



MEDIA INFORMATION

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THE HERD WITH COLIN COWHERD REACHES ALMOST 20 MILLION PEOPLE IN FIRST MONTH

Nearly 12 Million Digital Video Views Recorded

No. 2-Ranked Sports & Recreation Podcast on iTunes

Los Angeles – THE HERD WITH COLIN COWHERD, an entertaining and thought-provoking three-hour sports talk program, premiered on FOX Sports' television, FOX Sports Radio and iHeartRadio platforms on Tuesday, Sept. 8. In its opening month, the show produced a range of impressive audience figures, delivering strong early returns across each of its distribution avenues and, in the process, reaching a total of 19.5 million people between Sept. 8 and Oct. 9.

The total reach figure includes the show's excellent performance on a variety of digital platforms. Clips of THE HERD drew 11.7 million video views over the show's first month via Facebook, YouTube, FOXSports.com, FOXSportsRadio.com, the live-streaming FOX Sports Go app and Twitter video player.

On television, a combined 5.8 million viewers watched at least one minute of THE HERD on FS1 and FS2, according to Nielsen. In comparison to a pair of other daily cable sports-talk simulcasts, THE HERD outpaced "The Dan LeBatard Show" on ESPNU by +87% (3.1 million viewers) and "The Dan Patrick Show" on NBCSN by +57% (3.7 million viewers). Under the same context year-over-year, THE HERD is up +32% vs. "The Mike Francesa Show" on FS1 and FS2 between Sept.-Oct. 2014 (5.8 million vs. 4.4 million).

Also noteworthy is the popularity of THE HERD podcasts, including the "Best of The Herd" and "Full Show" offerings that combined to rank No. 2 in the Sports & Recreation podcast category on iTunes, netting 1.2 million downloads over the show's first month.

THE HERD WITH COLIN COWHERD station on iHeartRadio, a daily live-stream of the program, ranked No. 1 among sports podcasts on the platform during the program's first month.

The show continues to add broadcast radio affiliates across the country, and its performance on the local AM 570 LA Sports/KLAC has posted impressive results. Between Sept. 8 and Oct. 9, KLAC experienced a +106% gain in THE HERD's time slot with Men 25-54 over the previous year.

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THE HERD REACHES ALMOST 2 MILLION PEOPLE IN FIRST MONTH - Page 2

Combining compelling conversation and unique perspective with Cowherd and HERDLINE NEWS host Kristine Leahy, THE HERD, which airs daily from 12:00-3:00 PM ET, includes interviews with entertainers and newsmakers from across the spectrum of sports and pop culture. Guests on THE HERD since its premiere in September included Donald Trump, Joe Montana, Spike Lee, Jimmy Kimmel, Rob Lowe, Doc Rivers, Jon Voight, Dana White, David Spade, Mark Cuban, Bill Parcells, Aaron Eckhart and Larry King, among several others.

Daily video clips can be accessed via the official Twitter handle [@TheHerd](#), on the [show's Facebook page](#), its [page on FOXSports.com](#), [FOXSportsRadio.com](#) and via its [official landing page](#) on YouTube.

For more information on THE HERD, including show schedules, photography, biographical information and more, visit [FOX Sports Press Pass](#).

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