

tinct possibility" that major sporting events will eventually be priced out of the free TV market, a contention disputed by the other two network chiefs.

NBC's Tartikoff said that while his net-

work has not yet formally entered the cable industry, unlike ABC and CBS, it is reviewing the possibility of doing so. "Some moves in that direction (toward cable) might be profitable for us and will be

considered," Tartikoff explained. "It's the difference between a pot of gold and 'some' gold. We believe that network television will be the place where most of the money will be in the 80's and 90's."

## Monitor

**Educational experience.** Faculty members from universities across the country were at NAB's Washington headquarters Nov. 6-8 for a series of panel discussions led by representatives of all phases of the electronics media. The overriding message of the Broadcast Education Association Faculty/Industry Seminar was the importance of audience research today and even more so in the future as new technologies fragment the audience. Among the speakers was Gene Jankowski, president, CBS/Broadcast Group, who responded to questions at Thursday's dinner (right); Squire Rushnell, vice president, ABC Entertainment; Robert Wussler, Turner Broadcasting System; Jeffrey Weiss, Viacom, and Richard Sonnenfeldt, NBC.



**And now for something completely different.** Telepictures Corp., New York, said it has acquired exclusive U.S. distribution rights to 44 half-hours of *Monty Python's Flying Circus*, including first rights ever granted by Monty Python Co. for editing to allow for commercial inserts. *Python* began on BBC-TV in 1970, was subsequently seen on U.S. public stations.

**'Taxi' fare.** Pre-distribution sale of ABC-TV hit series, *Taxi*, to seven Times Mirror television stations has been announced by Paramount Television Domestic Syndication. *Taxi*, previously sold to WNEW-TV New York and KTLA-TV Los Angeles, becomes available for showing in syndication in fall of 1983.

**Here's looking at you.** USA Network has begun what network president, Kay Koplovitz, calls "consummate sports series." Half-hour variety show airing thrice weekly, program is hosted by Roy Firestone, weekend anchor and features reporter at KNXT(TV) Los Angeles, and Ira Fistell, talk show host at KABC(AM) Los Angeles. Regular features include "hot seat" interviews, "bettor's corner" reports, "nostalgia time"—reviews of great moments in sports—and "The Fans," segment that allows "sports diehards to voice opinions." Masda Motors has signed as participating sponsor.

**News for Saturday.** ABC-TV is adding three more entries to its 1980-81 Saturday-morning children's schedule, which started Nov. 8: *Fonz and the Happy Days Gang*, animated half-hour based on prime-time *Happy Days* characters (9-9:30 a.m. NYT); *Richie Rich/Scooby & Scrappy Doo Show*, combination based on *Richie Rich* comic-book character, and new comedies in *Scooby-Scrappy* series (9:30-10:25 a.m.), and return of *Superfriends Hour* with new episodes (8-9 a.m.). Other new entries, announced earlier: *Thundarr the Barbarian* (10:30-55 a.m.), *Heathcliff and Dingbat* (11-11:30), *Plastic Man/Baby Plas Super Comedy Show* (11:30-55).

**3-D thrillers.** MCA Videocassette Co. is releasing on videocassette 3-D versions of two celebrated classics of 1950's sci-fi genre—"Creature from the Black Lagoon" and "It Came from Outer Space." Each cassette comes complete with four pairs of 3-D glasses.

## Ratings Roundup

It was series stunting at its best. For the week ended Nov. 9, CBS-TV aired four episodes of *Dallas*, winning three of the top five ratings scores and four of the top 10—all this without even revealing who shot J.R.

Top-rated of the week was Sunday's episode which scored a massive 40.0 rating and 59 share. The season opener, in its regular time period, Friday at 10 p.m., grabbed an even higher share, with a 38.2/61. Reruns brought a 31.8/51 (Friday, just prior to the premiere) and a 24.7/42 (Thursday).

Add to those four episodes the five regularly scheduled series CBS ran on Sunday night and the network pulled in the top nine numbers of the week.

Over-all the prime-time averages were CBS 22.2/35; ABC-TV 17.9/28 and NBC-TV 14.8/23.

Elsewhere in the ratings, CBS's debut of *Ladies' Man* was well received, earning a 24.0/36 against NBC's *Little House on the Prairie* and paid political time on ABC. CBS also proved the winner, along with President-elect Reagan, on election night, beating the network competition with an 18.7/27 (BROADCASTING, Nov. 10).

### The First 20

Rank	Program	Network	Rating Share
1.	<i>Dallas</i> (Sunday)	CBS	40.0/59
2.	<i>Dallas</i> (Friday premiere)	CBS	38.2/61
3.	<i>Jeffersons</i>	CBS	32.1/45
4.	<i>Dallas</i> (Friday)	CBS	31.8/51
5.	<i>Alice</i>	CBS	31.2/44
6.	<i>60 Minutes</i>	CBS	29.7/45
7.	<i>One Day at a Time</i>	CBS	29.2/41
8.	<i>Archie Bunker's Place</i>	CBS	27.6/40
9.	<i>Dallas</i> (Thursday)	CBS	24.7/42
10.	<i>Love Boat</i>	ABC	24.4/42
11.	<i>Ladies' Man</i> (premiere)	CBS	24.0/36
12.	<i>Love at First Bite</i> (movie)	CBS	23.2/37
13.	<i>Flo</i>	CBS	23.2/36
14.	<i>That's Incredible</i>	ABC	22.6/36
15.	<i>Fantasy Island</i>	ABC	22.4/40
16.	<i>Real People</i>	NBC	21.0/32
17.	<i>M*A*S*H</i>	CBS	20.7/30
18.	<i>Little House on the Prairie</i>	NBC	20.4/30
19.	<i>NFL Monday Night Football</i> (Chicago v. Cleveland)	ABC	20.2/37
20.	<i>The Spy Who Loved Me</i> (movie)	ABC	19.7/28

### The Final Five

41.	<i>Lassiter</i> (special)	NBC	12.9/22
42.	<i>Those Amazing Animals</i>	ABC	12.7/19
43.	"Return of the Pink Panther" (movie)	NBC	11.5/19
44.	Campaign '80 preview	CBS	10.8/17
45.	<i>NBC Magazine</i>	NBC	6.3/10

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