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MTV Scores Highest Rated New Show in Six Years with "Jersey Shore Family Vacation"

Second Episode Breaks Cable Records as Most Watched Unscripted Premiere since 2012

Network Closes Third Consecutive Quarter of Prime Growth for the First Time in Seven Years

NEW YORK--(BUSINESS WIRE)-- On the heels of MTV's third consecutive quarter of prime growth - a first in seven years - last night's global premiere of "Jersey Shore Family Vacation" was the network's highest rated new show in six years. It also broke cable records for being the most watched unscripted premiere since 2012.

The first episode - which aired at 8PM ET/PT - did a 2.88 (P18-34, LSD) with the second growing 5% to a whopping 3.03 (P18-34, LSD) averaging a 2.96 which surpasses the final season's average 2.82 in 2012. It also more than doubled the rating of the original "Jersey Shore" debut in 2009 (1.38).

Last night's two-hour global premiere - a first for MTV - was also the most social show of the day, with #JSFamilyVacation trending on Twitter in the U.S. for seven hours.

The "Shore" franchise is an MTV worldwide phenomenon that features such hits as "MTV Floribama Shore" currently shooting its second season, "Geordie Shore" in the UK, "Gandia Shore" in Spain, "Warsaw Shore" in Poland, "Acapulco Shore" in Mexico and "Super Shore."

"Jersey Shore Family Vacation" features original housemates Deena Nicole Cortese, Paul "Pauly D" Delvecchio, Jenni "JWOWW" Farley, Vinny Guadagnino, Ronnie Ortiz-Magro, Nicole "Snooki" Polizzi and Mike "The Situation" Sorrentino who reunite in Miami for the vacation of a lifetime.

Source: Nielsen; Fast National Data; P18-34, LSD unless otherwise noted; 3rd consecutive quarter of year-over-year growth based on L3 prime (Mon-Sun, 8p-11p).

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For MTV
Michael Fabiani
Michael.Fabiani@viacom.com

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