

ORBIS CHANGES ITS NAME TO CAROLCO TELEVISION

'Terminator 2' is big ticket in new film package; syndicator outlines offerings for fall 1992

By Mike Freeman

New York-based Orbis Communications is changing its name to Carolco Television (its parent is Carolco Pictures) and putting together its biggest ticket movie package to date, led by the big hit "Terminator 2: The Judgment Day" and a batch of new first-run specials and series.

Hilary Hendler, who was installed as president and CEO of then-Orbis Communications earlier this year (BROADCASTING, July 1) says the name change to Carolco is intended to "better emphasize the Carolco connection."

"Terminator 2" (starring Arnold Schwarzenegger), which has grossed over \$400 million worldwide since its theatrical release last summer, is clearly the big name draw of the newly

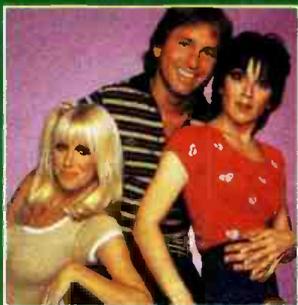
marketed Carolco V straight-cash movie package. Following through with a standard pay-per-view (on Request and Viewer's Choice PPV services) window in January 1991, then pay cable (Showtime) and network (ABC) windows, "T2" will trigger in syndication June 1998. The station trigger date is in close proximity to the date Warner Bros.' Volume 29 releases its 1989 hit theatrical "Batman."

Hendler stressed that "stations, rather than the syndicator, will pick the other titles from our library and will tailor [Carolco V] to their needs," citing recent Carolco Pictures titles such as "L.A. Story" (Steve Martin), "Rambling Rose" and "Basic Instinct" as among the available choices. After a station committee packages the titles, Hendler says the



The big gun in Carolco's (nee Orbis) movie package: "Terminator 2: Judgment Day"

Another reason.



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