Wrapping up NATPE

Pure entertainment-driven children’s programming sold well coming out of NATPE:
- Claster Television’s expansion of top-rated freshman weekly Transformers Generation 2 has been sold for daily stripping in 58 markets representing 70% of the country. Incoming fall 1994 rookie weeklies Mutant League and Baby Huey were sold respectively in 70% and 60% of the country. Returning sophomore strip The Pink Panther was renewed in 46 markets representing 62% of the country.
- Saban Domestic Distribution’s spin-off of the hit Mighty Morphin Power Rangers Fox series, Cybertron, further solidified its 5-6 p.m. strip clearances with sales in 65% of the country. Meanwhile, incoming freshmen weeklies Sweet Valley High, Battletech and Creepy Crawlers each locked in station clearances in more than 50% of the country.
- Genesis Entertainment’s biggest foray into the weekly kids animation business, the Marvel Action Hour block (which counts Fantastic Four and Iron Man), closed station deals in approximately 68% of the U.S. And its highly rated weekly strip, Biker Mice from Mars, was sold in 71% of the country for fall 1994.
- Hearst Entertainment’s fall 1994 comic adventure adaptation, Phantom 2040, picked up eight of the top 10 markets. WPIX(TV) New York, KOFY-TV San Francisco, WSBK-TV Boston, KTXA(TV) Fort Worth, WXON(TV) Detroit, WGNX(TV) Atlanta and KTNV-TV Houston are the top market stations lining up for the new weekly cartoon entry.
- All American Television’s live-action Power Boy strip for fall 1994 has been cleared in more than 25 markets representing 42% of the country. Group deals with Tribune Broadcasting, Paramount TV Group and Cannell Communications account for the bulk of the new clearances.
- Turner Broadcasting will launch an entertainment service in Asia with initial programming consisting of TNT and The Cartoon Network. The Asian Entertainment Network, a 24-hour service, is scheduled to debut during the fourth quarter. Supported by advertisers and subscribers, the Asian Network will be delivered via the Apstar-1 satellite. Based in Asia, the service will be delivered in English with certain dayparts subtitled and dubbed in Mandarin and Thai. Plans call for these language segments to increase and other languages to be added.

Twenty-First Century Television International unveiled a 26-episode reality-based series called Manhunter, which will be offered internationally beginning in fall 1994. A production of in-house Fox Television Stations Productions, Manhunter will borrow footage and “real life” cases from Fox Broadcasting Co.’s America’s Most Wanted, whose host, John Walsh, also will serve double-duty on the international series.

Twenty-First Television cleared Trauma on the Fox O&Os. The half-hour series, targeted for weekend access time periods, is produced by Fox Television Stations Productions. By convention’s end, the show had cleared 55% of the country, according to Greg Meidel, president.

Viacom’s ‘I Accuse!’ hits 40%

Viacom came to NATPE with a new court-reality strip that the company cleared in 40% of the country in the month before the convention.
‘I Accuse!’ is produced by Mark Goodson Productions and will court-pointed mediator sessions in Los Angeles. As a way of disposing of cases in the overcrowded Los Angeles court system, the county district attorney each year assigns thousands of cases to mediators. Many of the cases involve assault and battery and other violent crimes, frequently among family members. The show is being sold for barter (four minutes five-second) national and has been cleared by WNEW TV New York; WPPB-TV Chicago; WTXF(TV) Philadelphia; WFXK(TV) Boston; WKRD(TV) Detroit; and KTXA(TV) Dallas. Jacob says the show can play late fringe, early fringe or daytime.

In Brief

NSS POCKETPIECE
(Nineteen top ranked syndicated shows for the week ending Jan. 15. Numbers represent aggregate rating average stations’ coverage)
2. Jeopardy! 14.0/21/98
3. Wheel of Fortune wknd 10.4 117/92
5. Star Trek 8.9/23/99
7. Roseanne 8.7/16/97
8. Entertainment Tonight 8.5/17/96
9. Inside Edition 8.0/19/96
10. Married...With Children 7.6/18/95
11. Hard Copy 7.5/16/95
13. Baywatch 7.0/20/94
14. Family Matters 6.5/17/95
15. Pink Power Rangers 6.3/14/92

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