



8th Season Premiere of American Idol is Most Viewed Program of the Season

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More than 30 million watch Tuesday's show, making it the top-rated night on any network in a year

CKX, Inc. (Nasdaq: CKXE) and 19 Entertainment Limited announced today that more than 30 million viewers tuned into the eighth-season premiere of American Idol last night on Fox, making it the highest-rated telecast and night of the 2008-09 television season. American Idol was created by 19 Entertainment, a wholly-owned subsidiary of CKX, Inc. and is co-produced by 19 Entertainment and FremantleMedia Ltd.

The premiere posted an impressive 11.6/28 among Adults 18-49, with 30.1 million total viewers, making it the highest rated night on any network in 11 months among Adults 18-49, and the highest rated night in a year among Total Viewers. IDOL won the night among all key demos, including Adults 18-49, Total Viewers, Adults 18-34 and Teens. In fact, based on the IDOL performance, FOX outperformed the four competing networks (ABC, CBS, NBC, CW) combined.

IDOL also showed a substantial advantage over the season's previous highest-rated entertainment telecast, posting a 57% advantage among Adults 18-49 (11.6/28 vs. 7.4/18 for Grey's Anatomy on 9/25/08). This is even greater than last year's comparable advantage over that season's highest-rated entertainment telecast at the time (+55%, IDOL vs. Grey's Anatomy premiere on 9/27/07).

Robert F.X. Sillerman, the Chairman and CEO of CKX, commented "We are thrilled with American Idol's continued dominance of the television landscape. The outstanding performance of this season's premiere episode, with more than 30 million viewers, demonstrates the true level to which this program continues to captivate and excite the television and music audiences."

About CKX, Inc.

CKX, Inc. is engaged in the ownership, development and commercial utilization of entertainment content. To date, the Company has focused on acquiring globally recognized entertainment content and related assets, including the rights to the name, image and likeness of Elvis Presley, the operations of Graceland, the rights to the name, image and likeness of Muhammad Ali and proprietary rights to the IDOLS television brand, including the American Idol series in the United States and local adaptations of the IDOLS television show format which, collectively, air in more than 100 countries. For more information about CKX, Inc., visit its corporate website at www.ckx.com.

About 19 Entertainment

19 Entertainment, a division of CKX, is one of the most successful entertainment organizations in the world having created and produced hit television properties including American Idol and So You Think You Can Dance, and with its relationships and partnerships with some of the biggest names in sports, music and fashion, including David Beckham, Victoria Beckham, Carrie Underwood, Kelly Clarkson, Chris Daughtry, Roland Mouret and the recently added tennis superstar, Andy Murray.

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