

Circle of Fear (NBC) and the Paul Lynde Show (ABC).

MGM sold three new shows to the networks. The new shows are *Hawkins* and *Shaft*, on CBS, alternating with that network's Tuesday night movies, and *Mr. and Ms.* (ABC). Renewed was *Medical Center* (CBS). Lost was the *Assignment: Vienna* segment of *Men* (ABC).

Paramount TV had two of its offerings accepted by the networks giving it five hours of network prime time. They are *The Magician* and *Love Story*, both on NBC. Renewed were *Odd Couple*, *Brady Bunch* and *Love American Style*, all on ABC, and *Mannix* (CBS). Lost was *Mission: Impossible* (CBS).

Warner Bros., with four renewals will account for 3½ hours on the networks. It lost two programs: *Search* (NBC) and the *Delphi Bureau* segment of *Men* (ABC).

Twentieth Century-Fox, with two new shows and two renewed, will be responsible for 2½ hours in the new season. The new programs are *New Perry Mason Show* and *Roll Out!*, both on CBS. Renewed were *Room 222* (ABC) and *M*A*S*H* (CBS).

Among the so-called independents, Quinn Martin Productions neither sold any new ones nor lost any old ones. It still is responsible for four hours of prime network time: *Barnaby Jones* and *Cannon*, on CBS, and *FBI* and *Streets of San Francisco* on ABC, both in conjunction with Warner Bros. Talent Associates, which is part of the Norton

Simon group, sold one full new show *Diana* (NBC) and two new inserts for NBC's *Mystery Movie*; *Snoop Sisters* and *Farraday & Co.*, for Wednesday nights, and one renewal, *Macmillan and Wife*, on Sunday nights.

MTM Enterprises, the Grant Tinker firm, got two renewals: *Mary Tyler Moore Show* (CBS) and the *Bob Newhart Show* (CBS). Among other independents, *Spelling/Goldberg* has its *Rookies* (ABC) renewed. While *Mod Squad* was canceled.

In all, programing the 58 time periods in prime time across the board for the three networks adds up to an aggregate weekly production investment of \$15,182,000. That's a 67% increase since the 1964-65 season (TELEVISION magazine, May 1964) when the three networks spent about \$9 million each week to put their prime-time programing on the air (including the now restricted 7:30-8 p.m. time period).

Each of the networks spends approximately \$5 million a week for prime-time production, with ABS-TV the biggest spender of the three and NBC-TV the least extravagant. The specific breakdown shows ABC-TV with a weekly production budget of \$5,219,000, CBS-TV \$5,123,000 and NBC-TV \$4,840,000.

Saturday, apparently, is the costliest night in the week with the three networks spending a total of \$2,620,000 to fill the evening's 10 individual time periods. On an aggregate expenditure basis the rest of the week's lineup has Mondays costing

\$2,439,000; Thursdays \$2,160,000; Sundays \$2,133,000; Wednesdays \$1,963,000; Fridays \$1,944,000 and Tuesdays—the least expensive night of the week—\$1,923,000.

On an individual network basis, Sunday is ABC-TV's big investment night with a weekly budget of \$925,000 allocated.

CBS-TV spends \$950,000 each on Thursdays and Fridays, while NBC-TV—in the most any network allocates for a night of the week—has a weekly budget of \$1,210,000 on Saturdays for *Emergency!* and *Saturday Night at the Movies*.

Movies, of course, are the single most expensive programs on the air. Generally, the networks try to pro-rate their theatrical feature time slots to a \$750,000 weekly budget. ABC-TV, it appears, spends the most for the TV-tailored features, budgeting movie of the week time periods at \$425,000. NBC-TV spends \$350,000 to program its mystery movie slots on Sundays and Wednesdays.

ABC-TV's most expensive regular series outside of the movie area is *The FBI*, which gets a weekly budget of \$275,000 (although the 90-minute new *Cyborg* series which is running on an alternating basis on Saturday nights will cost \$425,000 per show). CBS-TV's big weekly nonmovie spender is the perennial *Gunsmoke* with a \$228,000 tab. Another greybeard on NBC-TV, *Wonderful World of Disney*, is allotted \$230,000 per show to lead that network's expenditure list for traditional and regular series.

The dollar figures for production

Here are the prime-time series, production companies and estimated average weekly production costs for 1973-74 (cost estimates were derived from a number of sources and represent the cost for initial network presentation unless different basis is shown).

ABC

Sunday 7:30-8:30 *FBI*, Quinn Martin and Warner Brothers TV, \$275,000. 8:30-10:30 "Sunday Night Movie," various, \$650,000. **Monday** 8-9 *Rookies*, Aaron Spelling Productions, \$200,000. 9-conclusion *NFL Monday Night Football*, \$650,000. **Tuesday** 8-8:30 *Temperature's Rising*, Screen Gems, \$110,000. 8:30-10 *Tuesday Movie of the Week*, various, \$425,000 for two runs. 10-11 *Marcus Welby, M.D.*, Universal TV, \$200,000. **Wednesday** 8-8:30 *Bob & Carol & Ted & Alice*, Screen Gems, \$102,000. 8:30-10 *Wednesday Movie of the Week*, various, \$425,000 for two runs. 10-11 *Owen Marshall, Counselor at Law*, Universal TV, \$198,000. **Thursday** 8-9 *Toma*, Universal TV, \$200,000. 9-10 *Kung Fu*, Warner Brothers TV, \$210,000. 10-11 *Streets of San Francisco*, Quinn Martin with Warner Brothers TV, \$225,000. **Friday** 8-8:30 *Brady Bunch*, Paramount TV, \$100,000. 8:30-9 *Odd Couple*, Paramount TV, \$105,000. 9-9:30 *Room 222*, 20th Century-Fox TV, \$100,000. 9:30-10 *Mr. and Ms.*, MGM TV, \$99,000. 10-11 *Love, American Style*, Paramount TV, \$200,000. **Saturday** 8-8:30 *Partridge Family*, Screen Gems, \$110,000. 8:30-10 *ABC Suspense Movie*, Universal TV, \$425,000 for two runs, alternating every fourth week with *Cyborg*, Universal TV, \$425,000 for two runs. 10-11 *Griff*, Universal TV, \$210,000.

CBS

Sunday 7:30-8:30 *New Adventures of Perry Mason*, 20th Century-Fox with Paisano Productions, \$215,000. 8:30-9:30 *Mannix*, Paramount TV, \$213,000. 9:30-10:30 *Barnaby Jones*, Quinn Martin Productions, \$200,000. **Monday** 8-9 *Gunsmoke*, Arness Productions, \$228,000. 9-9:30 *Here's Lucy*, Lucille Ball Productions, \$130,000. 9:30-10 *New Dick Van Dyke Show*, Cave Creek Enterprises, \$108,000. 10-11 *Medical Center*, MGM TV, \$203,000. **Tuesday** 8-8:30 *Maude*, Tandem Productions, \$100,000. 8:30-9:30 *Hawaii Five-0*, Leonard Freeman Productions, \$213,000. 9:30-11 *Tuesday Night Movies*, CBS, \$350,000, alternating with *Hawkins*, MGM, \$310,000 and *Shaft*, \$300,000. **Wednesday** 8-9 *Sonny and Cher*, Blyde Beard Productions and Humbug Productions, \$200,000. 9-10 *Cannon*, Quinn Martin Productions, \$200,000. 10-11 *Cojack*, Universal TV, \$198,000. **Thursday** 8-9 *The Waltons*, CBS, \$200,000. 9-11 *Thursday Night Movies*, various, \$750,000. **Friday** 8-8:30 *Calucci's Department*, Sullivan Productions, \$100,000. 8:30-9 *Roll Out*, 20th Century-Fox, \$100,000. 9-11 *Friday Night Movies*, various, \$750,000. **Saturday** 8-8:30 *All in the Family*, Tandem Productions, \$115,000. 8:30-9 *M*A*S*H*, 20th Century-Fox, \$100,000. 9-9:30 *Mary Tyler Moore Show*, MTM Enterprises, \$105,000. 9:30-10 *Bob Newhart Show*, MTM Enterprises, \$105,000. 10-11 *Carol Burnett Show*, Burngood Productions, \$240,000.

NBC

Sunday 7:30-8:30 *Wonderful World of Disney*, Walt Disney Productions, \$230,000. 8:30-10:30 *Sunday Mystery Movie*, Universal, \$350,000. **Monday** 8-8:30 *Lotsa Luck*, Concept II Productions, \$80,000. 8:30-9 *Diana*, Talent Associates-Norton Simon Inc., \$90,000. 9-11 *Monday Night at the Movies*, various, \$750,000. **Tuesday** 8-9 *Chase*, Mark VII Productions and Universal TV, \$175,000. 9-10 *The Magician*, Paramount TV, \$175,000. 10-11 *Police Story*, David Gerber Productions with Screen Gems, \$175,000. **Wednesday** 8-8:30 *Adam-12*, Universal TV with Mark VII Productions, \$100,000. 8:30-10 *Wednesday Mystery Movie*, Universal TV, \$350,000. 10-11 *Love Story*, Paramount TV, \$190,000. **Thursday** 8-9 *Flip Wilson Show*, Clew Productions, \$225,000. 9-10 *Ironside*, Harbour Productions and Universal TV, \$175,000. 10-11 *NBC Follies*, NBC-TV, \$175,000. **Friday** 8-8:30 *Santford and Son*, Tandem Productions and Norbud Inc., \$100,000. 8:30-9 *The Girl With Something Extra*, Screen Gems, \$90,000. 9-9:30 *Needles and Pins*, David Gerber Productions with Screen Gems, \$90,000. 9:30-10 *Brian Keith Show*, Warner Brothers TV, \$110,000. 10-11 *Dean Martin Comedy Hour*, Claude Productions and Greg Garrison Productions, \$250,000. **Saturday** 8-9 *Emergency*, Universal TV and Mark VII Productions, \$210,000. 9-11 *Saturday Night at the Movies*, various, \$750,000.