subscribers for the service a year from now; Bravo currently has 250,000.

USA scores with NHL

The USA Network has renewed its contract with the National Hockey League for exclusive basic cable rights for another year. The league, however, has retained the pay cable rights and is contemplating their sale to regional sports networks for as early as the coming season. USA will pay around $4 million for its rights. Its last contract was a two year deal (1982-83) for which it paid the NHL about $8 million. Games will be carried on Thursday evenings beginning Oct. 11 through the end of the year and then switch to Monday evenings in January for the remainder of the hockey season. (Through the fall and early winter months it “counterprograms” ABC’s Monday night football games with movies.) USA will carry 33 regular season games and 25 playoff games, including the Stanley Cup finals.

Green light

The Los Angeles city council has given final approval to the sale of Valley Cable Television Inc. to Standard Broadcasting Corp. Ltd., the Toronto-based firm that has held a 55% interest in the suburban Los Angeles cable franchise serving the western San Fernando Valley. Standard says it expects to increase its $20-million investment in the system by about $5 million and guarantee about $6 million in bank loans. Valley Cable currently serves about 170,000 homes.

“THREE’S COMPANY” TRAMPLES THE COMPETITION IN TULSA.

It’s a runaway Number One in its 4PM Mon.-Fri. time slot. And Number One in every audience demographic.

With its 9 rating and 38 share on KTUL, it more than doubles the rating and share of its closest time period competitor.

And THREE’S COMPANY’s getting stronger and stronger: Up 11 share points since February, and 21 share points since May ‘83!

SOURCES: ARB MAY ’83, FEB ’84, MAY ’84

THE AUDIENCE POWERHOUSE

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Broadcasting Aug 27, 1984