last game of the weekend," Abraham said. After a doubleheader on one of the networks and a single game on the other, he said, "what you have on Sunday night is the Visine Bowl. You are talking about 12 consecutive hours of NFL football."

Aside from sports and movies, Fuchs said, the "most prevalent debate within HBO is what we should do about series." With an influx of sitcoms on the three networks, Fox Broadcasting, off-network and first-run syndication, as well as on Showtime, he said, HBO is reluctant to enter the race. His service, he said, would need a "breakthrough" program to attract viewers, such as Showtime's *The Garry Shandling Show.*

Fuchs sees the broadcast networks, not other pay services, as HBO's main competition. He said pay television has managed to survive the onslaught of the videocassette recorder, and despite the commotion raised about pay-per-view technology during recent labor negotiations, Fuchs said he does not believe it will "cannibalize our business." Early research, he said, shows that pay-per-view "stirs up interest in cable television" since it is mostly nonpay subscribers who want to watch an occasional movie. If the addressable box delivery method catches on, as industry analysts predict it will in the next decade, Fuchs said HBO will be positioned to cash in since many pay-per-view suppliers have already approached the company seeking live events.

Schneier says Showtime will continue exclusive bent; believes there are enough movies to go around

Showtime/The Movie Channel has no interest in HBO Chairman Michael Fuchs's offer to renegotiate an exclusive agreement with Paramount Pictures and let Showtime buy into a motion picture package from the top-grossing Hollywood studio (see story above), a top executive said.

The pay service, which bid for the 85 Paramount films but lost out to HBO's $500-million-plus offer two weeks ago, remains committed to its policy of pursuing exclusive movie packages, Fred Schneier, Showtime's executive vice president of programming, told television writers last week in Los Angeles. "Our determination to be exclusive is rock sturdy," he said.

Schneier pointed out Showtime's plans to launch an aggressive consumer advertising campaign Aug. 1 promoting the service's commitment to exclusivity. The campaign, which will be geared to print media, spot TV and basic cable services, will emphasize a "brand new look on Showtime," and will utilize new graphics and animation, he said.

Fuchs had earlier criticized Showtime for using HBO's name frequently in its existing marketing campaign, saying, "You see our name on Showtime every 15 seconds. I'm surprised we haven't been billed for it yet." The campaign has resulted in an unresolved legal battle between the number-one and number-two rated pay services, which kept Schneier from commenting on whether the new marketing effort would contain any references to HBO.

The HBO chairman's comments regard-

Showtime's Schneier

ing the Paramount transaction "did surprise me a bit," Schneier said. Fuchs had asserted that Paramount approached HBO to compete in the bidding and speculated that Viacom's large debt may have cost Showtime the deal.

Schneier defended the financial health of Viacom, saying that despite its $2.4-billion debt, the company had obtained the backing of two large banks and a prestigious brokerage firm. The reason for the support, he said, is that Viacom's broadcast stations, cable properties and subscriber base are "incredibly strong business" that are poised for growth well into the 21st century.

Although Showtime lost the bidding war for the Paramount films, Schneier said Showtime made an "incredibly strong offer" for the package. The approaches the two pay services took in their dealings with Paramount demonstrate differences in their operating styles, according to Schneier. Showtime, the second-ranked service, has to keep its channels open by making aggressive moves, he said, adding, "I have been in acquisition now for eight years and I have never allowed a supplier of consequence to come to me."

Despite Fuchs's invitation to re-open negotiations for a nonexclusive contract, Schneier said Showtime will continue to concentrate on acquiring distinctive programing that includes a mix of exclusive movie titles and original programing, which will include an increase in co-venture productions.

Showtime officials knew when they struck their landmark exclusive five-year deal with Paramount, which will provide it with movies midway through 1989, that it would be "stirring up a hornet's nest" within the industry, Schneier said. "We were aware at the time we established this strategy that there was going to be a polarization of the studios. It's part of the strategy....Some were going to start with us and go over to HBO and some were going to start with HBO and come over to us. And that is exactly what has happened."

While HBO has entered exclusive arrangements with such majors as Paramount and Warner Bros., which are the biggest and next-biggest Hollywood studios, Showtime has made exclusive deals with Universal, 20th Century Fox and Columbia, which have lately had considerably less box-office success than the two biggest studios.

But Schneier said that with the hundreds of titles Showtime has acquired from other studios, including Disney's Touchstone Pictures and the independent Orion, there are "more than enough" movies to keep it competitive with HBO. "We're going into an era in which we're not dealing with six basic majors running the world," he said. "We feel very comfortable that there will be ample top-quality product for us going out over time." □

Daytime upfront surges back

Observers say market is returning to 1985 levels, and may hit $950 million

Bolstered by strong upfront sales in prime time, the daytime upfront marketplace appears to be wrapped up for the most part, with network and agency executives suggesting a strengthening in daytime sales compared to the soft market a year ago. The extent of the recovery remains to be sorted out, and executives stressed that part of it is a reflection of paper gains in cost-per-thousand prices because of the lower network ratings reported by people meters.

Last year's upfront daytime market was estimated to be in the $800-million to $850-million range, compared to $900 million the year before. This year estimates are that the market will be at least as strong as in 1985 and perhaps as high as $950 million.

Network and agency executives reported double-digit increases in daytime prices—up to 20%. ABC led the pack, and there are indications the network is delivering about 46% of the women, 18-49 demographic in daytime. The people meter numbers also indicate a flip-flopping of ABC and CBS in the household race, with ABC jumping to first place and CBS sliding to second. While that is not as important as delivery of the key demo, women 18 to 49, particularly in daytime sales, it seems to corroborate the general trend that CBS loses more audience than ABC or NBC under the people meter.

"Daytime is a solid market, and the networks are getting 10% to 15% over last year," said one media buyer, who asked not to be named. "ABC is still number-one in the key demographics" and set the pace among the three networks in daytime, he added. ABC and NBC were close to wrapping things up by week's end, while CBS was behind that pace, sources said.

Paul Schulman, president of the Paul Schulman Co., a New York media buying service, confirmed that the networks were getting solid increases in daytime, but would not be specific. "I think their stockholders should be pleased," said Schulman. ABC, he said, "is leading daytime in the same way NBC led prime time." The bullish upfront, which appears consistent throughout all the dayparts, he added, "has taken the networks off the hook," a reference to what many felt would be complex, protracted negotiations