

## NBC is first out of the chute in new Nielsens

**Most new shows are sampled, but no network claims decisive wins in opening readings of the season**

NBC-TV led by more than a rating point last week in averages in the first national Nielsens on the 1972-73 network TV season, with ABC second and CBS more than two points below ABC.

CBS had the only new show in the top 10—*Bridget Loves Bernie* ranked sixth—and almost had two, with *Cousin Maude* in 11th place, less than half a point out of 10th. ABC's new *Paul Lynde Show* came in 14th. NBC's new *Wednesday Mystery Movie* ("Banacek") was 20th and its *Ghost Story* was 22d.

NBC carried the week (Sept. 11-17) with an average prime-time rating of 20.6, followed by ABC with 19.2 and CBS with 17.0. By nights of the week, NBC won Monday, Thursday, Friday and Saturday, ABC the rest.

NBC also claimed the top average for new shows, a 19.2 against a 17.4 for CBS's new ones and 15.9 for ABC's. But most of the new shows on all networks achieved respectable shares for their time periods, with only ABC's *Temperatures Rising* and *Streets of San Francisco* and CBS's *Anna and the King* dropping into the low 20's.

Outside the top-20 shows, NBC's *Ghost Story*, *Little People* and *Banyon* all had shares above 30, ABC's *Julie Andrews Hour* and CBS's *Bob Newhart Show* were at the 30 level, and ABC's *The Rookies*, CBS's *Sandy Duncan Show*, *New Bill Cosby Show*, *M\*A\*S\*H* and *The Waltons* and NBC's *Search* all had shares in the upper 20's.

Officials of all three networks cautioned against reading too much into the first week's results, pointing out that it normally takes weeks for clear viewing patterns to emerge. The second week's national results are due today (Oct. 2).

Following are the national Nielsen rankings for the week ended Sept. 17:

Rank	Program	Network
1.	Marcus Welby	ABC
2.	ABC Sunday Movie	ABC
3.	All in the Family	CBS
4.	Bonanza	NBC
5.	Wednesday Movie of Week	ABC
6.	Bridget Loves Bernie	CBS
7.	NBC Saturday Movies	NBC
8.	Flip Wilson	NBC
9.	Ironside	NBC
10.	NBC Monday Movies	NBC
11.	Maude	CBS
12.	Walt Disney	NBC
	Lucy	CBS
14.	Paul Lynde	ABC
15.	Sanford & Son	NBC
	Gunsmoke	CBS
17.	Tuesday Movie of Week	ABC

18.	Owen Marshall	ABC	55.	CBS Tuesday Night Movie	CBS
19.	Sunday Mystery Movie	NBC	56.	Dick Van Dyke	CBS
20.	Wednesday Mystery Movie	NBC	57.	Mannix	CBS
21.	Cannon	CBS	58.	Streets of San Francisco	ABC
22.	Ghost Story	NBC	59.	Brady Bunch	ABC
23.	Doris Day	CBS	60.	McGovern	CBS
24.	Mary Tyler Moore	CBS	61.	Anna & the King	CBS
25.	Little People	NBC	62.	McGovern	CBS
	Hawaii Five-O	CBS	63.	McGovern	CBS
27.	The Rookies	ABC	64.	NBC Reports	NBC
28.	Rowan and Martin	NBC	65.	Alias Smith & Jones	ABC
29.	Adam-12	NBC			
	Room 22	ABC			
31.	Dean Martin	NBC			
	Banyon	NBC			
	Sandy Duncan	CBS			
34.	Julie Andrews	ABC			
	Bob Newhart	CBS			
36.	FBI	ABC			
37.	Bill Cosby	CBS			
	Odd Couple	ABC			
39.	Search	NBC			
40.	CBS Thursday Movie	CBS			
41.	The Olympics	ABC			
	Mod Squad	ABC			
43.	Love American Style	ABC			
44.	McGovern	NBC			
45.	M.A.S.H.	CBS			
46.	The Waltons	CBS			
47.	Carol Burnett	CBS			
	Partridge Family	ABC			
49.	Sonny & Cher	CBS			
50.	Medical Center	CBS			
51.	Emergency	NBC			
	Mission Impossible	CBS			
	CBS Friday Movie	CBS			
54.	Temperatures Rising	ABC			

**Much from Munich.** Worldwide television coverage of the Olympic Games generated a record amount of television traffic, in connection with a single event, for Intelsat—1,005 half-channel hours in the Aug. 26-Sept. 10 period, according to a spokesman for Communications Satellite Corp., manager of the worldwide system. This was more than double the traffic generated by the Olympic Games in Mexico City four years ago—450 half-channel hours. And additional events during the period, including the Arab attack on the Israelis, produced another 264 half-channel hours of business for Intelsat during the Munich games. One surprise in the system-use statistics was that Mexico led all other countries in the amount of time it took on the system for Olympics—105 half-channel hours. The U.S. was second, with 84, and Iran—another surprise—was third, with 72.

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