

'Great Pumpkin' still popular TV special

By Frank Pallotta, CNN Money

You're still a ratings success, Charlie Brown!

The Halloween mainstay "It's the Great Pumpkin, Charlie Brown!" may be old, but it's still a ratings treat for ABC. When the 1966 Halloween special was shown in early October this year it brought in 6.28 million viewers for the network.

It's not just Baby Boomers tuning in to watch. The Peanuts classic brought in 2.1 million viewers between the ages of 18-49, a prized demo for advertisers, and it generated an animated conversation on Twitter.

These numbers may seem small, but it actually beat current shows in its time slot including Fox's "Hell's Kitchen" and The CW's "Arrow."

Not bad for a special that's been running since the Johnson administration.

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