

The logo for the television show American Idol, featuring the words "American Idol" in a white, cursive script font. The text is set against a dark blue, glowing oval background that has a bright white border.

THE PHENOMENON

Facts & Figures

- ★ The #1 and #2 Show in America five straight years in a row
- ★ Over 42 million viewers tuned in to watch Season 5 Finale
- ★ Average 31+ million viewers per show for season 5
- ★ Highest-rated premiere (55 million viewers) in 2005-06 season on any network including sports and entertainment
- ★ 5 straight years of ratings growth
- ★ Viewed in more than 150 countries worldwide
- ★ Guaranteed on FOX through 2010
- ★ Beat out 2006 Grammy Awards and Winter Olympics in ratings by 95%
- ★ 1 billion website page views per season
- ★ 32 million unique website visitors per year
- ★ #1 on Yahoo's Top Entertainment Search for 2004-06
- ★ Over 1.5 BILLION votes cast to date
- ★ Over 90 weeks of #1 hits on Billboard charts by AI artists



Demographics

- ★ #1 in key 18-49 demographics
- ★ #1 in ALL demographics:
 - Kids (11%)
 - Teens/Tweens 12-17 (9%)
 - Adults 18 -34 (26%)
 - Adults 35-49 (29%)
 - Adults 50 & up (25%)
- ★ 135% more teens & more teen girls watch AI out of 166 shows on the Top 6 network.
- ★ Idol is strongest with women across ALL age groups

Brand Values

Music

Fashion

Lifestyle

Celebrity

Hopes & Dreams

Rags-to-Riches

Super Stardom

