**The Last Hour of Prime Is Still A Big Deal**

Viewership of the last hour of broadcast primetime — 10 p.m. on the Big Three and 9 p.m. on Fox — still matters. It serves as the lead-in for the affiliates’ late local news and for network’s latenight and affiliates’ programming the following morning.

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<https://tvnewscheck.com/article/top-news/230207/last-hour-prime-still-big-deal/?utm_source=Listrak&utm_medium=Email&utm_term=The+Last+Hour+Of+Prime+Is+Still+A+Big+Deal&utm_campaign=The+Last+Hour+Of+Prime+Is+Still+A+Big+Deal>

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<https://img.sharetv.com/shows/standard/prime_time_au.jpg>