The CMT Music Awards Roped In Quite a Crowd, Ranking Second in Viewership Only to the NBA Finals
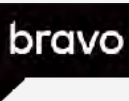
Outside of the NBA, the awards show beat out all first run offerings on broadcast and cable

alphonso
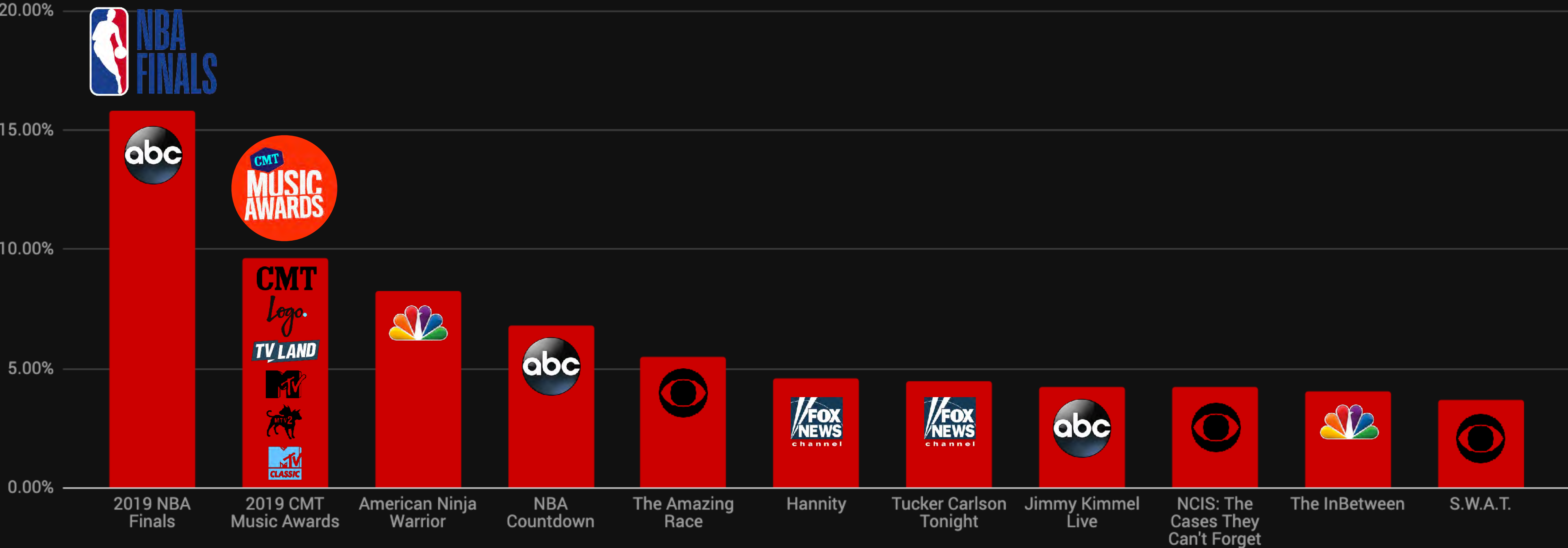
Ain't No Surprise: Country Music Attracts the Country Lifestyle Viewer

Cable programs of interest tend to be lifestyle, cooking and reality

Favorite Networks among CMT Music Awards Viewers	Network Index
Paramount Network	213
Sportsman Channel	167
nickmusic	167
Outdoor Channel	166
Great American Country	156
WGN America	154
Hallmark Channel	151
Nick@Nite	141
AXS tv	140
IFC	139

Favorite Cable Programs among CMT Music Awards Viewers	Network	Index
Hollywood Medium With Tyler Henry	E!	222
Very Cavallari	E!	194
The Kitchen	food network	191
30-Minute Meals	food network	190
Watch What Happens Live With Andy Cohen	bravo	180
Project Runway	bravo	175
Keeping Up With the Kardashians	E!	173
One of a Kind	HGTV	171
My Lottery Dream Home	HGTV	170
The Pioneer Woman	food network	169

3

Tuning In: The prime access daypart had minimal influence on viewership; local news and CMT's Music Awards rebroadcast were the next preferred programs

Programs watched BEFORE viewing CMT Music Awards		% Active Viewers
TV Viewing Session Initiated		86.58%
Last Man Standing	CMT	1.23%
Godzilla	TNT	0.91%
The Expendables 3	amc	0.90%
College Track and Field	ESPN 2	0.70%
Ridiculousness	MTV	0.67%
Mom	Paramount Network	0.61%
Lethal Weapon	IFC	0.59%

Programs watched AFTER viewing CMT Music Awards		% Active Viewers
TV Viewing Session Ended		32.44%
Late Local News		25.45%
2019 CMT Music Awards (Rebroadcast)		10.35%
Two and a Half Men	TV LAND	9.32%
2019 NBA Finals	abc	7.42%
Overboard	Paramount Network	7.19%
The King of Queens	TV LAND	6.70%
How Far Is Tattoo Far?	MTV	5.12%

4

About Alphonso

Alphonso is a TV data and measurement company, and the market leader in providing brands and agencies with real-time TV ad campaign measurement, closed-loop attribution for TV ads, and TV audience extension across digital devices. Its Alphonso TV Data Cloud services are used by hundreds of the Fortune 500 brands and agencies in the U.S.

With video AI technology embedded in tens of millions of smart TVs, TV chipsets, set-top boxes and other connected devices, Alphonso understands what programming and advertising people watch on TV. Its SaaS offering, Alphonso Insights, delivers actionable TV measurement and closed-loop attribution with offline data in real time, to help brands understand the true impact of TV advertising. To learn more, visit **www.alphonso.tv**.