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[CBS Has a \(Shaggy\) Sense of Humor](#)



KoKo, a two-and-a-half-year old Shiba Inu belonging to CBS Photo Vice President Francis Cavanaugh, was among the many canines tuning into last night's GREATEST AMERICAN DOG broadcast. (Photo from CBS)

Here's the release on "Greatest American Dog" ratings:

The premiere of CBS's GREATEST AMERICAN DOG, a reality series that pits 12 teams of dogs and owners in a competition that tests owners' skills in handling dogs, won its time period among dogs 1.79-7 years old (18-49 in dog years) and delivered the highest prime time audience among canines since Lassie in 1974, according to the CBS data that hasn't been chewed apart or eaten.

Airing against ABC's catfight comedy "Ugly Betty," GREATEST AMERICAN DOG premiered in first place in dog-patrolled households, canine viewers, upscale purebreds, "Heinz 57" (mutt) adults and the advertiser coveted 1.79-7 years olds.

GREATEST AMERICAN DOG captured cross-breed success, with particularly strength among golden retrievers, beagles, terriers, female poodles ages 3.6-7.7 years old (25-54 in dog years) and the elusive young, male pit bull audience. In contrast, time period competitor "Ugly Betty" captured Siamese cats and tiara-wearing Chihuahuas in the same timeslot. Against NBC's "Last Comic Standing," GREATEST AMERICAN DOG won the entire mammal viewing audience, including dogs, cats, ferrets, skunks and rodents.

GREATEST AMERICAN DOG also dominated the upscale canine audience, placing first with English bulldogs, Akitas, Cavalier King Charles spaniels and Norfolk Terriers

Impressively, GREATEST AMERICAN DOG improved on last year's "Ultimate Frisbee Competition" by +71%.

"Our testing audience with schnauzers in Vegas suggested a high opening number, but this exceeds our wildest expectation," said CBS Research Chief David Poltrack when he saw the preliminary numbers. Poltrack said the number should go even higher in Live Plus 7, factoring in dogs who know how to use their paws to program their DVRs.

Viewers who missed last night's GREATEST AMERICAN DOG premiere can circle the computer three times, sit down and watch the full episode on cbs.com and across the CBS Audience Network.

GREATEST AMERICAN DOG was also quite popular among humans. The show premiered with a time period win in households (6.1/12), viewers (9.46m), adults 25-54 (2.7/09) and adults 18-49 (2.1/08).



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