05961	0.233563	0.06288	-0.24817	-0.21385	-0.16856	-0.2015

Boston Legal

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
22-Sep-08	Boston Legal	8,817,000	0	0	0	0	0	0	0	0	0
29-Sep-08	Boston Legal	8,562,000	0	0	0	0	0	0	0	0	0
6-Oct-08	Boston Legal	8,746,000	0	0	0	0	0	1	1	0	1
13-Oct-08	Boston Legal	8,015,000	0	0	0	1	0	0	0	0	0
20-Oct-08	Boston Legal	8,137,000	0	0	0	0	0	0	0	0	0
27-Oct-08	Boston Legal	8,581,000	0	0	0	0	0	0	0	0	0
10-Nov-08	Boston Legal	8,705,000	0	0	0	0	0	0	0	0	0
17-Nov-08	Boston Legal	8,081,000	0	0	0	0	0	0	0	0	0
24-Nov-08	Boston Legal	8,157,000	0	0	0	0	1	0	0	0	1
1-Dec-08	Boston Legal	8,106,000	0	0	0	0	0	0	0	0	0
8-Dec-08	Boston Legal	9,885,000	0	0	0	0	0	0	0	0	0
Correlation with Nielsen Ratings			#DIV/0!	#DIV/0!	#DIV/0!	-0.31294	-0.22607	0.13425	0.13425	#DIV/0!	-0.06844

Burn Notice

Date	Show	Nielsen Rating	Fan Fiction: Increase day									
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After	
29-Jan-09	Burn Notice	5,376,000	0	0	0	0	0	1	1	2	0	4
5-Feb-09	Burn Notice	5,271,000	1	0	1	0	0	1	2	2	2	3
12-Feb-09	Burn Notice	4,845,000	2	0	3	1	1	0	1	5	2	2
19-Feb-09	Burn Notice	4,677,000	0	0	0	1	0	3	0	0	0	3
26-Feb-09	Burn Notice	4,848,000	0	0	0	1	(-1)	0	1	0	0	0
5-Mar-09	Burn Notice	6,090,000	0	0	2	0	0	1	0	2	1	1
4-Jun-09	Burn Notice	5,992,000	1	1	0	0	0	1	2	2	2	3
11-Jun-09	Burn Notice	5,242,000	1	0	1	(-1)	2	3	0	2	2	5
18-Jun-09	Burn Notice	5,782,000	0	1	0	0	1	1	1	1	1	3
Correlation with Nielsen Ratings			-0.18028	0.594042	-0.04461	-0.56974	0.06903	-0.12184	0.176442	0.051716	0.053683	

Chuck

Fan Fiction: Increase day												
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After	
29-Sep-08	Chuck	6,835,000	1	1	2	3	3	3	0	4	6	
6-Oct-08	Chuck	5,832,000	3	2	3	1	1	5	2	8	8	
20-Oct-08	Chuck	6,872,000	2	4	2	0	4	2	2	8	8	
10-Nov-08	Chuck	6,338,000	3	2	3	0	3	3	6	8	12	
17-Nov-08	Chuck	6,889,000	5	(-1)	3	1	3	0	10	7	13	
24-Nov-08	Chuck	6,534,000	3	0	0	5	3	1	2	3	6	
1-Dec-08	Chuck	7,335,000	1	2	1	1	2	7	1	4	10	
8-Dec-08	Chuck	6,936,000	3	1	3	1	1	4	2	7	7	
15-Dec-08	Chuck	7,661,000	5	0	3	1	0	3	3	8	6	
Correlation with Nielsen Ratings			0.111408	-0.23055	-0.07584	-0.09102	-0.24403	0.059343	-0.07004	-0.12735	-0.15392	

Criminal Minds

Fan Fiction: Increase day

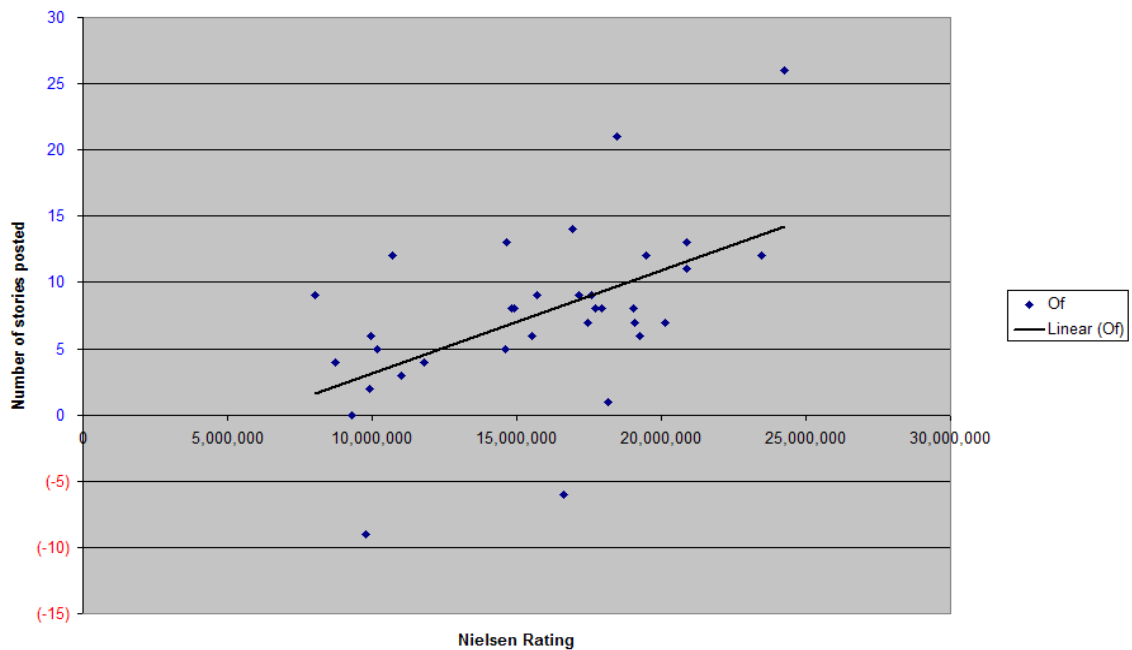
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
17-Sep-08	Criminal Minds	8,722,000	13	(-1)	8	4	0	2	0	20	2
24-Sep-08	Criminal Minds	17,007,000	2	0	7	4	5	3	10	9	18
1-Oct-08	Criminal Minds	14,780,000	7	4	3	4	0	10	4	14	14
8-Oct-08	Criminal Minds	16,185,000	4	2	3	3	11	10	10	9	31
22-Oct-08	Criminal Minds	15,012,000	5	10	4	5	6	2	7	19	15
29-Oct-08	Criminal Minds	13,966,000	0	12	2	6	4	10	6	14	20
5-Nov-08	Criminal Minds	14,304,000	7	4	3	4	4	9	1	14	14
12-Nov-08	Criminal Minds	14,833,000	3	0	18	1	3	6	2	21	11
19-Nov-08	Criminal Minds	16,334,000	6	13	5	0	9	5	6	24	20
26-Nov-08	Criminal Minds	14,108,000	6	10	4	4	3	4	5	20	12
10-Dec-08	Criminal Minds	14,677,000	4	6	5	3	6	2	5	15	13
17-Dec-08	Criminal Minds	15,160,000	4	13	2	4	6	3	4	19	13
24-Dec-08	Criminal Minds	6,461,000	8	1	5	5	5	4	2	14	11
31-Dec-08	Criminal Minds	6,699,000	7	4	3	9	9	7	9	14	25
14-Jan-09	Criminal Minds	13,778,000	1	5	6	0	7	10	8	12	25
21-Jan-09	Criminal Minds	13,816,000	1	2	3	4	3	2	5	6	10
28-Jan-09	Criminal Minds	10,229,000	5	5	4	4	5	10	6	14	21
29-Jan-09	Criminal Minds	8,840,000	5	4	4	5	10	6	4	13	20
4-Feb-09	Criminal Minds	8,384,000	5	4	5	3	3	10	9	14	22
11-Feb-09	Criminal Minds	12,476,000	7	7	(-9)	10	5	1	10	5	16
18-Feb-09	Criminal Minds	14,536,000	3	7	6	10	2	2	6	16	10
25-Feb-09	Criminal Minds	13,930,000	4	2	0	(-1)	5	8	4	6	17
4-Mar-09	Criminal Minds	10,145,000	6	2	0	8	5	7	4	8	16
11-Mar-09	Criminal Minds	14,342,000	9	7	7	3	4	6	7	23	17
8-Apr-09	Criminal Minds	13,606,000	3	0	6	6	3	7	7	9	17
15-Apr-09	Criminal Minds	10,577,000	5	2	1	8	3	5	6	8	14
22-Apr-09	Criminal Minds	13,723,000	4	8	10	9	14	8	17	22	39
29-Apr-09	Criminal Minds	13,611,000	4	10	11	13	3	6	12	25	21
6-May-09	Criminal Minds	14,128,000	8	12	7	7	9	7	5	27	21
13-May-09	Criminal Minds	13,400,000	6	6	4	13	6	6	3	16	15
20-May-09	Criminal Minds	13,986,000	4	7	4	0	9	9	12	15	30
27-May-09	Criminal Minds	8,900,000	1	11	13	5	4	9	12	25	25
10-Jun-09	Criminal Minds	8,341,000	2	7	6	2	9	8	6	15	23
Correlation with Nielsen Ratings			-0.25835	0.248003	0.032655	-0.16339	0.026362	-0.12195	0.100357	0.078161	0.012831

CSI

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
18-Sep-08	CSI	10,190,000	3	4	14	5	7	0	19	21	26
25-Sep-08	CSI	9,280,000	8	10	10	0	5	2	3	28	10
9-Oct-08	CSI	23,485,000	10	7	20	12	12	18	9	37	39
16-Oct-08	CSI	19,275,000	16	12	4	6	13	14	14	32	41
23-Oct-08	CSI	19,492,000	18	11	15	12	12	20	12	44	44
30-Oct-08	CSI	19,098,000	12	14	4	7	19	6	5	30	30
6-Nov-08	CSI	18,175,000	(-3)	14	4	1	6	10	18	15	34
13-Nov-08	CSI	19,050,000	0	2	11	8	4	4	5	13	13
20-Nov-08	CSI	18,446,000	11	12	0	21	9	11	1	23	21
27-Nov-08	CSI	10,681,000	10	7	9	12	(-1)	4	7	26	10
4-Dec-08	CSI	17,476,000	13	9	8	7	6	4	14	30	24
11-Dec-08	CSI	20,857,000	7	5	10	11	7	12	9	22	28
25-Dec-08	CSI	8,029,000	(-4)	7	14	9	(-21)	4	6	17	(-11)
1-Jan-09	CSI	9,760,000	15	9	8	(-9)	9	7	11	32	27
8-Jan-09	CSI	11,004,000	3	5	1	3	9	9	13	9	31
15-Jan-09	CSI	24,246,000	18	10	0	26	22	(-10)	13	28	25
22-Jan-09	CSI	17,572,000	5	10	8	9	4	3	8	23	15
29-Jan-09	CSI	20,153,000	(-2)	9	3	7	7	3	4	10	14
5-Feb-09	CSI	11,779,000	11	4	8	4	9	3	4	23	16
12-Feb-09	CSI	17,938,000	13	4	4	8	8	7	11	21	26
19-Feb-09	CSI	16,920,000	23	23	15	14	2	3	3	61	8
26-Feb-09	CSI	17,724,000	2	3	0	8	7	5	1	5	13
5-Mar-09	CSI	20,875,000	8	0	23	13	7	3	2	31	12
12-Mar-09	CSI	17,132,000	5	5	7	9	10	5	6	17	21
1-Apr-09	CSI	14,625,000	(-8)	10	10	5	6	(-9)	5	12	2
9-Apr-09	CSI	16,625,000	6	2	9	(-6)	15	7	6	17	28
16-Apr-09	CSI	15,717,000	7	7	3	9	5	9	7	17	21
23-Apr-09	CSI	14,639,000	10	6	13	13	6	6	10	29	22
30-Apr-09	CSI	15,542,000	1	6	11	6	7	9	3	18	19
7-May-09	CSI	14,912,000	17	(-3)	3	8	2	9	3	17	14
14-May-09	CSI	14,810,000	9	8	2	8	6	4	7	19	17
21-May-09	CSI	9,900,000	8	10	2	2	5	5	5	20	15
28-May-09	CSI	9,976,000	6	8	5	6	11	7	0	19	18
11-Jun-09	CSI	8,740,000	5	7	9	4	4	9	0	21	13
Correlation with Nielsen Ratings			0.220295	0.079101	0.039814	0.530368	0.507627	0.134751	0.157997	0.198956	0.449061

CSI: Day Of



CSI: Miami

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
15-Sep-08	CSI: Miami	7,714,000	(-4)	1	4	1	1	2	(-1)	1	2
22-Sep-08	CSI: Miami	17,233,000	1	0	10	0	13	4	8	11	25
29-Sep-08	CSI: Miami	14,345,000	1	1	6	3	3	0	0	8	3
6-Oct-08	CSI: Miami	13,884,000	7	3	(-4)	3	0	8	1	6	9
13-Oct-08	CSI: Miami	13,217,000	4	6	4	5	0	1	2	14	3
20-Oct-08	CSI: Miami	13,505,000	5	3	4	4	(-1)	3	3	12	5
27-Oct-08	CSI: Miami	10,587,000	2	6	4	5	5	1	1	12	7
10-Nov-08	CSI: Miami	13,815,000	4	4	3	0	1	5	3	11	9
17-Nov-08	CSI: Miami	15,464,000	(-5)	7	3	3	1	0	11	5	12
24-Nov-08	CSI: Miami	14,333,000	2	5	5	8	(-2)	1	3	12	2
1-Dec-08	CSI: Miami	11,158,000	3	1	7	5	5	7	4	11	16
8-Dec-08	CSI: Miami	13,787,000	4	(-2)	4	7	5	4	2	6	11
15-Dec-08	CSI: Miami	14,560,000	3	6	4	8	1	3	4	13	8
22-Dec-08	CSI: Miami	8,541,000	4	4	6	10	8	12	3	14	23
29-Dec-08	CSI: Miami	11,357,000	6	3	4	12	6	5	5	13	16
5-Jan-09	CSI: Miami	10,400,000	7	4	8	12	1	1	3	19	5
12-Jan-09	CSI: Miami	15,830,000	3	2	10	6	3	8	8	20	19
19-Jan-09	CSI: Miami	14,579,000	3	3	6	2	5	6	3	12	14
26-Jan-09	CSI: Miami	9,192,000	2	3	4	7	7	2	3	10	12
2-Feb-09	CSI: Miami	16,102,000	6	6	2	6	5	5	8	16	18
9-Feb-09	CSI: Miami	13,813,000	6	0	2	2	8	10	4	6	22
16-Feb-09	CSI: Miami	10,499,000	3	1	2	9	3	4	1	6	8
23-Feb-09	CSI: Miami	10,059,000	3	1	2	1	0	1	14	6	15
2-Mar-09	CSI: Miami	13,418,000	4	4	3	3	0	16	(-8)	11	8
9-Mar-09	CSI: Miami	14,215,000	(-1)	2	1	6	4	0	4	2	8
16-Mar-09	CSI: Miami	13,610,000	1	0	1	7	2	1	0	2	3
13-Apr-09	CSI: Miami	13,385,000	0	5	1	3	4	4	5	6	13
27-Apr-09	CSI: Miami	12,100,000	2	(-2)	2	0	3	4	2	2	9
4-May-09	CSI: Miami	13,718,000	4	5	(-1)	(-1)	5	5	5	8	15
11-May-09	CSI: Miami	13,586,000	5	2	3	7	1	3	6	10	10
18-May-09	CSI: Miami	14,197,000	1	3	8	5	3	8	6	12	17
25-May-09	CSI: Miami	7,800,000	11	3	5	7	2	1	4	19	7
15-Jun-09	CSI: Miami	8,252,000	4	1	2	10	1	(-5)	0	7	(-4)
6-Jul-09	CSI: Miami	8,761,000	2	4	9	3	(-8)	6		15	(-2)
Correlation with Nielsen Ratings			-0.153	0.1035	-0.02	-0.299	0.2226	0.171518	0.2549	-0.01509	0.369251

CSI: New York

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
17-Sep-08	CSI: New York	8,101,000	4	1	4	6	2	3	0	9	5
24-Sep-08	CSI: New York	14,591,000	0	13	1	4	5	(-14)	11	14	2
1-Oct-08	CSI: New York	14,878,000	2	3	5	7	0	5	9	10	14
8-Oct-08	CSI: New York	15,873,000	8	5	2	5	2	11	6	15	19
22-Oct-08	CSI: New York	14,390,000	2	2	8	8	4	3	3	12	10
29-Oct-08	CSI: New York	13,754,000	5	4	4	5	1	9	12	13	22
5-Nov-08	CSI: New York	11,801,000	4	9	0	3	11	6	3	13	20
12-Nov-08	CSI: New York	11,624,000	4	0	74	8	12	8	10	78	30
19-Nov-08	CSI: New York	14,119,000	5	9	6	0	11	6	10	20	27
26-Nov-08	CSI: New York	12,304,000	7	6	11	5	4	8	9	24	21
10-Dec-08	CSI: New York	13,328,000	6	9	3	5	1	5	1	18	7
17-Dec-08	CSI: New York	13,377,000	5	7	0	2	1	9	4	12	14
24-Dec-08	CSI: New York	6,918,000	6	8	5	7	3	2	9	19	14
31-Dec-08	CSI: New York	6,850,000	18	6	9	11	9	8	6	33	23
8-Jan-09	CSI: New York	8,569,000	3	7	8	10	2	2	8	18	12
14-Jan-09	CSI: New York	12,666,000	8	9	5	0	15	12	6	22	33
21-Jan-09	CSI: New York	11,581,000	3	3	7	6	1	7	2	13	10
28-Jan-09	CSI: New York	9,355,000	8	10	2	9	3	11	12	20	26
4-Feb-09	CSI: New York	7,533,000	5	13	9	9	11	10	2	27	23
11-Feb-09	CSI: New York	11,939,000	4	12	7	2	8	5	8	23	21
18-Feb-09	CSI: New York	12,331,000	12	4	4	8	5	3	8	20	16
25-Feb-09	CSI: New York	12,563,000	11	4	0	7	15	12	3	15	30
4-Mar-09	CSI: New York	10,831,000	8	7	0	16	0	9	8	15	17
11-Mar-09	CSI: New York	13,633,000	3	5	6	8	4	6	4	14	14
1-Apr-09	CSI: New York	10,060,000	9	10	5	(-9)	7	5	6	24	18
8-Apr-09	CSI: New York	12,504,000	5	13	14	8	1	11	8	32	20
15-Apr-09	CSI: New York	12,141,000	8	6	7	17	11	5	3	21	19
29-Apr-09	CSI: New York	12,500,000	5	3	5	8	8	4	7	13	19
13-May-09	CSI: New York	12,300,000	0	15	6	4	(-3)	5	18	21	20
14-May-09	CSI: New York	12,768,000	15	6	4	(-3)	5	18	10	25	33
10-Jun-09	CSI: New York	8,019,000	3	11	9	3	5	10	10	23	25
Correlation with Nielsen Ratings			-0.228	-0.16	-0.076	-0.179	-0.097	-0.06897	0.0791	-0.20441	-0.06528

Desperate Housewives

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
28-Sep-08	Desperate Housewives	18,684,000	0	0	0	0	0	0	0	0	0
5-Oct-08	Desperate Housewives	15,685,000	0	0	0	0	0	0	0	0	0
12-Oct-08	Desperate Housewives	15,505,000	0	0	0	0	1	1	0	0	2
19-Oct-08	Desperate Housewives	15,485,000	0	0	2	0	0	0	0	2	0
26-Oct-08	Desperate Housewives	15,953,000	0	0	0	0	0	0	1	0	1
2-Nov-08	Desperate Housewives	15,933,000	(-4)	(-4)	1	2	1	0	(-1)	(-7)	0
9-Nov-08	Desperate Housewives	15,854,000	1	0	1	0	0	0	0	2	0
16-Nov-08	Desperate Housewives	16,842,000	0	0	0	0	0	0	0	0	0
30-Nov-08	Desperate Housewives	15,814,000	0	2	0	(-1)	0	0	0	2	0
7-Dec-08	Desperate Housewives	16,088,000	0	0	0	0	0	0	0	0	0
4-Jan-09	Desperate Housewives	14,394,000	0	2	0	0	0	1	0	2	1
11-Jan-09	Desperate Housewives	13,787,000	0	1	0	1	(-1)	0	0	1	(-1)
15-Feb-09	Desperate Housewives	14,010,000	0	1	0	0	0	0	0	1	0
8-Mar-09	Desperate Housewives	13,646,000	0	0	0	0	0	0	0	0	0
15-Mar-09	Desperate Housewives	14,602,000	0	0	0	0	0	0	0	0	0
23-Mar-09	Desperate Housewives	14,748,000	0	0	1	3	0	0	0	1	0
19-Apr-09	Desperate Housewives	13,851,000	4	1	1	(-2)	0	1	1	6	2
26-Apr-09	Desperate Housewives	13,642,000	1	0	0	1	0	0	0	1	0
17-May-09	Desperate Housewives	13,956,000	0	0	0	0	0	1	1	0	2
Correlation with Nielsen Ratings			-0.285	-0.253	0.0188	-0.029	0.2591	-0.30702	-0.235	-0.29331	-0.15845

Eli Stone

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
14-Oct-08	Eli Stone	8,394,000	0	0	0	0	0	0	0	0	0
21-Oct-08	Eli Stone	8,012,000	0	0	0	0	0	0	0	0	0
28-Oct-08	Eli Stone	6,916,000	0	0	0	0	0	0	0	0	0
11-Nov-08	Eli Stone	7,005,000	0	0	0	0	0	1	0	0	1
18-Nov-08	Eli Stone	6,358,000	0	0	1	1	0	3	0	1	3
16-Dec-08	Eli Stone	5,151,000	0	1	0	0	0	0	0	1	0
30-Dec-08	Eli Stone	3,810,000	0	0	0	0	0	0	2	0	2
20-Jun-09	Eli Stone	2,536,000	0	0	0	0	0	0	1	0	1
27-Jun-09	Eli Stone	2,690,000	0	0	0	0	0	0	0	0	0
Correlation with Nielsen Ratings			#DIV/0!	-0.0850	0.1196	0.1196	#DIV/0!	0.1934	-0.5436	0.0262	-0.1723

ER

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
25-Sep-08	ER	8,028,000	0	0	0	0	0	(-1)	0	0	(-1)
9-Oct-08	ER	9,408,000	(-1)	1	1	0	0	0	(-1)	1	(-1)
16-Oct-08	ER	8,961,000	1	2	(-1)	0	1	0	(-1)	2	0
23-Oct-08	ER	8,818,000	0	0	3	1	1	0	0	3	1
30-Oct-08	ER	9,192,000	1	1	1	0	(-2)	1	0	3	(-1)
6-Nov-08	ER	8,608,000	1	3	(-1)	1	0	1	2	3	3
13-Nov-08	ER	9,900,000	0	1	(-20)	1	0	(-3)	1	(-19)	(-2)
20-Nov-08	ER	8,884,000	0	0	0	1	0	1	0	0	1
4-Dec-08	ER	8,202,000	0	0	0	0	(-1)	(-2)	0	0	(-3)
11-Dec-08	ER	9,035,000	1	(-1)	0	0	1	1	0	0	2
8-Jan-09	ER	7,342,000	0	1	0	0	0	(-1)	(-2)	1	(-3)
15-Jan-09	ER	6,950,000	1	2	0	2	1	1	0	3	2
22-Jan-09	ER	7,654,000	0	1	(-1)	0	1	1	0	0	2
5-Feb-09	ER	7,252,000	(-12)	10	0	0	0	0	0	(-2)	0
12-Feb-09	ER	7,241,000	1	0	0	1	1	1	0	1	2
19-Feb-09	ER	7,506,000	0	0	0	0	1	1	0	0	2
26-Feb-09	ER	8,724,000	0	0	0	0	(-2)	2	1	0	1
5-Mar-09	ER	8,713,000	0	0	2	0	0	(-2)	0	2	(-2)
12-Mar-09	ER	10,862,000	1	2	1	0	0	2	0	4	2
2-Apr-09	ER	16,378,000	(-2)	1	3	1	2	2	0	2	4
Correlation with Nielsen Ratings			0.0250	-0.1191	0.0323	0.1160	0.2422	0.2526	0.0913	-0.0103	0.3339

Friday Night Lights

		Fan Fiction: Increase day									
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
16-Jan-09	Friday Night Lights	4,540,000	0	0	2	0	0	1	0	2	1
30-Jan-09	Friday Night Lights	4,000,000	1	0	1	0	0	0	1	2	1
6-Feb-09	Friday Night Lights	4,210,000	0	0	1	1	0	1	0	1	1
13-Feb-09	Friday Night Lights	3,420,000	0	0	0	0	1	0	0	0	1
6-Mar-09	Friday Night Lights	3,800,000	0	2	0	0	(-1)	(-1)	1	2	(-1)
13-Mar-09	Friday Night Lights	4,027,000	(-1)	0	1	0	1	1	0	0	2
20-Mar-09	Friday Night Lights	3,850,000	0	0	0	0	1	1	1	0	3
27-Mar-09	Friday Night Lights	3,967,000	0	1	1	0	0	0	0	2	0
3-Apr-09	Friday Night Lights	3,559,000	0	0	0	0	0	2	0	0	2
10-Apr-09	Friday Night Lights	4,080,000	(-1)	1	0	1	1	0	1	0	2
Correlation with Nielsen Ratings			-0.0997	-0.0672	0.8069	0.3315	-0.1342	0.0900	-0.0347	0.4632	-0.0282

Gossip Girl

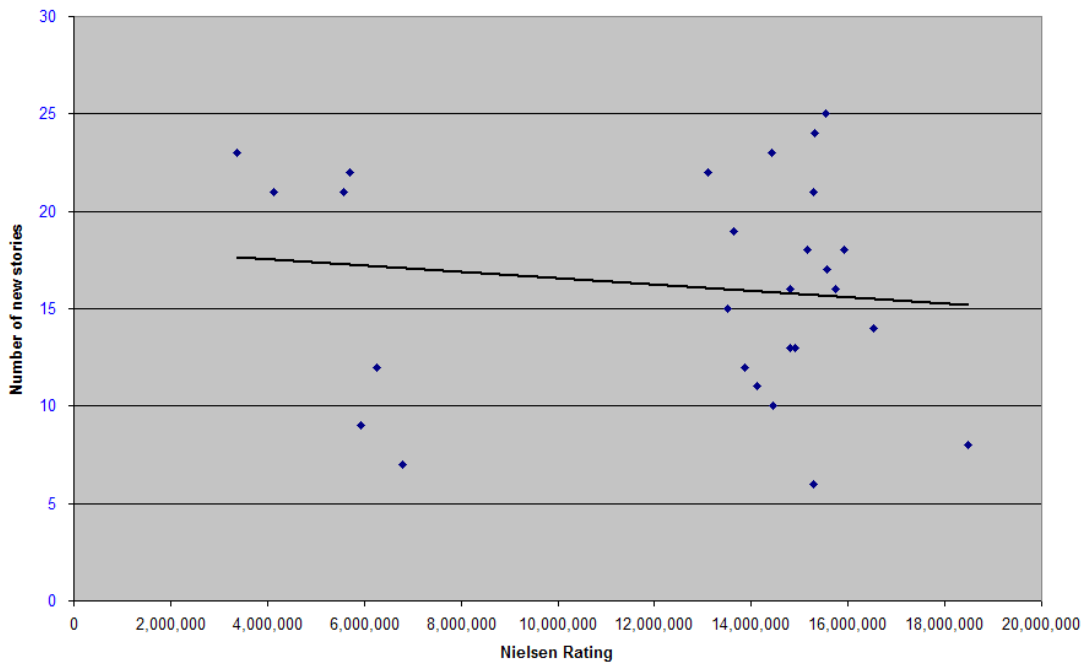
Fan Fiction: Increase day												
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After	
15-Sep-08	Gossip Girl	3,726,000	16	7	7	1	5	5	2	30	12	
22-Sep-08	Gossip Girl	3,350,000	3	0	11	10	3	9	9	14	21	
29-Sep-08	Gossip Girl	3,540,000	7	14	14	14	5	7	0	35	12	
13-Oct-08	Gossip Girl	3,340,000	4	(-130)	(-136)	(-13)	(-16)	(-7)	(-11)	(-262)	(-34)	
10-Nov-09	Gossip Girl	3,010,000	(-1)	1	(-1)	0	(-10)	2	(-1)	(-1)	(-9)	
8-Dec-08	Gossip Girl	2,989,000	4	4	3	1	(-3)	(-3)	1	11	(-5)	
12-Jan-09	Gossip Girl	2,860,000	5	(-2)	(-1)	1	0	0	6	2	6	
2-Feb-09	Gossip Girl	2,270,000	1	(-3)	1	0	1	0	(-2)	(-1)	(-1)	
9-Feb-09	Gossip Girl	1,666,000	1	1	(-6)	1	2	1	(-32)	(-4)	(-29)	
2-Mar-09	Gossip Girl	1,130,000	0	1	1	2	0	3	(-1)	2	2	
9-Mar-09	Gossip Girl	1,001,000	0	0	(-2)	(-2)	1	(-1)	1	(-2)	1	
23-Mar-09	Gossip Girl	2,200,000	1	(-19)	1	0	0	2	(-1)	(-17)	1	
30-Mar-09	Gossip Girl	1,300,000	(-8)	(-2)	2	3	2	(-1)	(-3)	(-8)	(-2)	
4-May-09	Gossip Girl	2,215,000	0	2	0	1	0	1	1	2	2	
11-May-09	Gossip Girl	2,310,000	1	0	1	(-1)	1	0	3	2	4	
18-May-09	Gossip Girl	2,240,000	1	1	2	(-4)	0	1	0	4	1	
29-Jun-09	Gossip Girl	1,005,000	(-2)	2	0	0	(-5)	1	1	0	(-3)	
Correlation with Nielsen Ratings			0.7263	-0.2106	-0.1884	0.1606	-0.0856	0.2387	0.2171	-0.1462	0.1741	

Fan Fiction: Increase day

Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
18-Sep-08	Grey's Anatomy	5,924,000	0	2	7	1	2	0	3	9	5
25-Sep-08	Grey's Anatomy	18,469,000	2	3	3	1	7	2	6	8	15
9-Oct-08	Grey's Anatomy	14,797,000	8	3	2	2	0	5	2	13	7
16-Oct-08	Grey's Anatomy	14,803,000	3	4	9	3	0	5	4	16	9
23-Oct-08	Grey's Anatomy	14,451,000	2	5	3	4	8	(-5)	5	10	8
30-Oct-08	Grey's Anatomy	15,319,000	8	7	9	4	1	4	1	24	6
6-Nov-08	Grey's Anatomy	15,740,000	10	2	4	0	0	2	6	16	8
13-Nov-08	Grey's Anatomy	14,902,000	0	10	3	3	1	7	12	13	20
20-Nov-08	Grey's Anatomy	15,913,000	13	5	0	4	2	5	1	18	8
27-Nov-08	Grey's Anatomy	4,121,000	12	6	3	1	4	4	8	21	16
4-Dec-08	Grey's Anatomy	15,279,000	8	9	4	3	1	9	4	21	14
11-Dec-08	Grey's Anatomy	6,255,000	0	5	7	3	2	7	6	12	15
25-Dec-08	Grey's Anatomy	3,366,000	4	6	13	10	5	8	6	23	19
8-Jan-09	Grey's Anatomy	13,866,000	2	2	8	8	2	5	6	12	13
15-Jan-09	Grey's Anatomy	13,099,000	8	6	8	8	5	9	14	22	28
22-Jan-09	Grey's Anatomy	14,432,000	4	11	8	6	6	8	4	23	18
29-Jan-09	Grey's Anatomy	5,589,000	1	6	14	1	4	0	0	21	4
5-Feb-09	Grey's Anatomy	15,273,000	2	1	3	9	4	6	3	6	13
12-Feb-09	Grey's Anatomy	15,159,000	6	9	3	3	6	6	8	18	20
19-Feb-09	Grey's Anatomy	15,572,000	6	4	7	16	9	4	9	17	22
26-Feb-09	Grey's Anatomy	6,798,000	5	1	1	20	6	10	8	7	24
5-Mar-09	Grey's Anatomy	5,702,000	6	0	16	5	6	5	5	22	16
12-Mar-09	Grey's Anatomy	13,642,000	5	8	6	3	6	7	9	19	22
23-Apr-09	Grey's Anatomy	13,511,000	8	1	6	2	6	10	3	15	19
30-Apr-09	Grey's Anatomy	14,115,000	7	4	0	4	5	(-1)	3	11	7
7-May-09	Grey's Anatomy	15,546,000	10	12	3	6	13	6	13	25	32
14-May-09	Grey's Anatomy	16,531,000	6	6	2	7	4	12	17	14	33
Correlation with Nielsen Ratings			0.1912	0.2137	-0.5101	-0.0939	0.0297	0.0291	0.1450	-0.1281	0.1006

Grey's Anatomy

Grey's Anatomy: 3 Days Before



Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
2-Nov-08	Hannah Montana	5,530,000	(-3)	13	15	(-3)	(-36)	(-9)	0	25	(-45)
16-Nov-08	Hannah Montana	4,614,000	8	10	4	4	6	5	0	22	11
23-Nov-08	Hannah Montana	4,640,000	10	19	0	16	12	5	12	29	29
11-Jan-09	Hannah Montana	3,693,000	5	2	5	5	8	12	0	12	20
15-Mar-09	Hannah Montana	4,423,000	8	9	5	7	6	11	6	22	23
22-Mar-09	Hannah Montana	4,538,000	9	8	13	7	10	8	8	30	26
19-Apr-09	Hannah Montana	4,815,000	15	10	11	10	18	2	12	36	32
3-May-09	Hannah Montana	4,460,000	7	(-1)	13	5	18	8	3	19	29
18-May-09	Hannah Montana	3,361,000	6	2	4	8	10	8	13	12	31
7-Jun-09	Hannah Montana	4,182,000	10	17	4	2	16	3	14	31	33
5-Jul-09	Hannah Montana	6,901,000	13	9	11	3	11	13	16	33	40
Correlation with Nielsen Ratings			0.1670	0.3035	0.4887	-0.3080	-0.2735	-0.1172	0.2034	0.6286	-0.1539

Hannah Montana

Heroes

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
22-Sep-08	Heroes	10,086,000	3	0	18	18	5	10	3	21	18
29-Sep-08	Heroes	9,502,000	5	3	9	5	5	10	0	17	15
6-Oct-08	Heroes	8,198,000	8	5	4	9	4	6	10	17	20
13-Oct-08	Heroes	8,753,000	8	4	8	13	7	5	7	20	19
20-Oct-08	Heroes	8,510,000	1	4	12	6	6	10	4	17	20
27-Oct-08	Heroes	8,189,000	7	4	11	4	11	2	6	22	19
10-Nov-08	Heroes	7,849,000	3	3	7	0	8	3	7	13	18
17-Nov-08	Heroes	7,646,000	8	9	10	5	7	17	17	27	41
24-Nov-08	Heroes	7,511,000	10	5	2	10	3	9	10	17	22
1-Dec-08	Heroes	7,995,000	6	8	2	1	5	9	9	16	23
8-Dec-08	Heroes	7,719,000	9	5	8	16	1	17	16	22	34
15-Dec-08	Heroes	7,866,000	5	11	6	22	0	12	4	22	16
2-Feb-09	Heroes	8,547,000	5	5	7	7	4	5	5	17	14
9-Feb-09	Heroes	7,898,000	4	7	7	2	7	10	5	18	22
16-Feb-09	Heroes	7,740,000	5	13	4	6	5	8	6	22	19
2-Mar-09	Heroes	7,154,000	11	9	6	9	6	6	6	26	18
6-Apr-09	Heroes	6,109,000	4	(-7)	3	11	2	6	5	0	13
Correlation with Nielsen Ratings			-0.3030	-0.0003	0.6889	0.1071	0.2253	0.0230	-0.3773	0.3267	-0.1333

House M.D.

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
16-Sep-08	House M.D.	14,773,000	4	9	(-1)	5	24	5	15	12	44
23-Sep-08	House M.D.	12,378,000	0	18	12	5	4	10	14	30	28
30-Sep-08	House M.D.	12,978,000	16	11	11	12	19	0	31	38	50
7-Oct-08	House M.D.	6,365,000	8	6	15	12	(-15)	13	12	29	10
14-Oct-08	House M.D.	13,269,000	6	14	15	15	10	17	15	35	42
21-Oct-08	House M.D.	13,085,000	9	11	17	17	23	11	8	37	42
28-Oct-08	House M.D.	13,498,000	17	17	12	23	17	17	17	46	51
5-Nov-08	House M.D.	6,654,000	17	22	18	5	5	11	15	57	31
11-Nov-08	House M.D.	13,062,000	15	6	0	19	13	10	15	21	38
12-Nov-08	House M.D.	6,216,000	6	0	19	13	10	15	10	25	35
18-Nov-08	House M.D.	13,263,000	10	13	25	11	0	36	12	48	48
19-Nov-08	House M.D.	5,684,000	13	25	11	0	36	12	10	49	58
25-Nov-08	House M.D.	12,877,000	10	9	13	15	10	18	13	32	41
2-Dec-08	House M.D.	12,517,000	15	15	22	14	14	21	19	52	54
9-Dec-08	House M.D.	14,051,000	12	21	35	15	20	17	15	68	52
16-Dec-08	House M.D.	6,436,000	13	16	21	0	11	22	12	50	45
22-Dec-08	House M.D.	6,248,000	12	17	12	16	20	22	20	41	62
23-Dec-08	House M.D.	6,739,000	17	12	16	20	22	20	15	45	57
29-Dec-08	House M.D.	6,725,000	15	17	14	10	18	22	15	46	55
30-Dec-08	House M.D.	5,922,000	17	14	10	18	22	27	27	41	76
6-Jan-09	House M.D.	5,506,000	26	15	10	23	10	16	21	51	47
19-Jan-09	House M.D.	15,027,000	9	7	15	15	18	17	5	31	40
26-Jan-09	House M.D.	15,692,000	10	12	9	15	18	11	14	31	43
2-Feb-09	House M.D.	14,871,000	13	15	11	12	19	18	17	39	54
16-Feb-09	House M.D.	14,195,000	5	10	18	11	16	14	17	33	47
23-Feb-09	House M.D.	14,858,000	12	15	11	5	2	2	40	38	44
9-Mar-09	House M.D.	12,384,000	12	13	15	23	11	14	15	40	40
16-Mar-09	House M.D.	13,132,000	9	13	9	11	10	22	23	31	55
6-Apr-09	House M.D.	13,294,000	8	9	13	25	21	32	34	30	87
13-Apr-09	House M.D.	12,190,000	22	11	12	23	31	23	15	45	69
15-Jun-09	House M.D.	4,917,000	18	12	14	22	29	11	20	44	60
16-Jun-09	House M.D.	3,848,000	12	14	22	31	10	20	14	48	44
Correlation with Nielsen Ratings			-0.3814	-0.1731	-0.1364	-0.0853	0.0027	-0.1566	0.1121	-0.3398	-0.0247

iCarly

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
10-Nov-08	iCarly	4,833,000	5	1	7	0	17	9	4	13	30
3-Jan-09	iCarly	5,943,000	14	7	2	11	7	12	22	23	41
7-Jan-09	iCarly	4,244,000	7	12	22	7	12	7	6	41	25
17-Jan-09	iCarly	5,052,000	0	13	7	10	11	9	10	20	30
7-Feb-09	iCarly	5,230,000	6	2	2	8	7	11	7	10	25
21-Feb-09	iCarly	5,089,000	11	9	12	7	6	3	0	32	9
7-Mar-09	iCarly	6,299,000	12	7	5	5	5	15	5	24	25
11-Apr-09	iCarly	5,051,000	6	8	4	19	5	8	5	18	18
22-Apr-09	iCarly	4,521,000	5	8	(-2)	8	4	7	6	11	17
9-May-09	iCarly	4,585,000	4	3	1	8	5	10	4	8	19
16-May-09	iCarly	4,319,000	2	5	5	4	3	6	7	12	16
Correlation with Nielsen Ratings			0.6911	-0.0331	-0.2686	0.1428	-0.1157	0.7091	0.3912	0.1044	0.4576

Knight Rider

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
24-Sep-08	Knight Rider	7,349,000	0	0	0	0	0	0	1	0	1
1-Oct-08	Knight Rider	7,766,000	0	0	0	0	0	1	0	0	1
8-Oct-08	Knight Rider	6,856,000	0	1	0	0	1	2	0	1	3
15-Oct-08	Knight Rider	7,470,000	0	0	0	0	2	0	0	0	2
22-Oct-08	Knight Rider	7,226,000	1	0	1	0	1	2	0	2	3
31-Dec-08	Knight Rider	4,540,000	0	0	1	0	0	0	0	1	0
7-Jan-09	Knight Rider	5,736,000	0	1	0	1	0	0	1	1	1
14-Jan-09	Knight Rider	5,378,000	0	0	0	0	1	0	2	0	3
28-Jan-09	Knight Rider	6,229,000	1	1	2	0	0	0	0	4	0
11-Feb-09	Knight Rider	5,482,000	1	0	1	0	1	0	0	2	1
4-Mar-09	Knight Rider	5,679,000	0	0	0	0	0	0	0	0	0
Correlation with Nielsen Ratings			-0.0153	-0.0388	-0.2735	-0.1893	0.2565	0.4911	-0.2124	-0.1686	0.3615

Law and Order

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
5-Nov-08	Law and Order	7,936,000	0	0	1	2	1	(-1)	0	1	0
12-Nov-08	Law and Order	7,933,000	1	0	3	0	(-1)	0	0	4	(-1)
19-Nov-08	Law and Order	7,623,000	1	1	1	0	0	0	0	3	0
26-Nov-08	Law and Order	6,330,000	(-1)	0	0	1	1	0	1	(-1)	2
3-Dec-08	Law and Order	11,309,000	0	0	1	1	1	0	1	1	2
10-Dec-08	Law and Order	7,506,000	0	1	0	(-1)	0	0	0	1	0
17-Dec-08	Law and Order	7,016,000	0	1	0	2	0	0	1	1	1
23-Dec-08	Law and Order	6,175,000	1	1	0	0	0	0	1	2	1
30-Dec-08	Law and Order	5,259,000	1	1	(-1)	0	1	1	0	1	2
7-Jan-09	Law and Order	10,259,000	1	0	1	1	0	0	2	2	2
14-Jan-09	Law and Order	8,261,000	1	0	1	0	0	0	0	2	0
21-Jan-09	Law and Order	8,274,000	2	1	0	1	0	2	1	3	3
28-Jan-09	Law and Order	8,964,000	0	2	0	0	1	1	0	2	2
4-Feb-09	Law and Order	8,636,000	(-1)	1	(-1)	0	0	2	1	(-1)	3
11-Feb-09	Law and Order	7,436,000	(-1)	1	1	2	1	1	0	1	2
18-Feb-09	Law and Order	7,227,000	1	1	0	0	0	2	0	2	2
25-Feb-09	Law and Order	5,774,000	2	0	0	1	0	0	0	2	0
4-Mar-09	Law and Order	5,646,000	0	2	0	0	0	0	0	2	0
11-Mar-09	Law and Order	7,640,000	(-1)	3	1	0	0	0	1	3	1
8-Apr-09	Law and Order	5,439,000	(-1)	2	1	(-1)	1	1	0	2	2
15-Apr-09	Law and Order	5,975,000	1	1	0	1	1	0	1	2	2
20-May-09	Law and Order	6,700,000	0	2	0	0	0	1	1	2	2
3-Jun-09	Law and Order	8,866,000	0	9	4	7	11	6	3	13	20
10-Jun-09	Law and Order	4,850,000	0	1	1	0	0	0	0	2	0
6-Jul-09	Law and Order	4,696,000	2	0	1	0	(-1)	1		3	0
Correlation with Nielsen Ratings			-0.1254	0.0960	0.2768	0.2993	0.2272	0.1595	0.4210	0.1404	0.2705

Law and Order: CI

Date	Show	Nielsen Rating	Fan Fiction: Increase day								
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
17-Sep-08	Law and Order: Criminal Intent	7,025,000	1	1	5	5	2	5	0	7	7
1-Apr-09	Law and Order: Criminal Intent	5,060,000	1	(-14)	2	2	2	2	2	(-11)	6
29-Jun-09	Law and Order: Criminal Intent	5,663,000	0	1	0	5	2	5	2	1	9
6-Jul-09	Law and Order: Criminal Intent	5,090,000	1	5	0	0	3	1		6	4
Correlation with Nielsen Ratings			0.0337	0.3141	0.8095	0.7465	-0.4490	0.7781	-0.9541	0.5522	0.4204

Law and Order: SVU

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
16-Sep-08	Law and Order: SVU	5,696,000	5	2	2	2	6	2	3	9	11
23-Sep-08	Law and Order: SVU	9,681,000	0	6	8	2	4	13	5	14	22
30-Sep-08	Law and Order: SVU	10,391,000	3	4	5	2	2	0	7	12	9
14-Oct-08	Law and Order: SVU	9,512,000	2	5	4	1	5	6	3	11	14
21-Oct-08	Law and Order: SVU	9,497,000	2	6	7	5	8	8	10	15	26
28-Oct-08	Law and Order: SVU	9,329,000	6	1	3	2	0	10	5	10	15
11-Nov-08	Law and Order: SVU	9,419,000	1	1	0	7	3	1	3	2	7
18-Nov-08	Law and Order: SVU	10,109,000	1	3	5	2	0	(-3)	2	9	(-1)
25-Nov-08	Law and Order: SVU	8,589,000	6	7	(-1)	(-1)	2	1	5	12	8
2-Dec-08	Law and Order: SVU	10,331,000	4	0	5	2	9	2	5	9	16
9-Dec-08	Law and Order: SVU	11,015,000	2	1	4	6	5	6	5	7	16
23-Dec-08	Law and Order: SVU	7,052,000	(-2)	8	3	2	3	3	3	9	9
30-Dec-08	Law and Order: SVU	9,624,000	2	7	4	8	3	1	4	13	8
31-Dec-08	Law and Order: SVU	4,034,000	7	4	8	3	1	4	9	19	14
6-Jan-09	Law and Order: SVU	10,816,000	9	10	2	0	5	7	4	21	16
7-Jan-09	Law and Order: SVU	7,475,000	10	2	0	5	7	4	6	12	17
27-Jan-09	Law and Order: SVU	7,136,000	3	4	5	1	2	6	0	12	8
28-Jan-09	Law and Order: SVU	6,380,000	4	5	1	2	6	0	2	10	8
3-Feb-09	Law and Order: SVU	10,344,000	2	7	5	(-1)	1	2	3	14	6
17-Feb-09	Law and Order: SVU	9,484,000	1	4	24	9	1	4	3	29	8
3-Mar-09	Law and Order: SVU	7,040,000	0	5	3	0	6	7	1	8	14
10-Mar-09	Law and Order: SVU	11,066,000	(-4)	2	3	2	4	7	7	1	18
17-Mar-09	Law and Order: SVU	10,743,000	7	5	1	5	5	3	4	13	12
7-Apr-09	Law and Order: SVU	8,096,000	0	5	1	5	2	1	3	6	6
14-Apr-09	Law and Order: SVU	6,494,000	1	3	6	3	3	3	3	10	9
21-Apr-09	Law and Order: SVU	7,037,000	4	4	(-2)	8	(-1)	5	5	6	9
2-Jun-09	Law and Order: SVU	11,562,000	9	0	9	4	7	11	6	18	24
16-Jun-09	Law and Order: SVU	5,601,000	1	5	(-2)	4	8	7	3	4	18
30-Jun-09	Law and Order: SVU	7,332,000	2	5	2	6	6	2	4	9	12
Correlation with Nielsen Ratings			-0.0042	-0.0999	0.2145	0.0083	0.0312	0.1547	0.1726	0.1357	0.1717

Life

Date	Show	Nielsen Rating	Fan Fiction: Increase day									
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After	
29-Sep-08	Life	6,942,000	0	0	0	0	0	0	0	0	0	0
3-Oct-08	Life	5,543,000	0	0	0	0	0	0	0	0	0	0
10-Oct-08	Life	4,978,000	0	0	1	0	0	0	2	1	2	
17-Oct-08	Life	5,894,000	1	0	0	1	0	0	0	1	0	
24-Oct-08	Life	5,589,000	0	0	1	0	0	0	0	1	0	
12-Nov-08	Life	5,809,000	1	0	0	0	1	0	1	1	2	
19-Nov-08	Life	5,427,000	1	0	0	0	(-1)	0	0	1	(-1)	
3-Dec-08	Life	8,148,000	0	0	3	0	0	0	0	3	0	
10-Dec-08	Life	5,639,000	0	1	1	0	0	1	0	2	1	
17-Dec-08	Life	5,216,000	0	0	0	2	0	0	1	0	1	
4-Feb-09	Life	6,733,000	0	0	0	1	0	0	1	0	1	
25-Feb-09	Life	4,893,000	0	0	0	0	0	1	0	0	1	
11-Mar-09	Life	5,207,000	0	0	0	0	1	0	0	0	1	
Correlation with Nielsen Ratings			-0.0853	-0.0682	0.5754	-0.0476	-0.0475	-0.2809	-0.2124	0.4837	-0.3071	

Life on Mars

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
9-Oct-08	Life on Mars	11,333,000	0	0	0	1	(-1)	0	0	0	(-1)
16-Oct-08	Life on Mars	8,220,000	0	0	0	0	0	0	0	0	0
23-Oct-08	Life on Mars	7,861,000	0	0	0	0	0	0	(-1)	0	(-1)
30-Oct-08	Life on Mars	8,139,000	(-43)	(-15)	0	(-7)	(-4)	(-1)	0	(-58)	(-5)
6-Nov-08	Life on Mars	8,711,000	(-2)	0	(-2)	(-6)	0	0	0	(-4)	0
13-Nov-08	Life on Mars	7,968,000	0	(-1)	0	(-2)	0	0	0	(-1)	0
20-Nov-08	Life on Mars	7,765,000	0	0	0	0	0	0	1	0	1
28-Jan-09	Life on Mars	6,220,000	(-2)	0	0	1	0	0	0	(-2)	0
4-Feb-09	Life on Mars	5,763,000	0	0	(-2)	0	0	0	1	(-2)	1
18-Feb-09	Life on Mars	5,477,000	1	(-2)	1	(-1)	(-1)	(-1)	0	0	(-2)
4-Mar-09	Life on Mars	5,336,000	1	0	0	2	0	0	0	1	0
Correlation with Nielsen Ratings			-0.1332	-0.0702	-0.0560	-0.2391	-0.1971	0.2020	-0.2243	-0.1208	-0.1558

Lost

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
14-Jan-09	Lost	4,500,000	0	6	6	0	1	(-1)	3	12	3
21-Jan-09	Lost	11,347,000	4	3	4	(-1)	7	5	0	11	12
28-Jan-09	Lost	11,226,000	2	7	3	7	8	4	4	12	16
4-Feb-09	Lost	11,012,000	10	11	2	7	3	4	3	23	10
11-Feb-09	Lost	9,820,000	6	3	5	7	7	7	7	14	21
18-Feb-09	Lost	11,406,000	10	8	6	1	2	3	1	24	6
25-Feb-09	Lost	10,050,000	4	2	0	2	12	2	5	6	19
4-Mar-09	Lost	10,650,000	0	4	0	15	(-16)	(-1)	4	4	(-13)
8-Apr-09	Lost	8,565,000	9	(-1)	6	4	4	6	7	14	17
15-Apr-09	Lost	9,234,000	0	5	7	8	1	6	3	12	10
Correlation with Nielsen Ratings			0.3656	0.1927	-0.4122	0.2591	0.0593	0.3435	-0.2306	0.1731	0.0892

Medium

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
2-Feb-09	Medium	8,562,000	0	0	0	0	0	0	1	0	1
9-Feb-09	Medium	7,889,000	0	0	0	0	0	0	0	0	0
16-Feb-09	Medium	8,973,000	0	0	0	0	0	0	0	0	0
23-Feb-09	Medium	8,429,000	0	0	0	0	0	0	0	0	0
2-Mar-09	Medium	7,256,000	0	0	0	0	0	1	0	0	1
9-Mar-09	Medium	7,128,000	(-1)	0	0	0	0	0	0	(-1)	0
6-Apr-09	Medium	7,173,000	0	0	0	0	0	0	0	0	0
13-Apr-09	Medium	7,650,000	0	0	0	0	0	0	0	0	0
25-May-09	Medium	7,900,000	0	0	0	0	0	0	0	0	0
Correlation with Nielsen Ratings			0.4308	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.3579	0.3858	0.4308	0.0211

NCIS

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
16-Sep-08	NCIS	9,698,000	11	7	2	3	13	4	9	20	26
23-Sep-08	NCIS	18,026,000	0	14	12	19	22	5	11	26	38
30-Sep-08	NCIS	17,470,000	16	16	10	9	8	28	28	42	64
7-Oct-08	NCIS	16,288,000	10	19	11	14	(-3)	14	10	40	21
14-Oct-08	NCIS	18,038,000	10	14	8	13	9	14	6	32	29
21-Oct-08	NCIS	17,226,000	13	17	17	13	12	18	14	47	44
28-Oct-08	NCIS	17,258,000	9	13	21	11	6	16	22	43	44
31-Oct-08	NCIS	11,238,000	11	6	16	22	12	11	19	33	42
7-Nov-08	NCIS	11,216,000	20	7	13	10	14	15	0	40	29
11-Nov-08	NCIS	18,745,000	14	15	0	32	14	24	17	29	55
18-Nov-08	NCIS	17,990,000	14	11	23	13	0	31	11	48	42
25-Nov-08	NCIS	18,118,000	22	18	12	18	12	21	23	52	56
2-Dec-08	NCIS	18,518,000	16	12	22	9	13	16	15	50	44
9-Dec-08	NCIS	13,662,000	16	15	18	14	21	12	14	49	47
16-Dec-08	NCIS	19,937,000	16	13	30	3	13	23	14	59	50
23-Dec-08	NCIS	10,598,000	19	18	21	5	27	14	16	58	57
30-Dec-08	NCIS	13,433,000	17	11	16	20	20	21	29	44	70
6-Jan-09	NCIS	19,103,000	14	13	27	25	15	26	11	54	52
20-Jan-09	NCIS	11,733,000	19	20	29	27	24	17	15	68	56
27-Jan-09	NCIS	19,202,000	20	18	24	17	10	16	10	62	36
3-Feb-09	NCIS	13,849,000	19	14	24	14	19	15	21	57	55
10-Feb-09	NCIS	18,031,000	15	22	21	11	8	16	13	58	37
17-Feb-09	NCIS	18,064,000	10	34	21	15	31	15	26	65	72
24-Feb-09	NCIS	18,268,000	21	26	11	1	8	41	20	58	69
3-Mar-09	NCIS	13,667,000	9	17	22	0	39	17	7	48	63
10-Mar-09	NCIS	13,518,000	15	20	7	23	15	30	15	42	60
17-Mar-09	NCIS	15,835,000	10	18	29	24	13	32	32	57	77
30-Mar-09	NCIS	17,230,000	15	11	16	25	16	29	17	42	62
7-Apr-09	NCIS	17,807,000	3	23	24	29	14	18	25	50	57
14-Apr-09	NCIS	13,559,000	17	16	26	12	19	19	21	59	59
21-Apr-09	NCIS	12,648,000	16	18	22	16	25	27	13	56	65
28-Apr-09	NCIS	16,698,000	19	22	32	26	18	19	25	73	62
5-May-09	NCIS	16,723,000	28	33	16	30	15	15	30	77	60
12-May-09	NCIS	16,195,000	24	15	32	32	20	15	19	71	54
19-May-09	NCIS	16,505,000	25	19	27	26	18	30	16	71	64
26-May-09	NCIS	12,463,000	40	25	28	30	19	19	17	93	55
2-Jun-09	NCIS	11,256,000	21	20	25	0	3	22	33	66	58
9-Jun-09	NCIS	11,052,000	15	19	26	25	25	22	14	60	61
16-Jun-09	NCIS	10,394,000	12	19	26	25	25	22	21	57	68
23-Jun-09	NCIS	11,087,000	21	27	19	14	14	25	20	67	59
30-Jun-09	NCIS	10,827,000	20	20	15	18	25	34	22	55	81
Correlation with Nielsen Ratings			-0.1986	0.0838	-0.0168	0.0704	-0.3722	0.1264	0.0000	-0.0660	-0.1493

Numb3rs

Date	Show	Nielsen Rating	Fan Fiction: Increase day									
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After	
19-Sep-08	Numb3rs	6,352,000	2	5	1	4	0	2	10	8	12	
3-Oct-08	Numb3rs	8,212,000	0	2	0	3	9	0	2	2	11	
10-Oct-08	Numb3rs	8,012,000	2	(-2)	2	(-1)	1	4	(-1)	2	4	
17-Oct-08	Numb3rs	8,676,000	4	1	1	0	0	1	3	6	4	
24-Oct-08	Numb3rs	9,334,000	1	1	0	0	0	3	4	2	7	
31-Oct-08	Numb3rs	10,722,000	1	3	3	6	0	2	4	7	6	
7-Nov-08	Numb3rs	11,275,000	0	0	0	2	0	1	(-2)	0	(-1)	
14-Nov-08	Numb3rs	9,285,000	(-2)	4	0	(-1)	(-1)	3	2	2	4	
21-Nov-08	Numb3rs	11,295,000	(-1)	0	4	(-1)	2	0	3	3	5	
5-Dec-08	Numb3rs	9,877,000	0	3	1	1	3	2	2	4	7	
12-Dec-08	Numb3rs	7,603,000	2	4	0	1	0	1	2	6	3	
26-Dec-08	Numb3rs	6,690,000	2	3	0	0	5	2	(-1)	5	6	
2-Jan-09	Numb3rs	7,604,000	1	1	1	(-1)	1	2	4	3	7	
9-Jan-09	Numb3rs	10,135,000	3	1	3	2	2	4	3	7	9	
16-Jan-09	Numb3rs	11,022,000	(-4)	0	5	1	1	2	1	1	4	
23-Jan-09	Numb3rs	10,959,000	1	5	2	2	1	10	0	8	11	
30-Jan-09	Numb3rs	7,506,000	2	1	2	3	1	7	3	5	11	
6-Feb-09	Numb3rs	10,303,000	2	3	1	1	1	2	1	6	4	
13-Feb-09	Numb3rs	9,105,000	3	5	1	1	0	2	4	9	6	
20-Feb-09	Numb3rs	8,048,000	3	8	1	2	1	4	0	12	5	
27-Feb-09	Numb3rs	9,623,000	2	0	1	0	1	3	7	3	11	
6-Mar-09	Numb3rs	10,122,000	0	1	9	3	2	2	2	10	6	
13-Mar-09	Numb3rs	9,507,000	3	1	3	2	4	1	5	7	10	
3-Apr-09	Numb3rs	7,501,000	5	3	0	1	1	(-1)	3	8	3	
10-Apr-09	Numb3rs	9,803,000	1	(-2)	1	(-1)	2	5	3	0	10	
17-Apr-09	Numb3rs	6,754,000	1	(-2)	2	10	4	(-1)	2	1	5	
24-Apr-09	Numb3rs	8,800,000	0	4	3	0	0	2	5	7	7	
8-May-09	Numb3rs	9,567,000	6	3	3	0	1	(-8)	2	12	(-5)	
15-May-09	Numb3rs	9,700,000	2	0	4	1	2	3	6	6	11	
22-May-09	Numb3rs	6,400,000	2	1	2	2	1	3	1	5	5	
12-Jun-09	Numb3rs	5,550,000	7	5	3	2	1	2	2	15	5	
19-Jun-09	Numb3rs	5,011,000	1	1	1	(-1)	0	0	1	3	1	
3-Jul-09	Numb3rs	5,190,000	3	1	0	3	3	1	2	4	6	
Correlation with Nielsen Ratings			-0.4204	-0.1226	0.3494	-0.1435	-0.1052	0.1353	-0.0240	-0.1427	0.0324	

Prison Break

Date	Show	Nielsen Rating	Fan Fiction: Increase day								
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
15-Sep-08	Prison Break	5,786,000	3	4	2	0	0	1	0	9	1
24-Nov-08	Prison Break	5,250,000	1	1	0	1	0	(-1)	3	2	2
1-Dec-08	Prison Break	5,800,000	3	3	0	(-2)	0	0	0	6	0
8-Dec-08	Prison Break	5,396,000	0	1	0	(-1)	0	0	1	1	1
15-Dec-08	Prison Break	5,368,000	1	2	(-1)	4	0	1	0	2	1
22-Dec-08	Prison Break	4,986,000	1	2	0	2	2	4	(-1)	3	5
8-May-09	Prison Break	2,992,000	0	0	1	1	1	2	(-1)	1	2
15-May-09	Prison Break	2,992,000	1	0	0	1	(-1)	2	3	1	4
Correlation with Nielsen Ratings			0.5435	0.8066	-0.0620	-0.2181	0.0458	-0.4422	-0.1512	0.5909	-0.5251

Private Practice

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
1-Oct-08	Private Practice	8,163,000	0	0	0	0	0	0	1	0	1
8-Oct-08	Private Practice	7,400,000	0	1	2	0	0	0	1	3	1
22-Oct-08	Private Practice	7,980,000	0	1	1	0	0	1	1	2	2
29-Oct-08	Private Practice	7,933,000	1	1	0	0	0	0	1	2	1
5-Nov-08	Private Practice	9,171,000	1	0	2	0	0	1	0	3	1
26-Nov-08	Private Practice	6,334,000	1	1	0	0	0	0	1	2	1
3-Dec-08	Private Practice	7,782,000	0	2	1	0	(-1)	0	1	3	0
10-Dec-08	Private Practice	6,859,000	0	0	1	0	0	0	3	1	3
17-Dec-08	Private Practice	6,610,000	0	0	0	0	0	(-2)	3	0	1
25-Dec-08	Private Practice	3,521,000	0	1	1	1	0	0	1	2	1
1-Jan-09	Private Practice	4,338,000	(-2)	1	1	1	0	1	0	0	1
8-Jan-09	Private Practice	8,977,000	0	0	0	2	0	2	0	0	2
15-Jan-09	Private Practice	8,494,000	0	2	0	0	0	0	0	2	0
22-Jan-09	Private Practice	9,487,000	1	0	1	0	1	0	0	2	1
29-Jan-09	Private Practice	7,735,000	2	1	0	(-4)	1	1	1	3	3
5-Feb-09	Private Practice	12,910,000	0	0	0	0	0	0	0	0	0
12-Feb-09	Private Practice	14,097,000	0	1	0	(-1)	0	0	1	1	1
19-Feb-09	Private Practice	11,157,000	0	0	0	1	0	0	0	0	0
12-Mar-09	Private Practice	8,604,000	0	0	0	0	0	0	1	0	1
Correlation with Nielsen Ratings			0.1830	-0.2450	-0.3099	-0.1537	0.0624	0.0221	-0.3115	-0.1976	-0.2710

Psych

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
9-Jan-09	Psych	4,137,000	0	0	1	1	0	(-2)	1	1	(-1)
30-Jan-09	Psych	4,319,000	2	1	3	2	3	6	9	6	18
6-Feb-09	Psych	4,460,000	3	3	0	2	4	6	1	6	11
20-Feb-09	Psych	4,828,000	6	2	1	6	2	13	4	9	19
Correlation with Nielsen Ratings			0.9970	0.6515	-0.2334	0.9583	0.3525	0.9535	0.0724	0.9166	0.7293

Pushing Daises

		Fan Fiction: Increase day									
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
1-Oct-08	Pushing Daises	6,333,000	0	1	0	1	0	2	0	1	2
8-Oct-08	Pushing Daises	5,501,000	0	0	0	1	0	1	0	0	1
15-Oct-08	Pushing Daises	6,108,000	0	0	1	0	0	0	1	1	1
5-Nov-08	Pushing Daises	8,570,000	0	1	0	0	0	0	0	1	0
12-Nov-08	Pushing Daises	8,830,000	0	0	0	0	1	1	0	0	2
30-May-09	Pushing Daises	2,350,000	1	0	1	0	0	1	1	2	2
6-Jun-09	Pushing Daises	2,290,000	0	1	0	1	0	0	0	1	0
13-Jun-09	Pushing Daises	2,230,000	0	0	0	0	1	0	(-1)	0	0
Correlation with Nielsen Ratings			-0.4334	0.1380	-0.2370	-0.1726	0.0574	0.2086	0.0777	-0.2709	0.2502

Scrubs

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
6-Jan-09	Scrubs	6,741,000	0	1	3	1	3	1	0	4	4
13-Jan-09	Scrubs	4,480,000	0	(-4)	2	1	0	2	1	(-2)	3
27-Jan-09	Scrubs	5,120,000	2	2	1	0	1	0	1	5	2
4-Feb-09	Scrubs	4,904,000	0	4	3	1	5	2	2	7	9
17-Feb-09	Scrubs	3,060,000	3	6	2	0	1	1	1	11	3
10-Mar-09	Scrubs	2,944,000	1	2	(-1)	0	(-1)	2	1	2	2
11-Mar-09	Scrubs	3,555,000	2	(-1)	0	(-1)	2	1	(-1)	1	2
18-Mar-09	Scrubs	5,800,000	2	3	1	2	0	2	0	6	2
10-Apr-09	Scrubs	6,570,000	1	1	1	0	2	1	3	3	6
15-Apr-09	Scrubs	5,300,000	1	3	2	0	2	2	0	6	4
5-May-09	Scrubs	3,830,000	1	1	1	5	0	1	0	3	1
6-May-09	Scrubs	5,070,000	1	1	5	0	1	0	3	7	4
Correlation with Nielsen Ratings			-0.3927	-0.0780	0.4047	0.0135	0.4209	-0.1060	0.2439	0.0198	0.4110

Smallville

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
2-Oct-08	Smallville	4,051,000	12	2	8	0	11	1	6	22	18
9-Oct-08	Smallville	4,119,000	4	6	1	6	7	6	4	11	17
6-Nov-08	Smallville	4,810,000	3	3	2	3	6	3	1	8	10
20-Nov-08	Smallville	4,770,000	11	3	0	5	3	2	6	14	11
27-Nov-08	Smallville	1,808,000	8	4	(-8)	5	6	2	7	4	15
11-Dec-08	Smallville	2,540,000	4	5	(-4)	2	3	4	(-4)	5	3
15-Jan-09	Smallville	4,147,000	0	(-2)	0	8	(-3)	6	18	(-2)	21
19-Feb-09	Smallville	2,280,000	8	11	6	5	1	8	7	25	16
12-Mar-09	Smallville	3,723,000	3	5	6	4	3	1	10	14	14
19-Mar-09	Smallville	3,116,000	0	2	2	2	2	11	6	4	19
2-Apr-09	Smallville	3,800,000	1	(-4)	(-3)	(-3)	5	23	3	(-6)	31
9-Apr-09	Smallville	2,030,000	0	3	3	1	3	1	(-2)	6	2
23-Apr-09	Smallville	3,011,000	4	(-6)	8	8	2	(-1)	13	6	14
4-Jun-09	Smallville	1,384,000	8	4	1	(-1)	5	2	1	13	8
11-Jun-09	Smallville	1,300,000	0	(-2)	4	6	9	3	3	2	15
18-Jun-09	Smallville	1,462,000	6	2	4	5	6	(-25)	1	12	(-18)
Correlation with Nielsen Ratings			0.0570	-0.0925	0.0545	0.0354	-0.1277	0.3625	0.3450	0.0100	0.4593

Terminator: Sarah Connor Chronicles

Date	Show	Nielsen Rating	Fan Fiction: Increase day								
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
15-Sep-08	Terminator: Sarah Connor Chronicles	5,564,000	8	4	3	0	5	7	1	15	13
22-Sep-08	Terminator: Sarah Connor Chronicles	5,887,000	4	0	3	3	8	1	2	7	11
6-Oct-08	Terminator: Sarah Connor Chronicles	5,726,000	7	3	1	2	4	3	1	11	8
8-Dec-08	Terminator: Sarah Connor Chronicles	5,250,000	0	2	1	2	1	1	1	3	3
13-Mar-09	Terminator: Sarah Connor Chronicles	3,500,000	1	3	4	2	1	0	1	8	2
27-Mar-09	Terminator: Sarah Connor Chronicles	3,868,000	2	1	1	0	4	3	0	4	7
3-Apr-09	Terminator: Sarah Connor Chronicles	3,350,000	(-1)	2	(-2)	1	2	2	3	(-1)	7
10-Apr-09	Terminator: Sarah Connor Chronicles	3,560,000	(-1)	6	2	2	3	3	4	7	10
Correlation with Nielsen Ratings			0.7585	-0.2773	0.2761	0.2433	0.6037	0.2693	-0.3491	0.5398	0.4044

The Office

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
18-Sep-08	The Office	4,477,000	1	3	1	0	1	0	6	5	7
25-Sep-08	The Office	9,338,000	5	0	0	1	0	0	4	5	4
9-Oct-08	The Office	9,245,000	2	2	1	0	1	1	2	5	4
16-Oct-08	The Office	8,276,000	0	4	1	1	0	1	0	5	1
23-Oct-08	The Office	7,976,000	0	3	0	2	0	0	2	3	2
30-Oct-08	The Office	9,514,000	2	3	4	0	0	0	3	9	3
6-Nov-08	The Office	8,545,000	3	0	3	3	3	1	3	6	7
13-Nov-08	The Office	8,296,000	0	3	3	1	1	1	4	6	6
20-Nov-08	The Office	8,309,000	1	4	0	6	1	1	2	5	4
4-Dec-08	The Office	8,456,000	4	0	(-3)	0	1	1	0	1	2
11-Dec-08	The Office	8,760,000	4	2	2	0	1	2	2	8	5
25-Dec-08	The Office	3,384,000	1	1	1	0	1	0	3	3	4
1-Jan-09	The Office	4,134,000	2	0	0	1	3	(-1)	1	2	3
15-Jan-09	The Office	8,491,000	1	0	0	1	1	5	2	1	8
22-Jan-09	The Office	8,756,000	0	0	0	1	1	0	0	0	1
29-Jan-09	The Office	5,818,000	0	2	0	0	1	1	1	2	3
5-Feb-09	The Office	8,479,000	1	0	2	1	2	0	2	3	4
12-Feb-09	The Office	9,000,000	2	2	2	0	0	0	2	6	2
24-Feb-09	The Office	4,157,000	1	0	0	0	0	1	2	1	3
26-Feb-09	The Office	5,286,000	0	0	0	1	2	2	2	0	6
5-Mar-09	The Office	8,540,000	1	0	9	1	3	1	1	10	5
12-Mar-09	The Office	7,673,000	0	0	0	0	2	1	(-1)	0	2
Correlation with Nielsen Ratings			0.3074	0.1440	0.2473	0.1978	-0.1700	0.1826	-0.1631	0.4206	-0.1048

Ugly Betty

Date	Show	Nielsen Rating	Fan Fiction: Increase day								
			3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
25-Sep-08	Ugly Betty	9,810,000	1	0	1	0	0	0	0	2	0
2-Oct-08	Ugly Betty	8,312,000	1	1	0	0	0	0	1	2	1
9-Oct-08	Ugly Betty	8,521,000	0	0	0	0	0	3	1	0	4
16-Oct-08	Ugly Betty	8,327,000	0	2	1	0	0	0	2	3	2
23-Oct-08	Ugly Betty	8,704,000	1	0	2	0	1	0	1	3	2
30-Oct-08	Ugly Betty	8,550,000	3	0	2	2	1	0	2	5	3
6-Nov-08	Ugly Betty	8,917,000	1	3	1	0	1	1	2	5	4
13-Nov-08	Ugly Betty	8,247,000	0	4	1	1	1	0	2	5	3
20-Nov-08	Ugly Betty	8,308,000	2	1	0	1	3	1	0	3	4
4-Dec-08	Ugly Betty	8,370,000	0	1	8	1	1	2	2	9	5
25-Dec-08	Ugly Betty	3,606,000	1	1	1	1	1	3	2	3	6
8-Jan-09	Ugly Betty	7,535,000	1	3	2	4	2	4	1	6	7
22-Jan-09	Ugly Betty	7,497,000	0	0	1	0	0	2	0	1	2
5-Feb-09	Ugly Betty	7,258,000	1	1	1	0	0	0	2	3	2
12-Feb-09	Ugly Betty	7,402,000	0	0	0	1	0	0	1	0	1
19-Feb-09	Ugly Betty	7,602,000	1	0	0	0	1	2	2	1	5
26-Feb-09	Ugly Betty	6,737,000	0	0	1	0	1	1	2	1	4
5-Mar-09	Ugly Betty	6,339,000	0	0	4	3	1	1	2	4	4
12-Mar-09	Ugly Betty	7,117,000	2	2	0	0	2	1	0	4	3
7-May-09	Ugly Betty	7,378,000	0	0	0	0	0	0	1	0	1
14-May-09	Ugly Betty	6,768,000	1	1	0	1	0	0	0	2	0
Correlation with Nielsen Ratings			0.1014	0.0739	0.0559	-0.2266	-0.0768	-0.3396	-0.1897	0.1229	-0.3359

Without a Trace

Fan Fiction: Increase day											
Date	Show	Nielsen Rating	3 Before	2 Before	Before	Of	After	2 After	3 After	C Before	C After
16-Sep-08	Without a Trace	6,440,000	0	0	0	0	0	0	0	0	0
23-Sep-08	Without a Trace	11,280,000	0	1	1	0	1	0	0	2	1
30-Sep-08	Without a Trace	12,611,000	0	0	0	0	0	0	3	0	3
14-Oct-08	Without a Trace	11,051,000	0	0	0	0	0	0	0	0	0
21-Oct-08	Without a Trace	11,629,000	0	0	0	0	1	1	1	0	3
28-Oct-08	Without a Trace	12,192,000	1	2	0	0	3	0	1	3	4
11-Nov-08	Without a Trace	12,232,000	0	0	0	1	0	0	0	0	0
18-Nov-08	Without a Trace	11,850,000	0	0	1	2	0	0	0	1	0
25-Nov-08	Without a Trace	10,416,000	2	0	0	0	0	2	0	2	2
2-Dec-08	Without a Trace	12,319,000	0	1	0	1	0	0	0	1	0
9-Dec-08	Without a Trace	8,555,000	0	0	0	1	0	0	(-5)	0	(-5)
16-Dec-08	Without a Trace	14,475,000	(-2)	0	(-12)	0	1	0	0	(-14)	1
25-Dec-08	Without a Trace	5,877,000	0	(-2)	1	1	0	0	0	(-1)	0
6-Jan-09	Without a Trace	13,133,000	0	0	1	(-1)	1	1	0	1	2
27-Jan-09	Without a Trace	12,999,000	0	0	1	1	2	0	2	1	4
3-Feb-09	Without a Trace	12,162,000	1	(-1)	0	1	2	1	1	0	4
10-Feb-09	Without a Trace	14,308,000	0	0	2	4	1	0	0	2	1
17-Feb-09	Without a Trace	12,102,000	0	2	0	1	1	0	0	2	1
3-Mar-09	Without a Trace	10,470,000	(-1)	0	2	0	2	0	2	1	4
10-Mar-09	Without a Trace	10,219,000	0	0	(-2)	0	1	0	0	(-2)	1
17-Mar-09	Without a Trace	11,872,000	0	0	0	1	1	1	0	0	2
7-Apr-09	Without a Trace	9,883,000	0	1	0	0	(-1)	0	0	1	(-1)
14-Apr-09	Without a Trace	13,227,000	0	0	(-6)	0	0	0	0	(-6)	0
26-May-09	Without a Trace	9,600,000	(-2)	0	0	1	0	0	1	(-2)	1
28-May-09	Without a Trace	9,710,000	0	1	0	0	1	0	0	1	1
Correlation with Nielsen Ratings			-0.0554	0.2849	-0.3174	0.1726	0.3492	0.0864	0.2941	-0.2110	0.3855

Glossary

The following are terms and definitions used in this report. The glossary is provided in order to explain the usage of these terms here. The definitions may not agree with all standard definitions used in the fan community.

Correlation: Shorthand for Pearson's Correlation. The formula used to calculate Pearson's Correlation is

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{(n-1)S_x S_y}$$

Fandom: A community based around a television show that produces fan fiction. For other definitions of the word fandom, see <http://www.fanhistory.com/wiki/Fandom>

Fan fiction: A story written by fans of a television show. The story is based on the universe a show is based on or characters from that television show. For other definitions of the word fandom, see http://www.fanhistory.com/wiki/Fan_fiction

FanFiction.Net: A fan fiction archive. According to Quantcast, for July 2009, the site was ranked 892. The site caters to a mostly American audience, though it has a large international contingent who publish stories in languages other than English.

fanfiktion.de: A fan fiction archive. According to Quantcast, for July 2009, the site was ranked 767,620. It has more traffic than the Quantcast number suggests because the site is in German and caters to that audience.

FanWorks.Org: A fan fiction archive. According to Quantcast, for July 2009, the site was ranked 178,607.

FicWad: A fan fiction archive. According to Quantcast, for July 2009, the site was ranked 80,760.

Freedom of Speech Fan Fiction: A fan fiction archive. According to Quantcast, for July 2009, the site was ranked 84,054.

Spoilers: Details that give away a major plot point about an episode before most people have had an opportunity to view it. For other definitions of the word spoiler, see <http://www.fanhistory.com/wiki/Spoiler>