CBS opened the 2016-2017 season with a massive premiere week victory, the week ending Sept. 25. The Eye placed first in viewers for the eighth consecutive season, first in A18-49 (tie) for the first time since 2010-2011, and first in A25-54 for the first time since 2011-2012. For the week, CBS averaged 11.18 million viewers, the largest average audience for any network in premiere week in five years. The Network’s +2.44 million viewer advantage over the second place network is its largest since 2011. Among other highlights:

- CBS is the only network to increase its year ago premiere week audience and only network to maintain year ago demographics.

(Continued on page 2)
All three of the Network’s freshman series had huge premieres, opening with more than 10 million viewers. KEVIN CAN WAIT (11.08m) was the #1 new comedy, BULL (15.56m) and MACGYVER (10.73m) were the top two new dramas, while NCIS was the week’s #1 scripted program.

Overall, CBS had the week’s top five scripted programs and nine of the top 10.

For details, go to http://bit.ly/2dpAPqq

On The News Front...

The CBS EVENING NEWS WITH SCOTT PELLEY began the new television season as the only network evening news broadcast to grow in the key A25-54 demo. 60 MINUTES began its 49th season making Nielsen’s Top 10, just as it did 22 times last season. FACE THE NATION kicks off broadcast season as America’s #1 public affairs program. CBS THIS MORNING began the 2016-2017 television season by posting significant year-to-year gains in viewers and key demos. The 29th season premiere of 48 HOURS was Saturday’s #1 primetime program with viewers.

THE LATE SHOW with STEPHEN COLBERT posted the show’s largest premiere Tuesday audience since Oct. 6, 2015. It also notched its highest Tuesday A18-49 and A25-54 ratings since May 3. THE LATE LATE SHOW with JAMES CORDEN scored its largest Tuesday audience since Sept. 22, 2015.

On the TV Station Front... The CBS Television Stations delivered ratings wins and year-to-year growth during premiere week. Led by the Network’s Flagship, WCBS in New York, the station group’s prime-time viewership was up 4% compared to the same week in 2015. The group also attracted growth in viewers with its 5:00 AM-5:00 PM and late newscasts. Nine CBS-owned stations ranked first or a strong second in late news. The stations also attracted double-digit gains in the key A25-54 demo with their 5:00 AM (+33%), 6:00 AM (+20%) and 5:00PM (+14%) newscasts. (Source: NSI)

And on the Gridiron... Week two of THURSDAY NIGHT FOOTBALL on Sept. 22 (Houston/New England) was seen on an average minute audience basis by 17.9 million viewers across all platforms, including CBS Television Network, NFL Network, Twitter, NFL Digital and CBS Interactive. TNF on CBS and NFL Network continues to win in primetime, handily beating the other networks. In total, CBS and NFL Network’s coverage was watched in all-or-part by 50.5 million viewers on television, with a minimum of one minute viewed. In total, all digital properties showing THURSDAY NIGHT FOOTBALL reached 2.5 million viewers. (Source: NTI)
On September 24, the Smithsonian Institution opened the National Museum of African American History and Culture, the only national museum devoted exclusively to the documentation of African American life, history and culture. The Smithsonian Channel has partnered with the Museum to produce and donate 130 videos for the inaugural exhibits. The videos, comprised of 450 minutes of footage with an estimated 8,000 images, will be displayed on monitors ranging in size from 22 inches to a massive 186-foot overhead screen. CBS EVP and Chief Diversity and Inclusion Officer Josie Thomas was among the attendees at the opening, who included President Barack Obama and some of the biggest influencers in politics and Hollywood. Thomas is seen at right with David Royle, EVP of programming and production, at Smithsonian Channel, at the opening of the museum.

David Royle, EVP Programming and Production at Smithsonian Channel and Josie Thomas, EVP and Chief Diversity and Inclusion Officer, CBS Corporation, at the opening of National Museum of African American History and Culture.

**SMITHSONIAN CHANNEL PROVIDES VIDEOS TO NEW NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE**

“**BIG BROTHER OVER THE TOP**” DIGITAL EDITION BEGINS STREAMING SEPT. 28

“**BIG BROTHER: OVER THE TOP**,” hosted by Julie Chen, began streaming live exclusively on CBS All Access, Wednesday, Sept. 28, at 10:00 PM, ET/7:00 PM, PT. For the first time ever, fans who subscribe to the CBS Television Network’s subscription video on demand and live-streaming service will watch everything play out live on the 24/7 feeds and have the opportunity to vote and impact the game like never before. In addition to the live stream and the traditional elements fans know and love, such as Head of Household, veto competitions and the live evictions,

*CBS All Access’s BIG BROTHER: OVER THE TOP will feature new elements designed for multi-platform audiences, including: weekly full episodes, weekday replay; live diary room sessions; evicted Houseguest Q&A with host Chen; a BIG BROTHER winner chosen by fans, and “America’s Vote” when fans will have the opportunity to impact the game like never before and affect nominations, evictions and game-changing twists.*


CBSN AND INSTAGRAM PARTNER FOR PRESIDENTIAL DEBATES,

CBSN, CBS News’ 24/7 digital streaming news service featuring live, anchored coverage, set a new single-day viewership record on Monday, Sept. 26, for its coverage of the first presidential debate. CBSN drew a record 2.98 million streams and 1.4 million unique viewers for the day. CBSN also set a new hourly record for streams during the first hour of the debate (9:00-10:00 PM, ET).

“The record demand for CBSN’s wall-to-wall coverage of the first presidential debate is particularly impressive on a day when viewers had a multitude of viewing and streaming options,” said Christy Tanner, Senior Vice President and General Manager, CBS News Digital. For more information, go to [http://bit.ly/2d12NWU](http://bit.ly/2d12NWU).

And... CBSN and Instagram have forged a partnership to feature curated Instagram Stories in CBSN’s live streaming coverage for the presidential and vice presidential debates. The partnership makes CBSN the first network to feature Instagram Stories in live coverage.

(More news on page 4)
CBS CORPORATION DIVERSITY AND INCLUSION IN DC FOR HISPANIC HERITAGE MONTH EVENTS

CBS Corporation VP, Diversity and Inclusion, Barbara Matos and CBS Entertainment SVP Casting, Fern Orenstein recently participated in Quórum Call — a joint effort between The National Hispanic Foundation for the Arts and Fusion, in association with the District of Columbia’s Office of Latino Affairs. The goal was to bring together Latino-themed content creators and diverse media platforms in order to help jumpstart contemporary Latino film, TV and web content. The two-day media pitch conference consisted of a day of advice from industry professionals, followed by a day of one-on-one content pitch.

In addition:

- CBS Diversity and Inclusion, CBS Entertainment and CBS News Washington celebrated Hispanic Heritage Month with the National Hispanic Foundation for the Arts at their 29th Annual Awards, which celebrate the achievements of Hispanic Americans in the areas of stem (science, technology and math), technology, business, literature, wellness, and the arts; as well as leadership, vision and those who Inspire our Youth.


CBS Diversity and Inclusion, CBS Entertainment and CBS News Washington celebrated Hispanic Heritage Month with the National Hispanic Foundation for the Arts at their 20th Anniversary Noche de Gala honoring Latino talent in the media and entertainment communities.

- CBS Government Affairs sponsored a table that CBS Corporation Diversity and Inclusion hosted at the 39th Annual Congressional Hispanic Caucus Institute Awards Gala which honors the individual and collective achievements of Latino leaders. CBS’s Barbara Matos (center in photo above) hosted the table.

(Continued)

JOIN SIMON & SCHUSTER IN SUPPORTING BANNED BOOKS WEEK

Join your Simon & Schuster colleagues as they support “Banned Books Week” (Sept. 25-Oct. 1), an annual event celebrating the freedom to read. Download a free Banned eBook—books that have been targeted for removal from bookshelves around the nation. Also show your support by posting a picture of your favorite banned book on social media using the hashtag #SSBannedBooks and #BannedBooksWeek.

(DIVERSITY AND INCLUSION, continued)

- Barbara Matos was a guest of the Hispanic Heritage Foundation at their 29th Annual Awards, which celebrate the achievements of Hispanic Americans in the areas of stem (science, technology and math), technology, business, literature, wellness, and the arts; as well as leadership, vision and those who Inspire our Youth.

Plus... To help celebrate Hispanic Heritage Month, CNET en Español, CNET’s Spanish-language sister site, recently paid tribute to the technology contributions of Latinos in America by announcing its annual list of the top 20 most influential Latinos in technology for 2016. The list, which includes 18 new executives as well as a record number of women (nine total), is made up of Latinos with a broad range of experience and skills who are leading teams in high-profile tech companies in the U.S. From Apple to LinkedIn to NASA, the list of senior executives is reflective of the accomplishments and impact of the Latino community on technology. For more information and the names of honorees on the Top 20 list, go to http://bit.ly/2cAchpU

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Gil Schwartz, Senior Executive Vice President
Richard Wien, Editor, x5607 (NY)