

BETTER LATE THAN NEVER SEASON 2 CONTINUES TO BE A SMASH HIT!

AIRING ON MONDAYS AT 9PM on NBC



BASED ON THE SOUTH KOREAN HIT FORMAT GRANDPAS OVER FLOWERS



SPECIAL PREVIEW: EPISODE 201 December 11th 2017



Ranks as NBC's most-watched show in the time period since premiere week (Sept. 25th)

(source: Variety)



The reality show wins its time slot



(source: Hollywood Reporter)

The special preview of *Better Late Than Never* delivered a 1.0/4 in 18-49, **5.5 million viewers**.

The preview episode **won the slot** among ABC, CBS and NBC in **every key demographic**.

Better Late Than Never matched NBC's season average in the timeslot in 18-49 and topped that average by **+6% in total viewers** (5.5 million vs. 5.162 million).

The preview episode **grew by +17%** in 18-49 and **+990,000 viewers** overall going from L+SD to L+3.

(source: NBC Universal)

EPISODES 202 & 203: January 1st 2018 - Two-hour special



First hour retains 99% of its total-viewer lead-in



Second hour retains 100% of its lead-in

In its initial run in summer 2016, *Better Late Than Never* averaged an increase of +18% going from L+SD to L+3. The two-hour special for S2 grew by **+25%** (9PM) and **+22%** (10PM) in 18-49 from L+SD to L+3.

The premiere of season 2 faced tough competition on ESPN and ABC and **still tied for #1 in the timeslot** among ABC, CBS and NBC in **18-49**.

Better Late Than Never retained **99%** of its total-viewer lead-in. (source: NBC Universal)

EPISODE 204: January 8th 2018



Grew by **+18%** in 18-49 and **+804k viewers** overall (L+SD to L+3)

Episode two of S2 tied for **#2 in the timeslot** amongst the Big 4 networks in men 18-49 and men 25-54.

The episode increased by **+14% week to week** in 18-49 (0.8 vs 0.7) despite high-rated college-football competition.

(source: NBC Universal)



8.9/10 Score on IMDb (increase from S1)

92%

Audience rating on Rotten Tomatoes

EPISODE 205: January 15th 2018



Grew by **+25%** week to week in 18-49.

The third episode delivered a 1.0/3 in 18-49, 5.5 million viewers overall, which is an increase of **+25% week to week** in 18-49 (1.0 vs. 0.8) and **+1.4 million persons** or **+34%** in total viewers (5.5 million vs. 4.1 million).

This was the **second consecutive week** *Better Late Than Never* grew in both categories.

This equals its **highest 18-49 rating this season** among five regular and special original telecasts and **hits a new season high in total viewers**.

Better Late Than Never grew by **+20%** in 18-49 and **+959,000 viewers** overall going from L+SD to L+3. (source: NBC Universal)

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EPISODE 206: January 22nd 2018

#1

Ties for #1 in the timeslot among the Big 4 networks in men 18-49



Grew by +20% in 18-49 and +940k viewers overall (L+SD to L+3)

Better Late Than Never (0.9/3 in 18-49, 4.8 million viewers overall), finishing with 0.1 of last week's 18-49 rating (0.9 vs. 1.0), which equalled the show's season high.

Ties for #1 in the timeslot among the Big 4 networks in men 18-49 and finishes #2 or tied for #2 in adults, men and women 18-34.

The fourth episode grew by +20% in 18-49 and +940,000 viewers overall going from L+SD to L+3. (source: NBC Universal)

EPISODE 207: January 29th 2018



Retains 100% week to week in 18-49



Grew by +22% in 18-49 and +942k viewers overall (L+SD to L+3)

The episode delivered a (0.9/3 in 18-49, 4.8 million viewers overall), growing from +22% in 18-49 (0.92 to 1.12) and +942,000 viewers overall (4.8 million to 5.7 million) going from L+SD to L+3.

Retains 100% week to week in 18-49 and 97% in total viewers (4.785 million vs. 4.922 million).

Ties for #2 in the timeslot among the Big 4 networks in adults 18-49 and all key adult male demos.

The preview episode grew by +22% in 18-49 and +942,000 viewers overall going from L+SD to L+3. (source: NBC Universal)

EPISODE 208: February 5th 2018



Season finale delivers a season high in 18-49



Grows +22% week to week in 18-49 and +11% in total viewers

In a night of season finales, *Better Late Than Never* on NBC managed to climb to a season high in the key demo, according to Nielsen overnight data. Airing at 9pm the finale drew a 1.1 rating in adults 18-49 and 5.3 million viewers. This is also up by over 20% compared to the episode that aired last week. (source: Variety)

Additionally, *Better Late Than Never* ranks #2 in the timeslot among the Big 4 networks in adults 18-49 and total viewers and ties for #1 in men 25-54.

The final episode grew by +19% in 18-49 and +897,000 viewers overall going from L+SD to L+3. (source: NBC Universal)

